

Texas A&M University – Kingsville  
Division of Student Affairs

**2004-05 -- Executive Summary**

**2006-2007 -- Resource Requests**

**2004–2005 – Assessment of Effectiveness Plan**

**Link to University Mission**

**2006-2007 – Revised Institutional Effectiveness Plan**

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

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**TABLE OF CONTENTS**

I.	2004-2005 Executive Summary	3
II.	Student Affairs Mission Statement, Vision Statement, & Goals	17
III.	Resource Request 2006-2007	19
IV.	2004-2005 Assessment of Effectiveness Plan	22
V.	Linkage of Assessment Plan Objectives to University Mission Statement	35
VI.	2006-2007 Revised Institutional Effectiveness Plan	36
VII.	Attachment A – Organizational Chart	40
VIII.	Attachment B – Program Review Schedule	41

## **EXECUTIVE SUMMARY**

### **Significant Accomplishments Since 2004**

#### Student Affairs

1. Completed student referendum for recreation center.
2. Established core values.
3. Revised vision, mission, and goals.
4. Increased the staff salaries to meet or exceed comparable average of comparable positions at the supervisor and above level.
5. Institutionalized use of the Council for the Accreditation of Standards (CAS) for department program reviews.
6. Hosted the 2004 Texas A&M System Student Affairs Symposium in May 2004. 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.

#### Student Development

1. The University Shuttle provided services to TAMUK students during the year. This included trips to town, the airport, the Social Security Office in Alice and other special requests.
2. The Ring Ceremony held in both the Fall and Spring semesters continued to be well attended as a result of moving the ceremony to Sunday afternoons. 217 ring recipients and over 839 guests attended the ceremonies at Kingsville. At the System Center, there were 115 ring recipients and 350 guests.
3. The three cultural committees continued to provide educational, cultural and entertainments events for the campus community. Initiated the tradition of a memorial service to commemorate students who passed away during the school year.
4. Initiated a Request For Bid for privatization of internet services in the halls. This has been modified and is now in place in the halls.
5. 6,814 students participated in housing sponsored activities. This was an increase of 15.7% in the attendance as compared to the previous year (5,739).
6. A delegation of members from the Residence Hall Association attended their first national conference in New York City, the National Association of College and University Residence Halls.
7. A delegation of Resident Advisors from TAMUK received an award for "Most Spirited Small School Delegation" at the annual Southwest Association of College and University Residence Halls Regional Conference.
8. A new laundry contract was awarded Fall 2004 which resulted in the installation of three change machines and new laundry machines in every Residence Hall.
9. The Department of Residence Life implemented the use of Theme Communities so as to offer living options tailored to students interests.

10. The Student Organization Handbook was updated and provided to all groups in CD format.
11. Listservs for organization officers and advisors were established to improve communication.
12. The Student Organization Funding Committee procedures were overhauled to create a more equitable system of fund distribution and increase accountability for expenditures.
13. We added new programs for fraternities and sororities to support leadership and appropriate risk management.
14. A new fraternity colony, Sigma Lambda Beta, was established.
15. A new series of workshops for all student leaders and organization advisors was implemented.
16. New community service programs were developed including *Project Park* and *Make-A-Difference Day*.
17. Margie Galvan, Student Activities Office Manager, was selected as a TAMUK Employee of the Year.
18. New programs were introduced in the fitness center including the Biggest Loser and Workout & Win.
19. Fitness orientation programs were also added to train patrons on the proper use of all machines.
20. In spring 2005, a Fun Run was held to raise funds for the Boys and Girls Club.
21. Intramural participation increased by 6%.
22. The irrigation project for the intramural fields was completed.
23. The Javelina Express Card was expanded to include SPEC, LSW and the Business Office.
24. New programs are now in place to provide student employees with orientation classes and workshops on skill development.
25. By researching many new supply companies, there was a net decrease in custodial supply expenses of 6.8%.
26. The Javelina Café renovation project was completed.
27. Increased services to International Students with the continued offering of Day 2- International Student Orientation. The topics offered an expanded orientation to help ease their transition to university life / American culture.
28. Celebrated Women's History Month in March 2005 with the theme "Women Change America." Increased educational awareness of women's issues for women and men by offering new programs on campus including: "*Gender War/Gender Peace*" movie with faculty discussant; "*The Rhetoric of Women in Politics*" documentary on the obstacles encountered by female politicians; "*Mirror, Mirror on the Wall*" a presentation by noted UCLA, International Art Historian Shifra Goldman; "*Let's Talk Internationally*" Panel discussion by International women discussion of global issues affecting all women.
29. Collaborated with South Texas Archives and Regents professor Dr. Leslie Hunter on a Symposium focusing on the Irma Rangel Papers followed by Women's Leadership Luncheon with Tribute to Irma Rangel.
30. Collaborated with the Staff Council to provide conflict management skill training for university staff through a one day Skillpath Seminar. Approximately 42 participants attended.

31. Nino Mendieta, associate director of the student union, selected NACA outstanding service award. 2004
32. Toni Alvarez, assistant dean of students and former Director of Housing, received the Lifetime Achievement Award from ACUHO-I, 2004
33. Successfully brought privatized housing, providing 360 beds in luxury apartments to TAMUK students and 12 million to the local economy.
34. Residence Hall Association students chosen as the “Best Small School Delegation” at the 2004 Southwest Association of College and University Housing Officers.
35. 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.
36. There are currently 9 Greek chapters on campus - 5 sororities and 4 fraternities. NPHC fraternity was closed by their national office in 2004-2005 due to low enrollment. TAMUK has one NPHC sorority, 2 Hispanic fraternities, 1 Hispanic sorority, 2 IFC fraternities, 2 NPC sororities and one local sorority. Enrollment in 2004-2005 was steady - due to the large graduation, we ended up with the same number of new folks as those that were leaving. Fraternities and sororities continue to lead the way on campus in community service projects. Their overall GPA’s are as high as our campus average and frequently exceed the campus average. They are very visible on campus and many of the officers in Student Government, CAB, our current Miss TAMUK, etc. are affiliated with a Greek organization.
37. Improved the Who’s Who ceremony increasing student and family participation to nearly 500 annually.
38. Completed new bookstore contract and renovation.
39. Completed new Sodexo contract.
40. Established student recognition ceremony.
41. Started College Bowl on campus. Purchased the buzzer system, start up kit and questions packets.
42. Hosted the Kingsville La Posada Parade of Lights.
43. Hosted for the 2004 Texas Residence Hall Association Conference.
44. The Sexual Assault Response Team was formed and protocols for addressing sexual assault were established.
45. An Events Planning Program was implemented and an Events Coordinator hired. Space reservations in the Student Union Building increased by 7%
46. Game room revenue in MSUB decreased by 26%. The Game Room Supervisor, Ruby Sanchez, was killed in February 2005 with her 2 sisters. Ruby was the reason behind the tremendous increase in FY2004 through her planning of many activities and tournaments.

