

**TEXAS A&M UNIVERSITY-KINGSVILLE
DIVISION OF STUDENT AFFAIRS**

**INSTITUTIONAL EFFECTIVENESS PLAN/REPORT
RESOURCE REQUESTS**

2005-06—Executive Summary
2007-08—Near-term Resource Requests
2008-10—Long-term Resource Requests
2005-06—Assessment of IE Plan & Linkage to Mission
2007-08—Revised Institutional Effectiveness Plan

Specific Dean of Students, Special Programs, Career Services, and
Life Services and Wellness Reports are Available Separately

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I. Executive Summary

1. Significant Accomplishments Since 2005

Student Affairs

1. Successfully completed passage of student referendum for funding of athletics using student fees.
2. Revised Student Affairs Goals and Learning Outcomes.
3. Revised vision, mission, and goals.
4. Increased staff salaries to meet or exceed average salary 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.

Student Development

1. The University Shuttle provided services to 2,644 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 and Who's Who Ceremony continued to be well attended as a result of moving the ceremonies to Sunday afternoons.
3. Continued to work on the Javelina Honor Code.
4. The Dean of Students continued to advise and work closely with the Student Government Association (SGA).
5. The three cultural committees continued to provide educational, cultural and entertainments events for the campus community.
6. Refilled two vacant positions in the Post Office.
7. Collaborated with Financial Aid to present program on "Solving the Campus Retention Puzzle Workshop".
8. Presented an audio conference on "Emerging Issues in Judicial Affairs" for Student Affairs professional staff.
9. Hosted the Parent component of Hoggie Days Orientation Program in summer 2006.
10. The Javelina Express Card was expanded to include the Irma Rangel College of Pharmacy and the Center for Young Children.
11. An activity privilege was created and assigned to all students so they may utilize the fitness center, Health Center and other student activities.
12. The position of Event Planning Coordinator was developed and improved the billing and invoicing process.
13. The MSU student employee program was re-designed. New programs are now in place to provide student employees with orientation classes and workshops on skill development.
14. An employee newsletter was implemented to improve communication with all staff.
15. Several Student Activities staff positions were successfully upgraded.
16. New furniture and equipment was purchased for the Memorial Student Union.
17. New exterior doors were installed by cafeteria and Financial Aid Office.
18. Wireless internet was made available in the Javelina Café.
19. Nino Mendieta served as Conference Coordinator for the National Association for Campus Activities and was elected as Regional Coordinator through 2009.
20. A new publication, *Javelina Happenings*, which lists a majority of the campus activities for the semester was developed and published.
21. Greek organizations offered bids to 30 women and 27 men via formal and informal recruitment.
22. The Inter-sorority Council sponsored a "Letters to Soldiers" campaign and sent 70 letters to our men and women serving overseas.
23. Greek Week was moved to the fall semester.
24. New programs for fraternities and sororities to support leadership and appropriate risk management were added.

25. A nationally recognized alcohol awareness speaker, Bernie McGrenahan was brought for Greeks and athletes in conjunction with Athletics and Life Services and Wellness.
26. Initiated a new member education workshop to educate all sorority new members about the different types of Greek organizations, what is hazing and expectations of membership.
27. Family Weekend was combined with Homecoming during fall 2005.
28. An officer of the Campus Activities Board was awarded a scholarship from the National Association for Campus Activities.
29. In community service, over \$400 was raised to assist in the Hurricane Katrina relief efforts, sponsored Make a Difference Day and Project Pumpkin.
30. The fitness center continued the Biggest Loser and Workout and Win programs and introduced the Heart Trivia and Wheel of Fitness programs.
31. In spring 2006, Jav-A-Palooza was offered which included an evening of activities, games, refreshments.
32. The Cheer Team recruited 11 incoming freshman to the 2006-2007 Cheer team.
33. Rec Sports initiated an employee awards program with three (3) students being recognized in conjunction with the Annual Student Leadership Awards.
34. A Request for Bid (RFB) was completed and a contract awarded for the privatization of the Residence Life internet service.
35. The number of students residing in the halls decreased by 86 to 1,051 in Fall 2005 as compared to 1,137 in Fall 2004.
36. A Request for Bid was initiated for the remaining door access swipes and wiring in all residence halls.
37. 6,814 students participated in housing sponsored activities. An increase of 15.7% in participation, as compared to the previous year.
38. A delegation of members from the Residence Hall Association attended the Southwest Association of College and Universities Residence Hall Association (SWACURHA) regional conference.
39. The Residence Life department completed the implementation of the new student information system (BANNER).
40. A new Resident Advisor manual was created outlining the responsibilities of the Resident Advisor position.
41. Deferred Maintenance Accounts were established to assist with the maintenance needs of the residence halls.
42. Completed the installation of the fire suppression system at Lewis Hall.
43. Completed the installation of new stoves and water heaters in the Student Family Apartments. The old appliances had gas pilot lights and the new appliances are equipped with electric pilots and deemed safer.
44. Started process to implement custodial lead positions.
45. Developed a reconciliation process of Housing revenues and deposits.

Life Services & Wellness

1. 90% of Patient Surveys indicated 100% satisfaction with Health Care providers.
2. CAS Program Audit/Review for Health Care Clinic was completed and results utilized for new planning period.
3. Outreach efforts and non-patient contacts increased (3293 contacts at outreach activities).
4. Patient visit analysis indicates a 46% increase of clinic visits from AY 2001 to present.
5. 31% increase in student participation in the *Healthy* Options nutrition program
6. 141% increase in career sessions conducted (including administration of career assessments) compared to 2005.
7. 6% increase in the number of students receiving psychological assessments in comparison AY 2005.
8. The Peer Educator Program was awarded the "Program of the Year" for its sponsorship of "Tropical Temptations Safe Spring Break Fair" and "Outstanding Student Organization" at the A&M-Kingsville Student Leadership Recognition Award Program.

