

Texas A&M University – Kingsville
Division of Student Affairs

1999-2000 -- Executive Summary

1998–2000 -- Institutional Effectiveness Report

2001–2002 -- Institutional Effectiveness Plan

2001-2002 -- Resource Requests

Submitted to:

Randy Hughes
Senior Associate Vice President

Prepared by:

Tom Jackson, Jr., Ed.D.
Associate Vice President for Student Affairs

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EXECUTIVE SUMMARY

Significant Accomplishments for Academic Year 1999-00

Housing

Martin Hall B, Lynch Hall, and four student family apartment units were remodeled. Developed a new housing brochure and housing information request card for use in student recruitment. Offered cable television services as part of the housing package starting in fall 1998 after surveying students on their interest. Ethernet capability installed in all halls and a newspaper readership service was implemented.

Student Union & Activities

Funding for new intramural lights received and intramural participation has increased (bowling, racquetball, and tennis). The fitness center merged with Recreational Sports. The 2000-2001 Cheer Team qualified for the national semi-finals. A transfer orientation was coordinated. There was an increase of 40% in the number of students participating in the HOSTS mentorship program. The telemarketing program was expanded to a year round program. A drive-in movie was held and over 500 attended. Family Day 1999 attendance included 177 families with 718 participants. The SUB Kitchen was renovated including improved plumbing and a new dish machine and return. New furniture was purchased for the game room.

Dean of Students & Associate Vice President for Student Affairs

Over 175 additional people are on meal plans over last year. Catering Department sales are up. Commendations from U.S. Postal Service audit for cash balance improvements in postal services. Secured seed money for one-card system. TAMUK hosted the 1999 TACUSPA Fall Conference at South Padre Island.

Life Services & Wellness

The renovation of the "Bee County College" building was completed. A total of 6,698 students were seen, an increase of 16% from last year. The medical providers combined (physician and nurse practitioner) saw a total of 4,962 contracts, and increase of 29% from last year. Women's reproductive health care and family planning increased by 36% from last year, immunizations increased by 6% due to "free FLU shots" campaign, in-house laboratory increased by 38%, and nutrition counseling program saw a 14% increase. Wellness programs in areas of classroom instruction (Don't Cancel Class), Community Outreach and Peer Education program reached more than 4,250 people during 1999 – 2000, an increase of 9% over last year. Counseling Services saw an increase of 25% in clients requiring personal and career counseling from last year. Also, a marked increase was seen in the problem areas as compared to last year: depression increased by 64%, career uncertainty increased by 44%, and anxiety disorders increased by 20%. Testing Services has been approved for CLEP (College Level Program) testing via computer to begin in Summer 2001 and is actively seeking accreditation through ETS (Education Testing Services) for GRE, GMAT, and TOEFL computer based testing. Services for Students with Disabilities (SSD) have increased services by 18.3% in the tutorial services include note taking, reading services, and accessibility assistance.

Career Services

Over 93 corporations and agencies conducted on-campus interviews with record numbers of employers participating in career fairs. Record numbers of career workshops and sessions (49) have been provided and a new online registration/resume dbase system is being used. Over 1600 students have registered resumes and nearly 3,000 students have attended workshops. A graduate/professional school fair continues to grow and over 1,000 each year attend the fall career fair.

Special Programs

Special Programs recruited 215 new TAMUK freshmen and has acquired over 2.0 million in grants that fund seven programs. Nine McNair scholars are in the doctorate pipeline. Student Support Services participants have a retention rate of 82%. There are 38 CAMP participants of which 46% passed TASP, the retention rate is 75% with a 2.8 GPA. Upward Bound serves 322 students with a 94% retention rate with 89% of the students with a 3.0 GPA or greater. The UBMS grant contract ends 2003. 100% of Upward Bound Math and Science students were retained in the program and completed their research study. The CEP summer program was first implemented in 1989 and each summer up to 1998. The program was not provided in 1998. The retention rate is 94% and students transitioning to TAMUK are nearly 60%. Since 1994 HEP has served 1,300 migrant students and graduated with a high school diploma (GED): 700. 56% have enrolled at TAMUK or other colleges and universities.

