

Texas A&M International University

Annual Institutional Effectiveness Review (AIER)

Date Submitted 1/31/2008

Assessment Period Covered (2007)

Academic Program/AES Unit Office of International Education (OIE)

Person(s) Preparing Review Jannet Garcia

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

- 1) An increase in study abroad awareness, reflected through additional office visits (37% increase) and study abroad fair attendance (80% increase), resulted in larger study abroad participation. We continue to focus on study abroad awareness on- and off-campus, and will implement the OIE marketing plan to maximize its impact. The marketing plan needs to include a schedule for study abroad presentations (by students), department and faculty presentations (by OIE), continued focus on improving the OIE website, and consistent use of promotional materials such as flyers, ads, banners etc. Additionally, returned students will assist in recruitment by completing scholarship requirements for study abroad class presentations, submitting photo essays for the OIE website, and completion of study abroad evaluations.
- 2) The annual study abroad report shows that 3 faculty-led program proposals were submitted for spring/summer 2007. Continued focus will be given to develop a larger offering of faculty-led programs, so that a broad offering is available to students. An increase in programs will enhance study abroad participation, internationalize TAMIU faculty, and diversify study abroad offerings.
- 3) The foreign student population was well represented at the study abroad fair, as well as several other planned activities (President's Reception, Fiesta Texas visit, International Festival etc.). Continued emphasis will be placed on providing interactive activities that will promote international understanding on the campus and highlight study abroad. A foreign student evaluation will be developed on Survey Monkey to assess their impressions of OIE services (pre-arrival and during TAMIU attendance), special events, and their suggestions.

Section I: Planning and Implementation

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.

Academic Program or Administrative/Educational Support Unit Mission

To encourage TAMIU students, faculty and foreign exchange students to participate in International Education study abroad programs by increasing study abroad awareness and providing services that will facilitate and enhance/enrich their experience.

Identify outcomes and the relationship to Strategic Plan

Outcome 1 **Is this outcome related to writing (QEP)?**
Increase the number of faculty-led programs

Identify Strategic Plan Goal related to Outcome 1
Goal 7 Internationalization

Identify Strategic Plan Objective related to Outcome 1
7.2 Enhance participation of undergraduate and graduate students on study abroad programs.

Identify methods of assessment to be used
Number of faculty-led proposals, number of faculty-led programs that met enrollment target

Indicate when assessment will take place
Fall

Criteria/Benchmark
4 programs will meet enrollment target

Outcome 2 **Is this outcome related to writing (QEP)?**
Evaluate, modify and implement marketing plan,

Identify Strategic Plan Goal related to Outcome 2
Goal 7 Internationalization

Identify Strategic Plan Objective related to Outcome 2
7.2 Enhance participation of undergraduate and graduate students on study abroad programs.

Identify methods of assessment to be used
Marketing Plan Checklist and Activity Calendar

Indicate when assessment will take place
Fall

Criteria/Benchmark
Meet 85% of marketing actions

Outcome 3 **Is this outcome related to writing (QEP)?**

Increase study abroad awareness and participation

Identify Strategic Plan Goal related to Outcome 3

Goal 7 Internationalization

Identify Strategic Plan Objective related to Outcome 3

7.2 Enhance participation of undergraduate and graduate students on study abroad programs.

Identify methods of assessment to be used

In-take cards (office visits), study abroad fair attendance, actual number of students abroad

Indicate when assessment will take place

Fall

Criteria/Benchmark

1% (49 students) of total student enrollment will participate in study abroad.

Section II: Analysis of Results

When (term/date) was assessment conducted?

Outcome 1

Fall 2007

Outcome 2

Fall 2007

Outcome 3

Fall 2007

What were the results attained (raw data)?

Outcome 1

OIE accepted and approved four faculty-led proposals for 2007, of which three programs (1. French Language in France, 2. Music in Austria, and 3. Business in China) enrolled sufficient students to go abroad. A total of 29 students participated. Five proposals were received and approved for 2008.

Outcome 2

A marketing plan was written Fall 2007. This marketing plan includes quarterly activity calendars for 2008. Actual implementation of the marketing plan will take place during 2008. A comparison indicates that 71.21% of same promotional activities were conducted in 2007.

Outcome 3

In 2007, office visits increased by 46.8% (113 students) based on the number of in-take cards. The study abroad fair was well attended, and remained equal in attendance (est. 250). Actual study abroad students in 2007 were 48 students, just slightly below the anticipated number of 49.

Who (specify names) conducted analysis of data?

Outcome 1

Jannet Garcia

Outcome 2

Jannet Garcia

Outcome 3

Jannet Garcia

When were the results and analysis shared and with whom (department chair, supervisor, staff, external stakeholders)? Submit minutes with data analysis to assessment@tamiu.edu (Please use Minutes Template located on the [Project INTEGRATE web page.](#))

Results and analysis were shared with supervisor and Division staff during various meetings (Study abroad review meeting in September, Division Retreat in October, and OIE staff meetings).