9. At the BACCHUS Network Regional Conference, PEP Talk President was awarded the "Outstanding Peer Educator" for Area 6.
10. PEP Talk's Red Ribbon Program, *Seahawk Rave*, was selected as one of the two featured programs at the BACCHUS Network Regional Conference.
11. Testing Program completed implementation of computer-based testing site for TOEFL and GRE.
12. An orientation to Disability Services for Students was presented to 80% of the academic colleges.
13. Of the students with disabilities participating in the Student Intervention Program (SIP), GPA was higher than non-participants and was retained at a higher rate.
14. 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.
15. 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.
16. Implemented Free HIV screenings for students in the Health Clinic provided by Coastal Bend Aids Foundation.
17. Outreach/Educational Programming increased 28% from AY2004 to AY2005 (4014 contacts were made).
18. The Peer Educator Program executed 11 ZERO Tolerance Alcohol Prevention Programs in AY 2005 with 2,824 contacts.
19. Peer Educator Programming increased 200% in AY 2005 in comparison AY 2004 (sponsoring 12 events and conducting six presentations).
20. Testing Program certified as an ETS Partner for first phase of implementation of computer-based testing site for TOEFL and GRE.
21. New lab contract with reduced lab costs to students.
22. 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%.
23. Received second year funding for the Texans Standing Tall grant: Zero Tolerance (focusing on Underage Drinking).
24. 54% increase in the number of flu vaccines administered.
25. Completion of CAS audit for Health Care unit.
26. Total contacts for the testing program increased by 16%; In-house participation increased by 21%.
27. Outreach presentations increased by 32%. (116 total presentations; setting a record from the previous 7 years).

Career Services

1. A seasoned career counselor was hired as a result of a vacancy created by a staff transfer to an eastern campus. This counselor aligned well with our student body and faculty and provided presentations for 1201/1301 classes, created a *Dress for Success* symposium in conjunction with the Fashion Merchandising Club, and assumed orientation details for International Student Orientation and several key Hoggie Day presentations.
2. In addition to her counseling duties, she has assumed responsibility of the Career Resource Library and has orchestrated the purchase of needed video tapes, CD's, and resource books, workbooks and pamphlets. The Resource Library now is the site of classroom/organization presentations.
3. Membership in the Career Development Association has created new insight into the field of career counseling and career development, including resource creation and purchase, initiating new career advising techniques and instruments, and has created a mentoring link for the counselor.
4. Internship and cooperative education programs continue to be encouraged and embraced by faculty and advisors. Although many internships/cooperative education programs are college-sponsored, the Career Services Center continues to provide students with resources, support and assessment of these programs. Through career fairs, alumni contacts, on-campus recruitment

- opportunities, and employer networks, the Career Services Center continues to provide students with appropriate outreach services.
5. To facilitate outreach and service, the Director attended several national conferences, including the Hispanic Association for Colleges and Universities (HACU), National Association of Colleges and Employers (NACE), and the Society for Hispanic Professional Engineers (SHPE). Contacts from these conferences have been made, placing them on our data base as well as our career fair electronic planning system.
 6. During this evaluation period, the University administration provided funds for the hiring of an employer relations coordinator. This position was filled during the month of January with training, site visits, and orientation to the field of employer relations. During the eight month period, the coordinator has made seven site visits throughout the State of Texas, including key venues as Dallas Metroplex, Houston, San Antonio, Austin, and the Coastal Bend region.
 7. In addition, students have been offered a wider scope of workshops, including “What Are You Worth In The Marketplace”, “Graduate School Preparation and Funding”, and “What Can I Do with a Major in.....” Student attendance has remained minimal, however, faculty have been providing students with credit for attendance.
 8. Employers/campus recruiters have been involved in the area of career transition. An increase in the number of participants at our fall fair during this period increased by 11%. Employers continue to provide information sessions for students prior to interviews. Also, employers have seen the benefit of linking with faculty, therefore, an increase of classroom presentations have been increased, according to anecdotal information received from faculty.

Special Programs

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. **The McNair** Program assisted the Office of the Provost and Special Programs nominating Dr. Jamie Laurenz and Liza Soliz, professor and McNair alumni for the Minority Access Inc. role model award. Dr. Laurenz received the award for contributing to increasing the pool of minority biomedical researchers through teaching, mentoring and supporting minority students. Ms. Soliz received the student role model award for graduate who has excelled in any field and can be held up as a role model for minority students.
2. At the same role models conference, TAMUK received the award for role model institution.
3. Special Programs made presentations at the following meetings / conferences: 2006 Annual Meeting of the Southwestern Social Sciences Association; 52nd Annual Meeting of the Southwestern Psychological Association; Society for Advancement of Chicanos and Native Americans in Science conference (SACNAS); 4th Annual TAMUS Pathways to the Doctorate Research 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 Day; National Conference on Undergraduate Research (NCUR); 3rd South Texas Science Olympiad; and Texas A&M University-Kingsville Summer Research Presentations.
4. Tracking data indicates the following successes to date:
 - 22 students in the Ph.D. pipeline
 - 25 students in the M.S. pipeline
 - 35 students completed Masters Degrees
 - 98% of all students served completed their baccalaureate degree
 - 6 students have completed their doctorate level degrees
5. **Student Support Services (SSS)** identified and maintained 262 eligible participants.
 - SSS succeeded with meeting the retention and graduation rate goals by retaining 56% of its participants and graduating 11 out of 54 senior year students (79%).
 - SSS provided additional financial assistance by awarding \$27,200 in supplemental awards to eligible participants.
 - 72% of eligible SSS participants met academic performance levels required to stay in good academic standing.

