

Texas A&M University – Kingsville  
Division of Student Affairs

**2002-03 -- Executive Summary**

**2002–2003 – Assessment of Effectiveness Plan**

**2004-2007 -- Resource Requests**

**Specific Dean of Students, Enrollment Management, Special Programs,  
Career Services, and Life Services & Wellness reports are available separately.**

***Prepared by:***

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

March 24, 2004  
(Draft #5 – May 6, 2004)

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## **EXECUTIVE SUMMARY**

### **Significant Accomplishments Since 2002**

#### Student Affairs

1. Instituted program review schedule process for all departments. Reports are available in the Office of Student Affairs or on the Student Affairs web site. The first reviews were conducted in the Student Union and Outreach areas.
2. The SUB Courtyard (by Post Office) was currently under construction. Once completed the area would resemble the mall areas of Manning and Engineering. Project completed March 1.
3. The one-card (smart-card) is in the final stages of budget proposals. The RFP was completed and decided last semester. Blackboard was the company selected. The project needs three phases of implementation: Phase I includes ID card, Library, and Dining Services within the card; Phase II includes facility access, point of sale availability on campus, and vending machines; and Phase III adds ticket sales, copy centers, and remaining campus and community point of sales.
4. Targeted Student Fees were successfully increased through student referendums. The Health Center fee from \$30 to \$ 45/sem, allowing for improved services and better management of increased health care costs. The Student Services Fee was increased from \$16 to \$20/hr. The student senate voted to raise the student service fee cap from \$150 to \$250.
5. The former Student Government President, Ms. Natasha Croom, was elected to serve as the Texas A&M System's Chancellor Student Advisory Board chairperson. In this role she works directly with the Chancellor and the student government leaders at the other A&M System campuses. It is one of the highest honors for a student leader in the state. She is also a minority undergraduate fellow in the National Association of Student Personnel Administrators (student affairs) Association.
6. A&M-Kingsville was selected to host the 2003 Texas A&M System Student Affairs Symposium in May 2003. Student Affairs staff, students, and administrators from across the state were to convene on TAMUK's campus to discuss and devise ways to further improve the services to students across the state. Because of budget cuts this symposium was delayed until May 2004.
7. Participated in the NASPA Minority Undergraduate Student Internship Program. Additional information follows in this summary.
8. Establish long-range plan to add upper-class apartments on or near campus.
9. Revamped the SOFC funding guidelines to be implemented the following fall semester.
10. Began process to complete Phase I of the SUB renovation project adding three additional eateries for students. Additionally, an Information Center in the SUB with new services including event ticket sales, football ticket sales, printouts of student schedules, information for campus visitors, magazine check out, and Campus Shuttle support was to be established as well as the one-card office. Project completed in 2003.

#### Dean of Students

1. Established a new student orientation summit consisting of key representatives from across campus to address the transition process for new students. As a result of this summit, Hoggie Days was redefined and the process of operation was expanded. Additionally a new component of the transition process was added, the Javelina Welcome and later piloted in Summer of 2003. Also began process to updated Hoggie Days program content that allowed for the infusion of technology training, establishment of new student e-mail accounts and supported new student on-line self-registration.
2. Attended the Freshman Experience program in Asheville, North Carolina with the Academic Deans of each college, the Director of Academic Advising, and the Vice President for Student Affairs. This conference highlighted the need to enrich our transition process, but even more importantly served to

bring the academic deans closer together to enable them to work on a host of programs throughout the subsequent years.

3. Initiated the student shuttle pilot program-serving students during the evening hours.
4. The Dean of Students assumed student awards administration. Inducted over 80 students from A&M-Kingsville into Who's Who and presented Class Rings to 75 students. In the Spring of 2004, he initiated a ring ceremony for the System Center in Palo Alto.
5. Student Activities received their first ever grant of \$550. It was for a Cultural Connections program.
6. The Greek Life system in just the past 18 months has grown from four chapters to ten chapters. These fraternities and sororities are more visible on campus and play a significant role in student retention and campus culture. Just recently, two national Sororities, two historically Hispanic organizations, and two historically African-American organizations have affiliated to A&M-Kingsville.
7. The residence halls reached full capacity. An increase of 75 new students caused a dormant hall – Poteet to be reopened for the fall semester.
8. Raised the professionalism of division personnel by increasing practitioner credentials in vacated positions such as Associate Director of Recreational Sports – August 2002; Director of Student Union and Student Activities – November 2002; Coordinator of ID Center – June 2003; Assistant Director of Student Activities – August 2003; Director of Residence Life – October 2003; Coordinator of Event Planning – November 2003. The staff duties more appropriately aligned. Week was connected to orientation activities and Javelina Welcome was incorporated into the program. In cooperation with CIS, a system was developed to identify Hoggie Days and Javelina Welcome participants so that accurate effectiveness assessments could be developed. Technology, community service, diversity training, and academic preparation were introduced as fundamental orientation activities.
9. Created a campaign to write letters of support to TAMUK students in the Armed Forces, serving in the Iraq War.
10. Made initial efforts to get a College Bowl tournament started on campus. Purchased the buzzer system, start up kit and questions packets.
11. Developed a women's soccer club sport program.
12. Added new equipment in the fitness center. Increased patron usage of the center by 25%
13. Sent Cheer Team to the National Competition where they placed fourth in their division.
14. Sent letters to all community service agencies inquiring about their volunteer needs. This was our first step in establishing a database of volunteer opportunities for our students and student organizations.
15. Established a long-term capital plan for SUB purchases, renovation projects and deferred maintenance program. Established a long-term technology plan for computers/servers/printers in the SUB.
16. Hosted the Kingsville La Posada Parade of Lights.
17. Selected Host for the 2004 Texas Residence Hall Association Conference.
18. Chosen as the "Best Small School Delegation" at the 2003 Southwest Association of College and University Housing Officers.
19. Restructured positions in the Memorial Union by moving Joe Cusack from Director of the Student Union Building to Assistant to the Dean; re assigning Nino Mendieta from Director of Student Activities to Associate Director of Student Union Operations; moving Maricruz Smith from Gameroom Manager to business operations for the Student Union Building. A student "night manager" program allowed the Student Union to stay open later in the evenings and on weekends while keeping expenses to a minimum. The information desk personnel were relocated from College Hall to the Memorial Union.
20. Over 915 new students participated in Hoggie Days throughout the summer. Hoggie Days introduces students to college life while assisting them with advising and registration. This is the largest number of students to attend these two-day summer orientations.
21. Improved Postal Services by releasing or reassigning staff members. Began process to request the area postmaster conduct a review of postal operations and help to identify ways to reorganize and

- overhaul the entire postal services program. A team from Texas A&M University-Galveston visited campus to tour the facilities and exchange information.
22. Toni Alvarez was moved from Director of Residence Life to Assistant Dean of Students, where she assumed responsibility for Student Conduct, multi-cultural events, and non-traditional student concerns.
  23. The Clery report was revamped to come into compliance with reporting requirements beyond crime statistics. In 2003, further information was gathered and reported.
  24. A national summer internship program was established hosting graduate and undergraduate level students through the National Association of Student Personnel Administrators Minority Undergraduate Fellow Program and Western Illinois University. In addition to routine tasks and assignments, the interns helped refine the Family Orientation portion of the Hoggie Days Program, worked to redesign and update the Student Handbook, and reviewed the Code of Conduct.
  25. The Student Handbook went on-line in a .pdf format. The book was reorganized and distributed to all students, with first priority given to new students.
  26. The Dean of Students was selected to chair the Texas Association of College and University Student Personnel Administrators Conference in Corpus Christi, TX in June of 2004
  27. As a part of the reorganization of the Vice President's areas of responsibility, the Dean of Students has assumed responsibility for the Department of Residence Life.
  28. The Sexual Assault Response Team was formed and protocols for addressing sexual assault were established.
  29. In the fall of 2003, the Dean of Students and the Dean of the College of Arts and Sciences established and co-chaired the American Democracy project on campus. The committee formed to establish ways to address methods to increase student awareness and action related to civic engagement. Numerous programs were sponsored, a survey was attempted, a web site established, and the College Readership Program in the residence halls was expanded.
  30. During the fall of 2003, work was begun on the Javelina Honor Code. Research into honor codes was conducted, a representative task force was formed, and a code was drafted. The code is in the last stages of development.
  31. A shuttle service was established to help students get around campus, the community, and to and from sites in Alice and Corpus Christi. A university truck and a mini-van were traded to facilities in return for a 15-passenger van and a new micro-van (purchased through the post office). The 15-passenger van is used to drive students around town (both through a set route and on an on-call system) as well as providing transportation to and from the airport for students needing rides, and for errands such as transporting international students to the Social Security Office in Alice to obtain social security numbers. The micro-van is used to deliver mail around campus, chauffeur guests in need of transportation during special events, and serves as the safety shuttle around campus in the evenings.
  32. The leadership program within Student Activities has developed three new leadership programs – the Women's Leadership Institute, Freshmen Year Academy, and Jave-Leader Program. These programs improve and enhance the skills of our students and prepare them for leadership roles on campus and in the workplace.
  33. The Dean served as the Advisor to the Chancellor's Student Advisory Board and attended the capitol tours and sponsored students in Austin in 2003 and Washington DC in 2004.
  34. The Dean has been in communication with the System Center students and as a result, has traveled to the campus to tour the facilities, talk with students, and identify ways that the Kingsville campus can offer support to the students and staff of Palo Alto. He has also consulted with several faculty and with students attending classes at the system center with a variety of issues.
  35. Re-discovering old traditions and beginning new ones continues to be a focus. Homecoming planning begins earlier and a new "senior week" initiative has begun.
  36. Formed the "Students Having Issues Team" to confer about students in need of special attention and focus in 2003.

