Texas A&M International University
Annual Institutional Effectiveness Review (AIER)
for Administrative or Educational Support Units

Unit Name:

Campus Card Services

Unit Type:
   _X_ Administrative Unit   ___ Educational Support Unit

Assessment Period Covered:

March 1, 2008 to January 31, 2009

Unit Coordinator (Preparer of Report):

Albert Chavez

List Other Report Contributors (if applicable):

The annual review is directed at the following goals of the Texas A&M International University 2006-2010 Strategic Plan. Please list goals below:

3.2 Provide service and outreach activities to the University service area in a professional, courteous, efficient and timely manner.

Institutional Mission

Texas A&M International University, a Member of The Texas A&M University System, prepares students for leadership roles in their chosen profession in an increasingly complex, culturally diverse state, national, and global society … Through instruction, faculty and student research, and public service, Texas A&M International University embodies a strategic point of delivery for well-defined programs and services that improve the quality of life for citizens of the border region, the State of Texas, and national and international communities.

Administrative or Educational Support Unit Mission

To offer a student-friendly, integrated card-based approach to the delivery of a wide array of campus-related services, including access to library services, residence hall access, dinning services, cashless purchases, network printing and copying, and student enrollment verification.

Provide summary of the last cycle's use of results and changes implemented

This statement should specify if the outcomes addressed were a continuation of previous ones, new outcomes, or modified versions of previous outcomes. In addition, the statement should include a concise analysis of the assessment data collected during the previous year, a brief explanation of actions taken to address specific outcomes, an evaluation of how these actions contributed to the improvement of the unit, and any recommendations formulated. Assessment data must be viewed and discussed by the unit during this process.

The survey responses from the previous assessment identified a couple of areas that can be improved. For example, the department website need to be improved to provide tips and more information about the

campus ID card. The other area that was identified is a discount or reward program to be implemented with local merchants. To address the areas identified we have updated our website to provide more information about the card program. Also, a listing of merchants that currently offer a discount to students for presenting their card is now available on our website.

List of unit-level outcomes
It is recommended that units rotate through their entire set of outcomes over a multi-year period. Units may focus on one or two outcomes each year, as deemed appropriate.

1. Assess satisfaction with the current services offered and student utilization of the OneCard (student ID card) for potential card related service expansion.
2. Ensure excellence in customer service interactions satisfying faculty and staff needs.

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Section I: Planning and Implementation

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Outcome(s): *Identify the outcome(s) that will be focused upon this year.*

2. Ensure excellence in customer service interactions satisfying faculty and staff needs.

Methods of assessment to be used: *Identify and describe the type of assessment(s) that will be used and how the data will be obtained. During this assessment period, has your unit used any of the following measures for assessment of outcomes? Indicate "Y" if currently being used; "N" if not currently being used but interested in using; and "NA" if not applicable.*

Type of Measure	Y	N	NA	Specify which type of measure was used and what outcome the measure was applied to:
Volume of Activity: (Number of clients served, circulation data, etc.)				
Efficiency: (Turnaround time for filling requests, timely service or prompt response, etc.)				
Service Quality: (Error rates, accuracy of information provided, etc)				
Client Satisfaction Survey (Student, employer, alumni, customer, etc.)	Y			Division of Finance and Administration Service Quality survey (yearly survey)
Feedback: (Suggestion box, focus groups, evaluation forms, etc.)				
Review of existing data: (Routine records or reports, institutional data, audits, etc.)				
Staff discussions or	Y			Division retreat lead to review and discussion of

evaluations of services to clients				responses from survey. Response to survey was put together and sent out to all employees.
Standards/guidelines provided by professional associations				
Standards set by federal, state, county, city or system regulations				
External evaluations or auditors				
Benchmarks or comparisons with peer institutions	Y			Office is a member of the National Association of Campus Card User. Association website has a resource are where other schools post their operating procedures and services offered.
Other				

Criteria/Benchmark(s): *Specify, if deemed appropriate to assess outcome(s). Criteria/ benchmark(s) may be optional, especially if qualitative measures are used for data collection.*

Using the Finance and Administration Division – Service Quality Survey, existing employees are surveyed to measure their level of satisfaction with the services offered by Campus Card Services. A 70% satisfaction rating on over all services will be reached.

Section II: Analysis of Results

What were the results attained? *Describe the primary results or findings from your analysis of the information collected. Were the results used to improve the unit services or operations? Please specify:*

Campus Card Services received a rating of 70% satisfaction over all on the 2009 Finance and Administration Survey.

What were the conclusions reached? *Include a brief description of the procedure used for reaching the conclusion(s) based on the evidence collected and describe the process used to disseminate the information to other individuals. For example, if the discussion took place during the annual retreat, include a summary from those deliberations using the Meeting Minutes template found at http://www.tamiu.edu/integrate/docs/Minutes-Template.doc. Once completed, submit the minutes to assessment @tamiu.edu.*

Over all the respondents would like to see more communication in regards to the services offered by our office. For example, some respondents were not aware that funds can be deposited to their OneCard and used to make purchase on campus.

Describe the action plan formulated. (The plan may be multi-year in nature.)
Based on the conclusion(s), describe the action plan to be implemented to improve or maintain unit services and operations, including resources needed and a timeline for implementation.

To address this concern, we have updated our department website and we are currently working on a marketing campaign for the Fall 2009 semester to advertise the use of the card program and meal plans options available.

Resource(s) to implement action plan: *Describe the resources that will be needed to implement the action plan. Also indicate if the resources are currently available, or if additional funds will be needed to obtain these resources.*

Funding
- ☐ New Resources Required
- ☐ Reallocation of current funds

Physical
- ☐ New or reallocated space

Other
- ☐ Primarily faculty/staff time
- ☐ University rule/procedure change only

Provide a narrative description and justification for requested resources (include linkage to Strategic Plan – or Compact, if relevant)

N/A

Identify proposed outcomes for the next assessment cycle:

Continuation of present outcome(s) – (Indicate reason for continuation):

Yes – for monitoring of improvement.

New Outcome(s) – (List outcomes below):

Modification of present outcome(s) – (Indicate reason for modification):

Date Completed:

June 25, 2009

Submit completed form to integrate@tamiu.edu.