

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

Unit Name:

Office of Admissions

Unit Type:

Administrative Unit

Educational Support Unit

Assessment Period Covered:

January 2009 to February 2010

Unit Coordinator (Preparer of Report):

Rosie Dickinson

List Other Report Contributors (if applicable):

Guillermo Gonzalez

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

Goal 1: Academics

1.1 To attract, admit, enroll, and advise a diverse student body through a comprehensive enrollment management and advisement process that involved timely, accurate information and services.

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

The role of the Admissions Office is to provide a seamless process of applying, being accepted, and initiating the desired degree program for all classifications by: Disseminating procedures and information; receiving and entering admissions applications; monitoring test score receipts; collecting all other pertinent admission and academic documents to complete a folder for acceptance; and providing a smooth transition for transfer students.

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 outcomes addressed are a continuation of the previous year’s cycle as they are critical to our office. Expectations were met for the two outcomes identified in the previous cycle where 98% of respondents rated our transfer admission process as “easy” or “very easy” and there was a 43% increase in the number of admitted students for a specific timeframe due to an online admission application process. Our office continues to provide the same level of service for every prospective student. We aspire to provide a higher level of satisfaction for the prospective student with periodic reviews of current publications, creation of new publications, staff trainings and the continuous usage of the online admissions application.

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. The Texas A&M International University Outreach Office located at the Laredo Community College Main Campus will provide a smooth transition to transfer students seeking admissions to our institution.**
- 2. Decrease the turnaround time between applications received in our office and formal communication to student (Acceptance Letter, Incomplete Letter, etc).**
- 3.
- 4.
- 5.
- 6.

Section I: Planning and Implementation

Outcome(s)

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

1. The Texas A&M International University Outreach Office located at the Laredo Community College Main Campus will provide a smooth transition to transfer students seeking admissions to our institution.
2. Increase in the number of online applications used by prospective students.

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.)	Y			Use reports available from the ApplyTexas that tally applications submitted per term to TAMIU.
<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.)	X			Locally developed “Transfer Fair Activities” survey for outcome 1.
<u>Feedback:</u> (Suggestion box, focus groups, evaluation forms, etc.)				
<u>Review of existing data:</u> (Routine records or reports, institutional data, audits, etc.)	X			Use the locally developed New Applicant Count report along with the report available from ApplyTexas for outcome 2.
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.

Outcome 1: 80% of respondents will agree that their transition experience from LCC to TAMIU was "easy."

Outcome 2: Comparison reports will indicate an increase in the amount of electronic applications received instead of the institutional paper application.

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:

Outcome 1: The results of a survey distributed during our Transfer Fair demonstrate that 100% of respondents rated the transfer admissions process as “easy” or “very easy.”

Outcome 2: Comparison reports indicate that there was an increase of 79% in the number of applications received electronically at TAMIU relative to the previous year.

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.

A departmental meeting took place to disseminate and discuss the results to the admissions office staff. An interactive session took place, where all staff members provided comments and made recommendations for improving services related to the two specific outcomes. In summary, everyone agreed that the Transfer Fair continues to be a successful event, and the new online application continues to reduce data entry time.

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 staff agreed in that the Transfer Fair should continue to be held three times per academic year. We will need to explore additional venues to help increase awareness for the event and partner with Student Affairs to encourage more transfer students to participate in the online or on campus orientation. In regards to the Texas Common electronic application, it was agreed that we need to promote the use of the electronic service to reduce the number of printed institutional applications.

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)

The first time freshmen application process was returned to the Office of Admissions on November 1, 2008. The Recruitment Office has been responsible for the freshmen application processing since April 1, 2005, while also providing academic advising services to first and second semester freshmen and recruiting for the next academic year. The original two

Admissions Office positions that were reclassified/reassigned to the Recruitment Office to carry out these responsibilities remained at the Recruitment Office

We need an additional full-time line for a Data & Information Specialist to complement office needs in order to provide timely and accurate information services for new freshmen applicants.

We have one position currently processing freshmen applications and as a result of the processing of these applications back to the Admissions Office along with an increase in freshmen applications received additional assistance is needed. Below is a breakdown of the freshmen applications received:

Fall 2007	Fall 2008	Fall 2009
2075	2397	3173

The additional position will allow us to provide timely and accurate information and services as indicated in the strategic goal 1, objective 1.1.

Identify proposed outcomes for the next assessment cycle:

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

The Office of Admissions will continue to hold the Transfer Fair and monitor student’s satisfaction with the transfer admission process to provide a high level service.

Increase in the number of online applications used by prospective students to achieve a higher online application percentage.

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

Monitor the time frame between the submission of application to admissions office, and processing time up to the first official notification/communication with the applicant.

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

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Date Completed:

03/11/2010

Submit completed form to integrate@tamiu.edu.

Updated 9/2009