37. Began process to re-evaluate the mentor program.
38. The process was started to establish a co-curricular student involvement transcript. In 2003-04, several new program initiatives were added such as: Martin Luther King, Jr. celebration; College Bowl; Wacky Jueves; CPR finals week; Trick or Treat; Easter egg hunt; theme parties (Mardi Gras, etc.); National Volunteer Week; and other community service initiatives.
39. Implemented a Student Union Marketing Committee to coordinate building-wide efforts and programs. Created the SUB/Activities slogan, "Where We All Come Together."
40. Completed the RFP process for a new Kinko's copy center to be located in the Student Union Building.
41. Established an annual recognition program for student leaders and student organizations.
42. The office assisted Student Government with creating a High School Leadership Conference. The All Greek Council was separated by gender and re-formed into Inter-fraternity Council and Inter-Sorority Council.
43. Organization leaders participated in a fall training workshop which included information regarding the new funding procedures.
44. New manuals for all intramural sports with specific guidelines for players, coaches and officials were developed. New equipment was purchased for the fitness center and patron usage was increased by 25%.
45. Soccer was added to the intramural sports offerings in the Fall of 2002.
46. New SUB polices were created and approved by the SUB Advisory Board.
47. The student employment program in the SUB was centralized; new job descriptions for all positions were updated and reviewed by a wage review committee. Hiring procedures were standardized to ensure compliance with all stated Student Affairs and University objectives of equal access and affirmative action.
48. The Javelina Express Card Office opened in January 2003 and has purchased additional readers for the residence halls, Life Services & Wellness, SPEC, and Business Office. These purchases will initiate the process to create a campus-wide debit program and improve security in the residence halls. We initiated the SUB decoration project with shadowboxes for Greek organizations, CAB and SGA and purchased new art for the bookstore entrance and second floor. The Miss TAMUK photo set was completed and student names were added. Building support upgrades were purchased including: meeting room tables; chairs; ropes; entrance mats; door counters; and welcome signs. We established a long-term technology plan, deferred maintenance plan and wrote the first draft of the ten-year SUB master plan for renovation.
49. A Women's Leadership Institute was developed and offered on campus. Fifteen women completed the institute.
50. The director of the women's center helped with the creation of a new organization on campus to meet the needs of our gay, lesbian, bisexual, and transgender population. The organization is called "Working at Keeping Everyone United Peacefully (WAKE-UP).
51. Established a Sexual Assault Response Team (SART) for the purpose of providing a timely, comprehensive, organized response to the incident of sexual assault and rape on campus.
52. Created a doorknob hanger to market SART information and emergency numbers for students to use as needed.
53. Increased by more than 20% from the following year, the number of presentations related to intimate partner violence, date rape, domestic violence and developing healthy relationships.
54. Offered two self-defense workshops for college women on campus.
55. Raised \$1,793.05 for Susan G. Komen Breast Cancer Foundation.
56. A mini-conference for Dads was presented by the Women's Center called "Fatherhood Secrets: Becoming the best dad you can be." Topics included learning the myths and barriers that keep men from being the father they want to be and forming lifetime bonds with your child.
57. Fire suppression system was installed in Martin Hall. Turner Hall is scheduled for Summer 2003.
58. Exterior doors for Bishop Hall were replaced.

59. A departmental review was conducted by an outside consultant (Chuck Colby) during Fall 2002. It is available online and discussed specifically in the Housing Departments report.
60. Residence Life Cinema was inaugurated in Fall 2002. Movies, educational videos, and brief announcements are broadcast in the halls.
61. All hall computer labs were upgraded during Fall 2002. The number of computers and amount of memory were increased.
62. Database (developed in-house) was enhanced for ease of making hall rosters, address labels, and sending assignment letters.
63. A map illustrating room assignment locations were sent to all residents prior to their arrival for check-in. Students and parents could then determine the best place to park when unloading. Additional Campus Police Officers were hired to help with traffic control during Move-In Day in August.
64. Campus Housing staff held a Halloween Carnival for the Student Family Apartment Residents in October 2002.

### Enrollment Management

1. The University increased enrollment from fall 2001 to fall 2002. The Kingsville campus increased 2.9% (from 5,902, fall 2001 to 6,076, fall 2002) and the System Center-San Antonio increased 95.0% (from 246, fall 2001 to 480, fall 2002).
2. In fall 2003, the Kingsville campus saw an overall increase of enrollment of 1.4% (from 6,074, fall 2002 to 6,159, fall 2003) and the System center-San Antonio saw a 42.9% increase (from 480, fall 2002 to 686, fall 2003).
3. Joint Admission Agreements were signed with Coastal Bend College and Del Mar College. Two Plus Two agreements were revised and a common format was utilized for the first time in the history of the institution. The Presidential Transfer scholarship Program was implemented for the first time, with 27 students taking advantage of such scholarship during fall 2002. In addition, the Director of the Honors Program developed an agreement with Del Mar College that recognizes and transfers honors classes from Del Mar College to A&M-Kingsville.
4. In collaboration with the Javelina Alumni Association, the Division of Enrollment Management implemented evening receptions, which took the "University on the road" to South Texas communities. Conducted such receptions in Kingsville, Corpus Christi, San Antonio and McAllen.
5. Developed criteria for the first ever Presidential Persistence Scholarship to be awarded for fall 2003.
6. The Uniform Recruitment and Retention Report to the Texas Higher Education Coordinating Board was submitted in November 2002.
7. In spring 2003, Enrollment Management and International Admissions, collaborated with the College of Agriculture and Human Sciences to do a six-city tour in Mexico through the CONACyT organization for the purpose of recruiting Mexican students into graduate programs at A&M Kingsville. More than 2,000 contacts were made as a result of this collaboration. Graduate and Engineering Spanish brochures were developed for distribution while recruiting in Mexico. A CD Rom, which included information about the University and the graduate and undergraduate catalogs, was also developed for dissemination during this activity.
8. In International Programs, 31 students were able to study abroad; a total of 51 faculty participated in various academic out-of-country international activities, an increase of 18.0% from the previous year. The Office was awarded a \$55,000 Fulbright-Hays, which sent 11 faculty and three students to study culture and languages in Guatemala for five weeks. Dr. Walsh was selected and presented at the Annual Faculty Lecture. In addition this Office conducted three large events to integrate all students on campus, including the International Fest (500 attendees), Black Heritage Celebration (850 attendees), and Asian Pacific Heritage Celebration (550 attendees).
9. International Admission also organized an Operational Manual and is currently working on a manual for International Student Services.

