

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

**Date Submitted** April 11, 2008

**Assessment Period Covered (2007)**

**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 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.

Based on the results of outcome 2, the target of 90% satisfied was exceeded. 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.

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**

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)?**

High school students will be satisfied with the information provided in the TAMIU viewbook use to recruit prospective students.

**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 advice 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, a locally developed survey.

**Indicate when assessment will take place**

Annual

**Criteria/Benchmark**

Results will indicate a 90% satisfaction rate with the information provided in the TAMIU viewbook.

---

**Outcome 2**

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

High school counselors will be satisfied with the knowledge of the TAMIU staff.

**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 advice 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 Counselor's Appreciation Luncheon, a locally developed survey.

**Indicate when assessment will take place**

Summer

**Criteria/Benchmark**

Results will indicate a 90% satisfaction rate with the knowledge of the TAMIU staff.

---

**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**

November 2007

#### **Outcome 2**

June 2007

#### **Outcome 3**

Enter text here

---

### **What were the results attained (raw data)?**

#### **Outcome 1**

The locally developed survey indicates that 100 % of the respondents are satisfied with the information provided in the TAMIU view book.

#### **Outcome 2**

The Office of Recruitment and School Relations Counselor's Appreciation Luncheon Survey indicates that 100% of the respondents are satisfied with the knowledge of TAMIU staff.

#### **Outcome 3**

Enter text here

---

### **Who (specify names) conducted analysis of data?**

#### **Outcome 1**

Gina Gonzalez

#### **Outcome 2**

Gina 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](mailto:assessment@tamiu.edu) (Please use Minutes Template located on the [Project INTEGRATE](#) web page.)**

The results and analysis were shared on January 2008 with the Office of Recruitment and School Relation 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:** The Office of Recruitment will continue to provide detailed admissions and university information to prospective students using attractive brochures.

**Outcome 2**

Met    Not Met

**Provide narrative:** The Office of Recruitment will continue to provide higher education information to high counselors. The office staff will continue with trainings 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?**

Enter text here

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 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)**

Not applicable.

<b>Identify proposed outcomes for the next assessment cycle:</b>
Continuation of present outcome(s) – (Indicate reason for continuation): Enter text here
New Outcome(s) – (List outcomes below): Counselors will be satisfied with the recruiters high school campus visits coordinated by the Office of Recruitment and School Relations.
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:**

Not applicable.

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

Not applicable.