

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

**Unit Name:**

Office of the University Registrar

**Unit Type:**

Administrative Unit

Educational Support Unit

**Assessment Period Covered:**

March 1, 2008 to January 31, 2009

**Unit Coordinator (Preparer of Report):**

Oscar Reyna

**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: Service

Maintain, strengthen, and expand service to all University stakeholders.

**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 Office of the University Registrar is dedicated to providing professional, efficient and courteous administrative services to all students, faculty and staff by administering fair and consistent practice of institutional policies and procedures while maintaining the integrity of our student records.

**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.*

Through the use of last cycle's results, the Office of the University Registrar has worked on improving our level of customer service when working with our students, faculty and staff. We have highly publicized the use of our online services, via UOnline, through the use of email, the

University Schedule of Courses, UOnline bookmarks with detailed instructions on accessing our online services, and through the use of media.

**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. To increase the use of our student web services (UOnline) across campus.
2. To increase customer service satisfaction.
- 3.
- 4.
- 5.
- 6.

**Section I: Planning and Implementation**

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

To increase the use of our student web services (UOnline) across campus.  
To increase customer service satisfaction.

**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			To track office activity, effective October 2008, all students, faculty, staff, alumni are signing in at the counter when requesting services.
<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			We currently have a checks and balances process in place to verify changes to student records and run Error Reports weekly to verify specific registration approvals.
<u>Client Satisfaction Survey</u> (Student, employer, alumni, customer, etc.)		X		
<u>Feedback:</u> (Suggestion box, focus groups, evaluation forms, etc.)	X			We have a Customer Comment Box in the front lobby to collect surveys submitted by students, faculty, staff and alumni.

Review of existing data: (Routine records or reports, institutional data, audits, etc.)	X			We currently have a checks and balances process in place to verify changes to student records and run Error Reports weekly to verify specific registration approvals.
Staff discussions or evaluations of services to clients	X			During Staff Meetings, staff is encouraged to bring up any comments, questions or concerns regarding office processes/policies to determine if clarifications/updates are needed.
Standards/guidelines provided by professional associations	X			We use the standards and guidelines provided by the American Association of Collegiate Registrars & Admissions Officers.
Standards set by federal, state, county, city or system regulations	X			We use standards set by federal, state and TAMU System regulations.
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.*

- Number of students using UOnline to access their personal student records or to search the online Schedule of Courses.
- The Student Opinion Survey question regarding satisfaction with “How helpful was the University staff during the registration process?” will show 80% of responses in the “Somewhat Helpful” or above category.

**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:*

- Based on the Urchin Software results, generated by the Office of Information Technology, in 2008, students activated 366,392 UOnline sessions compared to 294,958 in 2007. This is a **24.22% increase** in sessions compared to 2007. In 2008, UOnline had 19,682,664 hits compared to the 16,575,516 in 2007. This is an **18.75% increase** in hits compared to 2007. Due to the increase in online access, additional information has been made available online and additional printed documents have been made available to new and continuing students. The addition of UOnline training sessions in New Student Orientations has been implemented.
- Due to other campus-wide initiatives, the Student Opinion Survey was not administered this year. No results were generated due to this decision.

**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 at <http://www.tamui.edu/integrate/docs/Minutes-Template.doc>. Once completed, submit the minutes to [assessment@tamui.edu](mailto:assessment@tamui.edu).*

**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.*

### 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):

To increase the use of our student web services (UOnline).  
To increase customer service satisfaction.

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

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

None

Date Completed: February 25, 2009