11. Developed agreement with Santa Gertrudis Independent School District, Academy High School for the delivery of dual enrollment credit courses to Academy High School juniors and seniors, commencing fall 2004 (pending approval by BOR).
12. In agreement with Del Mar College, A&M-Kingsville's College of Engineering will be teaching two lower level (freshman) courses in engineering to Del Mar sophomores, commencing spring 2004. Three thousand (3000) level courses in engineering will also be delivered to Del Mar College, commencing fall 2004.
13. Students are now able to accept awards online.
14. Received over \$80,000 in donations from lenders and TG (Texas Guarantee Student Loan corporation).
10. Insured the integrity of student data by continuing to audit transcripts. The department has audited 7,500 transcripts.
11. In July 2003, it was decided that the Office of International Programs revert to the Office of Academic Affairs, effective September 1, 2003. At that time, Mr. Albert Salinas was identified as the new director for the next academic year.
12. Recognizing that approximately 85.0% of students are on financial aid and that 42.0% are on some type of loan, the Financial Aid Office conducted a Default Aversion Workshop with lenders and servicers to assist the University in reducing the default rate. The default rate was initially 17.0% and was reduced to 11.0% in 2003. Currently (2004), it stands at 9.0%. In addition, the Financial Aid Office contracted with Texas Guaranteed Corporation (TG) on a pilot program to help TAMUK with default aversion—early awareness. Also, adopted the USA Group as a secondary guarantor for students borrowing in 2002-03. On-line acceptance of financial aid awards was implemented; online submission of summer financial aid application and the Stafford Loan processing form were implemented. Online printable forms and applications were made available on the University's website. In 2002-03 there were 4,070 Title IV awards totaling \$28,406,233; 1,120 Texas Grant awards totaling \$2,927,545; and 301 Presidential Series Scholarships totaling \$460,000. Also in 2002-03, Work-study and part-time positions were posted on the website.
13. The Financial Aid Office conducted a program review late in fall 2001, by using Chase Manhattan. This was followed up with another visit in January 2003. Some of the recommendations pertaining to the processing of financial aid were implemented. The Office continues to utilize the committee that reviews appeals of students who fail to make academic progress by requiring counseling of all those approved.
14. In the area of technology, Web for Faculty and Web for Students were successfully launched and accepted. The Office of the Registrar eliminated the mailing of grades to the majority of the students, since students were able to view their grades via the Web. The purchase of SCT-Banner was a gigantic leap for the University.
15. Web for Faculty and Web for Students have increased the quality and speed of issuing and receiving grades. During Senior Days, 125 counselors received the assessment survey, of which 74 completed it. Of the 74 completed surveys, 55 (74.3%) counselors rated the overall program excellent and 16 (21.6%) rated the overall program as good. A total of 2230 students received the survey, of which 1059 completed it. Of the 1059 completed, 406 (38.3%) rated the overall program as excellent and 590 (55.7%) rated the program as good. Javelina Highlights was conducted in fall 2002 and spring 2003. In fall 2002, 95.0% of the students rated the overall program as excellent and 5.0% rated the program as good. In the spring of 2003, 85.0% rated the program as excellent and 15.0% rated the overall program as good.
16. The Division of Enrollment Management was again merged with the Division of Student Affairs in January 2003.

### Life Services & Wellness

1. The department makes over 10,000 student contacts per academic year.
2. 109% increase in the number of students helped through the medication assistance program.
3. Health Care patient visits have increased 47% over the last two years.
4. Health Fair participation increased 116%.
5. Development of exit interview program, *ADIOS (Assisting, Directing, Intervening Objectively for Students)* which surveys students to understand reason(s) for withdrawal from TAMUK.
6. An increase of 10% in the number of personal counseling sessions conducted from F02 to F03.
7. Higher response to greater number of individuals with significant psychopathology (i.e. bipolar, borderline personality disorder, psychosis, eating disorder, major depression).
8. 98% of examinees surveys were satisfied with testing schedule.
9. 80% of examinees completed satisfaction surveys and 83% strongly agreed that the testing center met their needs.
10. Services for Student with Disabilities has increased the number of students receiving accommodations from 110 in AY 2001 to 145 in AY 2002.
11. A mini-conference for Student Athletes was hosted by Life Services. The program was in sponsorship with MADD and funded by the Texans Standing Tall Grant.

### Career Services

1. The Cooperative Education and Internship Program was promoted through *MonsterTrak*, presentations to classes and student organizations, campus outreach and marketing (fliers, *South Texan* newspaper) and individual counseling sessions. A student guidebook was designed to facilitate the student completing an internship and to inform students of expectations and requirements.
2. Students were expected to attend the Intern Exit workshop that highlights responsibilities and performance evaluations. During the Workshop, students are apprised of university expectations and codes related to receiving academic credit, behavior, surviving on the job, and legal ramifications.
3. Although not an accomplishment, a 9% decrease of students enrolled in the Cooperative Education and Internship Program was realized as well as a 13% decline in the number of companies contacting the Career Services Center. This reflects the regional and national decline within the job market.
4. The Career Services Center offered a wide range of employment opportunities through campus interviews. These interviews were arranged and organized through *MonsterTrak* (a placement database utilized by employment partners). Students search for employment opportunities through bi-annual career fairs held each semester. Career fairs allow employers to meet with a larger student population and provides students with an array of opportunities to speak with prospective employers during their visit to campus.
5. Efforts were made to expand the employer base of employers within the non-for-profit arena.
6. MyRoad replaced the software Focus. The new software has a "classroom friendly" approach that allows Career Services Center staff to provide training to students within the educational environment. This software, along with individual career counseling, continues to provide students with necessary career counseling and advisement.

### Special Programs

All numbers and percentages extracted from data and summary reports submitted to the U.S. Department of Education and continuous student tracking.

1. Special Programs successfully was awarded the Educational Opportunity Centers (EOC) grant. This \$1,000,000 five-year grant is one of only three on a college campus in Texas and the only one at a

- comprehensive university. With this grant, TAMUK now has five of the seven TRIO grants – one of the largest programs in the United States.
2. Served 1,393 migrant students since 1993
  3. 93 HEP graduates for the fiscal year
  4. 83.3% of HEP students have transitioned to higher education and job placement
  5. 42 HEP students transitioned to TAMUK for the fiscal year
  6. Served 397 UB participants since 1989
  7. 52 UB students are from 10 area target schools
  8. 95% of UB participants received G.P.A. of 2.3 or better
  9. 150 UB tutoring sessions at 10 area target schools
  10. Past two years UB retention rate of 65% at the university level
  11. Served 248 UBMS students strong in Math & Science throughout Texas since 1999
  12. 100% of UBMS students advanced to next grade level
  13. 92% of UBMS senior level students transition to post-secondary education
  14. 81% of UBMS students retained after 1st year at the university
  15. Served 255 CAMP students since 1999 overall retention rate at the university is 82.2% since program inception after 1<sup>st</sup> year of program
  16. Program served 53 CAMP students in the fiscal year 2002-2003
  17. 52% CAMP retention overall for all students served at the university
  18. 2.4 GPA overall average for all CAMP students after fiscal year
  19. 85% of SSS participants retained 2002-2003 academic year
  20. 72% retention and matriculation rate for SSS student's served
  21. 50% of entering SSS freshmen mastered the TASP
  22. 40% of SSS students served for past 10 years graduated vs. university 25%
  23. 829 CEP students served for past 10 years
  24. 60% 10 year matriculation and retention for CEP while 40% have graduated
  25. Past two years CEP retention of 82% of students served by best practices for bridge programs
  26. 111 McNair students served since 1995 with 98% graduation with baccalaureate degree. 70% of students into graduate programs
  27. 16% of McNair students into doctoral programs double the national rate
  28. 100% of McNair students completion of intensive summer research experience
  29. 5 McNair students from the 2002-2003 cohort have been accepted to medical school and Ph.D. programs
  30. 4 McNair students have attained a Ph.D level degree
  31. Rosemary Rubino, former CEP student, graduated with a Doctorate in Education.
  32. Laurie Gonzalez received her Masters in Science and will pursue a Doctorate at the University of North Texas as part of the bridge program.
  33. Vanessa Perez graduated Magna Cum Laude and pursuing an advance degree at the University of Houston. Maribel Reyna graduated and continuing study for Masters in Animal Science at Texas A&M University-Kingsville.
  34. Upward Bound Math & Science has actively served students in the region for the past four years. The program has had 100% retention in high school and of the 59 seniors -- 44 students have come to TAMUK for postsecondary education.
  35. The CAMP program has completed its fourth year at TAMUK and served a total of 210 students who might not otherwise make it to college if it were not for the assistance provided by CAMP. Of the 55 students served in the 2002-2003 year, 64% continued to be enrolled in postsecondary education. The program recognized one of its students at the state conference in Fort Worth earlier this year. Roxie Miereles continues to be an active student at the university with a GPA of 3.5.
  36. Implemented a co-curricular student involvement transcript.