Changes and Improvements for Academic Years 1999 - 2000 that Resulted from Assessment Outcomes from Previous Years

Housing

Developed a marketing plan for Campus Housing. A May 98 student survey indicated 46.5% of the students were dissatisfied with the time it took to complete repairs. Worked with the Custodial Superintendent and others to establish custodial cleaning standards, work expectations, and a checklist to document individual cleaning progress.

Student Union & Activities

Drop boxes for intramural rosters were placed around campus for student's convenience. \$75,000.00 has been set aside for the intramural field lights project. Reviewed the orientation program and added workshops in traditions, spirit rally, risky business, bed & breakfast, and pre-loan entrance counseling sessions. A "one-stop" shop for advising/registration was implemented. Transfer students included on contact list for telemarketing program. Travel guidelines for student groups were written and implemented. Mr. Texas A&M-Kingsville Pageant implemented.

Dean of Students & Associate Vice President for Student Affairs

Reviewed the Clery Act and procedures were developed to gather Crime Statistic Data required by federal mandate. New sexual assault policy was implemented. Procedural changes in the appeals process for violations of the University's Student Code of Conduct were made. Phase III of the Student Union Building Renovation Project was completed. A campus wide holiday lights/ceremony was introduced. A new associate vice president for Student Affairs and general manager for Sodexo/Marriott were hired. The crisis management plan was rewritten and tested.

Life Services & Wellness

Began search for F/T University Physician and Nurse Practitioner. Established protocols and procedures manual for health care staff. Completed student handbook on disabilities.

Career Services

Participant response indicated TAMUK should continue to host individual fairs for corporate and education. Although attendance at the Graduate Fair was somewhat low, the survey results indicate that the event was very successful for both students and schools. Employers have requested the spring fair to focus primarily on summer internships and co-op opportunities. The Interview Orientation workshops are well-attended and appear to meet the minimal needs of the students. The Business Etiquette lunches were hugely successful; however, the cost of such activity is prohibitive unless additional funding is received. Added a full-time career counselor in January, 2000. Purchased a new database that is much more user-friendly and has much more powerful capabilities for students, employers, and staff. Surveys suggest the department provides better feedback to faculty and students regarding recruiter comments and needs.

Special Programs

Hiring and training SSS mentors who met the GPA and related to the participants disadvantaged background proved successful. The mentors coordinated student performance follow-up by individual visits with each student and referred their academic needs to the tutors to assist their needs during the tutoring sessions. In 1999- 2000 the department provided a new innovative staff training that offered effective strategies helping to improve the outreach networking contacts and better student recruitment resulting in better student retention. The department provided monthly staff training throughout the year to learn effective skills to monitor the students by maintaining weekly documentation and accountability. The program assessments and evaluations were increased adding input from program recipients. Survey data was used to research new programs available that could enhance the needs of the target students served.

Plans for Improvement for Academic Years 2001 - 2002 Based on Assessment Outcomes for Academic Years 1999 - 2000:

Housing

Improve the response time needed to complete routine maintenance repairs. A hall survey in May 1998 revealed that 46.5% of the students who responded were dissatisfied with the time it took to have repairs completed. Continue improvements in the custodial services being provided. An area of student concern is the upkeep of the public bathrooms. 62.9% of the students surveyed in May 1998 were satisfied with the cleanliness of the bathrooms and 79 % in December 1999. Seek to become more competitive in pay and living facilities for hall directors to attract qualified staff. Seek to increase or improve hall recreational facilities. Data indicates that students are interested in having access to more or better recreational facilities. Conducting CAS self-study spring 2001.

Student Union & Activities

Improvements will be made on the Recreational Sports web site such as online rosters, rules/regulations, game schedules, and updated pictures. Will increase faculty and staff participation in all sports. Installment of new lights at the Intramural Fields continues. Consider fencing the intramural fields. Develop new Recreational Sports Complex proposals. Change of sport activities could occur depending on participation, adding different sports based on student input such as indoor soccer. Create a "student environment" within the Student Union Building by relocating offices and making more effective use of the facility; adding furniture in places where students can gather, socialize and "hang out;" adding message boards throughout the Union to provide current information on activities; and utilizing an information desk/center. Implement the one-card system. Utilize the Javelina Café for programming as an