### Life Services & Wellness

1. Data indicates that utilization of the health clinic has increased by 14% from last year. 2003-2004: 6615 total contacts. 2004-2005: 7567 total contacts
2. The Student Nutrition Counselor assessed 71 distinct patients from August 2004 through August 2005. Revisits for the year totaled 30. The total nutrition counseling visits for

2004-2005 were 101. This is an increase of 31% compared to 77 visits made in 2003-2004.

3. Increased awareness about breast cancer and the opportunities for early detection. Efforts to enhance participation across campus were successful with increased participation this year over the 2003 awareness activities. Kappa Delta Chi Sorority accepted the leadership role of coordinating the "Paint the Campus Pink" activities. Their efforts resulted in 2 fraternities involving their members in the awareness effort.
4. Implemented Free HIV screenings for students in the Health Clinic provided by Coastal Bend Aids Foundation.
5. Outreach/Educational Programming increased 28% from AY2004 to AY2005 (4014 contacts were made).
6. The Peer Educator Program executed 11 ZERO Tolerance Alcohol Prevention Programs in AY 2005 with 2,824 contacts.
7. Peer Educator Programming increased 200% in AY 2005 in comparison AY 2004 (sponsoring 12 events and conducting six presentations).
8. Testing Program certified as an ETS Partner for first phase of implementation of computer-based testing site for TOEFL and GRE.
9. New lab contract with reduced lab costs to students.
10. Awarded March of Dimes Grant, which assisted female students and their partners in receiving no cost testing for Chlamydia, which increased the number of screenings 101%.
11. Received second year funding for the Texans Standing Tall grant: Zero Tolerance (focusing on Underage Drinking).
12. 54% increase in the number of flu vaccines administered.
13. Completion of CAS audit for Health Care unit.
14. Total contacts for the testing program increased by 16%; In-house participation increased by 21%.
15. Outreach presentations increased by 32%. (116 total presentations; setting a record from the previous 7 years).

### Career Services

1. Broadened the scope of the Center and has made strides in maintaining a positive profile among integrated service recipients, including student, alumni, academia, community and the professional organizations fostering the foundations of career development.
2. The Center faced a significant decline in the number of placements and it seeking to enhance the focus of work experience.
3. Endorse and solidify the mission and tenets of career services, which include: career development, career enhancement, and career transition.
4. Center hired an experienced career counselor who has a knowledge base of college-student affairs and classroom teaching methodologies.
5. The Career Services Center, with its newly developed professional staff, has successfully expelled the notion that the Center is a placement agency, or a single "one stop" employment or job center. This was accomplished by aligning the Center to the principles that services are:
  - student-centered, focused, and delivered by principles and professionals
  - student-directed, assessed, and enhanced

- relational to academic foundation and critical thinking principles
- principled on the mission and core values of the institution
- integrated to career transitions and direction
- endorsed by tenets of academic and service standards
- fair, confidential, and meets the changing needs of the student population and the economic picture

### Special Programs

All numbers and percentages extracted from data and summary reports submitted to the U.S. Department of Education and continuous student tracking. Ronald E. McNair (REM), Educational Opportunity Centers (EOC), College Assistance Migrant Program (CAMP), Upward Bound Math & Science (UBMS), and Student Support Services (SSS) are listed below.

1. Co-hosted the 3<sup>rd</sup> annual Pathways System Conference at TAMUK. The conference yielded over 285 presenters on November 4-5, 2005. Presentations of statistical findings and PowerPoint utilization during the reporting period are as follows: Society for Advancement of Chicanos and Native Americans in Science conference (SACNAS); 2<sup>nd</sup> Annual Texas A&M University System Pathways Symposium; Compact for Faculty Diversity; Ronald E. McNair National Research and Graduate School Fair; Texas McNair Research Conference; Texas A&M University-Kingsville Garland Lecture; Texas A&M University-Kingsville Viper Days; National Conference on Undergraduate Research (NCUR); 2<sup>nd</sup> South Texas Science Olympiad; Texas A&M University-Kingsville Summer Research Presentations; and Penn State University McNair Conference.
2. Tracking data indicates the following to date successes:
  - a. 16 students in the Ph.D. pipeline
  - b. 25 students in the M.S. pipeline
  - c. 19 students completed Masters Degrees
  - d. 98% of all students served completed their baccalaureate degree
  - e. 7 students have completed their doctorate level degrees
  - f. Also, the completion of two Ph.D. degree levels during the reporting period is an outstanding achievement for the South Texas Region.
3. Student Support Services (SSS) identified and maintained 275 eligible participants.
4. SSS succeeded with meeting the retention and graduation rate goals by retaining 67% of its participants and graduating 15 out of 19 senior year students (79%).
5. SSS provided additional financial assistance by awarding \$25,400 in supplemental awards to eligible participants.
6. 76% of eligible participants met academic performance levels required to stay in good academic standing.
7. 91% percent of the new and continuing SSS participants have participated in cultural/educational functions and on-campus and off-campus enrichment activities.
8. The CAMP program served 54 college freshmen in the AY 2004-2005 with retention of 69% students after their first year of college.
9. The CAMP helps selected students make the transition from high school to college and provide support services and financial assistance supplemental to the Pell Grant. The program collaborates extensively with the SSS grant at the university, which provides full

tutoring services and supplemental grant aid. All students that actively continued with SSS were provided a grant supplement for the following year. All students in the program were transitioned into the SSS program at the university and received a supplemental grant into their second year at the university at an average of \$400 per student. Students not maintaining their grades were not awarded the additional monies. The average GPA in the first year was 2.4 for all students.

10. The UBMS program has implemented a true cohort in 10 area target schools and a few students from other areas in Texas. The implementation of a National Clearinghouse Database Search for all years that UBMS has been at TAMUK yielded the following:
  - a. 1999-2000 81% of all students matriculating to postsecondary are still in college
  - b. 2000-2001 78% of all students matriculating to postsecondary are still in college
  - c. 96% of all UBMS students served for all five years have matriculated to postsecondary education.
11. All EOC grant objectives were successful accomplished during the fiscal year.
12. A site visit conducted by Mr. Matt Taylor of the U.S. Department of Education resulted in the review of all components of the grant and the programmatic aspects of EOC. The overall visit was successful with several recommendations for the future operation of the grant at TAMUK.

## **II. Changes and Improvements for Academic Years 2004-2005 that Resulted from Assessment Outcomes from Previous Years**

### Student Affairs

1. Added certain subunits to the Program Review schedule based on feedback from departments.
2. Merged Enrollment Management and Student Affairs into the Division of Student Affairs based on common practices. Returned Enrollment Management to Academic Affairs to be better aligned with academic colleges.
3. 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.
4. Revised the SOFC funding process based on student feedback through SGA to better disseminate the resources.
5. Updated cooling and fire safety/sprinkler systems in some of the residence halls.