## **II. Changes and Improvements for Academic Years 2002-2003 that Resulted from Assessment Outcomes from Previous Years**

### Student Affairs

1. Instituted program review schedule process for all departments based on feedback from departments to regularly have outside reviewers evaluate department operations.
2. Merged Enrollment Management and Student Affairs into the Division of Student Affairs based on common practices.
3. Initiated process for the one-card (smart-card) based on student feedback through SGA.
4. Began process to complete Phase I of the SUB renovation project adding three additional eateries for students. Additionally, an Information Center in the SUB with new services including event ticket sales, football ticket sales, printouts of student schedules, information for campus visitors, magazine check out, and Campus Shuttle support was to be established as well as the one-card office. Student feedback through SGA and the Food Service Student Committee was to have more variety of dining options available to students. Additionally, safety has been a concern of SGA, prompting efforts to establish a shuttle. Lastly, interest of the student body to have conveniences such as a box office, email PC, and general information more readily available in the SUB, along with the ideal locations for additional eateries prompted the phase I SUB renovations.
5. Establish long-range plan to add upper-class apartments on or near campus based on obvious lack of upperclass housing and student interest expressed in student forums and through SGA and Housing.
6. Participated in the NASPA Minority Undergraduate Student Internship Program to build national reputation. Created and promote graduate and undergraduate internship programs in housing, activities, recreation sports, and counseling.
7. Established Spirit and Traditions committee to address campus pride and spirit based on SGA comments to improve climate on campus.
8. Created an additional counselor in Life Services & Wellness to improve student contacts and retention.
9. Recommended curriculum enhancement to the College of Education to better support a graduate track in student development.
10. Developed new student organizations such as sports clubs, special interest organizations, political clubs, and academic clubs. Began process to create additional Greek chapters based on student retention and student interest.
11. Eliminated smoking in all of the residence halls.
12. Updated cooling and fire safety/sprinkler systems in some of the residence halls.

### Dean of Students

1. Improved relationship with SGA based on previous experiences with SGA.
2. Developed and later institutionalized the shuttle program based on safety concerns expressed by the students.
3. Reviewed and updated the Code of Conduct.
4. Began process to establish an Honor Code based on campus interest.
5. Further developed and refined multi-cultural programming.
6. Worked with TAMUK-SC to develop programs and services for students.
7. Developed senior week programming.
8. Worked toward development of the recreation center. Worked closely with SGA to acquire funding based on SGA feedback.

9. Worked with system and residence life in the development of apartment-style housing.
10. Developed professional relationships with the academic deans.
11. Developed the awards ceremonies and traditions such as Who's Who and Ring.
12. Began process to evaluate budget expenditures in auxiliary areas.

### Enrollment Management

1. After assessing the number of transfer students to the University, a decision was made to develop criteria and implement a Presidential Transfer Scholarship program. The scholarship program was implemented late in spring 2002 and saw only 27-transfer students take advantage of it for fall 2002. This did not help increase the number of transfer students to the University. Because of a System Review done the previous years, the scholarship program was moved from the Office of Outreach and Enrollment Support Services to the Office of Financial Aid. One of the staff members was appointed Scholarship Coordinator for the University. Also, the scholarship criteria for competitive scholarships used by out-of-state and international students were revised and clearer processes identified.
2. Staff handling international admission were transferred to Cousins Hall and merged with staff in the Office of International Programs to be more effective in processing applications. An audit was conducted, which resulted in the implementation of changes to the office.
3. In the area of recruitment, an emphasis was placed in developing collaborative agreements with area community colleges. Transfer Fairs became more regular with community colleges every semester. A focus to develop a common 2+2 articulating agreement with all area community colleges was pursued and is on going. In spring 2003, the Office of Outreach and Enrollment Support Services co-hosted South Texas Counselor Workshop. In preparation for the workshop, a Counselor Guide was prepared and disseminated to all in attendance.
4. A move to include graduate programs in the recruitment effort was implemented after the graduate dean asked for assistance. Efforts to support graduate faculty in graduate recruitment activities are part of Enrollment Management's goal.
5. Customer service workshops were integrated into the University—and all faculty and staff were/are invited every spring to attend one session. This has become a yearly activity and every employee on campus is given the opportunity to attend.
6. A push to use technology was made, especially in the Registrar's Office, with Web for Faculty and Web for Students in the forefront. The use of a new Student Information System was investigated during this time, with discussions taking place with SCT personnel. The SCT Banner Student Information System was purchased in spring 2003.
7. Banner implementation began in June 2003; implementation team was created and appointed by Dr. Clayton; project documents have been completed and training is on going; the Admission Office was divided between domestic and international. At the System Center-San Antonio, a training manual was created and files have been moved from the Center to Registrar's vault for storage.
8. In the Office of Student Financial Aid, staff were relocated to work the front counter and Financial Aid Officers monitored the front counter in order to provide better services. In addition, the Office trained all new staff on the details of the financial aid process. The Office also conducted two in-service workshops to train and update staff members on new laws and regulations about the financial aid process. The Office of Student Financial Aid also continues to utilize technology to enhance its operation.
9. Because of our collaborative efforts, the Office of Student Financial Aid also saw the need to develop dual enrollment consortium agreements with Texas A&M-Corpus Christi, Del Mar College, and Texas A&M-College Station.
10. Seeing the need for improvement in all the departments under Enrollment Management, systematic evaluations have and will continue to be conducted to insure that everything is functioning well and that we are provided a quality service to our students and other departments.

11. In the area of International Admissions, closer scrutiny for fraudulent records has been addressed by implementing special country files to track fraudulent credentials and to ascertain the validity of all documents. Special training will be provided to individuals responsible for SEVIS and immigration rules.
12. Seeing a great need for the System Center-San Antonio to succeed, all offices in Enrollment Management were involved in one-way or another. This effort continues today and will continue until the System Center becomes a stand-alone institution.

#### Life Services & Wellness

1. Based on student comments in the center the department offered students assistance for medications and services through LSW Health Care Financial Assistance Program.
2. Based on student concerns for privacy, renovated Health Care front counter to address privacy and confidentiality concerns.
3. Revised career counseling component.
4. Revamped training program for graduate practicum counselors.
5. Provided EKG machine for use in Health Care services.
6. As result of CAS audits in Counseling and SSD, additionally staff training has been added, especially in the areas of legal issues, assessment and strategic planning. Also, budgetary realignments to better match needs.

#### Career Services

1. "Hire a Javelina" student employment program was initiated in the spring of 2003. This program is designed to streamline the on-campus employment process.
2. "How to Choose a Major" presentation was designed
3. Broadened employer outreach.
4. Development of student guidebook for co-operative/internship program

#### Special Programs

1. Students are pipelined directly from HEP to CAMP programs when applicable
2. Renovation of space allocated for computer lab as indicated in various grants
3. Campus wide recruitment process for the McNair Scholars program (grassroots effort)
4. Extensive staff training via attendance of conferences and specific new directors training for all key staff
5. Key staff allocations for signatory status to have expand program effectiveness and delivery of services
6. Creation of a website with all programs in the department of Special Programs

### **III. Plans for Improvement for Academic Years 2003 - 2004 Based on Assessment Outcomes for Academic Years 2002-2003**

#### Enrollment Management

1. President Rumaldo Z. Juarez has made enrollment a top priority at Texas A&M University-Kingsville. As such, he is proposing that the Division of Enrollment Management, the academic deans, and the University community focus on enrollment during his tenure. He has reaffirmed the University's commitment to enroll 10,000 students by 2010. This will require the University to do things differently in years to come.

2. Financial Aid Office: The aesthetics of the Financial Aid Office needs to be enhanced, as well as the technology to do business. The Office still has some outdated computers that need to be replaced with new ones in order to increase the speed and efficiency of the Office, which will lead to better customer service to students. The University's default rate is moving downward and the Director needs to continue working with lenders/servicers to lower the Cohort Default rate. An effort was made to purchase InterfaSE software to streamline the Student Employment process and to hire an additional Financial Aid Officer to aid in the verification process. However, due to lack of resources, this did not occur.
3. Student complaints relating to accessibility of staff in the Financial Aid Office led to the implementation of a phone tree for students to allow them easier access to financial aid information. Implemented on line acceptance of Financial Aid awards. This, to some extent, eliminated students from having to wait for a mailed award letter. As always, the Office continues in providing in-service training to staff in the area of technology and customer service. Improved communication within the department and other departments within the University has been one of the goals of this Office. The Office continues utilizing the Financial Aid Waiver Committee, responsible for reviewing appeals from students whose academic progress is questionable. The Office also continues to focus on reducing the default rate for the University and to utilize technology to improve operations in all the offices. Satisfaction surveys were conducted to address any deficiencies that may be perceived by the students.
4. Registrar's Admission Office: Due to the current Student Information System (Plus) going down a number of times and because the system does not have the capability of performing certain functions, the SCT-Banner Student Information System was purchased. Implementation planning was initiated in June 2003. Admissions will go-live with Banner Student Information System November 2004 for the fall 2005 semester. The Office will continue the transcript audit process in order to insure integrity of its records. Admissions processes will continue to be reviewed and refined to ensure accuracy of data and improve efficiency. EDI Smart will be incorporated into the Banner process.
5. Outreach and Enrollment Support Services: Continue development of data gathering instruments for more accurate assessment. Serve as facilitators in the creation of articulation agreements with community colleges. Set up a systematic and personalized correspondence system for prospective students. Develop a tracking system to track recruits, admits, and enrolled students. Set up a systematic and personalized correspondence system for high school counselors. Work with academic deans to provide assistance in developing a faculty-recruiting program. Set up a program to bring prospective students to visit our campus from San Antonio and the Valley. Assist in formulating and executing collaborative agreements with area community colleges. Serve as active participants on the Banner Implementation Team and bring the recruitment module up to allow to fully utilize the recruitment functions of the program.
6. International Admissions: International student applications have steadily decreased from 2003, due to the 9/11 terrorist attacks. The Office needs to purchase SEVIS software for batch reporting to the Federal Government. The software will reduce time spent on this effort and in developing yearly reports. International travel funds to recruit students from under-represented countries have not been made available for the past two years. The University needs to take advantage of the opportunity to recruit via CONACyT in order to increase the number of Mexican students on our campus. The Office also needs to be fully funded to support the staff to take advantage of workshops, seminars, and other opportunities for professional development. There is much potential for this University to increase international enrollment, but the resources need to be provided.

