

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

Unit Name:

University College /Testing

Unit Type:

Administrative Unit

Educational Support Unit

Assessment Period Covered:

January 2009 to February 2010

Unit Coordinator (Preparer of Report):

Alejandro Aguilar Martinez, Jr.

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:

Goal 3 - Academics

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

1.4 Prepare students for success in their chosen careers

Goal 3 - Service

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 provide a quiet, secure, and professional environment suitable for testing which will allow for a pleasant administration of local, state and national examinations that will meet the needs of TAMIU students and the community; to provide students and the community with state of the art hardware and software that serve their academic and/or professional needs.

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.

After reviewing the FY2008 results, the benchmark was met - 562 patron out of 578 polled indicated a 4 to 5 range of customer service satisfaction indicating 97% were satisfied. One big change implemented in an effort to reach this benchmark was that visitors to the testing center were always greeted upon entering. It became customary when their business was done, to make sure that all their questions were answered by asking if they had any further questions or needed more information. In addition, because we noted an increase in traffic, which may be attributed to the quality of customer service provided, we made certain that we provided our visitors with assistance by asking if they needed to conduct further business at the University. In doing so, we started providing campus maps with office directories to assist the visitor while on campus. Furthermore, a great deal of examinees return to test with us over other testing centers available in Laredo.

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. Students who register for exams will be satisfied with customer service provided by University College Testing Center.
2. The Laredo community who register for exams will be satisfied with customer service provided by University College Testing Center.
3. The testing schedule provided to TAMIU student and the community at large will be of satisfactory.

Section I: Planning and Implementation

Outcome(s)

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

1. Students who register for exams will be satisfied with customer service provided by the University College Testing Center.
2. The testing schedule provided to TAMIU student and the community at large will be satisfactory.

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.)	X			Customer service survey Question 2
<u>Efficiency:</u> (Turnaround time for filling requests, timely service or prompt response, etc.)			X	
<u>Service Quality:</u> (Error rates, accuracy of information provided, etc)			X	
<u>Client Satisfaction Survey</u> (Student, employer, alumni, customer, etc.)	X			Customer service survey
<u>Feedback:</u> (Suggestion box, focus groups, evaluation forms, etc.)	X			Customer service survey – Written Response
<u>Review of existing data:</u> (Routine records or reports, institutional data, audits, etc.)				
Staff discussions or evaluations of services to clients	X			PASE Testing Center Staff
Standards/guidelines provided by professional associations	X			National College Testing Association and Texas Association of Colligate Testing Personnel
Standards set by federal, state, county, city or system regulations	X			State Board for Educator Certification/ Texas Education Agency
External evaluations or auditors			X	
Benchmarks or comparisons with peer institutions			X	
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.

1. Students who register for an exam will be surveyed to determine a customer service satisfaction will not be lower than 95% with an indication of 4 (satisfied) or 5 (very satisfied) for the 2009 calendar year.
2. Students who register for an exam will be surveyed to determine on how convenient the availability of scheduling a testing session was with 85% indicating 4 (satisfied) or 5 (very satisfied) for the 2009 calendar year.

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:

1. Benchmark met - 586 patrons out of 608 polled indicated a 4 to 5 range of customer service satisfaction indicating 96% were satisfied.
2. Benchmark not met – 480 patrons out of 610 polled indicated a 4 to 5 range with availability of scheduling a testing session indicating 79% were satisfied.

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.

After compiling all the surveys, discussion with the Testing Center Staff and University College Staff at our Director retreat, we have noted an increase in traffic which may be attributed to the quality of customer service provide. We have also noticed that a great deal of examinees return to test with us over other testing centers available in Laredo and the surrounding area. In addition, the local the local ISDs have contract us to test their students due to our readily and flexible testing schedule. We noted that may examinees feel that their testing needs (availability of GRE/TEsES/TOEFL dates) are being met; but have suspected this for a while. We realize that in many cases scheduling an exam may be inconvenient to our clients; however, several dates are regulated by the national testing companies. Although we try to offer a variety of dates, many times sessions are closed by the testing companies due to a lack of early registration.

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 Testing Center's positive customer service results will allow us to focus on other area that may/could use improvement such as focusing on scheduling exams that are convenient for the TAMIU student and the community at large. We are also taking into consideration of extending the hours of operation as a result staffing will need to be increased. In addition, we are engaging in aggressive marketing by sending our flyers campus wide, to all area ISD secondary schools and human resource offices. We are also working with TAMIU's School of Graduate Studies, A.R. Sanchez School of Business; and Department of International Programs in addition to Recruitment and School Relations.

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)

Identify proposed outcomes for the next assessment cycle:

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

Students who register for an exam will be surveyed to determine on how convenient the availability of scheduling a testing session was with 85% indicating 4 (satisfied) or 5 (very satisfied) for the 2009 calendar year.

In an effort to secure the GRE; it is pertinent that we have students register within the time frame allotted to the testing center by companies so that see there is a demand for testing at TAMIU.

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

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

Date Completed:

February 19, 2010

Submit completed form to integrate@tamiu.edu.

Updated 9/2009