- 89% percent of the new and continuing SSS participants have participated in cultural/educational functions and on-campus and off-campus enrichment activities.
6. A total of 66 **CAMP** participants have graduated thus far; 51 at TAMUK and 15 have graduated at other institutions to which they transferred after the completion of the 1-year program.
 - Of the TAMUK graduates, 12 graduated with honors and 2 have completed a Master's degree as well. An additional 9 students are currently enrolled in graduate school at TAMUK.
 - 132 students are still currently enrolled at TAMUK, of which 21 are seniors and 16 have earned over 100 hours, indicating they will graduate within the year.
 - Of the 51 CAMP students being served in the AY 2006-2007, 44 (86.2%) are still enrolled at TAMUK and another 2 transferred to other institutions closer to their homes at the end of the fall semester. All students receive an average CAMP scholarship award of \$2800 to supplement their financial aid.
 7. 100 % of **UBMS** participants were assessed utilizing high school transcripts, state test scores and Nat'l College test scores. An *Individual Educational Plan* (IEP) was developed and each student was met with individually for full program assessment. Students without a Nat'l test score were administered the ACT test on June 10, 2006.
 - UBMS ACT averages are 17.59. UBMS participants were administered a Career assessment and Myers Briggs for personal evaluation.
 - The overall UBMS cohort's GPA is 3.69 and grade average is 92.28 which reflects a 3.5% increase.
 - Three UBMS students took part in college level courses (Dual enrollment); 5 UBMS were mentored at local hospital and 2 students at a nearby pharmacy.
 - 100% of UBMS students attended workshops in career assessments, time management, and essay and resume writing, public speaking and, test taking techniques. 100% or 5 UBMS students graduated and 4 or 80 % are enrolled in postsecondary education
 8. The **EOC** program was successfully refunded for five additional years. Typically, TRIO grants are funded for four years, however as in the case with TAMUK EOC, the top ten percent of successful grant proposals are funded an additional year.
 - The program met its objective to service 1000 eligible participants for the 05-06 year by providing services to 1002 participants despite having the Director position vacant for eight months.
 9. In the **High School Equivalency Program**, new Skill Assessment Modules have been implemented as an approach to help improve Test of Adult Basic Education (TABE) scores and promote success through targeted study plans, testing practice, and accurate diagnosis.
 - One hundred-one HEP students were provided with academic and vocational counseling. As a result, eighty tested and twenty-five received their General Education Diploma (GED) certificate. In addition, these GED graduates were automatically eligible for the College Assistance Migrant Program (CAMP) program.
 - HEP students participated in various educational trips which resulted in exposure to other universities and community colleges.
 - In the fall of 2005, the HEP students visited Texas A&M University-Corpus Christi, the Texas State Aquarium, and participated in the Hispanic Heritage Banquet festivities.
 - In the spring of 2006, the HEP students visited the State Capitol and the Bob Bullock Texas History Museum in Austin, Texas. They participated in the Cesar Chavez March and attended a Lectureship Series with astronaut Dr. Leroy C. Chiao during Asian Pacific Heritage month.
 10. The **Child Care Program** served thirty-four (34) parents and thirty-seven (37) children.
 11. 2005-2006--47% (16) of all students matriculating to postsecondary are still in college.

2. Changes/Improvements/Plans Implemented during 2005-2006 from the Assessment Results of Previous Years.

Student Affairs

1. Added certain subunits to the Program Review schedule based on feedback from departments.
2. Establish long-range plan to add upper-class apartments on or near campus based on obvious lack of upper-class housing and student interest expressed in student forums and through SGA and Housing.
3. Revised the SOFC funding process based on student feedback through SGA to better disseminate the resources to student organizations.
4. Updated cooling and fire safety/sprinkler systems in some of the residence halls.

Student Development

1. Reviewed and updated the Student Handbook based upon input from students, staff and faculty.
2. Strengthened awards ceremonies and traditions such as Who's Who and Ring Ceremony based upon review of feedback from 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. Separate budgets were created for the Dean of Students and Student Activities / Student Union to ease confusion and increase budget oversight.
5. Assessment activities in 2005-2006 focused on Memorial Student Union Services and Recreational Sports. The first step was to complete the self-assessment instrument developed by the Council for the Advancement of Standards in Higher Education in the spring of 2005.
6. Two consultants, Boyd Beckwith and Joe MacLean were invited to review the self-assessment and then visit the campus to evaluate the programs and make recommendations for improvement. Mr. Beckwith served as the Association of College Unions International Region 12 Director and is Assistant Dean for Student Center and Recreational Sports at Rice University and is considered to be one of the leading experts in the field student center services. Mr. MacLean is the Director of Recreational Sports at Texas Tech University. Many of the improvements made during 2005-2006 were the direct result of implementing Mr. Beckwith's and Mr. MacLean's recommendations and they are outlined in the section *Assessment of the Institutional Effectiveness Plan*. The complete reviews can be found at <http://www.tamuk.edu/sass/reports/programreviews.htm>
7. Hall staff in conjunction with Physical Plant identified facilities improvement projects including minor repairs, fire safety upgrades, repairs to leaking roofs, apartment upgrades, etc.
8. Residence Life reconfigured/reclassified key staff positions as recommended by the Colby Review.
9. Conducted a survey of 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.
11. Assignment letters were sent out as housing assignments were in progress during June, July and August to give students early notification of their room assignments.
12. A new Residence Life departmental web page was developed.
13. An online application was created and added to the department's web page to assist students applying for housing.
14. Residence Life purchasing process restructured as a result of recommendations from internal audit.
15. Implemented the use of the procurement card within the department and assigned cards to key Residence Life staff.
16. Started to repair/replace the roofs at Student Family Apartments based upon priority of need.
17. Developed plans to improve the lighting surrounding the Residence Halls and parking lots after surveying the area.
18. Redirected a current position to hire an Accounting and Records Coordinator as recommended by the internal audit.

