



TEXAS A&M INTERNATIONAL UNIVERSITY

**Texas A&M International University**  
**Institutional Effectiveness Plan Rubric**  
*Use this rubric to assess the quality of IE Plan*

**Total Score**

Report Element	Levels of Performance			
	Exemplary (3)	Sufficient (2)	Developing (1)	Needs Attention (0)
Mission Statement	<input type="checkbox"/> Mission Statement is <b>clear</b> and <b>concise</b> . <input type="checkbox"/> Mission statement <b>specifically</b> identifies <b>who</b> unit is, <b>what</b> they do, <b>why</b> they do it, and <b>for whom</b> they do it for. <input type="checkbox"/> Mission statement clearly <b>aligns</b> with university's mission.	<input type="checkbox"/> Mission statement is <b>broadly</b> indicated. <input type="checkbox"/> Missions statement provides a <b>general</b> idea of <b>who</b> unit is, <b>what</b> they do, <b>why</b> they do it, and <b>for whom</b> they do it for. <input type="checkbox"/> <b>Closely Aligns</b> with university's mission.	<input type="checkbox"/> Mission statement is <b>vague</b> but can still be understood. <input type="checkbox"/> Mission statement partially addresses <b>who</b> unit is, <b>what</b> they do, <b>why</b> they do it, and <b>for whom</b> they do it for. <input type="checkbox"/> <b>Partially aligns</b> with university's mission.	<input type="checkbox"/> Mission statement is <b>absent</b> or <b>difficult</b> to understand. <input type="checkbox"/> <b>Does not</b> state <b>who</b> unit is, <b>what</b> they do, <b>why</b> they do it, and <b>for whom</b> they do it for. <input type="checkbox"/> <b>Does not align</b> with university's mission.
Objectives	<input type="checkbox"/> <b>Three to five</b> Objectives specified. <input type="checkbox"/> Objectives are <b>clear, concise, measurable and realistic</b> . <input type="checkbox"/> Objectives identify <b>specific</b> end results of an activity, program, or service provided by the unit <input type="checkbox"/> Objectives clearly <b>align</b> with program mission.	<input type="checkbox"/> <b>Two</b> Objectives specified. <input type="checkbox"/> Objectives are <b>broad</b> , but still clear <b>enough</b> to infer student action and measurability. <input type="checkbox"/> Objectives identify <b>general</b> end result of an activity, program, or service provided by the unit <input type="checkbox"/> Objectives mostly <b>align</b> with program mission.	<input type="checkbox"/> <b>One</b> Objective specified. <input type="checkbox"/> Objectives are <b>vague</b> and resulting measurement will provide <b>incomplete</b> data required for action. <input type="checkbox"/> Objectives identify <b>tangential</b> end result of an activity, program, or service provided by the unit <input type="checkbox"/> Objectives somewhat <b>align</b> with program mission.	<input type="checkbox"/> Objectives are <b>absent</b> . <input type="checkbox"/> Objectives are <b>unmeasurable</b> . <input type="checkbox"/> Objectives <b>do not</b> define end result of an activity, program, or service provided by the unit <input type="checkbox"/> Objectives <b>do not align</b> with program mission.
Measures	<input type="checkbox"/> <b>Two or more</b> Measures (Minimum of Two Direct) specified. <input type="checkbox"/> Measures are described <b>clearly</b> and with sufficient detail. <input type="checkbox"/> Measures <b>directly</b> align with unit's objectives.	<input type="checkbox"/> <b>Two</b> measures (Minimum of One Direct) specified. <input type="checkbox"/> Measures are <b>broadly</b> described with some amount of details. <input type="checkbox"/> Measure <b>closely</b> align well to objectives	<input type="checkbox"/> <b>One direct</b> measure or <b>two indirect</b> measures specified. <input type="checkbox"/> Measures <b>vaguely</b> described with little amount of details. <input type="checkbox"/> Measures <b>partially</b> align with unit's Objectives.	<input type="checkbox"/> <b>One indirect</b> measure specified or measures are absent. <input type="checkbox"/> Measures <b>are not described</b> with relevant details. <input type="checkbox"/> Measures <b>do not align</b> with unit's Objectives.
Targets	<input type="checkbox"/> Targets <b>clearly</b> align with measures. <input type="checkbox"/> Targets are <b>challenging, but realistic</b> .	<input type="checkbox"/> Targets <b>closely</b> align with measures. <input type="checkbox"/> Targets are <b>realistic</b> , but <b>lack rigor</b>	<input type="checkbox"/> Targets <b>partially</b> align with measures. <input type="checkbox"/> Targets are <b>unrealistic and lack rigor</b> .	<input type="checkbox"/> Targets <b>do not</b> align with measures. <input type="checkbox"/> Targets are <b>absent</b>

**Comments:**