alternate place for students to gather. Create a maintenance and renewal schedule for all equipment utilized in the Union. Create a Student Union Governing Board. Develop a renovation schedule for the Post Office, Bookstore, and Game Room. Complete Patio Renovation. Revamp the scheduling system by removing scheduling from the Dean of Student's office; creating a classification system for facility reservations; maintaining data collection on building utilization that includes requests for technical services; and upgrading scheduling software to enhance services and tracking of events. Conduct staffing study for Custodial Services utilizing the Association of Higher Education Facilities Officer "Custodial Staffing Guidelines for Educational Facilities." Purchase a new scanner, graphics software and a new computer for new student graphic designer position. Purchase an LCD projector for the SUB and update other equipment. Create a two day parent program to explore students first year issues. Purchase display for HOSTS program. Develop a manual for organization advisors. Expand Greek system - adding at least one national fraternity and sorority. Develop office space for student organizations. Hire a student graphic designer for office.

Dean of Students & Associate Vice President for Student Affairs

Create and promote graduate and undergraduate internship programs in housing, activities, recreation sports, and counseling. Work with all colleges to promote careers in student affairs and work with the College of Education to establish graduate program in student development in higher education. Establish holiday lighting committee and a funding source for holiday lights. Collaboratively work with the staff of TAMUK-System Center in developing a student involvement program for Palo Alto students. Develop and institutionalize a process that provides Palo Alto students access to TAMUK student publications and information (such as Student Handbooks and South Texans).

Life Services & Wellness

Perform CAS self-study of services/staffing in Spring 2001. Expand counseling services to include a comprehensive guidance plan. Work collaboratively with campus departments in providing more proactive programming or activities and complete furnishing of CBT office/rooms in Summer 2001.

Career Services

Refine and improve existing services and processes in order to better meet the needs of the students and recruiter. Seek funding for new staff requests.

Special Programs

A new intervention program has been designed similar to the College Exploration Program Summer program to be able to transition the CEP participants to TAMUK's fall and spring semesters of the following year. The proposals are being submitted to the Workforce Councils of south Texas to acquire funding for the 2001 summer, fall, and springs semesters.

A request to establish a GRE resource in the Department of Special Programs to partner with the Ron E. McNair program has been presented to the TAMUK Student Services Board requesting for supplemental funding to serve McNair and university students that aspire to graduate study. Presently, the McNair Program is the only resource for GRE review and preparation. Partnering with university supplemental funds will directly impact and readily avail all TAMUK students to the Vision 2010 plan as drafted by our TASK Force Committee.

STUDENT AFFAIRS MISSION STATEMENT, VISION STATEMENT, & GOALS

Mission for the Division of Student Affairs

The Division of Student Affairs at Texas A&M University-Kingsville is committed to the development of well-rounded students who become successful graduates and lifelong learners through collaboration and partnership with faculty, staff, parents, employers, and alumni. Our primary purposes are to promote student learning and personal development both inside and outside the classroom and to develop a strong sense of community within the university by delivering high quality programs and services.

Vision of How Student Affairs at A&M-Kingsville Can Be

- ❑ Picture TAMUK considered one of the best student affairs, student development programs in Texas and the best in South Texas. Students, faculty and staff will be working collaboratively at providing engaging and thought provoking opportunities for students' growth. The division will initiate contact with academic departments, seeking common ground for student initiatives and efforts.
- ❑ Student Affairs will lead the University in addressing student issues, model the way for professional involvement and professionalism, will be comfortable in adjusting to changes in the field, forward thinking in our planning, and fearless in generating ideas that serve the student body.
- ❑ Student Affairs will be leaders in the community. This will be demonstrated by the joint programs offered, shared committees, and general staff involvement in the community. Student Affairs will provide services for the community, volunteer freely and effortlessly, and provide a network of services as leaders in society. Student Affairs will help the University produce well-educated leaders and persons that effectively serve their communities personally, professionally, civically, socially, and honorably.
- ❑ Student Affairs will become interconnected. The lines between departments will become blurred as departments jointly work together in serving students. Departments will challenge student ideals and interests and support students through their development.
- ❑ Student Affairs will be technologically cutting edge, always aware of new programs, resources, and ideas available to the staff and students.
- ❑ Finally, Student Affairs will champion the free expression of ideas and will work hourly at creating and maintaining a safe environment for all students to safely express opposing points of view. Student Affairs will pride itself on the willingness to try. Mistakes will be valued as tools for learning.