19. Study feasibility of creating student employment positions to assist with minor maintenance repairs under housing.

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. Full time staff nurse hired to fill vacant position to allow for redistribution of responsibilities of medication programs and other nursing duties.
4. Restructuring of Healthy Options Program/Nutritional Counseling to include pre and post surveys and campus outreach.
5. Implementation of Coastal Bend College Nursing students for clinical rotations at the Health Care clinic.
6. Increased administration of Computer Based Testing (CBT) TOEFL and GRE based on assessment results regarding CBT testing and acquisition of computers.
7. More publicity for services was created for Spring 2006 for personal, academic and career counseling and special relaxation sessions.
8. LASSI assessment implemented as part of the AIDE sessions to better assess students of their academic needs.

Career Services

1. Presented at the Parent component of Hoggie Days Orientation to provide parents with a knowledge base of career services, transition opportunities, and employer relations.
2. Under the direction of the President, gather data and serve as a depository of material of all student internships/cooperative education placements.
3. Initiated a South Texas Career Services Consortium to enhance employer awareness, heightens resource sharing, and initiate a consortium interviewing program.
4. Utilized the services of Office of Institution Research to assess survey results and design a more streamlined electronic graduation survey.
5. Began a marketing plan with development of a logo that sustains our commitment to students, career and life development, and transition.
6. Initiated the revision of survey instruments, including student satisfaction, employer interview assessment and student interview assessment

Special Programs

1. Improvements in the delivery of colloquial seminars for the McNair scholars have yielded results of having expert speakers twice during the academic year and the development of a leadership series with local faculty and administrators.
2. The McNair Scholars have benefited from expansion of the GRE experiences through TAMUK-Kaplan workshops hosted twice per year.
3. Worked on continual accountability by our students and McNair staff that excellence is a necessity in this nationally recognized program.
4. Student Support Services (SSS) staff re-assessed its workshop effectiveness by encouraging students to attend technological workshops offered through Jernigan Library to enhance computer knowledge by Non-Traditional students. In conjunction with this goal, staff spent one-on-one time meeting with students to assist in understanding of online Financial Aid processes.
5. To increase retention and matriculation, SSS staff provided additional intrusive academic guidance and counseling to First Generation Grant program participants and CEP 2005 program participants throughout the academic year.
6. Student Support Services continued its collaboration with the Texas A&M University-Kingsville community by facilitating workshops with Financial Aid, 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.

7. College Assistant Migrant Program (CAMP) recruitment from previous years is reviewed for targeting high migrant population areas as much as possible, considering that not all schools have the same level of graduating migrant seniors each year. Rapport with high school counselors and migrant representatives is maintained to provide a good source of information for the coming year to allow for the best use of the recruitment budget.
8. A roster of continuing CAMP students and graduates is also maintained to determine where the most committed students come from. Consideration of the various aspects of recruitment allow for improvement and planning for each year's participants which are most likely to succeed.
9. With the UBMS Program, a series of seminars were provided that concentrated on enhancing educational and social skills, including: leadership, admissions, financial aid, scholarships, and career counseling.
10. 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.
11. All students in UBMS have been tracked via a newly purchased database search which is utilized by 98% of all colleges and universities in the U.S.
12. The physical location of the CAMP program was moved to TAMUK Seale Hall where services for and collaboration with the High School Equivalency program and its GED participants was effectively facilitated as a result of the relocation of the program staff.
13. Although the number of CAMP staff was reduced in 05-06, the program maintained services for the adult population resulting in an increase of secondary school drop outs and college stop outs from 210 in PY 04-05 to 269 in PY 05-06; the program maintained services for GED graduates and re-entry in secondary school or GED program equal to the previous year.
14. Using the National Student Clearinghouse website, the CAMP program documented tracking of participants which was a plan set for implementation based on an assessment of services in previous years.
15. In the High School Equivalent Program (HEP), an Educational Development Plan was implemented to measure and monitor student academic goals to identify needed intervention.
16. GED 21st Century Skill Building was utilized in the HEP program to help strengthen the weaknesses that were identified. In addition, the Individualized Educational Plan (IEP) is used to promote higher order thinking skills and prepare the students for college.
17. In the Child Care Program, a series of seminars were provided that concentrated on enhancing educational and parenting workshops.
18. 100% of the Child Care participants who enrolled in secondary education have been assisted through personal contacts, workshops, or follow ups
19. Workshops provided have been A) Toddler Biting and Other Issues, B) Stress Management, C) Graduate School, D) Learn What To Eat To Avoid Stress Before Finals, E) How To Talk To Professors, F) Money Management, and G) Balancing College Life.
20. More comprehensive services were provided through SSS such Adult Learner Luncheon and at least one cultural educational trip to Texas A&M University in Corpus Christi.

3. Plans for Improvement in Subsequent Years Based on Assessment Results of Academic Year 2005-2006

Student Affairs

1. Continue program reviews based on proposed schedule for departments in the Division of Student Affairs.
2. Directors/department heads will provide monthly reports on their efforts and specifically on any projects on which they or their staff are working.
3. Data gathered and reporting of findings of all assessment and evaluation efforts will be disseminated to the campus community.
4. In collaboration with Academic Affairs, improve the Hoggie Days Orientation Program to better meet the needs of prospective students.
5. Review the divisional and University mission and goals on a constant basis to insure the articulation of such by staff members of the division.

