

# ASSESSMENT REPORT FOR

Western Hemispheric Trade Information Center

**(Administrative or Educational Support Unit)**

September 1, 2002 to August 31, 2003

**(Assessment Period Covered)**

July 31, 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 Western Hemispheric Trade Information Center's main purpose is to provide an electronic repository of textual data for the sole purpose of educational research.

### **Intended Administrative Objectives:**

- 1.** Review and summarize articles from leading newspapers related to trade in the Western Hemisphere.
- 2.** Produce and provide an informative monthly digest of selected trade related articles entitled Western Hemispheric Trade Digest.
- 3.** Provide a usable database of articles as an educational resource for student and faculty research purposes.

# ASSESSMENT REPORT FOR

Western Hemispheric Trade Information Center

**(Administrative or Educational Support Unit)**

September 1, 2002 to August 31, 2003

**(Assessment Period Covered)**

July 31, 2003

**(Date Submitted)**

## **Intended Administrative or Educational Support Objective:**

1. Review and summarize articles from leading newspapers related to trade in the Western Hemisphere.

## **First Means of Assessment for Objective Identified Above:**

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

On a monthly basis, 750 articles from national newspapers will be obtained and reviewed by the Center's staff.

### **1a. Summary of Assessment Data Collected:**

Based on the report retrieved from our internal departmental database, the average number of articles obtained on a monthly basis was 750 or more.

### **1a. Use of Results to Improve Unit Services:**

The criteria were met and exceeded the monthly average of 750 articles.

## **Second Means of Assessment for Objective Identified Above:**

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

Articles archived will be increased by 5% per year.

### **1b. Summary of Assessment Data Collected:**

Based on the internal database report, the number of articles archived as of July 31, 2003 was 12,578 compared to 5,651 articles archived the previous year.

**1b. Use of Results to Improve Unit Service:**

Criteria were met; however, the center will strive to continue to increase article collections.

# ASSESSMENT REPORT FOR

Western Hemispheric Trade Information Center

**(Administrative or Educational Support Unit)**

September 1, 2002 to August 31, 2003

**(Assessment Period Covered)**

July 31, 2003

**(Date Submitted)**

## **Intended Administrative or Educational Support Objective:**

2. Provide an informative monthly digest entitled *The Western Hemispheric Trade Digest*.

## **First Means of Assessment for Objective Identified Above:**

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

Increase circulation by 5% each year.

### **2a. Summary of Assessment Data Collected:**

Based on our departmental Dbase subscriber list, a comparison can be made from the current year to the previous year.

### **2a. Use of Results to Improve Unit Services:**

Based on our departmental Dbase subscriber list, records indicate that the criterion was met beyond the 5% prediction. Subscriptions went from 13 to 30.

## **Second Means of Assessment for Objective Identified Above:**

### **2b. Means of Unit Assessment & Criteria for Success**

A staff committee will review the format and style on an annual basis to determine changes.

### **2b. Summary of Assessment Data Collected:**

The Associate Director of the Texas Center for Border Economics and Enterprise Development (TCBEED) and the Associate Director of the Western Hemispheric Trade Information Center meet on a quarterly basis to review the design and layout of the Digest.

**2b. Use of Results to Improve Unit Service:**

Based on the discussions during the quarterly meetings, the format was changed from a three-column to a two-column format. Changes will be implemented and improvements will be monitored for next year.

# ASSESSMENT REPORT FOR

Western Hemispheric Trade Information Center

**(Administrative or Educational Support Unit)**

September 1, 2002 to August 31, 2003

**(Assessment Period Covered)**

July 31, 2003

**(Date Submitted)**

## **Intended Administrative or Educational Support Objective:**

3. Provide a usable database of articles as an educational resource for student and faculty research purposes.

## **First Means of Assessment for Objective Identified Above:**

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

Install a usage counter to determine the actual number of inquiries with the expectation that inquiries will increase by 5% each year.

### **3a. Summary of Assessment Data Collected:**

There was a counter in use until 2000. As of 12/31/99 the results were 76,9% inquiries/hits with 1.1 accesses per hour; however, due to purchasing a new server the counter was no longer operable. Therefore, the center is in the process of installing a new one for the new year.

### **3a. Use of Results to Improve Unit Services:**

New counter will be installed and monitored to report on counter data for next year.

## 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.

<b>SOURCE</b>	<b>LOCATION/Special Instructions</b>
Western Hemispheric Trade Information Center Departmental Dbase Subscriber List	<a href="#">Western Hemispheric Trade Information Center, Room 219</a>
Western Hemispheric Trade Information Center Internal Database Report	<a href="#">Western Hemispheric Trade Information Center, Room 219</a>
Western Hemispheric Trade Information Center Quarterly Meeting Minutes	<a href="#">Western Hemispheric Trade Information Center, Room 219</a>
Western Hemispheric Trade Digest Monthly digest (September 2002 to August 2003)	SACS Resource Room Killam Library Building Room 334-C