### Student Development

1. Reviewed and update the Student Handbook based upon input from students and staff.
2. Strengthened awards ceremonies and traditions such as Who's Who and Ring Ceremony based upon review of previous ceremonies.
3. Held frequent staff meetings to plan and collaborate on projects, track progress on departmental goals, increase communication and develop staff cohesiveness.
4. Enhanced cultural celebrations as a result of assessment data and input from committee members.

5. A Request for Bid (RFB) was initiated for the privatization of the Residence Life Internet service based on input from students, staff and Computer Information Systems department on the need to improve residence hall internet service.
6. New exterior doors and additional card swipe machines were installed in Martin based upon recommendation of staff.
7. Chronic student complaints about the laundry services resulted in a new laundry contract being awarded in Fall 2004. New laundry machines were installed in every residence hall. Three change machines were also installed for student convenience.
8. Key staff positions were reconfigured/reclassified as recommended by the Colby Departmental Review Report.
9. Replaced the Houston Chronicle with the New York Times after surveying students participating in the USA Today Readership Program.
10. Housing assignment procedures including pertinent forms were reviewed and updated so as to streamline the application process. Students were given earlier notification of their room assignments as a result.
11. Assessment activities in 2004-2005 were focused on Student Transition Services, specifically Hoggie Days and Javelina Welcome. First, a self-assessment instrument developed by the Council for the Advancement of Standards in Higher Education was conducted in the spring of 2004.
12. Jeanine Ward-Roof was invited to review the self-assessment study and then visit the campus to evaluate the program and make recommendations for improvement. Ms. Ward-Roof is on the Board of Directors of the National Orientation Directors Association and is considered to be one of the leading experts in the field of transition services. She has been published extensively in a variety of professional journals and is the current Director of Student Development and Orientation at Clemson University.
13. Many of the improvements made during 2004-2005 were the direct result of implementing Ms. Ward-Roof's recommendations and they are outlined in the section *Assessment of the Institutional Effectiveness Plan*. Ms. Ward-Roof's complete review can be found at <http://www.tamuk.edu/sass/reports/ori.pdf>
14. Continue to work on making programmatic changes so as to align itself with the Council for the Advancement of Standards in Higher Education (CAS) as recommended by the recent program review.
15. Continue to request funds for 2 student work-study positions. The manpower is vital to the operation of the office.
16. The collaboration with Residence Life in developing the plan for a Women's Leadership Living and Learning Community titled "Women's Initiative for Nurturing Growth and Success (WINGS) underwent changes that were not within the control of the Women's Center. It is hoped that this leadership initiative can be looked at again at a future time.
17. Developed and later institutionalized the shuttle program based on safety concerns expressed by the students.
18. Reviewed and updated the Code of Conduct.
19. Began process to establish an Honor Code based on campus interest.
20. Worked with TAMUK-SC to develop programs and services for students at their request. Established separate ring ceremony for system center and created student handbook for System Center.
21. Developed senior week programming based on student need during senior week.

22. Worked toward development of the recreation center. Worked closely with SGA to acquire funding based on SGA feedback.

### Life Services & Wellness

1. As a result of evaluations, the training program for the peer educators will be revamped for AY2006
2. In review of annual data, efforts will be made to increase educational programming in the local community targeting the public schools.
3. Increased administration of CLEP exams over previous year.
4. Installation of Medicat Express to schedule, track and provide reports for Health Care visits.
5. Implemented EKG diagnostics into Health Care program.
6. Maintained monthly LSW medical-mental health meetings to ensure coordination of treatment planning for students.
7. Collaboration with other organizations and departments led to a greater number of outreach efforts and a larger number of student contacts.

### Career Services

1. Broadened the scope of "Hoggie Days" to include parent guidance
2. Initiated the transition of focus and mission of the Career Center
3. Established a priority list of new initiatives and services through strategic planning
4. Fostered focus groups on career services for international students
5. Realized the necessity to garner more detailed post-graduation data via electronic data system
6. Focused attention on outreach to Colleges to foster support and feedback via attendance at college/departamental meetings; executive meetings; and the Deans Council
7. Provided tours and integrated training to the international student to apprise him/her of services, staffing, and expectations
8. Broadened base of employers via site visits to Dallas/Fort Worth, Houston, Austin, and San Antonio
9. Enhanced JavelinaTrak access to students by removing registration fee
10. Increased utilization of JavelinaTrak by students; updating by alumni
11. Broadened outreach to community to provide sites for off-campus employment
12. Initiated a campus group to explore options of "Hire a Javelina."
13. Initiated services to the Systems Center in San Antonio

### Special Programs

1. The expansion of the GRE experiences for the students and offering more workshops on the weekends to simulate the full test.
2. Work on continual accountability by our students that excellence is a necessity in this nationally recognized program.

3. SSS staff re-assessed its effectiveness in assessing an applicant's academic need for program eligibility by modifying the applicant needs assessment and creating a point system.
4. Students receiving financial assistance through supplemental grants signed participation contracts with half of award given upfront and half once the contract was completed. This process assisted in students adhering to the academic support services provided by the program.
5. SSS extended out into the Texas A&M University-Kingsville community by facilitating workshops with University College, the Women's Center, Career Services and Life Services and Wellness. All components and events conducted by SSS received evaluative feedback in a Likert scale format or a summative format.
6. The CAMP program targeted its recruit areas to high migrant population areas. This was as a result of looking at the previous years rosters and concentrating on students that are thriving and matriculating at the university. In addition looking at the school partners that readily pipeline students to our TAMUK CAMP program in a continuous manner is important in our budgetary aspects. Implemented in 1999, the CAMP is now starting to experience the results of the program's efforts and investment through the graduation of several students, five of which graduated with honors and four who are currently enrolled in graduate school, one of which is on track to graduate this year with a Master's degree. The CAMP is a five-year grant and has started its second cycle.
7. A series of UBMS seminars were provided that concentrated on enhancing educational and social skills, including: leadership, admissions, financial aid, scholarships, and career counseling.
8. Eighty-five percent of all UBMS participants who enrolled in secondary education have been assisted through personal contact, follow ups, career testing, tracking, referrals, and assisted with financial aid to help them completed degrees in math and science related fields.
9. All students in UBMS have been tracked via a newly purchased database search that is utilized by 98% of all colleges and universities in the U.S.
10. The office functions of the EOC program have been reviewed with emphasis on student tracking. The annual report was reviewed to reveal any gaps in services. It has been assessed that the program will need to be readily located with our GED program to ensure the provision of the adult population in the target area.

### **III. Plans for Improvement in Subsequent Years Based on Assessment Results of Academic Year 2004-2005.**

#### Student Development

1. Enhance communications through improved use of technology. Specifically to continue to improve the student handbook, web sites and more use of student email. Finalize approval of the Javelina Honor Code.
2. Develop a division-wide orientation program for new staff members.
3. Enhance communication within the Division through staff retreats, meetings, and correspondence.