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.
2. Finalize approval of the Javelina Honor Code.
3. Develop a division-wide orientation program for new staff members.
4. Enhance communication within the Division through staff retreats, meetings, and correspondence.
5. Develop more sophisticated assessment programs for student life with respect to student needs and student satisfaction.
6. During the spring of 2005, external reviews based on the Council for the Advancement of Standards in Higher Education were conducted which resulted in numerous changes to this Institutional Effectiveness Plan. Many of those changes remain in the updated plan as funding is lacking to complete the projects.
7. Plan to participate in the Education Benchmarking Institute program for Student Unions/Programs and Leadership Programs to further gather more information as to where the department needs to improve to become a leader nationally in the field. The changes that are in process are significant and have improved services.
8. Develop a new housing brochure and additional marketing materials to enhance the department's recruitment effort.
9. Solicit funding for academic programming initiatives in the halls.
10. Review internet services for residence hall students in the next reporting cycle.
11. Seek funding for the renovation of Lewis Hall. The building has not been remodeled as compared to the rest of the residential facilities.
12. Request additional funding for the installation of new carpet in the Residence Halls.
13. Develop a schedule for the purchase of residence hall furnishings.
14. Request additional funding for Residence Life Welcome Week activities.
15. Conduct a retreat for full – time professional Residence Life staff and key support staff.
16. Request additional funding to renovate Area Coordinator apartments.
17. Submit proposal to renovate and expand the Residence Life Office.
18. Order new poster printer to improve the quality of programming and advertisements of special events.
19. Order a golf cart for department use, particularly transporting of custodial supplies.
20. Create student positions to assist with the up keep of the grounds.
21. Create manuals for all Residence Life procedures.
22. Replace outdated custodial equipment to improve custodial services provided to the residence halls.

Life Services and Wellness

1. As per CAS audit for Counseling, improve marketing strategies for all programs to enhance participation
2. BMI study will be conducted to assess the nutritional habits across cultures and the BMIs across cultures.
3. Implement changes in professional staffing to provide increased availability of services to students by LSW staff.
4. Revision of patient satisfaction survey to identify areas within Health Care that should be assessed.
5. As a result of CAS audit, implement a revenue account for purchasing of health care pharmaceuticals and supplies.
6. As a result of CAS audit, develop cultural diversity training to be included for all full time staff and student employees.
7. Pursue off-campus testing of Accuplacer.
8. Administer pre/post tests to counselor interns at the beginning and end of practicum experience.

Career Services

1. Associate Director/Internship Coordinator will have direct supervision of the Internship/Cooperative Education Program. A marketing strategy, resource plan, student

- handbook, employer handbook, and advisor handbook must be compiled to provide uniform guidance and direction.
2. A Career Service Advisory Board will be created to enhance the service role of Career Services and to oversee the logistics, legality, mission and delivery of student-centered services.
 3. Upon gathering of all internship/cooperative data from campus Colleges, data will be extracted to study where there is unmet need, supervision concerns, as well as student satisfaction and learning outcomes.
 4. With the assistance of members schools, begin to solidify consortium interviewing opportunities for students.
 5. Complete the revamping of all survey instruments with the oversight of the Office of Institutional Research
 6. Undergo a complete Marketing Plan to enhance the branding efforts of the Career Services Center. Attention will be given to the website, pamphlets/brochures, handbooks, etc.
 7. Begin the process of hiring a Graduate Assistant who can integrate program, student, and employer assessments to compare with national data. This information will be utilized to formulate benchmark research for consortium comparison.

Special Programs

1. Collaborative efforts with fellow McNair programs at UCF, UC Dominguez Hills and UPR Humacao to establish a students' exchange program during summer.
2. The McNair Scholars program has successfully developed and executed grant components and continuously raises the bar to successfully meet program's objectives and continue its commitment to the higher education success of the students at TAMUK
3. In an effort to create leadership opportunities for students, SSS will develop a volunteer program for students to conduct community outreach in the South Texas area.
4. To increase retention and matriculation, SSS staff will develop procedures for tracking inactive students.
5. Student Support Services (SSS) will reassess the program's popular Textbook Library Service and create procedures to follow every semester.
6. Student Support Services 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. While high school performance is important, CAMP selections emphasize the students' needs, desires, and commitment to higher education. Last year, an Emotional Intelligence workshop series was implemented for the CAMP program. This new method of helping students discover their attitudes toward their education and skills that will help them succeed, should provide an additional positive impact for program students.
8. In the Upward Bound Math and Science Program, we will continue to further develop the assessment process focusing academic services in the state mandated TAKS test for 9-10th grade students along with college prep. In addition, ACT/SAT competencies for the upper level students that have mastered the state mandated tests.
9. The UBMS Program will continue an ambitious and intensive math and science curriculum in the summer and will academically focus Saturday meetings throughout the academic year.
10. The Educational Opportunity Center (EOC) program will continue to target adults and increase the number served while assessing need for services for participants less than 19 years of age.
11. There will be collaboration between the EOC program and the Talent Search grant. The program will implement collaboration efforts with surrounding agencies to target and increase services for secondary school dropouts.
12. In the High School Equivalency Program (HEP), additional rooms are needed to accommodate students in the program to maximize learning. One classroom is very small and will need to have a wall removed in order to make room for all of the students.
13. The interior of the building where HEP classes are conducted is in dire need of remodeling and painting. In 2006-2007, the sink in the upstairs restroom fell to the floor twice and could've caused injury to students. The building has an outdated, inadequate, electrical wiring and heating system. The students have complained of being cold in the winter time.

14. The High School Equivalency Program (HEP) brochure, student handbook, and student application need to be revised in order to be current.
15. In the Child Care Program, an effort will be made to obtain children friendly materials to motivate students to stay in college and help with parenting skills.