Goals

1. Recruit and retain students who have the potential to complete a college degree and compete in a global society.
2. Enhance student learning by creating and implementing programs, services, and activities that foster the intellectual, social, moral, ethical, spiritual, and physical development of students.
3. Create a campus climate that fosters a sense of community, values differences, and is responsive to individuals and their cultures.
4. Deliver high quality customer services by providing adequate fiscal resources, appropriate facilities, and well-trained, competent staff.

Institutional Effectiveness Plan - Update

Goal #1

Recruit and retain students who have the potential to complete a college degree and compete in global society.

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Objective 1.1

Improve campus life by enhancing housing services and facilities to improve recruitment and retention of students; expanding counseling services to meet student demand; providing employment opportunities for students; and further developing orientation programs serving incoming students.

Assessment Measures

1. The housing application process will be streamlined for fall 2002 so that requests for housing information will be answered within 24 hours after the initial request is received.
2. Minor housing repairs, improvements, and mattress and chair replacement will be completed AY02. A schedule for completing deferred maintenance items will be completed by fall 2001.
3. Based on the renovation schedule, residence halls will be renovated. New services such as Residence Life Cinema will be provided by spring 2002.
4. The number of students in the halls will increase by 5% (as compared to Fall 2000).
5. 50% of the faculty surveyed will indicate awareness of and satisfaction with the center.
6. 100% of newly admitted participants each fiscal year will have their needs assessed, and an Educational Action Plan will be developed within 30 days of their acceptance into the TAMUK Upward Bound Program.
7. Employment opportunities for part-time, co-op, and summer, will increase by 20% (dependent upon funding for the job developer position).

Strategies

1. Maintain and develop faculty/academic relationships.
2. Review future housing demands and initiate steps to 1) increase retention for all classifications and 2) create upper class/married (no children) apartments on campus by converting Seale Hall.
3. Information gathered from focus groups will be utilized to improve the effectiveness of programs and to improve communication between staff and students.
4. Expand counseling services (seek methods to add two fulltime counselors).
5. Expand career services (seek methods to add one job developer).
6. Maintain high level of student activities programming.
7. Review the orientation fee. Consider using 90% for program operations and 10% for reserve. Require or strongly encourage attendance to orientation with exceptions provided by dean of students.
8. Collect retention data obtained from departments for use with retention and re-accreditation.
9. Insure Special Programs and Career Services facility needs during the student services building construction process are closely attended and observed.
10. Continue the newspaper readership service that was started in Fall 2000.
11. Improve the coin-operated laundry service.
12. Refine the housing application process using the web page, online services, and integrating with other medium to streamline the processes.
13. Actively recruit students thru the marketing plan and invite upperclass students to remain on campus.

14. Explore integrating technology and computers with housing agreements (providing computers to students on deferred payment plans).
15. Reactivate Poteet Hall and build upperclass apartments on campus.
16. Work to maintain a healthy and clean living and learning environment in the residence halls while building strong communities using better trained undergraduate staff.

Objective 1.2

Implement new programs, improve existing workshops and programs and participate in programs that assist in the recruitment and retention of students; seek participation from all departments; institutionalize a one day program for transfer students by fall 2001; and continue the Nontraditional Student Orientation Program. Promote spirit, traditions, and participation in campus events.

Assessment Measures

1. 95% of high school Upward Bound graduates will apply for admission to a post-secondary institution, and 90% will gain admission and enter a post-secondary institution each year.
2. 50 participants, of which 67% or 34 will be both low income and potential first generation college students and 33% or 16 will either be low income or potential first generation college students, to be selected by October 20th of each year.
3. Cheerleaders will participate in major campus wide events to promote campus pride and spirit.
4. Based on student evaluations, the advisement/registration process during Hoggie Days will be improved - 65% of the evaluations will be returned; 75% of students will rate the Hoggie Days activities and workshops as good to excellent, 70% of the student evaluations will rate from "agree to strongly agree" that the advisement/registration process was worthwhile/helpful.
5. 70% of students contacted by Info-Line will be enrolled on 12th class day that were contacted by Info-Line.
6. Upward Bound will provide 100% of the participants with tutoring, Saturday Sessions and academic counseling and guidance during the academic year and summer activities resulting in 85% of the participants completing their current grade and promoted to the next grade level each year as participant in the program.
7. At the completion of their freshmen program participation CAMP students will demonstrate knowledge of the university system, knowledge of academic resources areas, and knowledge of the registration and course selection process.
8. 75% of SSS participants will be retained as a consequent of receiving an intense comprehensive system of support service interventions.