4. Develop more sophisticated assessment programs for student life with respect to student needs and student satisfaction.
5. Strengthen budgetary planning process for the departments.
6. Refine marketing plan to succeed in filling residence halls to capacity including a new housing brochure and other materials, utilization of Banner to target new prospective students, innovative programming and improvements to facilities. The number of students residing in the halls decreased by 108 to 1,137 in Fall 2004 as compared to 1,245 in Fall 2003.
7. Solicit funding for more comprehensive academic programming initiatives in the halls as part of the university's retention strategy.
8. Continue to review Internet services in the next reporting cycle.
9. Seek funding for the renovation of Lewis Hall. The building has not been remodeled as compared to the rest of the residence halls.
10. Request funding for installation of additional door readers for the card access system.
11. Develop a schedule for the purchase of residence hall furnishings
12. Request additional funding for Residence Life Welcome Week activities.
13. Conduct a retreat for full – time professional staff and key support staff.
14. Request additional funding to renovate Area Coordinator apartments.
15. Submit proposal to renovate the Residence Life office area due to need for additional workspace.
16. Continue to strive to develop attractive housing options for upperclassmen and first year students (i.e., Living Learning Communities, theme housing, etc.) who are key constituencies for increasing student occupancy.
17. Utilize data from the Environmental Assessment Survey to improve Residence Life operations and services.
18. During 2004-2005, we also completed program reviews for the Memorial Student Union and Student Activities as well as the Recreational Sports Program. This included the completion of the self-assessment instruments provided by the Council for the Advancement of Standards in Higher Education. In spring 2005, Mr. Boyd Beckwith served as our consultant and reviewed the programs and services of the Memorial Student Union and Student Activities. Mr. Beckwith is the regional coordinator of the Association of College Unions International, Region 12 and currently holds the position of Assistant Dean for Student and Recreation Centers at Rice University in Houston, TX. Mr. Beckwith's complete report is available at <http://www.tamuk.edu/sass/reports/msub.pdf>
19. Also completed in spring 2005 was the program review for recreation sports. The TAMUK program was reviewed by Mr. Joe MacLean, Director of Recreational Sports at Texas Tech University located in Lubbock, TX. Mr. MacLean has held numerous positions in the National Intramural and Recreational Sports Association. Mr. MacLean's complete report is available at:
20. <http://www.tamuk.edu/sass/reports/recsports.pdf> Recommendations from these assessment reviews have been incorporated into the *Revised Institutional Effectiveness Plan*.
21. Strengthen the student transition services (i.e., Hoggie Days and Javelina Welcome) after reviewing the recommendations of our outside consultant and in consultation with other campus units. (4)
22. Enhance Welcome Week activities through updated format and greater participation. (5)

23. Continue to strive to increase participation in activities through focused marketing and greater collaboration with other departments. (6)
24. Increase awareness and participation in student leadership opportunities (South Texas Leadership Institute, Freshman Leadership academy, community service projects, organizational forums, etc.
25. Continue to seek a change in funding allocation from a state funded budget to a local budget account so as to be more flexible in the types of activities that it can underwrite.
26. Seek to strengthen identity and visibility of the center.
27. Explore other opportunities to increase participation through campus and community outreach events.
28. Continue to partner with Psi Theta Upsilon in raising funds for the Susan G. Koman Foundation for Breast Cancer Research. This partnership will greatly benefit both the center and the sorority, as they are required to do service in the community.
29. Seek ways to increase resources through possible grant funding or other fundraising efforts. Given the budgetary constraints the university is experiencing it is clear that additional monies will need to come from outside the university.
30. Improve the technology resources available to the department through purchase of a second computer and a digital camera.
31. Improve the capability for providing more educational awareness programs by acquiring budgetary funding for a part-time graduate assistant.

#### Life Services & Wellness

1. Improve marketing strategies for all programs to enhance participation
2. A new addition to the nutrition counseling program will be a pre- and post-survey for those who participate in nutrition counseling. This survey will assist to evaluate the programs benefit to the participant.
3. Implement the CORE Alcohol and Drug Survey in Fall 2005.
4. Pursue other avenues of funding for the Peer Educator program.
5. Implement the Binge Drinking Awareness Campaign for AY 2006.
6. Completion of ETS computer-based testing site with full implementation of program.
7. Pursue off-campus testing of Accuplacer.
8. Expand hours of testing to accommodate examinees.
9. Increase number of computers for computer-based testing.
10. As a result of the CAS Audit, Health Care will look at staff changes to reflect deficiencies in professional clinical staffing.
11. As a result of the CAS Audit, Health Care, SSD, Counseling, services will be offered at the Palo Alto System Center.
12. As a result of the CAS Audit, the department will prepare an annual Facilities and Equipment Management (FEM) Schedule for efficient replacement of equipment and technological needs.

13. All evaluations collected throughout the department will include specific learner outcomes.

### Career Services

1. 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.
2. Enhance the number of students enrolled in Internships/Co-Operative learning by new hire and enhanced marketing
3. Establish a web-based survey for Graduation statistics in collaboration with university professionals
4. Penetrate the job market via employer contacts from Dallas/Fort Worth to the Valley to facilitate placement efforts
5. Transfer the Federal Work Study Program under the auspices of Career Services
6. Enhance career counseling efforts via training, effective marketing and faculty networking and consultation
7. Increase services of career services (mentoring program, alumni outreach, distance learning) by the hiring of a qualified professional
8. Assess the usage and effect of *my Road* by students and staff; possibly implementing ACT Discover System
9. 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.
10. 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; foster positive working relationship with newly hired University College Dean to qualify components/"best practices"
11. Enhance staff development efforts via director-led training and attendance at professional meetings
12. Conduct assessments among faculty and students to generate analysis of services and needs
13. Sponsor a two-day retreat for staff to establish Strategic Plan and to foster collegiality
14. Re-design website to include parent resources, career transitioning skills, career resources, and placement directories
15. Research and apply for grant funding to enhance program offerings and expand service delivery
16. Continue to foster a harmonious work site for staff, students, faculty, alumni, and employers
17. Implement a Career Services Advisory Board composed of students, faculty, employers, and administrators to gain feedback and resources
18. Broaden utilization of JavelinaTrak by students to secure on-campus interviews/resume forwarded to potential employers
19. Implement a South Texas Career Services Consortium for resource sharing, planning, and program collaboration

20. Initiate a student and employer recognition program for the Co-op/Internship Program
21. Integrate support of faculty into renewed resources for students and alumni
22. Enhance resources via in-kind donations, employer-sponsored gifts and budgetary supplements
23. Conduct internal CAS Standards Review.