#### Life Services & Wellness

1. New lab contract with reduced lab costs to students (resulting from cost analysis of lab services).
2. Implementation of EKG diagnostics.

3. Development of monthly LSW medical-mental health meetings to ensure coordination of treatment planning for students.
4. Developed a CIC (Clinical interview—Instrument/assessment—Consultation) procedure for crisis management with suicidal and homicidal students.
5. 112% increase in use of psychological assessment inventories from F02 to F03.
6. Development of monthly LSW medical-mental health meetings to ensure coordination of treatment planning for students.
7. 112% increase in use of psychological assessment inventories from F02 to F03.
8. Developed a CIC (Clinical interview—Instrument/assessment—Consultation) procedure for crisis management with suicidal and homicidal students.
9. Finalize draft of the revised practicum counselor manual.
10. Implement a plan to provide incentives to recapture examinees who did not complete GED test battery prior to January 2002 (when GED test format changed).
11. Revamp evaluation procedures for the testing program (customer service/satisfaction surveys; staff training).
12. Offer outreach presentations to academic and administrative departments to increase (a) the awareness of services offered by SSD and (b) the understanding of Section 504 and ADA responsibilities in the classroom and workplace.
13. Audit SSD files for 504 compliance.
14. Review and revise Student Intervention Program in SSD.
15. Complete CAS Audit in Health Care.

#### Career Services

1. Implement “Hire a Javelina” campus-wide with solvent training for staff and student and establishing assessment tools for evaluation and enhancement purpose
2. Broaden the scale of student learning via heightening the breath of workshops, including graduate/professional school education, professionalism, international student placement, as well as penetrating campus organizations and student clubs with specific learning options.
3. Enhance the number of students enrolled in Internships/Co-operative learning
4. Establish a web-based survey for Graduation statistics
5. Penetrate the job market via employer contacts from Austin to the Valley to facilitate placement efforts
6. Transfer the Federal Work Study Program under the auspices of Career Services
7. Enhance career counseling efforts via training and outreach
8. Increase services of career services (mentoring program, alumni outreach, distance learning) by the hiring of a qualified professional
9. Assess the usage and effect of *MyRoad* by students and staff
10. Design a Career Services Center that focuses upon the *tri-parti* realm of services: career development, career enhancement, and career transition and train staff to holistically integrate this theory into their work style.
11. With campus support and resources, design a type of *First Year Seminar* program that focuses on learning style and integrates student affairs into the educational arena
12. Initiate a student recognition program for the Co-op/Internship Program
13. Enhance staff development efforts via director-led training and attendance at professional meetings

#### Special Programs

1. Management of all fiscal resources in the department of Special Programs by the acquisition of a permanent Staff Accountant
2. Development of visibility of staff at Satellite offices for the EOC grant

3. Development of a comprehensive recruitment plan for Special Programs in collaboration with Enrollment Management
4. Expansion of the GED lab 2000 in Seale Hall for students with renewed Grant
5. Expansion of the CAMP objectives with the submission of a renewed Grant
6. Assessment of all Individual Educational Plans for all TRIO programs
7. Improvement of the GRE curriculum for the McNairs Scholars program
8. Development of an Adult Learner component in SSS
9. Expand the supplemental grant aid monies given to students
10. Expand the assistance of all programs for students completion of scholarship applications
11. Offer outreach presentations to forums that consist of parents and students in the area high school
12. Narrow the scope of recruitment in the HEP and CAMP programs to concentrate in the Middle Rio area, Valley area and local high migrant schools
13. Development of all program databases and maximize the reporting abilities of each program
14. Provide Database training for several programs by bringing an expert on campus
15. Continue to provide constant and best practices to the students in all programs
16. Continuation of services to 10 target schools despite lack of federal funding for UB program
17. Expand the goal of the department by linking with other colleges for submission of NIH and NSF grants for the future.

## **STUDENT AFFAIRS MISSION STATEMENT, VISION STATEMENT, & GOALS**

### Mission for the Division of Student Affairs (Revised 11-17-03)

We create a nurturing and collaborative environment to inspire students, foster personal growth, encourage community engagement, and promote global citizenship.

### Tenets of TAMUK Student Affairs

1. We believe in the development of students into well-rounded persons, physical, spiritually, emotionally, occupationally, intellectually, and socially; which when coupled with practical experiences, better prepares them for life.
2. As a diverse community, all students, regardless of their ethnicity, culture, beliefs, or orientation will be recognized, respected, and represented.
3. We believe in the recruitment and retention of students to organizations and extracurricular activities, thereby motivating and empowering them to further develop their understanding of diversity issues, leadership skills, academic experiences, community service and connectedness to the A&M-Kingsville community.
4. As members of the student affairs profession, we believe in the promotion of professionalism through role modeling, teamwork membership/leadership in professional organizations, and dedication to the university's mission.
5. We believe in enhancing university spirit, traditions and pride through promotion of and participation in campus activities.
6. We believe in establishing genuine and lasting relationships with students, alumni, university departments, and the community.
7. We believe in the creation and establishment of a safe and positive environment which fosters learning and promotes a sense of community in the university population.

### Vision for Student Affairs

1. 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.
2. 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.
3. Student Affairs will be leaders in the community. This will be demonstrated by the joint community 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.
4. 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.
5. Student Affairs will be technologically cutting edge, always aware of new programs, resources, and ideas available to the staff and students.
6. Student Affairs will be outrageous in generating ideas and implementing strategies to build A&M-Kingsville into a first choice university with thousands of vibrant and eager students.

7. 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 for 2002

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

1. Maintain and develop faculty/academic relationships. (Ongoing)
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. (In progress)
3. Create avenues to connect graduates with employers through Career Services. (Done)
4. Expand counseling services (seek methods to add two fulltime counselors). (Done)
5. Maintain high level of student activities programming. (Done)
6. Add placement for on and off campus employment into Career Services. Move program online by the end of spring 03. (Implementing Fall 2004)
7. Collect retention data obtained from departments for use with retention and re-accreditation. (In progress)

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

1. 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 assistantships. (Done)
2. Promote collaborative Wellness activities for the University community. (In Progress)
3. Seek new student organizations such as sports clubs, special interest organizations, political clubs, academic clubs, etc. (Done)
4. Further develop advisor training program. (Done)
5. Establish comprehensive student leadership program. (Not Done)
6. Establish service learning, volunteerism, and civic service center. Increase community service by all student organizations and offices. (In Progress)
7. Develop Greek Life – expand. (Done)
8. Establish TAMUK cable programming channel/network for all on campus residents. (Done)
9. Eliminate smoking in all of the residence halls. (Done)

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

1. Develop FYOV – Find Your Own Voice, a targeted free speech forum for students. (Done)
2. Develop SGA into a collegiate, policy oriented governing body. (Done)
3. Encourage campus wide active participation in co-curricular programs. (Done)
4. Promote campus-wide events in an effort to increase campus spirit. (Done)
5. Inspire greater participation of faculty, staff, and administration in intramurals. (In Progress)
6. Develop through Student Activities and Student Government an annual Student Recognition Ceremony. (Done)

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

1. Establish masters-level professional positions throughout the division. (In Progress)
2. Implement University one-card (Javelina Express Card) system. Work with area businesses to develop area-wide card use. (In Progress)
3. 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. (In Progress)
4. Develop a master plan for the residence halls and a residence life marketing plan. Review feasibility of converting Seale and May Halls to upper-class/married (no children) student apartments. (Not Done)
5. Revise emergency response processes. (Done)
6. Develop master plan for the Student Union Building. (Done)
7. Refine campus-wide activities calendar, facilities scheduling and reservation systems, and SUB customer services. (Done)
8. Review feasibility of converting Poteet Hall into a year-round University Conference Center and SUB Annex. (Not Done)
9. Use the old gym. (Not Done)
10. Review feasibility of creating additional retail outlets in the SUB, such as sandwich shops, ice cream parlor, coffee shop, and copy center. (Done)
11. Develop online services provided by the bookstore. Develop POS (point of sale) technology with the Javelina Express Card. (In Progress)
12. Develop front desk operations in the SUB. (Done)
13. Update cooling and fire safety/sprinkler systems in the residence halls. (In Progress)

Revised - June 24, 2002 – Updated May 4, 2004

## **Assessment of Effectiveness Plan**

### **Goal #1**

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

#### **Objective 1.1**

Maintain and develop faculty/academic relationships. (Ongoing)

#### Assessment Measures

1. 100% of new faculty will receive Student Handbook.
2. Faculty will be invited to participate in student programming and standing committees.