Strategies

1. Produce a report on HOST (Helping Our Students to Succeed) program focusing on participation and retention.
2. Review the Javelina CHAIN program and complete a report utilizing data to study retention of participants.
3. Expect student affairs departments to actively participate in all new student activities throughout the academic year.
4. Reorganize student activities and the dean of students operations to facilitate staff resources fully toward new student services and retention efforts.
5. Expand expectations and role of cheerleaders to university ambassadors responsible for setting the spirit tone for campus life.

Institutional Effectiveness Plan

Goal #2

Enhance student learning by creating and implementing programs, services, and activities that foster the intellectual, social, moral, ethical, spiritual, and physical development of students.

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Objective 2.1

Sponsor an array of hall activities that are appealing and will enable students to further their personal development; increase student participation in residence hall and campus activities; collaborate with other campus departments, including student affairs departments, on implementing programs; and provide leadership development opportunities for students.

Assessment Measures

1. Housing will co-sponsor at least two hall programs a semester with other campus units.
2. The number of students participating in hall activities will increase overall by 10% during 2001-2002.
3. Students will be provided information about leadership opportunities at the beginning of the fall 2001 semester.
4. Establishing appropriate hall leagues and competitions and increasing the participation in intramurals by 30% by spring 2003.
5. A new student leadership program with at least twenty participants will be implemented by fall 2001. The advanced leaders program will have at least 12 participants fall 2001. Women's Leadership and Hispanic Leadership will have at least 15 participants each and be implemented spring 2002 and 2003 respectively.
6. The campus community will log at least 7,500 volunteer hours AY 2002.
7. The number of clubs and organizations that register will increase by 5 each year for the next two years.
8. One fraternity and one sorority will be colonized by spring 2003.
9. Wellness will have collaborated at least once with each student affairs department on a wellness program each semester.

Strategies

1. Establish comprehensive student leadership program that includes a new student leadership program, Hispanic Leadership program, Women's Leadership program, Advanced Leaders program, and student organization leadership information.
2. Establish a leadership corp of students, similar to orientation leaders and RAs, to assist, facilitate, and develop the leadership programs.
3. Promote the new community service initiative within student activities. Document hours volunteered campus-wide. Establish service learning, volunteerism, and civic service center. Increase community service by all student organizations and offices.
4. Strengthen staff training and leadership programs to improve the skill of resident assistants.
5. Each social organization and residence hall will adopt at least one local not for profit service agency by fall 2001.

Objective 2.2

The Career Services will provide assistance to students to analyze interests, abilities, aptitudes, personal traits, previous work experience, and desired lifestyle to promote awareness of the interrelationship between self-knowledge and career choices; provide assistance to students in securing employment,

including experiential education programs, that provide work experience, financial resources, and an opportunity for academic credit; and assist students in their preparation for the job search or further study and will assist them in learning how to effectively present themselves as a candidates for employment or further study.

Assessment Measures

1. The percentage of freshmen students utilizing the services will increase by 5% by spring 2002 and 75% or the users will indicate that the services were helpful in self-assessment and career planning.
2. 75% of the student utilizing FOCUS II will indicate satisfaction with the assessment.
3. Participation in Co-op and Summer Internships will increase by 5% by the fall of 2002.
4. Employment opportunities for co-op and summer jobs will increase by 20% (dependent upon funding for the position).
5. 85% of the students and employers will indicate satisfaction with the on-campus interview program.
6. 50% of the respondents to an on-line survey for alumni will indicate awareness of the services available through Career Services.
7. A career counselor will be hired by the fall of 2001 and develop and implement assessment instruments appropriate to the Palo Alto campus and its activities.