### Special Programs

1. Expansion of the mentor orientation for this summer program year.
2. The continuous exposure of scholars to the graduate school process and mentor-mentee relationship is critical to the success of the program.
3. Delivery of program services and intrusive advising for the future scholars appears to be a must.
4. In an effort to bridge technological gaps, SSS will provide more technological support to its participants through workshops and one-on-one training. This will assist in the preparation of financial aid documents via the web in a timely manner.
5. To increase retention and matriculation, SSS staff will provide additional intrusive academic guidance and counseling to summer CEP bridge participants by weekly meetings throughout the following fall semester. This component will be closely linked to the supplemental grant aid portion of the SSS grant.
6. SSS will continue to extend out to the campus community by collaborating with University College, Coastal Bend College and the Learning Assistance Center to enhance the program's academic tutorial and advising component.
7. The implementation of a presentation forum for the previous year students will allow an opportunity to acknowledge the success of students starting to graduate. The documentation process will be examined in the subsequent years to formulate the why and how of what we do in CAMP.
8. The UBMS documentation aspects of the program will be closely monitored to adhere to the recommendations of the site visit conducted by the U.S. Department of Education on February 16-17 2005 by Mr. Matt Taylor, U.S. Department of Education Regional Officer and Mr. Ed Pachectti. Most of the aspects of the grant are fully implemented and the evaluative processes are going to be put in place to extract formative data per semester prepared by Ms. Nandin for the easy adoption of any factors needed to fully implement TAMUK UBMS.
9. One of the major changes for the summer 2005 session is bringing back of summer 2004 students from the previous years. This will create a true cohort of students who we can automatically bridge into the university upon completion of their senior year.
10. The original intent of the Upward Bound Math and Science Center, "to increase the number of low -income and first generation college students traditionally underrepresented in institutions of higher education to achieve degrees in the math, science, computer science, or engineering fields". The Math & Science staff's commitment to providing scholars admission to postsecondary institutions and the university faculty being extremely supportive in fostering an environment of educational enrichment opportunities through growth and development of our scholars.

11. The EOC program will implement a system to follow-up on the students and clearly document the outcome of all students in the program. All files were assessed and updated when needed.
12. Based on the intent of the EOC program to improve program implementation the program will be relocated to the GED area of the department and continue using “best practices” to assist adults in the pursuit of higher education.

## **Student Affairs Mission, Vision Statement, and Core Values**

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

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

### The Student Affairs Core Values

1. We value students as unique individuals. *Our students are diverse and unique, all valued equally and appreciated in their own right. We value the opinions of all and seek to foster open communication.*
2. We value the personal growth and development of our students. *Students are encouraged, challenged, and expected to grow as human beings by engaging in new experiences and purposeful programs.*
3. We value the Javelina spirit. *The Javelina family has a rich heritage of access to quality education for all students, connection to alumni, service to society, and a desire to learn throughout life.*
4. We value our service to students. *We provide services that support the university community in its quest to promote an environment to enhance student success.*
5. We value professionalism. *We encourage professional growth, development, and ethical conduct of our staff.*

### Vision for Student Affairs

To be highly regarded for our service to students and the local community; and as a national leader in student development, student outreach, and federally funded programs.

## **Goals & Objectives for the Division of Student Affairs**

Goal #1 - Recruit and retain students who have the potential to complete a college degree and compete in a global society.

Objectives:

1. Review future housing demands and initiate steps to 1) increase retention for all classifications, develop Engineering and Agriculture Living Learning Communities, and update student family residences on campus.
2. Refine student orientation and registration and Javelina Welcome.

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.

Objectives:

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.
2. Promote collaborative Wellness activities for the University community.
3. Establish service learning, volunteerism, and civic service center. Increase community service by all student organizations and offices.
4. Develop Greek Life.

Goal #3 - Create a campus climate that fosters a sense of community, values differences, and is responsive to individuals and their cultures.

Objectives:

1. Develop FYOV – Find Your Own Voice, a targeted free speech forum for students.
2. Develop SGA into a collegiate, policy oriented governing body.
3. Promote campus-wide events in an effort to increase campus spirit.
4. Develop and cultivate ceremonies throughout campus to promote tradition.

Goal #4 - Deliver high quality customer services by providing adequate fiscal resources, appropriate facilities, and well-trained, competent staff.

Objectives:

1. Maintain masters-level professional positions throughout the division.
2. Implement University one-card (Javelina Express Card) system. Work with area businesses to develop area-wide card use.
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.

Revised – March 1, 2006 for IEP

Texas A&M University-Kingsville  
 Division of Student Affairs  
 Resource Priority List (March 29, 2006)

	<b>Request</b>	<b>Justification</b>	<b>Amount</b>
C1	Recreational Sport Complex	Objective 4.1 – Would provide a state of the art recreational sport complex addition that compliments existing athletic/classroom facilities. (Complete 2008)	\$12,000,000
C2	Game Room Renovation	Objective 4.1 – Improve lighting, floor, equipment, pool tables, and create a sports bar theme.	\$200,000
C3	Professional Staff Quarters Repair and Upgrades	Objective 1.1, 4.1 - To update staff apartments in the halls to meet professional standards. (Complete 2005)	\$150,000
C4	SUB Phone and Electrical Infrastructure	Objective 4.1 – Update phone and electrical infrastructure in the SUB. Provides limited use with increase services.	\$17,000
C5	Lewis External Door Replacement	Replace dated exterior doors for security reasons.	\$30,000
C6	SUB Renovation – Phase III	Objective 3.1, 4.1 – Courtyard Phase I was completed May 2002. SUB renovation Phase I was complete March 2003. SUB phase II is to be completed summer 2004. Complete items not completed in phase I-II. Includes new furniture and student seating, outdoor lighting, planters, and irrigation. (Complete 2005).	\$50,000
C7	SUB Tejas Room Addition	Objective 3.1, 4.1 – The Tejas room is too small for existing student demand. The atrium would add dining space that compliments existing exterior (Complete 2008).	\$500,000
C8	SUB Auditorium & Lounge	Objective 1.1, 3.1, 4.1 – The campus lacks a 500 seat auditorium for medium sized lectures and special events. Students have requested lounge space in the Union for years. The current SUB design provides limited lounge space for students (Complete 2009).	\$5,500,000
C9	Martin Hall Duct Cleaning	Objective 1.2 Clean build up.	\$20,000
C10	Lynch Hall Duct Cleaning	Objective 1.2 Clean build up.	\$15,000
C11	Catering and Event Planning Areas Renovation	Objective 4.1 – Renovate catering and event planning areas for better customer service and image.	\$20,000
C12	Turner Hall Furniture	Replace furniture.	\$350,000

C13	Martin Hall Furniture	Update furniture	\$350,000
C14	Eckhardt 2nd Floor Renovation	Objective 3.1, 4.1 – One of the least maintained areas, yet high use because of high demand of the Special Programs departments. Given this is a recruitment department; this area does not reflect the image or professionalism warranted for a recruiting, high visibility area.	\$1,500,000
C15	Student Family Apartments	Continue 4 unit cycle of refurbishment and repair.	\$200,000
C16	Turner/Bishop Multipurpose Rooms	Supports student development activities between halls. Supplemental location for campus-wide activities.	\$250,000
C17	Martin Multipurpose Room	Refurbish for use as recreational facility.	\$150,000
C18	Lewis Hall Furniture – If no renovation		\$200,000
C19	Lewis Renovations	Objective 1.1, 4.1 – To upgrade Lewis Hall	\$3,500,000
C20	Housing Maintenance	Built into budget below	\$200,000
C21	Poteet Conference Center	Bring to code, refurbish and use rooms as revenue generating short-term spaces for workshops and special campus guests.	\$4,000,000
			<b>\$29,202,000</b>