#### Assessment Cycle

Annually

#### Assessment Outcomes

All new faculty were provided student handbooks during faculty orientation. The Vice President and Dean of Students attend the faculty orientation and discuss student affairs issues and present student handbooks to all new faculty. This was at the request of the faculty senate (and faculty feedback) four years ago to improve relations and provide additional information on campus programs outside of academic affairs.

Faculty participate in student programming through student activities and housing. A list of standing committees for the division of Student Affairs is online. Faculty members serve on all committees as a means to improve relationships and overall campus cooperation on committee initiatives.

#### Narrative

None

## **Objective 1.2**

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. (In Progress)

### Assessment Measures

1. The housing application process will be streamlined. 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 requested through the construction committee. A schedule for completing deferred maintenance items will be completed.
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. Initiate processes to develop upperclass student apartments on campus by 2004.

### Assessment Cycle

Annually

### Assessment Outcomes

The housing application has been modified but is not available online as desired. Housing information is provided within 24-hours. Requests for resources have been submitted to the construction committee. Other security initiatives in the residence halls have taken precedence. Thus minor repairs have not been addresses. Student security, although not a listed objective, was addressed first because of alleged incidents in the residence hall areas.

Residence Hall renovations are on the master-planning calendar. This applies primarily to Lewis Hall and Poteet Hall. Fire suppression system installation has begun and will continually annually.

Residence Life Cinema has been added as a service for all residents. This was based on student feedback to provide movies in the rooms for student enjoyment.

Occupancy increased 5% for the fall semester, exceeding hall capacity. This required students to reside in Poteet Hall for one semester.

Processes have been initiated to develop student apartments. SGA and RHA have been consulted with to determine student opinion, which has been favorable. Because of safety and security issues within the halls this measure is delayed one year.

### Narrative

None

### **Objective 1.3**

Create avenues to connect graduates with employers through Career Services. (Done)

#### Assessment Measures

1. Employment opportunities for co-op, internships, and summer jobs will increase.
2. 85% of the students and employers will indicate satisfaction with the on-campus interview program.
3. 50% of the respondents to an on-line survey for alumni will indicate awareness of the services available through Career Services.
4. 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.

#### Assessment Cycle

Annually

#### Assessment Outcomes

Based on MonsterTrak data statistics and student and employer inquiries available in Career Services, employment opportunities for co-op, internships, and summer jobs have increased.

85% of employers were satisfied with the on-campus interview program based from Career Services exit surveys provided to employers that attended career fairs on campus.

68% of the student respondents were aware of career services and favorable of their services, as indicated in NSSE.

A career counselor is needed to assist with growing workshop and one on one student demand. Additionally, assistance is needed to work more closely with growing interest from System Center students. A career counselor has not been hired.

#### Narrative

None

**Objective 1.4**

Expand counseling services (seek methods to add two fulltime counselors). (Done)

Assessment Measures

1. Hire an additional professional counselor to work directly with students by fall 2003.
2. Expand graduate internship program providing additional graduate students to assist with client intact sessions.

Assessment Cycle

Annually

Assessment Outcomes

A professional counselor was hired by redirecting an existing staff member position within the department. The graduate internship works closely with both the College of Education and College of Arts and Sciences in providing semesterly graduate internships opportunities for students.

Assessment Cycle

Annually

Narrative

None

### **Objective 1.5**

Maintain high level of student activities programming. (Done)

#### Assessment Measures

1. The number of students participating in activities will increase overall by 10% during the academic year.
2. 85% of students responding will rate family day as good to excellent.
3. Participation in intramurals will increase by 20% over all sports for AY 2003.

#### Assessment Cycle

Annually

#### Assessment Outcomes

Participation in activities, according to NSSE, has remain constant and below average as freshmen and above average as seniors. Based on survey data in student activities students opinions of family day activities exceeded their expectations (favorable).

#### Narrative

Although not part of this measure, Campus Housing has begun collecting benchmarking data on student participation in hall programs. For AY04 the number exceeded 12,000 student contacts.

**Objective 1.6**

Add placement for on and off campus employment into Career Services. Move program online by the end of spring 03. (Implementing Fall 2004)

Assessment Measures

1. Establish a process to better promote employment for students.

Assessment Cycle

Annually

Assessment Outcomes

Not completed. A process was implemented at the end of AY03 and is scheduled for implementation AY05. It has been tested spring 04 in financial aid and the library and is called Hire-a-Javelina. It is a centralized process using MonsterTrak. Students find and apply for campus positions and departments list positions online.

Narrative

None

### **Objective 1.7**

Collect retention data obtained from departments for use with retention and re-accreditation. (In progress)

#### Assessment Measures

1. Special Programs, student activities, orientation, and housing will begin collecting benchmarking data on program success with retention of students.
2. Program reviews will be conducted based on the program review schedule for each department. Information will be used to enhance programs.

#### Assessment Cycle

Annually

#### Assessment Outcomes

As a federally funded program, Special Programs collects retention data on all programs. This information is contained on the IEP for that department as well as the accomplishments section of this report. Student Activities has collected benchmark data for orientation/Hoggie Days indicating the significance of attendance to this program. This warranted making the program mandatory for summer 2004. Housing collects data for use with the student apartment initiative.

Program reviews have been conducted based on the program review schedule. Several initiatives have been created as a result of that feedback. Specific changes are outlined in Student Activities, Housing, Outreach, and other areas that have completed program reviews and made changes to operations as a result of those program reviews.

#### Narrative

None

## **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.

### **Objective 2.1**

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 assistantships. (Done)

#### Assessment Measures

1. Graduate assistantships will exist in these departments.
2. The College of Education and Student Affairs will work to establish a masters-level program in student development for graduate assistantships.

#### Assessment Cycle

Annually

#### Assessment Outcomes

Three graduate assistantships are in Housing, one in Student Activities, and two in Recreational Sports. Three graduate interns rotate through the Life Services & Wellness department.

#### Narrative

None

## **Objective 2.2**

Promote collaborative Wellness activities for the University community. (In Progress)

### Assessment Measures

1. Housing will co-sponsor at least two hall programs a semester with other campus units.
2. Students will be provided information about leadership opportunities at the beginning of the fall 2001 semester.
3. Establishing appropriate hall leagues and competitions and increasing the participation in intramurals.
4. Wellness will have collaborated at least once with each student affairs department on a wellness program each semester.
5. Participation in intramurals will increase.

### Assessment Cycle

Annually

### Assessment Outcomes

Each Resident Advisor is responsible to conduct a social and educational program each semester as one of the duties. The majority of RAs has accomplished this requirement.

Students were provided about leadership programs at the beginning of fall semester through Hoggie Days presentations and flyers. Hall leagues were not established. Although interest in intramurals has increased to beyond capacity in some sports, hall leagues has not been a priority at this time.

### Narrative

None

### **Objective 2.3**

Seek new student organizations such as sports clubs, special interest organizations, political clubs, academic clubs, etc. (Done)

#### Assessment Measures

1. 35% of the undergraduate student population will belong to a student club, organization, or team by fall 2002.
2. The number of clubs and organizations that register will increase by 5 each year for the next two years.
3. One fraternity and one sorority will be colonized by spring 2003.

#### Assessment Cycle

Annually

#### Assessment Outcomes

26% of the student body is in a club, team, or organization based on a sample population using club & organization rosters. This number would increase if the definition of club or organization were expanded to include student athletes or members of the residence hall association. The number of clubs & organizations has remained unchanged. The number of fraternities and sororities has grown from four in 2000 to 10 in 2004.

#### Narrative

None

**Objective 2.4**

Further develop advisor training program. (Done)

Assessment Measures

1. The advisor training program handbook will be revised and program updated.

Assessment Cycle

Annually

Assessment Outcomes

The advisor handbook has been revised and the program updated. Additional revisions and improvements are still warranted and will be completed outside of this objective.

Narrative

None

## **Objective 2.5**

Establish comprehensive student leadership program. (Not Done)

### Assessment Measures

1. A brochure and web site containing information on the leadership programs will be available to students.
2. A freshmen experience, Women's Leadership Institute, and Advanced Leaders type program will be available for students at a minimum by fall 2003.