Strategies

1. Information about Career Services will be provided to freshmen students through orientation, the university 1201 classes, and through key faculty and advisors.
2. Letters will be sent to all student organizations and residence halls to inform student of services available.
3. Staff will work collaboratively with faculty in the 1201 classes to encourage the use of FOCUS II.
4. The staff will work collaboratively with College I Title V Grant to provide assessment and career counseling to freshmen students.
5. Events such as the fall career fair, the education career fairs, the graduate and professional school fair, and the spring career fair, will be conducted to facilitate student connection to potential employers.
6. Employment opportunities for students will increase through job development efforts.
7. Events such as the Business Etiquette Dinner will be presented each semester to assist students in sharpening their business and interpersonal skills.
8. Employers will be invited to campus to give presentation on job skills and work preparation.
9. Interview Trak will be utilized to manage the interview schedules, the employer database, and the student resume database.
10. Students will be informed of the system through e-mail, newspaper articles, presentations, speeches, and flyers. Employers will be informed of the system through direct mail and through fax.
11. Career Services staff will work in collaboration with the Javelina Alumni Office to maintain a database of former students and to encourage alumni employer recruitment.

Objective 2.3

Provide and promote diversified programs that fulfill student needs and enhances the process of student development; provide a variety of cultural, entertaining and educational programs; provide and promote a variety of entertainment for welcome weekend, homecoming, family day, and the TAMUK pageants;

encourage students to get involved in campus organizations and activities; create student lounge space that promotes student learning; provide intramural sports such as flag football, softball, basketball, volleyball, soccer, tennis, bowling, racquetball and others and establish alternative types of activities and intramurals using computer games and the internet; and offer new fitness programs for faculty, staff, and students.

Assessment Measures

1. 75% of students in focus group who respond to evaluation will rate the activities as good to excellent.
2. 85% of parents responding will rate family day as good to excellent.
3. Newsletters will be sent twice a year.
4. Number of new members joining Greek organizations in comparison to last year will increase by at least 10% each year for the next two years.
5. Participation in intramurals will increase by 20% over all sports for AY 2002.

Strategies

1. Advertise game room activities (pool, ping pong, etc)
2. Provide noon concerts in the outside mall area.
3. Schedule entertainment during high peak hours (comedians, jugglers, mimes, etc) in the mall area.
4. Utilize message boards throughout the union to disseminate information to students about events.
5. Utilize office of the DOS to advertise and support Hispanic Heritage Month, Black History Month, Asian Awareness Month, Women's History Month, etc.
6. Host annual training for SGA members.
7. Meet regularly with executive members to discuss goals and developmental needs

Objective 2.4

Enhance student learning by creating and implementing programs, services, and activities that advocate responsibly the needs of disabled students to the campus community by providing information and consultation about specific disabilities in order to gain a general awareness of and sensitivity to disabled students circumstances.

Assessment Measures

1. Disability committee formed by Spring of 2002.
2. 65% of the faculty surveyed will show an awareness of student services, SSD location and what disabilities are covered under Section 504 of the Rehabilitation Act of 1973.
3. Newsletter will be distributed semiannually.
4. 100% of new faculty will receive Handbook.

Strategies

1. Promote collaborative Wellness activities for the University community.
2. Distribute disability brochures to students and community attending National Rehabilitation Week (September) 2001-2002.
3. Participate in National Disabilities Employment Awareness Month in October of 2001-2002.
4. Contract interpreting services in disability services.

Objective 2.5

Collaboratively work with the staff of TAMUK-System Center in developing a student involvement program for Palo Alto students. Develop and institutionalize a process that provides Palo Alto students access to TAMUK student publications and information (such as Student Handbooks and South Texans).

Assessment Measures

1. Based on survey data, 10% TAMUK-SC students will become involved in outside of classroom activities.
2. Each TAMUK-SC student will receive a student handbook and have access to electronic emails promoting campus events.

Strategies

1. Establish a Student Affairs transition team to develop an abbreviated two-year master plan articulating how a student development/involvement program will be created and maintained using the existing staff at TAMUK-SC and Student Affairs.
2. Directly contact all students using electronic means to 1) promote activities in the San Antonio area and at TAMUK, and 2) assess general interests in student involvement.
3. Regularly coach TAMUK-SC personnel on developing student organizations and drafting specific TAMUK-SC policy. Use existing TAMUK policy as a template.
4. Automatically provide TAMUK-SC student handbooks and South Texans for distribution to students on campus.
5. Assist the TAMUK-SC staff in drafting and regularly revising specific campus policies and processes for inclusion in publications, including the student code of conduct.