II. Division of Student Affairs Resource Requests

Near-Term Resource Requests, AY 2007-2008, Associate Vice President/Dean of Students Area						
Priority	Request	Category	Justification	Cost (\$)	One-time, or recurring?	When needed?
A1	Game Room Renovation	Equipment	Recommendation from Program Review and Assessment Measures 4.1	200,000	One Time	ASAP
A2	Furniture – Lewis Hall	Equipment	Objective 1.2 Residence Life Equip student room furnishings, study room & lobbies for upper-class students. 4.1	100,000	One-time	Fall 2007
A3	Accounting & Records Coordinator	Personnel	Redirect a custodial position due to heavy demand for services and as recommended by Internal audit. Residence Life 4.2	28,000	Recurring	ASAP
A4	Event Planning Office Renovation	Equipment	Objective 4.1 Student Activities To enhance the professional look of the office where customers book events.	10,000	One-time	Fall 2007
A5	Marketing materials for Residence Life	Operating	Objective 2.1 Residence Life To develop brochures and other materials for prospective residents.	10,000	Recurring	Fall 2007
A6	Upgrade wiring / purchase server for Student Union	Equipment	Objective 4.1 Student Activities Purchase computer, hardware, and software as part of technology plan	19,000	One-time	Fall 2007
A7	Equipment upgrade	Operating	Mail Services 4.1 Upgrade to Pitney Bowes postage meter machine.	5,000	One-time	Fall 2007
A8	Window replacement	Equipment	Assessment Measure for Objective 4.1 Student Activities	100,000	One-time	ASAP
A9	MSUB A/V Equipment	Equipment	Objective 4.1. Student Activities To upgrade old equipment and increase A/V capability for meetings & presentations.	15,000	One-time	Fall 2007
A10	Academic programming initiatives	Operating	Objective 2.1 Residence Life Activities to facilitate transition to college life and in collaboration with other programs.	18,000	Recurring	Fall 2007
A11	Programming funds for Residence Life	Operating	Objective 2.1 Residence Life Funds to expand hall programming efforts.	\$15,000	Recurring	Fall 2007
A12	Graduate Assistants, Recreational Sports	Personnel	Meet demands of growing department as noted in assessment measure 2.3	\$16,000	Recurring	Fall 2007
A13	Complete artwork for	Operating	Objective 3.1 Student Activities Select artwork that features TAMUK's history and culture so as to enhance welcoming environment in MSUB.	10,000	One time	Fall 2007
A14	Martin Hall Duct Cleaning	Operating	Objective 4.1 Residence Life Clean up built up dust & mold.	20,000	One-time	Fall 2007
A15	Lynch Hall Duct Cleaning	Operating	Objective 4.1 Residence Life Clean up built up dust & mold.	15,000	One-time	Fall 2007
A16	Graduate Assistant, Student Activities	Personnel	Meet demands of growing department as noted in assessment measure 2.3	\$8,000	Recurring	Fall 2007
Subtotal Dean of Students Area				\$614,000		

Near Term Resource Requests, AY 2007-2008, Life Services and Wellness						
	Request	Category	Justification	Cost	One-time or Recurring?	When Needed?
A1	LSW Supplies for Programming and Activities	Operating	Supplies for Programming and Activities 2.1	\$10,000	Recurring	AY2007
A2	LSW 2 Pentium Computers	Equipment	For Computer Based Testing for GRE Assessment Measure 4.1	\$4,500 (HEAF)	1-Time	Spring 2008
Subtotal LSW Area				\$14,500		
Near Term Resource Requests, AY 2007-2008, Careers Service						
	Request	Category	Justification	Cost	One-time or Recurring	When Needed?
A1	Marketing Plan implementation	Operating	Assessment Result for Objective 4.4 requires written strategies for Center services; Revised Objective 4.3 requires the creation of a Marketing Plan to ensure image and Center outreach.	\$12,000	One-Time	Fall 2007
A2	Expansion of travel funds	Operating	Objective 4.2 requires an expansion of recruitment efforts in the Rio Grande Valley; Revised Objective 4.2 requires professional staff to attend annual professional meetings.	\$8,000	On-Going	January 1, 2008
Subtotal Career Services Area				\$20,000		
Near Term Resource Requests, AY 2007-2008, Special Programs						
	Request	Category	Justification	Cost	One-time or Recurring?	When Needed?
A1	Increase Salary Match	Personnel	Increase salary match for the AVPSP (PI) from 10 to 20%. Other institutions, e.g., UTPA, UTEP, UTSA, TAMAC, TAMCC, and CBC have increased theirs higher than what is being requested. 4.2	\$14,340	Recurring	Fall 2007
A2	Maintenance	Operating	Seale Hall where HEP classes are being conducted is deteriorating; wall needs to be removed to expand classroom instruction. 4.1	\$9,500	One-time	Fall 2007
Subtotal for Special Programs				\$23,840		

Long-term Resource Requests, AY 2008-2009 and 2009-2010, Associate Vice President/Dean of Students Area