Recurring=R, HEAF=H, One Time=O

Short-Term			*	Amount
A1	Assistant VP for Special Programs Institutional Contribution	O	University funds to P.I. as required – 10%.	R \$8,000
A2	Special Programs Secretary	O	University contribution as required – 50%.	R \$8,500
A3	Smart Card - Phase II/III	E	Objective 4.1 – Completion of project.	O \$275,500
A4	Replace SUB Technology and Equipment	E	Objective 4.1 – Replace and update LCDs, DVD players, staging, light trees, screens, servers, and tables. These items are heavily used.	O \$35,000
A5	Staff Position – Career Services	P	Objective 1.2 – To expand career services. Work with more employers to market TAMUK and students to improve development. Redirected from Women’s Resource Center.	R \$45,000

A6	Technology Services Coordinator	P	Required as part of increased MSU and Javelina Card need, as described in Javelina Card start-up.	R	\$30,000
A7	Career Resource/Offices	E	Objective 1.2 – Office furniture replacement.	R H	\$7,000
A8	Career Resource Center	O	Update Career Resource room with PCs, reference texts.	O	\$18,000
A9	Union Technology Upgrade		Server, wiring, hardware, software and AV capability for end-users		\$34,000
A10	LSW Personnel Increases	O	Objective 4.0 -- To address salary increases in January 2005 for Health Services	R	\$7,000
A11	Supplies for Programming and Activities in LSW	O	Increase in travel and activities in Palo Alto;(Objective 1.1.2, 2.1.1.,4.1.1)	R	\$10,000
A12	LSW Computers	E	For Computer-Based Testing for GRE Assessment Measure3.2.1.	H	\$4,500
A13	Upgrade Career Office Space		Enhance office appearance for prospective students, employers, students, alumni, and community		\$15,000
A14	Career Software	O	Replace myRoad software with more relevant assessment tools	O	\$3,500
A15	DOS Budget Adjustment	O	Student Handbook		\$15,000
A16	Res. Hall Marketing	O			\$10,000
A17	Custodial Equipment	O	Replace dated equipment		\$15,000
A18	Hall Programming and LLCs	O			\$32,000
A19	Graduate Internships – 15	O	Objective 1.1, 2.2 & E2.8 – Continue to develop higher education/student development graduate program to practical experiences within the division requires an investment into graduate assistantships/internships in all student affairs departments.		\$150,000
A20	Holiday Lights		Objective 4.1 – Continue to beautify campus during the holiday season and bulb and decoration replacement.		\$12,000
A21	Biofeed-back Equipment		Assessment Measure 5.1.3.		\$4,300
<b>Total Short-Term Priorities</b>					<b>\$739,300</b>

Revised March 29, 2005 for CAP IEP Budget Presentations

## **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**

Review future housing demands and initiate steps to 1) increase retention for all classifications, develop Engineering and Agriculture Living Learning Communities, and update student family residences on campus.

#### 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 and improvements will be requested through the construction committee. A schedule for completing deferred maintenance items will be completed.
3. Out of class programs sponsored by Resident Advisors will increase student satisfaction in the halls.
4. Initiate processes to develop living learning communities for engineering and agriculture fall 2006.

#### Assessment Cycle

Annually

#### Assessment Outcomes

1. Work on the Housing Application process is 90% complete and will be available online by July 2006.
2. A budget for the deferred maintenance was established for FY 2005. A schedule for completing deferred maintenance items will be completed by August 2006.
3. Residence Hall programming continues to have positive responses as indicated by the program evaluations completed by each participant. 6,814 students attended/participated in Residence Life sponsored activities an increase of 15.7% as compared to the previous year.
5. A committee was formed to review the implementation of Living Learning Communities. A proposal will be developed for the implementation during Fall 2006.
6. Collegiate Development has built and are now managing the 360 luxury student apartments north of campus. The apartments opened for occupancy Summer 2005.

#### Narrative

None

## **Objective 1.2**

Refine student orientation and registration and Javelina Welcome.

### Assessment Measures

1. At the conclusion of the programs, students will feel more confident about their ability to succeed at TAMUK.
2. Hoggie Days participants will indicate that the program was overall very good and gave them a positive impression about the University and their decision to attend TAMUK.
3. Retention rates will indicate that students participating in Hoggie Days will be more likely to persist in their efforts to obtain a degree.

### Assessment Cycle

Annually

### Assessment Outcomes

1. On a scale of 1 (strongly disagree) to 5 (strongly agree), the average student score on this statement: "I am confident that I will succeed at this University" was 4.63
2. On a scale of 1 (poor) to 5 (excellent), the average student score for overall program evaluation was 4.62. The average family member score for the same category was 4.75. On a scale of 1 (strongly disagree) to 5 (strongly agree) the average student score for the statement "I feel better about this University because I attended Orientation" was 4.61.
3. Information is available through OIR.
4. A task force has met to clarify roles and expectations of the program for the University.

### 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.

#### 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.

### Assessment Measures

1. Housing will co-sponsor at least two hall programs a semester with other campus units.
2. Establishing appropriate hall leagues and competitions and increasing the participation in intramurals.
3. Wellness will have collaborated at least once with each student affairs department on a wellness program each semester.
4. 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.

Intramural participation has increased 6%.

### Narrative

None

### **Objective 2.3**

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

#### 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 2.4**

Develop Greek Life - expand.

### Assessment Measures

1. 35% of the undergraduate student population will belong to a student club, organization, or team by fall 2004.
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 colonized by spring 2004.

### Assessment Cycle

Annually

### Assessment Outcomes

1. 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. In 2004-2005, there were 1,721 self-reported members in recognized student organizations. This is 31% of all students, using an enrollment number of 5,500. This does not include the 4 organizations at System Center.
2. Data concerning Greek membership growth is available in Student Activities. In 2004-2005, new membership in Greek organizations was up slightly - approximately 2 % but the net result of Greek membership was stagnant due to the large number of students leaving organizations through graduation.
3. The number of registered clubs & organizations has remained unchanged. In 2004-2005, there were 112 recognized student organizations. Of those, seven were new and represent a very diverse array of interests. One has received national attention - SNAPS (Showing New Alumni Positive Success). This group was developed to support students who have been "aged out" of the foster care system and are now attending college "on their own,"
4. The number of fraternities and sororities has grown from four in 2000 to 10 in 2004. We currently have 9. Late in spring 2005, Phi Beta Sigma's national office closed the TAMUK chapter due to low enrollment. At the time of closure, the organization had 5 members.

### 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 and AY05. 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. However, student involvement in activist issues has risen, including debates on the Iraq war, immigration, and the minutemen.

#### Narrative

An online student listserv has been created in 2006 to explore student topics.

