

ASSESSMENT REPORT FOR

Office of Public Affairs and Information Services
(Administrative or Educational Support Unit)

September 1, 2002 to August 31, 2003
(Assessment Period Covered)

July 2003
(Date Submitted)

Expanded Statement of Institutional Purpose Linkage:

Institutional Mission/Goal(s) Reference:

Texas A&M International University, a Member of the Texas A&M University System, is committed to the preparation of students for leadership roles in their chosen profession and 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 is 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 Statement:

The purpose of the Office of Public Affairs and Information Services (PAIS) is to provide regular, strategic, and integrated public relations services (including media-external relations, publications, marketing and internal relations) about the University's programs and services that improve the quality of life for its constituents.

Intended Administrative Objectives:

- 1. Media-External Relations:** Members of the print, electronic, and new media will be satisfied with services and products provided to them by the Office of Public Affairs and Information Services.
- 2. Publications:** University clients requesting publications services and products will be satisfied with design, content, and final product of services provided by the Office of Public Affairs and Information Services.
- 3. Marketing:** The Office of Public Affairs and Information Services will improve the appropriate media mix to more effectively reach the greatest number of potential students.
- 4. Internal Relations:** University community members will find Office of Public Affairs and Information Services communications efforts on campus for the U-community satisfactory.

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Intended Administrative or Educational Support Objective:

1. Media-External Relations: Members of the print, electronic, and new media will be satisfied with services and products provided to them by the Office of Public Affairs and Information Services (PAIS).

First Means of Assessment for Objective Identified Above:

1a. Means of Unit Assessment & Criteria for Success:

Respondents will rank services provided by PAIS as satisfactory on 80% of annual surveys provided to them for completion electronically and by mail.

1a. Summary of Assessment Data Collected:

Survey was not implemented during this assessment cycle; however, it will be distributed during Spring 2004.

1a. Use of Results to Improve Unit Services:

Results will be reported in next year's assessment report.

Second Means of Assessment for Objective Identified Above:

1b. Means of Unit Assessment & Criteria for Success:

80% of respondents to electronic and mail surveys will indicate that they find prepared PAIS news releases useful to them.

1b. Summary of Assessment Data Collected:

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1b. Use of Results to Improve Unit Service:

Results will be reported in next year's assessment report.

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Intended Administrative or Educational Support Objective:

2. Publications: University clients requesting publications services and products will be satisfied with design, content, and final product of services provided by the Office of Public Affairs and Information Services.

First Means of Assessment for Objective Identified Above:

2a. Means of Unit Assessment & Criteria for Success:

Respondents to internal survey will indicate a 80% satisfied ranking for public information, photographic or publications services provided on projects requested on PAIS.

2a. Summary of Assessment Data Collected:

Survey was not implemented during this assessment cycle; however, it will be distributed during Spring 2004.

2a. Use of Results to Improve Unit Services:

Results will be reported in next year's assessment report.

Second Means of Assessment for Objective Identified Above:

2b. Means of Unit Assessment & Criteria for Success

Respondents to internal survey will indicate an overall 80% satisfaction ranking with the final product or service they receive from PAIS.

2b. Summary of Assessment Data Collected:

Survey was not implemented during this assessment cycle; however, it will be distributed during Spring 2004.

2b. Use of Results to Improve Unit Service:

Results will be reported in next year's assessment report.

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Intended Administrative or Educational Support Objective:

3. Marketing: The Office of Public Affairs and Information Services will improve the appropriate media mix to more effectively reach the greatest number of potential students.

First Means of Assessment for Objective Identified Above:

3a. Means of Unit Assessment & Criteria for Success:

8% of students registering during regular registration for the Spring 2003 semester will respond to a survey seeking their media preferences.

3a. Summary of Assessment Data Collected:

10% of students registering responded to the survey. Students indicated preferred means of receiving university information to include preferences for specific media outlets.

3a. Use of Results to Improve Unit Services:

Survey responses indicated preference for electronic (radio and television) and web based communication from university to students.

Second Means of Assessment for Objective Identified Above:

3b. Means of Unit Assessment & Criteria for Success:

Of those surveyed, 10% will identify a preferred means of the university communicating with them.

3b. Summary of Assessment Data Collected:

Over 40% said the preferred means of communication was e-mail. Assessment noted e-mail, www, radio and television were preferred over print media.

3b. Use of Results to Improve Unit Service:

The University's purchased media for Spring 2004 was reallocated to favor electronic media over print and news efforts were directed to work with on-campus e-mail and web based banners and links.

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Intended Administrative or Educational Support Objective:

4. Internal Relations: University community members will find Office of Public Affairs and Information Services communications efforts on campus for the U-community satisfactory.

First Means of Assessment for Objective Identified Above:

4a. Means of Unit Assessment & Criteria for Success:

80% of those responding to a services survey will indicate satisfaction with PAIS efforts to communicate University campus news to the University campus community.

4a. Summary of Assessment Data Collected:

Survey was not implemented during this assessment cycle; however, it will be distributed during Spring 2004.

4a. Use of Results to Improve Unit Services:

Results will be reported in next year's assessment report.

Second Means of Assessment for Objective Identified Above:

4b. Means of Unit Assessment & Criteria for Success

The Office of Public Affairs and Information Services will see an 8% increase in assistance from members of the campus community in identifying potential news stories through tips received from the campus via a dedicated news gathering on-campus e-mail.

4b. Summary of Assessment Data Collected:

Survey was not implemented during this assessment cycle; however, it will be distributed during Spring 2004.

4b. Use of Results to Improve Unit Service:

Results will be reported in next year's assessment report.

SUPPORT DOCUMENTATION

Enter any document referenced above in this summary table. There are two examples listed below. If no documents are cited, please remove the two examples from the table.

SOURCE	LOCATION/Special Instructions
Media Preference Survey	SACS Resource Room Killam Library Building Room 334-C