Priority	Request	Category	Justification	Cost (\$)	One-time, or recurring?	When needed?
1	Professional Staff Quarters; Repair /Upgrade	*	Objective 4.1 Residence Life Upgrade living area to better compete and attract pro staff (5 apartments)	150,000	One time	Fall 2009
2	Technology Services Coordinator Position	Personnel	Student Activities Required to support increased workload from measures 4.2	30,000 + benefits	Recurring	Fall 2008
3	Furniture / Martin Hall	Equipment	Objective 4.1 Residence Life Maintain a community environment desired by students.	200,000	One-time	Fall 2008
4	SUB Tejas Room Expansion	*	Objective 4.1 Student Activities Increase facility space due to increase in campus population; add an atrium.	1,000,000	One Time	Fall 2008
5	Lewis Hall, Replacement of exterior doors	*	Objective 4.1 Residence Life Replace outdated exterior doors built in 1956 to accept card access system	30,000	One-time	Fall 2008
6	Associate Director for Student Activities	Personnel	Student Activities 4.2 Required to support increased workload for assessment measures (multiple)	45,000	Recurring	Fall 2008
7	Student Family Apartments	*	Objective 4.1 Residence Life Continue 4 unit cycle of refurbishment and repair.	200,000	Recurring	Fall 2008
8	Lewis Hall Renovation	*	Objective 4.1 Renovate building built in 1956	1,500,000	One-time	Fall 2008
8	Marketing & Graphic Artist Coordinator	Personnel	Measure 4.2 Student Activities Required to support increased workload and upgrade web pages	35,000	Recurring	Fall 2008
10	Turner/Bishop Multipurpose Room	*	Objective 4.1 Residence Life -Area is in a prime location; to centralize 2 hall operations and provide a large area for multi-activities.	250,000	One time	Fall 2008
11	Furniture / Turner and Bishop Hall	Equipment	Objective 4.1 Residence Life; Upgrade room furnishings and lobby furniture	350,000	One-time	Fall 2008
12	Replace carpeting	*	Objective 4.1 Replace worn out carpeting in all residence halls.	200,000	Recurring Every 5 years	Fall 2008-2010
13	Coordinator Fitness & Spirit	Personnel	Rec Sports Required to support increased workload measure 4.2	30,000	Recurring	Fall 2009
14	Martin Hall Multipurpose Room	*	Objective 4.1 Residence Life Refurbish for use as a recreational facility and for meetings / hall programming.	150,000	One time	Spring 2010
15	Carpet replacement	Equipment	MSUB – replace outdated carpet; 4.1	50,000	One-time	Fall 2008
16	SUB Auditorium & Lounge	*	Objective 4.1 Student Activities To enhance facility construct a 700 seat auditorium in the MSUB.	5,500,000	One Time	Spring 2010
			Subtotal in DOS Area	\$ 9,720,000		

* = Construction and Renovation						
Long-term Resource Requests, AY 2008-2009 and 2009-2010, LSW						
	Request	Category	Justification	Cost	One-time or Recurring?	When Needed?
1	.50 FTE Counselor	Personnel	Meet growing demands of the department as more students are in need of services. 4.2	12,000	Recurring	Fall 2008
2	Addition to building	Reserve funds	An increase in number of students served in all areas; increase in the number of staff. Need to maintain confidentiality. Need to better assist the disability students. 4.1	\$385,000	1-Time	AY 2009
Subtotal in LSW Area				\$397,000		
Long-term Resource Requests, AY 2008-2009 and 2009-2010, Careers Services						
	Request	Category	Justification	Cost	One-time or Recurring	When Needed?
1	Hiring a Graduate Student	Personnel	Graduate Assistant to revise and revamp evaluations for national comparisons. 2.3	\$10,000	One-Time	September 1, 2008
2	Purchase of Software for placement and career services	Operating	To complete assessment of present placement system purchase of additional software will result in acquisition of instruments to determine career/major. 4.1	\$13,000	Recurring	October 2008
3	Funds for Junior-Senior Workshop	Operating	Funds for the design and execution of a transition training seminar. 2.1	\$6,000	Recurring	January 2008
Subtotal in Career Services				\$29,000		

III. Division of Student Affairs--Assessment of Institutional Effectiveness Plan 2005-2006

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

Objective (Learner Outcome) 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. Students will be informed of their rights and responsibilities as members of the university community.
3. International students attending TAMUK will increase.
4. Enrollment processes for students will be simplified.
5. As surveyed, comfort in expressing less popular points of views will increase within the student body.

Assessment Cycle: Yearly

Assessment Result:

- 1) Students were involved in a number of activities throughout the year, which helped them understand global issues through involvement in projects such as, American Democracy Project (Dean of Students / Arts & Sciences) Women's Leadership Institute (Women's Center) Walk/Run Breast Cancer Fundraiser (Women's Center) Relay for Life (Participation by Residence Life staff) Project Park (Student Activities / fraternity) Recognition for Community Service within the Student Leadership Recognition Awards program (Student Activities) Greek Week philanthropies and Javelina Welcome Community Service Project. In addition, students were provided the opportunity to participate in the three cultural heritage events: Hispanic Heritage Month, Black Heritage/Awareness Month, and Asian Heritage Awareness Month. Emphasis was placed on having a diverse group of events for each of these ethnic activities.
- 2) Students were informed of the Student Code of Conduct during Welcome Week and through distribution of the Student Handbook.
- 3) Even though enrollment of international students nationwide has been decreasing as a result of 9/11, Texas A&M University-Kingsville has experienced growth every semester. The university experienced more than 600 international students with the fall 2006 semester.
- 4) With the implementation of Banner and the hiring of a new Associate Vice President for Enrollment Management, the enrollment of new students took a new phase, particularly with the introduction of Talisma, a communications module.
- 5) Feedback from students reflected fewer complaints on issues impacting the University or students. The number of letters to the Editor did not increase compared to the previous year; however, student forums generated by the Student Government Association (SGA) were conducted in each of the colleges. In addition, the academic deans were invited to a dinner by SGA to discuss issues at hand and to address general questions by members of SGA. Student Government Association plays a key role in determining issues through one of their nine committees it has in place. Issues that came up during the 2005-2006 academic year related to residence life, particularly the lack of cleanliness of the residence halls on the weekends. This issue was immediately addressed by the Department of Residence Life. Other issues discussed by SGA pertained to the alignment of degrees on campus, the issue of not enough space for music majors, and as always the quality of food service.

Narrative:

- 1) The Office of Student Activities encourages student organizations to increase their community service activity by including that as one of the criteria for receiving organizational funding. All

Greek Organizations are required to participate in service to the community. Also, the Student Recognition Ceremony conducted by Student Activities has community service as one of its key recognition criteria. Student Activities will focus on increasing the number of community service opportunities.

- 2) Effective August 1, 2005, The Division of Enrollment Management was transferred to Academic Affairs, under the Provost's area.
- 3) It is always good to hear from students regarding how they are treated or questioning how their investment in education is going to impact them. Students who do not complain may later be sorry for not taking part in an issue. A university is a place for students to freely express their opinion and learn by exchanging ideas with others.

