

Texas A&M International University Annual Institutional Effectiveness Review (AIER)

Date Submitted January 31, 2007

Assessment Period Covered (2006)

Academic Program/AES Unit Office of Recruitment and School Relations

Person(s) Preparing Review Gina De La Miyar Gonzalez

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

Based on the results of outcome 1, the target of 90% satisfied was not obtained. We made changes to current procedures used to respond to inquiries by having a 2-4 day turnaround. Students receive a follow up email and/or phone call asking them if information was received.

Based on results of outcome 2, the target of 85% satisfied was exceeded. We will continue to provide our services to the high school counselors and students with weekly visits as requested.

Section I: Planning and Implementation
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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

The Office of Recruitment and School Relations plans, coordinates, and implements recruitment strategies. The services we provide are: campus tours and visits, enrollment information, enrollment presentations, special events, publications, awareness within the community, and liaison with school district administrators, faculty, and student body.

Identify outcomes and the relationship to Strategic Plan

Outcome 1

Is this outcome related to writing (QEP)?

Prospective students will be satisfied with University information response time by the Office of Recruitment and School Relations.

Identify Strategic Plan Goal related to Outcome 1

Goal 1 Academics

Identify Strategic Plan Objective related to Outcome 1

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

Identify methods of assessment to be used

Recruitment and School Relations Questionnaire, a locally developed survey.

Indicate when assessment will take place

Annual

Criteria/Benchmark

Results will indicate a 90% satisfaction rate with the "Response Time".

Outcome 2

Is this outcome related to writing (QEP)?

Prospective students and parents will be satisfied with the presentation about enrollment procedures at TAMIU Preview Day.

Identify Strategic Plan Goal related to Outcome 2

Goal 1 Academics

Identify Strategic Plan Objective related to Outcome 2

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

Identify methods of assessment to be used

Office of Recruitment and School Relations Preview Day Survey, a locally developed survey.

Indicate when assessment will take place

Fall

Criteria/Benchmark

Results will indicate a 90% satisfaction rate with the presentation on enrollment procedures at TAMIU Preview Day.

Outcome 3

Is this outcome related to writing (QEP)?

Enter text here

Identify Strategic Plan Goal related to Outcome 3

To Select Goal Click Here

Identify Strategic Plan Objective related to Outcome 3

Enter text here

Identify methods of assessment to be used

Enter text here

Indicate when assessment will take place

Click to select

Criteria/Benchmark

Enter text here

Section II: Analysis of Results

When (term/date) was assessment conducted?

Outcome 1

December 2006

Outcome 2

November 19, 2005

Outcome 3

Enter text here

What were the results attained (raw data)?

Outcome 1

The locally developed survey indicates that 86.6% of the respondents are satisfied with information response time by the Office of Recruitment and School Relations.

Outcome 2

The Office of Recruitment and School Relations Preview Day Survey indicates that 100% of the respondents are satisfied with the presentation about enrollment procedures.

Outcome 3

Enter text here

Who (specify names) conducted analysis of data?

Outcome 1

Gina D. Gonzalez

Outcome 2

Gina D. Gonzalez

Outcome 3

Enter text here

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.)

The results and analysis were shared on January 19, 2007 with the Office of Recruitment and School Relations staff.

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: In the 2005 assessment we only had a 33% satisfaction rate in "Response Time". This year (2006) we had a 86.6% satisfaction rate. Even though we did not meet our 90% satisfaction rate, we had an improvement in University response time from the Office of School Relations. This year there was an increase in information requests and in the number of admissions application submitted to the Office of Recruitment and School Relations. An additional full time staff member will benefit the office to fulfill incoming request and the increase admissions application.

Outcome 2

Met Not Met

Provide narrative: The Office of Recruitment and School Relations will continue to provide enrollment information at events such as Preview Day. The office will also continue to organize events to inform the community about our enrollment process and the benefits of higher education.

Outcome 3

Met Not Met

Provide narrative: Enter text here

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

In the 2005 assessment we only had a 33% satisfaction rate in "Response Time". This year (2006) we had a 86.6% satisfaction rate. Even though we did not meet our 90% satisfaction rate, we had an improvement in University response time from the Office of School Relations.

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 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: Enter text here

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

For two years, assessment has been done on response time for University information for prospective students. Even though there was an increase in the percentage of satisfied respondents, the Office of Recruitment has not reached the 90% satisfaction rate. This year there was an increase in information requests and in the number of admissions application submitted to the Office of Recruitment and School Relations. The resource required would be an additional staff to help in the processing of information packets and data entry of high school and college transcripts as well as admissions application. With the addition of a staff member to the Office of Recruitment, the office can continue to support our strategic plan in which we want to attract, admit, enroll and advice a diverse student body through a comprehensive enrollment management and advisement process that involves timely, accurate information and services.

Identify proposed outcomes for the next assessment cycle:
Continuation of present outcome(s) – (Indicate reason for continuation): Prospective students will be satisfied with the information response time by the Office of Recruitment and School Relations. The outcome will be continued in the next assessment cycle since our target was not reached.
New Outcome(s) – (List outcomes below): First year students will be satisfied with TAMIU information viewbook use to recruit prospective students.
Modification of present outcome(s) – (Indicate reason for modification): Enter text here

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

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

Yes No

Comments:

Additional staff- Office Coordinator; answer phones, provide general information, enter high school and college transcripts, application-data entry, clerical duties.

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

More money for additional staff.