NOTE: Submit all assessment documentation (i.e., surveys, rubrics, course exams with embedded questions, etc.) to the Office of Institutional Effectiveness and Planning.

Use of Results: Indicate whether criteria were met/not met and what changes, if any, have been identified based on the data collected?

Outcome 1

Met Not Met

Provide narrative: Eventhough four faculty-led program proposals were received, just three had adequate enrollments to justify the program being offered. While this did not meet the outcome, the immediate impact of increasing faculty-led programs is clearly visible in study abroad numbers, which have increased significantly during the past three year (12 students in 2005, 33 in 2006, and 48 in 2007). As such, OIE will continue its focus on faculty-led programs.

Outcome 2

Met Not Met

Provide narrative: Because of OIE's commitment to COMPACT (which includes the creation of a marketing plan by Spring 2008), it was decided not to just evaluate and modify the existing marketing plan, but rather to develop a complete new marketing plan. It is encouraging that even without fully knowing which activities would be including in the marketing plan, that still over 70% have been part of OIEs standard operational activities for 2007.

Outcome 3

Met Not Met

Provide narrative: Goals for increasing study abroad awareness and increasing participation have been met and continue to show an upward trend. With the implementation of the new marketing plan and an increase in faculty-led programs it is our full expectation to meet the 1.5% goal for study abroad of total student enrollement in 2008 and 2% in 2009.

How have these data-based changes improved your program/unit?

As we continue to focus our efforts in the main areas of promoting study abroad and providing ample study abroad opportunities that meet our students' needs, we are able to take a proactive approach and fine tune our actions. As such you will see that our goals for 2008 will not change much from 2007, other than that they will be closely alligned to COMPACT.

As our study abroad participation (and subsequent workload) continues to grow and expectations among campus administration increases, it is unrealistic to expect us to maintain quality

services to students, faculty and staff without additional staff support. Even though work studies have been assigned to the Division in 2007, these report to units other than OIE and are not always readily available to complete OIE work assignments.

The marketing plan calls for a number of new initiatives (i.e. advertising in the student newspaper, a Spring study abroad fair, promotional role up banner, and the creation of extra announcement posters and flyers) which will be an extra burden on the OIE budget. With an already tighter budget due to membership fees coming out of OIE (see 2006 AIER report), additional resources need to be sought to cover marketing expenses.

Section III: Programmatic Review

Are resources affected by the changes identified in Section II? Yes No

If so, specify the effect(s) using the chart below:

Funding	Physical	Other
<input checked="" type="checkbox"/> New resources required	<input type="checkbox"/> New or reallocated space	<input checked="" type="checkbox"/> Primarily faculty/staff time
<input type="checkbox"/> Reallocation of current funds		<input type="checkbox"/> University rule/procedure change only
		<input type="checkbox"/> Other:

Provide a narrative description and justification for requested resources (include linkage to Strategic Plan)

Study abroad is a key component in campus internationalization (Goal #7 in TAMIU's Strategic Plan), and has been identified as one of the priorities in COMPACT. It actively works with students, staff, and faculty, and has slowly but surely developed into an established and recognized student service that serves the mission of the University. Continuance of excellence in services, programmatic expansion, implementation of the marketing will require dedicated staffing. Once again we request a student employee to directly report and support the OIE. Secondly, to assist an already tight budget to cover the additional marketing activities, an increase of \$2,750 in E&G funds is requested.

Identify proposed outcomes for the next assessment cycle:
Continuation of present outcome(s) – (Indicate reason for continuation): Increase the number of faculty-led programs. These study abroad programs tend to be the most feasible and attended. (Listed in COMPACT). Increase study abroad awareness and participation, leading to 1.5% of the student body participating in study abroad during 2008 (Listed in COMPACT).
New Outcome(s) – (List outcomes below): Enter text here
Modification of present outcome(s) – (Indicate reason for modification): Implementation of the 2008 OIE Marketing Plan, and meet 85% of marketing actions. Modified, because this is a newly written marketing plan (Listed in COMPACT).

****** This section to be completed by dean/director/vice-president ******

Are resources requested a priority for the academic program/AES unit?

Yes No

Comments:

Absolutely. University administrators are keen to highlight the fact that TAMIU needs to expand international initiatives and establish a reputation as the premier international university in the state of Texas. Consistent with such an ambitious goal, study abroad and student exchanges play a pivotal role in the campus internationalization. The requests being made are modest by any standard and endorsing them will help the OIE, the DIP, and, ultimately, TAMIU, to achieve not only that goal but also the one stated in COMPACT.

If funding, physical or other resources were requested, what is the impact of the budget decisions on the academic program/AES unit?

It will be a positive one in the sense that will allow to better reallocate some monies. Besides it will just increase OIE budget by a mere \$2,750 plus the addition of a highly needed workstudy.