### Assessment Cycle

Annually

### Assessment Outcomes

Students were provided about leadership programs at the beginning of fall semester; the freshmen leadership program had more than twenty participants and the Women's Leadership had less than fifteen. Advanced Leaders was not implemented.

### Narrative

None

**Objective 2.6**

Establish service learning, volunteerism, and civic service center. Increase community service by all student organizations and offices. (In Progress)

Assessment Measures

1. The campus community will log at least 7,500 volunteer hours AY 2004.

Assessment Cycle

Annually

Assessment Outcomes

This information is not available.

Narrative

None

## **Objective 2.7**

Develop Greek Life – expand. (Done)

### Assessment Measures

1. 35% of the undergraduate student population will belong to a student club, organization, or team by fall 2003.
2. 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.
3. The number of clubs and organizations that register will increase by 5 each year for the next two years.
4. One fraternity and one sorority will be colonized by spring 2003.

### Assessment Cycle

Annually

### Assessment Outcomes

26% of the student body is in a club, team, or organization based on a sample population using club & organization rosters. This number would increase if the definition of club or organization were expanded to include student athletes or members of the residence hall association.

Data concerning Greek membership growth is available in Student Activities.

The number of registered clubs & organizations has remained unchanged.

The number of fraternities and sororities has grown from four in 2000 to 10 in 2004.

### Narrative

None

**Objective 2.8**

Establish TAMUK cable programming channel/network for all on campus residents. (Done)

Assessment Measures

1. Install a cable programming channel in the halls.

Assessment Cycle

Annually

Assessment Outcomes

This was completed the previous year. The cable service is provided by CMA of Kingsville. A movie system called Residence Life Cinema was installed. Both of these were at the request of student governing bodies seeking increased amenities in the halls.

Narrative

None

**Objective 2.9**

Eliminate smoking in all of the residence halls. (Done)

Assessment Measures

1. Smoking in all halls will be eliminated.

Assessment Cycle

Semesterly by department.

Assessment Outcomes

Smoking in all halls has been eliminated.

Narrative

None

**Goal #3**

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

**Objective 3.1**

Develop FYOV – Find Your Own Voice, a targeted free speech forum for students. (Done)

Assessment Measures

1. FYOV will be promoted by the SGA and held regularly in the mall area.

Assessment Cycle

Annually

Assessment Outcomes

SGA assumed responsibility for this program spring of 2002. It was conducted sporadically throughout AY03 and very irregularly during AY04. Although an important program, it has not been well attended by students and students remain uncomfortable speaking publicly on issues in a public forum setting. This is based on SGA evaluations and personal observation.

Narrative

None

**Objective 3.2**

Develop SGA into a collegiate, policy oriented governing body. (Done)

Assessment Measures

1. SGA will establish a master agenda at the beginning of the academic year addressing specific issues the group will attend to throughout the year.
2. SGA will address at least one academic issue through appropriate channels.

Assessment Cycle

Annually

Assessment Outcomes

SGA held a retreat preceding the academic year and again as a full senate during September to establish their master agenda. SGA proactively addressed concerns in the math department and art department through the academic year.

Narrative

None

### **Objective 3.3**

Encourage campus wide active participation in co-curricular programs. (Done)

#### Assessment Measures

1. The Inaugural Student Recognition Ceremony will be held spring 2003.
2. Housing will co-sponsor at least two hall programs a semester with other campus units.
3. Students will be provided information about leadership opportunities at the beginning of the fall semester.
4. Establishing appropriate hall leagues and competitions and increasing the participation in intramurals.
5. One fraternity and one sorority will colonized by spring 2003.

#### Assessment Cycle

Annually

#### Assessment Outcomes

The Inaugural Student Recognition Ceremony was held Spring 2003 honoring student leaders throughout campus. Resident Advisors have completed at least two programs each semester. 26% of the student body is in a club, team, or organization. Leadership program information has been disseminated at the beginning of the fall semester and prior to the fall semester during Hoggie Days. Hall leagues have not been established in intramurals. The intramural program in some sports is at capacity. The Greek system has grown from four chapters in 2000 to ten in 2004.

#### Narrative

None

**Objective 3.4**

Promote campus-wide events in an effort to increase campus spirit.

Assessment Measures

Discontinued

Assessment Cycle

Assessment Outcomes

Narrative

### **Objective 3.5**

Inspire greater participation of faculty, staff, and administration in intramurals. (In Progress)

#### Assessment Measures

1. Establishing appropriate hall leagues and competitions and increasing the participation in intramurals.
2. Establish an activity involving faculty and staff.

#### Assessment Cycle

Annually

#### Assessment Outcomes

Hall leagues were not established. A faculty and student softball game was implemented in 2004. A faculty/student bowling league was established in 2003. Both events were student government and recreational sports initiatives.

#### Narrative

None

**Objective 3.6**

Develop through Student Activities and Student Government an annual Student Recognition Ceremony.  
(Done)

Assessment Measures

*A recognition ceremony honoring student leaders throughout campus will be implemented during AY03.*

Assessment Cycle

Annually

Assessment Outcomes

The inaugural student recognition ceremony was held during the spring semester 2003.

Narrative

None

#### **Goal #4**

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

#### **Objective 4.1**

Establish masters-level professional positions throughout the division. (In Progress)

#### Assessment Measures

1. 85% of the professional staff will have at least a masters degree by fall 2003.
2. 60% of the professional staff will have attended and/or obtained a position within a regional/national association conference by fall 2003.

#### Assessment Cycle

Annually

#### Assessment Outcomes

54% of the professional staff has completed a master degree. Data on professional involvement is not available.

#### Narrative

Student Affairs merged with Enrollment Management. In professional positions there are fewer position requiring and containing masters degrees in enrollment management as there are in other student affairs areas. This may have contributed to the large difference between measure and outcome.

## **Objective 4.2**

Implement University one-card (Javelina Express Card) system. Work with area businesses to develop area-wide card use. (In Progress)

### Assessment Measures

1. Phase I, implementation of one-card system, will be online by fall 2002 and, based on survey data, primarily used by housing students and Sodexo.
2. Point of Sale technology will be developed and purchased for implementation by 2004.

### Assessment Cycle

Annually

### Assessment Outcomes

Phase I has been implemented and consists of meal cards, ID services, and door access (P2) for the residence halls. Point of Sale is delayed pending the completion of banner.

### Narrative

None

### **Objective 4.3**

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. (In Progress)

#### Assessment Measures

1. TAMUK will host regional events on campus showcasing student affairs.
2. Staff will present at regional and national conferences.
3. Staff will participate in listservs and other informational sharing venues to maintain currentness of issues and trends.

#### Assessment Cycle

Annually

#### Assessment Outcomes

TAMUK was scheduled to host the Texas A&M System Student Affairs Symposium in May 2003. Because of statewide budget cuts this event was postponed to 2004. Information regarding staff presentations or participation in listservs is not available at this time.

#### Narrative

None

**Objective 4.4**

Develop a master plan for the residence halls and a residence life marketing plan. Review feasibility of creating upperclass/non-married (no children) student apartments. (Not Done)

Assessment Measures

1. Create a master plan for the residence halls.
2. Create a marketing plan for the residence halls.
3. Initiate process to establish student apartments on campus.

Assessment Cycle

Annually

Assessment Outcomes

A master plan and marketing plan have not been created. There has been turnover at the director level. The process to have student apartments has been initiated.

Narrative

None

**Objective 4.5**

Revise emergency response processes. (Done)

Assessment Measures

1. Emergency procedures such as the crisis response plan are revised.

Assessment Cycle

Annually

Assessment Outcomes

The Crisis Management Plan was revised summer 2002 and summer 2003. It is available online.

Narrative

None

**Objective 4.6**

Develop master plan for the Student Union Building. (Done)

Assessment Measures

1. A master plan for the Student Union Building will be created.

Assessment Cycle

Annually

Assessment Outcomes

A master plan for the Student Union Building has been created summer 2003 and is available in the Office of the Student Union and Activities.

Narrative

None

**Objective 4.7**

Refine campus-wide activities calendar, facilities scheduling and reservation systems, and SUB customer services. (Done)

Assessment Measures

1. On online SUB reservation system will be installed.
2. SUB policies for SUB reservations will be revised.

Assessment Cycle

Annually

Assessment Outcomes

An online SUB reservation system was install AY03, is operational, and available through the student union web page. SUB policies were revised and are available online.