Institutional Effectiveness Plan

Goal #3

Create a campus climate that fosters a sense of community, values differences, and is responsive to individuals and their cultures.

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Create a campus climate that fosters a sense of community, values differences, and is responsive to individuals and their cultures.

Objective 3.1

Provide a campus environment that is comfortable and contributes to developing a sense of community. Establish a welcome environment for all residents during the first two weeks of the semester. Develop campus wide programs that challenge students personally and promote campus pride and community.

Assessment Measures

1. 60% of students surveyed in the Quality of Life survey will express student issues are positively addressed on campus by spring 2002.
2. 35% of the undergraduate student population will belong to a student club, organization, or team by fall 2001.
3. Audience participation in UnPolitically Correct will average at least 75 students, faculty and staff by the end of fall semester 2001.
4. Spirit and Traditions committees will be appointed by the Associate Vice President for Student Development and host at least three activities each semester.
5. The Inaugural Student Recognition Ceremony will be held spring 2002.
6. Service hours by faculty, staff, and students will total at least 7,500 AY02.

Strategies

1. Develop the Spirit and Traditions committee and provide autonomy to host activities throughout campus that develops spirit, encourages new and positive traditions, and engages students, faculty, and staff.
2. Enhance staff training, both student and professional staff, to be sensitive to the campus culture and to promote campus community.
3. Front load campus involvement programs to capture students interests the first two weeks.
4. Promote community outreach through student activities.
5. Provide campus training on diversity issues such as race, disability, and other complex and sensitive subjects less familiar to the campus community. Hire a SSD coordinator to meet the growing demand for disability services.
6. Promote cheerleaders to participate in all home games and most away games for football and basketball. Develop a blue squad and white squad.
7. Further develop *Un*Politically Correct (UPC), a targeted free speech forum for students.
8. Develop SGA into a collegiate, policy oriented governing body.
9. Encourage and promote campus wide active participation in co-curricular programs. Inspire greater participation of faculty, staff, and administration in intramurals and student activities.
10. Develop, through Student Activities and Student Government, an annual Student Recognition Ceremony.
11. Increase the number of telemarketers assisting with recruitment and orientation.

Objective 3.2

Provide information about the student code of conduct and other campus policies to the campus community and ensure timely, substantive, and procedural due process to students. Develop standards/expectations of the TAMUK student.

Assessment Measures

1. Parents will receive a copy of student standards/expectations during parent orientations; standards/expectations will be displayed on the web.
2. Of the students surveyed, at least 50% will believe their student rights were protected and due process provided in the student conduct system.

Strategies

1. Discuss student standards with parents and students in orientations. Display standards throughout each department and institutionalize them. Review and revise student handbook annually. Conduct presentations to organizations, in classes and at orientation upon request.
2. Develop the judicial web pages providing “how-to” and general philosophy information for the benefit of students and faculty.
3. Streamline the conduct process and reincorporate the Associate Vice President for Student Affairs into the process. Merge the academic and student appeals processes into one under the auspices of student affairs.
4. Prominently have available sexual harassment, discrimination, AIDS/HIV, and other type specific legal policies for students, faculty, and staff.
5. Annually host a harassment training for faculty.

Institutional Effectiveness Plan

Goal #4

Deliver high quality customer services by providing adequate fiscal resources, appropriate facilities, and well-trained, competent staff.

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Deliver high quality customer services by providing adequate fiscal resources, appropriate facilities, and well-trained, competent staff.

Objective 4.1

Initiate process to obtain, design, and construct major auxiliary facility buildings and renovations; obtain funding for construction of a new recreational sports complex and lights; oversee construction of the new student services building; design and seek funding for housing renovations and upperclass apartments; and design and seek funding for SUB renovations to the front entry and student lounge areas. Improve the quality of equipment used to operate in activities, the Union, housing and recreational sports.

Assessment Measures

1. Funding will be received for construction of the new student services building in this biennium with construction completed by 2004.
2. Proposal for recreational sports complex will be forwarded for funding from the state and receive a favorable rating.
3. Proposal for SUB and Housing renovations and new constructions will be completed by spring 2002.
4. Conduct survey to determine needs audiovisual needs of current and future users. New equipment for activities/union and biofeedback equipment will be purchased by September 2001.
5. One custodian position will be upgraded to lead custodian fall 2001.