### **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 discussed tuition increases through the academic year and continues to look at campus policy and resources.

#### Narrative

None

### **Objective 3.3**

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

#### Assessment Measures

1. Campus-wide will be promoted in advance collaboratively by all departments within Student Affairs.

#### Assessment Cycle

Annually

#### Assessment Outcomes

Campus-wide events have gained great success through the collaborative efforts of many departments. Asian Heritage has grown substantially as a result of advanced planning and promotion, as have other heritage activities, CAB activities, and Greek activities. Intramurals has also gained in recognition using better promotions throughout campus.

#### Narrative

None

### **Objective 3.4**

Develop and cultivate ceremonies throughout campus to promote tradition.

#### Assessment Measures

1. Campus traditions will be published for the campus community to become familiar with them.
2. Opportunities to establish new ceremonies and traditions will be explored.

#### Assessment Cycle

Annually

#### Assessment Outcomes

The campus traditions has not been published but has been discussed. It is expected a draft of this document will be online late summer 2006 and in print January 2007. Several ceremonies have continued to be provided to maintain a sense of tradition including the Who's Who ceremony, Ring Ceremony, ATM Unveiling ceremony, and awards ceremonies.

#### 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 2008.
2. 60% of the professional staff will have attended and/or obtained a position within a regional/national association conference by fall 2008.

#### Assessment Cycle

Annually

#### Assessment Outcomes

60% of the professional staff has completed a master degree. Data on professional involvement is not available.

#### Narrative

In 2003 when Student Affairs merged with Enrollment Management, many of the professional positions in Enrollment did not required masters-level positions. With the re-merger of Enrollment to Academic Affairs the number of masters-level positions, by percentage is now at 60%.

## **Objective 4.2**

Implement University one-card (Javelina Express Card) system.

### Assessment Measures

1. Point of Sale technology will be developed and purchased for implementation by 2004.
2. Phase II will be completed during AY04.

### Assessment Cycle

Annually

### Assessment Outcomes

Point of sale technology is available in the dining hall and bookstore but the campus is unable to process, thus allow its use at this time. This will be completed after Banner is implemented campus wide. Phase II is not completed. The residence hall electronic exterior doors is completed but vending, laundry, copies, point of sale, web, and cash on cards has not been implemented and will not be until the completion of Banner. It is anticipated this will be processed summer of 2006 or later.

### 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 hosted the Texas A&M System Student Affairs Symposium in May 2004 and the regional RHA conference in June 2004. Information regarding staff presentations or participation in listservs is not available at this time. Staff continue to provide professional scholarship through presentations and the authoring of publications.

#### Narrative

None

## Linkage of Assessment Plan Objectives to University Mission Statement

### Texas A&M University-Kingsville Mission Statement

The mission of Texas A&M University-Kingsville is to develop well-rounded leaders and critical thinkers who can solve problems in an increasingly complex, dynamic and global society. Located in South Texas, the university is a teaching, research, and service institution that provides access to higher education in an ethnically and culturally diverse region of the nation. Texas A&M University-Kingsville offers an extensive array of baccalaureate and master's degree programs and selected doctoral and professional degrees in an academically challenging learner-centered and caring environment where all employees contribute to student success.

**Table 1**  
**Linkage between the University and Student Affairs Objectives**

<b>Mission Statement Component</b>	<b>Objectives</b>
Problem solvers	2.3, 2.4, 3.1, 3.2
Critical thinkers	2.3, 2.4, 3.1, 3.2
Well-rounded leaders	2.2, 2.3, 2.4, 4.1
Teaching	2.1, 2.4, 3.3
Research	4.1, 4.3
Service	1.1, 1.2, 2.1, 2.4, 4.2
Complex, dynamic, global society	2.2, 2.3, 2.4, 3.1, 3.3, 4.3
Access	1.1, 1.2, 3.3
Diversity	2.3, 2.4, 3.3, 4.3
Student success	2.2, 2.3, 2.4, 3.3, 3.3, 4.1
Learner-centered environment	1.1, 1.2, 2.2, 2.3, 2.4, 3.1, 3.3, 3.4, 4.1
Caring environment	1.1, 1.2, 3.2, 3.4
Challenging environment	1.2, 2.3, 4.1

## **Revised Institutional Effectiveness Plan 2006-2007**

**Goal #1** - Recruit and retain students who have the potential to complete a college degree and compete in a global society.

### **Learning Objective 1.1**

Students will learn to be responsible global citizens. *This will be demonstrated through service to others, service to the campus, responsibility in personal behavior, academic preparation to enter and remain in college, and responsibility to free and open expression.*

#### Assessment Measures

1. Students will better understand global issues through increased community service opportunities.
2. International students attending TAMUK will increase.
3. Enrollment processes for students will be simplified.

### **Learning Objective 1.2**

Students will become familiar with campus services supporting their education. *This will be demonstrated through student's knowledge of campus services, personal development courses exposing students to campus services, and increased utilization of campus services.*

#### Assessment Measures

1. Avenues connecting graduates with employers through Career Services will be enhanced.
2. Student's knowledge of services for students, as identified from student surveys, will improve.

### **Learning Objective 1.3**

Students will learn Javelina traditions. *This will be demonstrated through student orientation participation, renewed chants and songs, and increased participation in campus events and ceremonies.*

#### Assessment Measures

1. Participation in Hoggie Days and Javelina Welcome will increase.
2. Student success, as measured by retention and GPA, will improve as a result of participation in Hoggie Days and Javelina Welcome.

### **Learning Objective 1.4**

Students will learn to teach. *This will be demonstrated through increased leadership by students, teaching their fellow student, and upperclassmen and graduate students modeling positive behaviors for underclassmen success.*

#### Assessment Measures

1. Upperclass students will assist with the teaching of developmental courses for students.

**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.

#### **Learning Objective 2.1**

Students will learn to be responsible global citizens. *This will be demonstrated through service to others, service to the campus, responsibility in personal behavior, academic preparation to enter and remain in college, and responsibility to free and open expression.*

#### Assessment Measures

1. As surveyed, comfort in expressing less popular points of views will increase within the student body.
2. Participation in awareness month festivities will increase.

#### **Learning Objective 2.2**

Students will become familiar with campus services supporting their education. *This will be demonstrated through student's knowledge of campus services, personal development courses exposing students to campus services, and increased utilization of campus services.*

#### Assessment Measures

1. TAMUK-SC students will express their satisfaction regarding services available to them at that campus.
2. Students knowledge of campus services, based on survey data, will improve.

#### **Learning Objective 2.3**

Students will learn Javelina traditions. *This will be demonstrated through student orientation participation, renewed chants and songs, and increased participation in campus events and ceremonies.*

#### Assessment Measures

1. The number of new student organizations such as sports clubs, special interest organizations, political clubs, and academic clubs will increase.
2. A Javelina Traditions booklet will be published.

