

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

Unit Name:

Campus Card Services

Unit Type:

Administrative Unit

Educational Support Unit

Assessment Period Covered:

January 2009 to February 2010

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, dining 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 that over all 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 on campus to make purchases.

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.**

Section I: Planning and Implementation

Outcome(s)

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

Assess satisfaction with the current services offered and student utilization of the OneCard (student ID card) for potential card related service expansion.

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:
<u>Volume of Activity:</u> (Number of clients served, circulation data, etc.)				
<u>Efficiency:</u> (Turnaround time for filling requests, timely service or prompt response, etc.)				
<u>Service Quality:</u> (Error rates, accuracy of information provided, etc)				
<u>Client Satisfaction Survey</u> (Student, employer, alumni, customer, etc.)	Y			Higher One and student service quality survey
<u>Feedback:</u> (Suggestion box, focus groups, evaluation forms, etc.)				
<u>Review of existing data:</u> (Routine records or reports, institutional data, audits, etc.)				
Staff discussions or evaluations of services to clients				
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				
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 Higher One and Student Service Quality surveys, students are surveyed to measure their level of satisfaction with the Higher One refund program and services offered. 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:

We exceeded the 70% satisfaction criteria set. The Higher One student opinion survey was conducted November 9-14. A total of 279 students responded compared to 200 from our previous survey conducted Spring 2008. The overall survey comments were positive. Some of the positive student comments stated that the card is easy to use and that they are satisfied with the current refund options offered. On the other hand, several students commented that more than one ATM should be available for them to withdraw funds.

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 on the Project Integrate web page at <http://www.tamtu.edu/integrate/docs/Minutes-Template.doc>. Once completed, submit the minutes to assessment@tamtu.edu.

Based on the survey results, we have determined that we need to relocate the Higher One ATM. Currently the ATM is located at the University Community Center. On the survey, students commented that they prefer that the ATM be located on campus at a location that has extended service hours. The ATM was originally installed there because an existing ATM service exclusivity agreement with BBVA.

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.

The existing ATM exclusivity agreement with BBVA will end on September 2010. After the agreement ends, Higher One will be asked to move the ATM to either the Killam library or the new Student Success Center. Also, the current contract with Higher One for refund management will end on July 2011. We will be working with A&M Corpus Christi and Kingsville to establish a combined service agreement for outsourcing refund management.

Section III: Resources

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)

No additional resources needed.

Identify proposed outcomes for the next assessment cycle:

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

We will continue assessing the current outcome since this is an outsourced process and we need to continuously monitor the performance of the vendor.

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

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

Date Completed:

March 25, 2010