

ASSESSMENT REPORT FOR

Center for the Study of Western Hemispheric Trade

(Administrative or Educational Support Unit)

September 1, 2002 to August 31, 2003

(Assessment Period Covered)

July 15, 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 Center for the Study of Western Hemispheric Trade at Texas A&M International University has as its mission to study and promote research on globalization with special emphasis on the Western Hemisphere. The Center will aim to increase awareness and knowledge about the western hemispheric countries and their economical, political, and social interactions. The Center will also spotlight Texas A&M International University and the City of Laredo as key resources on information, research, training and conferences focusing on the western hemisphere. Consistent with the mission of the College of Business Administration, the Center will promote education and teaching by providing the following services: a keynote speaker series, an annual academic conference, and continued partnerships with outside institutions to bring events to the University campus.

Intended Administrative Objectives:

- 1.** The Center for the Study of Western Hemispheric Trade will provide quality speakers in a monthly Keynote Speaker Series.
- 2.** The Center for the Study of Western Hemispheric Trade will provide a quality academic conference once a year to promote research on trade with emphasis on the Western Hemisphere.

ASSESSMENT REPORT FOR

Center for the Study of Western Hemispheric Trade

(Administrative or Educational Support Unit)

September 1, 2002 to August 31, 2003

(Assessment Period Covered)

July 15, 2003

(Date Submitted)

Intended Administrative or Educational Support Objective:

1. The Center for the Study of Western Hemispheric Trade will provide quality speakers in a monthly Keynote Speaker Series.

First Means of Assessment for Objective Identified Above:

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

For each speaker presentation, there will be a minimum of 30 attendees.

1a. Summary of Assessment Data Collected:

Attendance is monitored through sign-in sheets and registration cards. Four of the six presentations for the 2002-2003 speaker series had over 30 attendees. Two of the presentations had less than 30 attendees.

1a. Use of Results to Improve Unit Services:

We will continue to monitor attendance. We will increase media exposure to the presentations and advertise the presentations on campus via e-mails and posters in order to increase attendance to the presentations.

Second Means of Assessment for Objective Identified Above:

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

At least 80% of the attendees who respond to an Evaluation Form issued after each presentation will be satisfied with the speaker.

1b. Summary of Assessment Data Collected:

Of the evaluation forms filled out by attendees to the presentations, 92% expressed being satisfied overall with the speaker's presentation.

1b. Use of Results to Improve Unit Service:

We have identified the issues/aspects of the presentation mentioned by the attendees who filled out the evaluations forms as less than satisfying. We will work on improving these areas to increase the levels of satisfaction. Some of the areas needing improvement include: topic, length of presentation, and food.

ASSESSMENT REPORT FOR

Center for the Study of Western Hemispheric Trade

(Administrative or Educational Support Unit)

September 1, 2002 to August 31, 2003

(Assessment Period Covered)

July 15, 2003

(Date Submitted)

Intended Administrative or Educational Support Objective:

2. The Center for the Study of Western Hemispheric Trade will provide a quality academic conference once a year to promote research on trade with emphasis on the Western Hemisphere.

First Means of Assessment for Objective Identified Above:

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

Attendance to the conference will increase by at least 2% each year, as evidenced by registration documents collected by the Center.

2a. Summary of Assessment Data Collected:

Based on the registration documents collected, attendance did not increase 2% over last year's attendance to the annual conference. Attendance in 2001 was 28 persons and attendance in 2002 was 12. There was a decrease of 60% in attendance.

2a. Use of Results to Improve Unit Services:

Due to the fact that goal of increased attendance was not met, we will continue to monitor this objective. Changes to be implemented include: advertise the conference with more lead time; promote the conference to more organizations with large membership pools (i.e., CONAHEC, AIB, BALAS, etc.); and offer more incentives (i.e., better dates, more varied program, more distinguished speakers, etc.) to the potential attendees to stimulate interest in the conference.

Second Means of Assessment for Objective Identified Above:

2b. Means of Unit Assessment & Criteria for Success

At least 80% of attendees who respond to a Satisfaction Survey issued after the conference will be satisfied with the conference.

2b. Summary of Assessment Data Collected:

Based on the survey data, 90% of respondents were satisfied overall with the conference. Recommendations were made as to the areas that could use improvements (i.e., food, location, speakers, etc.)

2b. Use of Results to Improve Unit Service:

Even though 90% of respondents were satisfied with the conference, we will continue to monitor satisfaction. We will address the areas of recommended improvement including the following: food selection, location, and speaker topics.

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
Sign-in Sheet	SACS Resource Room Killam Library Building Room 334-C
Registration Card	SACS Resource Room Killam Library Building Room 334-C
Presentation Evaluation Form	SACS Resource Room Killam Library Building Room 334-C
Conference Registration Documents	SACS Resource Room Killam Library Building Room 334-C
Conference Satisfaction Survey	SACS Resource Room Killam Library Building Room 334-C