Narrative

None

**Objective 4.8**

Review feasibility of converting Poteet Hall into a year-round University Conference Center and SUB Annex. (Not Done)

Assessment Measures

1. Discontinued

Assessment Cycle

Assessment Outcomes

Narrative

Poteet is not under consideration as a conference center at this time. It is under consideration as a 1) Student Service Building, and 2) Upperclass single bath unit residence hall. If either of these do not materialize it is then under consideration as a SUB annex and conference center.

**Objective 4.9**

Use the old gym. (Not Done)

Assessment Measures

1. Discontinued

Assessment Cycle

Assessment Outcomes

Narrative

### **Objective 4.10**

Review feasibility of creating additional retail outlets in the SUB, such as sandwich shops, ice cream parlor, coffee shop, and copy center. (Done)

#### Assessment Measures

1. SGA will support the addition of retail outlets in the SUB.
2. Sodexo will provide funding to make renovations to eateries.
3. A copy center RFP will be created.

#### Assessment Cycle

Annually

#### Assessment Outcomes

Based on feedback by SGA and the support of Sodexo, the first floor of the SUB was renovated to include a yogurt/snack shop, coffee shop, and subway sandwich shop. Additional plans are being developed to renovate Pizza Hut and the Javelina Café. Students have expressed an interest in more eating options and more modern dining facilities. A student lounge (TV area) was provided as a place to eat items purchased from the eateries.

An RFP was created to obtain a copy center for campus. It was awarded to Kinkos during the AY04 and will be located in the Gameroom serve areas summer 2004.

#### Narrative

None

**Objective 4.11**

Develop online services provided by the bookstore. Develop POS (point of sale) technology with the Javelina Express Card. (In Progress)

Assessment Measures

1. Online services will be provided by the bookstore based on web content.
2. Point of sale technology will be in use at the bookstore.

Assessment Cycle

Annually

Assessment Outcomes

Based on a web page review, the bookstore provides book purchases, gifts, and other sale items from their web site. Point of sale technology is installed on the bookstore system but not in use until the implementation of the second phase of the Javelina Card.

Narrative

None

**Objective 4.12**

Develop front desk operations in the SUB. (Done)

Assessment Measures

1. The SUB will have a front desk.

Assessment Cycle

Semesterly by department.

Assessment Outcomes

During the renovation of the SUB first floor a front desk was installed. During AY04 the university switchboard was relocated to the information desk area of the SUB during business hours.

Narrative

None

**Objective 4.13**

Update cooling and fire safety/sprinkler systems in the residence halls. (In Progress)

Assessment Measures

1. Fire suppression systems will be installed in the residence halls.

Assessment Cycle

Annually

Assessment Outcomes

A fire suppression system was installed in the residence halls.

Narrative

None

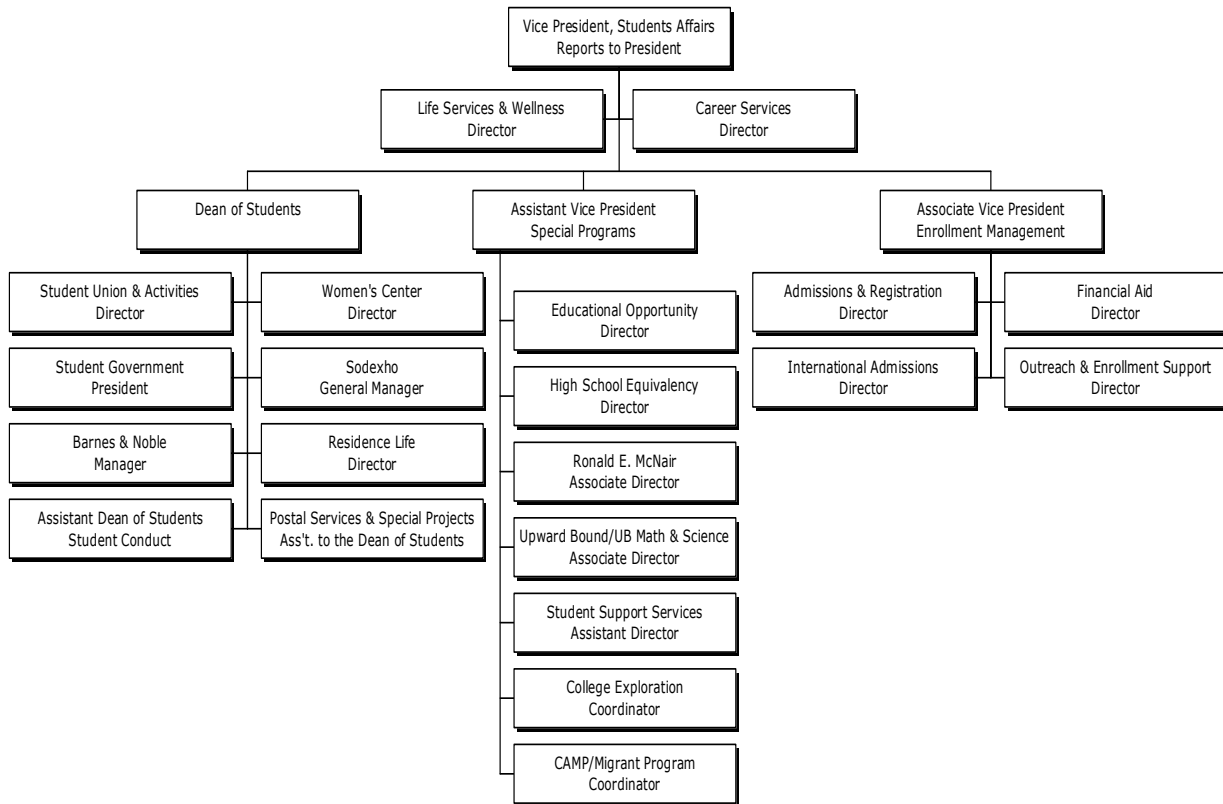
Resource Request  
Capital Outlay & Renovations

Priority	Request	2004-2006
COR	Construct Student Apartments	\$15.0M
COR	Construct Recreational Sports Center	\$13.5M
COR	Renovate Professional Staff Quarters	\$75,000
COR	SUB Renovation-Phase III	\$50,000
COR	Poteet Student Services Building	\$8M
COR	Poteet Upperclass Housing	\$4M
COR	Game Room Renovations	\$125,000
COR	Eckhardt 2 <sup>nd</sup> Floor Renovation	\$1.5M
COR	SUB Tejas Room Addition	\$500,000
COR	SUB 500 seat auditorium/lounge	\$3.5M

Resource Request  
Personnel, Equipment, Other

Priority	Request	2004-2006
A	Javelina Card Phase II-III	\$250.000
A	Staff Position – Career Services	\$38.000
A	Career Resource Room Upgrades	\$18.000
A	Multipurpose room and laundry center – Martin	\$150.000
A	Housing Deferred Maintenance Repairs	\$200.000
A	SUB Phone & Electrical Infrastructure	\$17.000
A	Duct Cleaning (Martin/Lynch)	\$35.000
A	Lewis Hall Exterior Door Replacement	\$40.000
A	SUB Catering Improvements	\$10.000

Student Affairs



Texas A&M University – Kingsville  
Division of Student Affairs

**SCHEDULE OF DEPARTMENT PROGRAM REVIEWS** *(Revised 9-17-03)*

**INSTRUCTIONAL AND SUPPORT PROGRAMS:** *Improve instructional and support programs through the assessment and planning process:*

Develop and implement a systematic program review process for support units in Student Affairs.

Implement a systematic program review process for the Division of Student Affairs utilizing the Counsel for the Advancement of Standards in Higher Education (CAS). Review departments per year based on the schedule below. Use analysis to justify recommended improvements to the department.

Admissions	Fall 2000 (Completed Fall 2000)
Enrollment Services	Fall 2000 (Completed Spring 2000)
Student Activities & Union	Fall 2000 (Completed Fall 2000)
Life Services & Wellness	Spring 2001 (Completed Spring 2002)
Registrar	Fall 2002 (Completed Fall 2002)
Housing	Fall 2002 (Completed Spring 2003)
Financial Aid	Fall 2002 (Completed Fall 2002)
International Admissions	Summer 2003 (Completed Summer 2003)
Women's Center	Fall 2003
Health Center	Fall 2003
Orientation/Transition	Fall 2003
Career Services	Spring 2004
Special Programs	Spring 2004
Enrollment Management	Fall 2004
Outreach and Enrollment	Fall 2004
Dean of Students	Spring 2005
Student Activities & Union	Spring 2005
Housing	Fall 2005
Life Services & Wellness	Fall 2005
Student Affairs	Spring 2006
Women's Center	Fall 2006
Registrar & Admissions	Fall 2006
Career Services	Spring 2007
Orientation/Transition	Fall 2007
International Admissions	Fall 2007
Special Programs	Spring 2008
Financial Aid	Fall 2008
Dean of Students	Spring 2009