Strategies

1. Raise SUB usage fees and the student center student fee.
2. Increase housing rates to provide more resources for minor repairs and renovations while increasing reserves for major constructions.
3. Modify the SUB courtyard plans to include entryway atriums, providing lounge and information desk space and a professional entry way for campus visitors.
4. Develop a master plan for the residence halls and a residence life marketing plan. Review feasibility of converting Seale Hall to upper-class/married (no children) student apartments. Update cooling and fire safety/sprinkler systems in the residence halls.
5. Develop a master plan and facility proposal for the recreational sports complex. Seek funding.
6. Review feasibility of converting Poteet Hall into a year-round SUB Annex and/or ROTC residence hall and upperclass women singles residence hall.
7. Use the old gym.
8. Review feasibility of remodeling the Javelina Café, adding a newer interior and more contemporary look.
9. Complete first phase of intramural lights. Submit proposal for additional funding to fully upgrade lights on all outdoor recreational facilities.
10. Develop front desk operations in the SUB separate from the Dean of Students operations.
11. Refine campus-wide activities calendar, facilities scheduling and reservation systems, and SUB customer services.
12. Inventory and develop a master reallocation plan to replace older SUB projectors and equipment with newer LCD projectors, screens, and electronic equipment now primarily requested by users.
13. Purchase hardware and software to prepare the Testing Center for expansion into a regional computer testing facility. Actively solicit business.

14. Seek methods to collaborate division wide by sharing resources for common needs. Obtain resources to assist career services with operational funding limitations.
15. Reconfigure seating in the cafeteria to include two and four person tables.
16. Meet with key Physical Plant staff and hall staff to identify areas needing refurbishment or deferred maintenance.

Objective 4.2

Develop and implement a systematic program review process for support units in Student Affairs utilizing the Council for the Advancement of Standards in Higher Education (CAS).

Assessment Measures

Reviews of departments will be completed according to the schedule below.

Strategies

Review departments per year based on the schedule below. Use analysis to justify recommended improvements to the department.

Housing	Spring 2001
Life Services & Wellness	Spring 2001
Dean of Students	Fall 2001
Women=s Center	Fall 2001
Student Activities & Union	Spring 2002
Student Affairs	Spring 2002

Form a task force to recommend review process and review team composition.

Objective 4.3

Implement the one-card system. Develop POS (point of sale) technology with the one-card. Develop online services provided by the bookstore. Students should be able to simply order their supplies and books online, supply a card or pin number and be debited.

Assessment Measures

1. Phase I, implementation of one-card system, will be online by fall 2001 and, based on survey data, primarily used by housing students and Sodexo Marriott.
2. Point of Sale technology will be developed and purchased for implementation by 2004.

Strategies

1. Solicit bids to build the one-card system. Designate a person within the division to oversee the process and work directly with the vendor and computer information.
2. Develop a process to and timeline to convert Phase II, vending and library operations and phase III, point of sale, direct billing and access, and bookstore.
3. Implement University one-card system. Work with area businesses to develop area-wide one-card use.

4. All students will be required to have and use a student ID card for basic services and identification.

Objective 4.4

Raise the entry-level standards for all professional staff to masters-level. Strongly encourage all staff to enroll in the graduate preparation program. Promote and support regional professional development and skill training as well as national involvement in functional areas by department heads.

Assessment Measures

1. 85% of the professional staff will have at least a masters degree by fall 2004.
2. 60% of the professional staff will have attended and/or obtained a position within a regional/national association conference by fall 2003.
3. 85% of on-campus recruiters will indicate satisfaction with the quality of services received and the quality of students interviewed.
4. 100% of the division's staff will attend a customer service training session, which includes handling complaints, at least once per academic year.

Strategies

1. Collaborate with the College of Education in implementing a masters program in counseling/student development in higher education. Develop graduate internships and promote regionally.
2. Further deepen the student affairs reputation within the university and the state. Assume involvement and leadership in campus and professional organizations. Encourage all staff to join their functional areas respective listservs to remain current in the profession and abreast of professional trends and issues.
3. Provide ongoing training on service skills and establish a monthly professional development calendar.
4. Develop a staff recognition program to encourage quality service.
5. Provide a customer service survey in each department by fall 2001. Use data to modify services provided to students.