### **Learning Objective 2.4**

Students will learn to teach. *This will be demonstrated through increased leadership by students, teaching their fellow student, and upperclassmen and graduate students modeling positive behaviors for underclassmen success.*

#### Assessment Measures

1. Graduate and undergraduate internships in housing, activities, recreation sports, and counseling will be either established or maintained.
2. Careers in student affairs will be promoted through student affairs departments and the College of Education.
3. An advanced student leadership program targeting seniors and graduate students will be created.

**Goal #3** - Create a campus climate that fosters a sense of community, values differences, and is responsive to individuals and their cultures.

### **Learning Objective 3.1**

Students will learn to be responsible global citizens. *This will be demonstrated through service to others, service to the campus, responsibility in personal behavior, academic preparation to enter and remain in college, and responsibility to free and open expression.*

#### Assessment Measures

1. The number of Letters to the Editor and student forums on selected student SGA issues will increase.
2. As surveyed, comfort in expressing less popular points of views will increase within the student body.

### **Learning Objective 3.2**

Students will learn Javelina traditions. *This will be demonstrated through student orientation participation, renewed chants and songs, and increased participation in campus events and ceremonies.*

#### Assessment Measures

1. Student participation at major campus events will increase.
2. Participation in awareness month festivities will increase.

3. Student Affairs will have an understanding of Javelina Traditions.

### **Learning Objective 3.3**

Students will learn to teach. *This will be demonstrated through increased leadership by students, teaching their fellow student, and upperclassmen and graduate students modeling positive behaviors for underclassmen success.*

#### Assessment Measures

1. Participation by faculty, staff, and administration in intramurals in increase.
2. Resident Advisors will role model positive upperclass behaviors as demonstrated by student surveys completed by underclassmen residing in the halls.

**Goal #4** - Deliver high quality student services by providing adequate fiscal resources, appropriate facilities, and well-trained, competent staff.

### **Learning Objective 4.1**

Students will become familiar with campus services supporting their education. *This will be demonstrated through student's knowledge of campus services, personal development courses exposing students to campus services, and increased utilization of campus services.*

#### Assessment Measures

1. The University one-card (Javelina Express Card) system will be completed by fall 2006.
2. Students will express satisfaction in student services through student surveys.

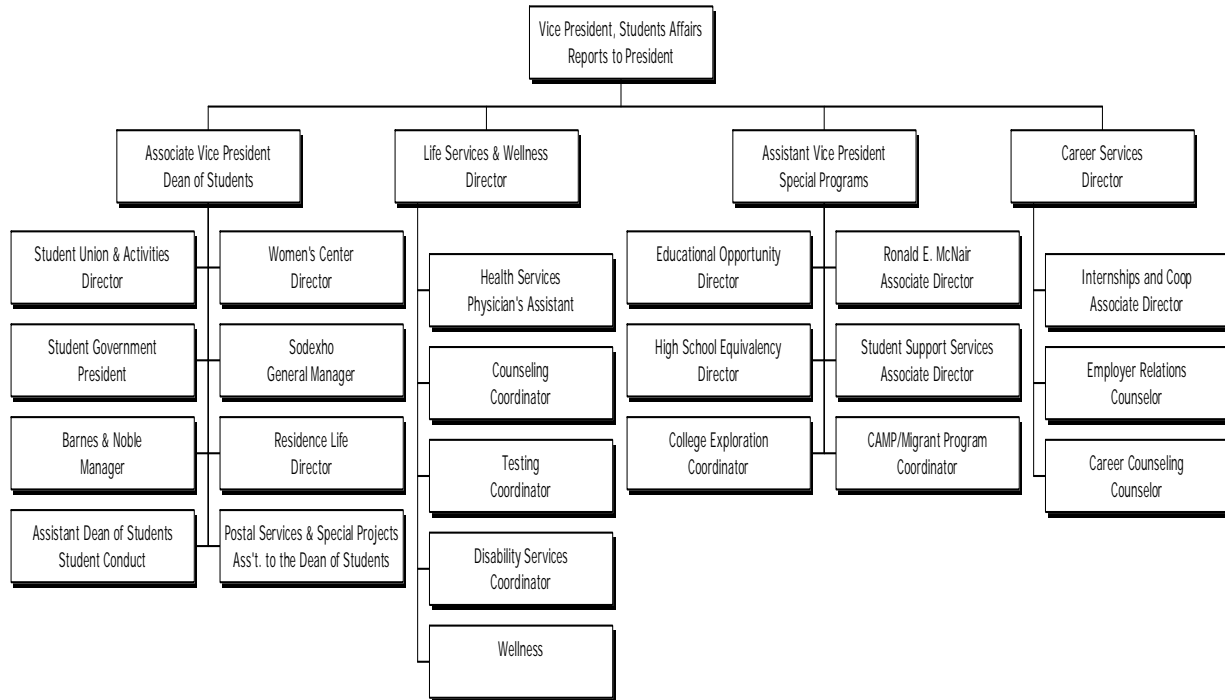
### **Learning Objective 4.2**

Students will learn to teach. *This will be demonstrated through increased leadership by students, teaching their fellow student, and upperclassmen and graduate students modeling positive behaviors for underclassmen success.*

#### Assessment Measures

1. Student Affairs personnel will maintain an active role in professional associations (to ensure practitioners continue to teach students, who will in turn teach more students).
2. Graduate and undergraduate internships in housing, activities, recreation sports, and counseling will be either established or maintained.

Student Affairs



Texas A&M University – Kingsville  
Division of Student Affairs

**SCHEDULE OF DEPARTMENT PROGRAM REVIEWS** (*Revised 3-30-06*)

**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. \* is hard copy only in the Student Affairs Office.

- 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 2002\\*](#))
- Financial Aid - Fall 2002 ([Completed Fall 2002\\*](#))
- International Admissions - Summer 2003 ([Completed Summer 2003](#))
- Women's Center - Fall 2003 ([Completed Spring 2004](#))
- Health Center - Fall 2003 ([Completed Fall 2004](#))
- Orientation/Transition - Fall 2003 ([Completed Spring 2004](#))
- Career Services - Spring 2004 ([Completed Spring 2004\\*](#))
- Special Programs - Spring 2004 ([Completed Spring 2004\\*](#))
- Enrollment Management - Fall 2004 ([Completed Spring 2005\\*](#))
- Outreach and Enrollment - Fall 2004 ([Completed Spring 2005\\*](#))
- System Center Student Services - Fall 2004 ([Completed Summer 2004\\*](#))
- Recreational Sports – Spring 2005 ([Completed Spring 2005](#))
- Memorial Student Union – Spring 2005 ([Completed Spring 2005](#))
- Housing - Fall 2005 (Completed Fall 2005)
- Life Services & Wellness - Fall 2005
- Student Affairs & Dean of Students – Fall 2006
- Women's Center - Fall 2006
- Registrar & Admissions - Fall 2006
- System Center Student Services - Fall 2006
- Career Services - Spring 2007
- Orientation/Transition - Fall 2007
- International Admissions - Fall 2007
- Special Programs - Spring 2008