Objective (Learner Outcome) 1.2: Students will learn Javelina traditions so as to strengthen their connection to the university community. 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.
3. Opportunities to participate in campus spirit events will be enhanced.
4. There will be increased participation in campus events, awareness month festivities and ceremonies.
5. The number of new student organizations such as sports clubs, special interest organizations, political clubs, and academic clubs will increase.
6. A Javelina Traditions booklet will be published.

Assessment Cycle: Yearly

Assessment Result:

- 1) Participation in Hoggie Days for academic year 2004-05 included 779 participants, compared to 798 in academic year 2005-06, an increase of 2.6%.
- 2) Although no grade data are available, there are retention data that reflect that from Fall 2004 Semester to Fall 2005 Semester, there was a 60.3% retention rate compared to Fall 2005 Semester to Fall 2006 Semester, there was a 62.8% retention rate.
- 3) The Student Government Association initiated the "Hog Call" tradition to provide a vehicle to display school spirit in support of the football team. A spirit rally was held each Thursday night prior to a home football game. Rec Sports and TAMUK Cheerleaders sponsored a "Spirit Competition" as part of Welcome Week.
- 4) Numerous campus events initiated by units under the Office of the Dean of Students made it possible for students to participate in activities such as, Wacky Jueves – programming event on Thursdays (Student Activities), Family Day (Student Activities / Residence Life), Homecoming (Alumni Office / Student Activities), Sibs & Kids (Student Activities / Residence Life), College Bowl Program (Student Activities), Trick or Treat Event (Student Activities), Easter Egg Hunt (Student Activities), CPR Finals Week (Student Activities), Midnight Breakfast (RHA / Sodexho / Residence Life), GRAD FEST (Bookstore / Dean of Students), Homecoming Elections (SGA), Spring Fling (Student Activities), Fun In The Sun (RHA/Residence Life/Sodexho), Senior Week Program for graduating seniors (Student Activities), Student / Faculty Luncheon (Student Activities), Jav-A-Palooza (Rec Sports / Student Activities, Residence Life), Juneteenth Celebration (Residence Life, Black Heritage Committee), Fall Carnival (Student Activities; Residence Life) and Holiday Lighting on campus (Student Activities; Residence Life). Efforts were also made to highly publicize campus-wide events in the residence halls (Residence Life) and on campus (Student Activities).
- 5) Seven (7) new student organizations were introduced through the Student Government Association (SGA) in 2005-06. However, most new student organizations were in the "special interest" category.

6) A Javelina Traditions booklet was never published.

Narrative:

The literature clearly states that student involvement leads to better grades and better retention, which in turn leads to an increase in graduation numbers. The Division of Student Affairs plays a key part in getting students involved and thus providing the “other education” involving student life/development.

Objective (Learner Outcome) 1.3: 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. Upper-class students will assist with the teaching of developmental courses for students.

Assessment Cycle: Every semester

Assessment Result: This objective did not materialize.

Narrative:

The intent of this objective was for the Division of Student Affairs to share teaching responsibilities with University College in a block of classes designated for a Living and Learning Communities. Because of change in personnel in the Department of Residence Life, there was no-follow through.

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 (Learner Outcome) 2.1: Students will become familiar with campus services supporting their education. This will be demonstrated through student’s knowledge of campus services, participation in personal development courses exposing students to campus services, and increased utilization of campus services.

Assessment Measures:

1. Student Affairs will sponsor a wide array of programs and activities that foster the intellectual, social, moral, ethical, spiritual, and physical development of students.
2. Data will indicate increased utilization of campus services.
3. Student’s knowledge of services for students, as identified from student surveys, will improve.

Assessment Cycle: Yearly

Assessment Result:

- 1) This measure was met.

Career Services

Students have been offered a wider scope of workshops, including “What Are You Worth In The Marketplace”, “Graduate School Preparation and Funding”, and “What Can I Do with a Major in.....” in addition to Career Fairs, the Business Etiquette Dinner and in class presentations.

Student Development

Residence Life offered a variety of social and educational program to the hall residents. Students were also encouraged to participate in intramurals, campus-wide events and a variety of educational/awareness events.

Recreational Sports offered a complete schedule of intramural events.

Student Activities offered a large variety of events in collaboration with CAB, SGA and other student organizations, and the Greeks.

Life Services & Wellness

Through education and prevention programs, students will increase knowledge of alcohol, tobacco, and other drug use and abuse, sexually transmitted infections and other social issues. Programs on wellness topics were also presented.

Special Programs

Student Support Services (SSS) continued its collaboration with the Texas A&M University-Kingsville community by facilitating workshops with Financial Aid, 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.

100% of UBMS students attended workshops in career assessments, time management, and essay and resume writing, public speaking and, test taking techniques.

One hundred-one HEP students were provided with academic and vocational counseling. As a result, eighty tested and twenty-five received their General Education Diploma (GED) certificate. In addition, these GED graduates were automatically eligible for the College Assistance Migrant Program (CAMP) program.

- 2) This measure was met.

Career Services

The increase of *MonsterTrak* registration reflects a positive outreach of services to students. With the utilization of the *MonsterTrak* employment system, employer databases and resume documents were maintained.

The number of participants attending the Fall Career Fair increased by 11% during this period.

Student Development

The University Shuttle provided services to 2,644 students during the year. This included trips to town, the airport, the Social Security Office in Alice and other special requests.

6,814 students participated in housing sponsored activities. This was an increase of 15.7 % as compared to the previous year.

1,756 students participated in student organizations as compared to 1,581 the previous year.

3,334 students participated in Recreational Sports activities a decrease of 48 students from the previous year.

Life Services & Wellness

Patient visit analysis indicates a 46% increase of clinic visits from AY 2001 to present.

141% increase in career sessions conducted (including administration of career assessments) compared to 2005.

6% increase in the number of students receiving psychological assessments in comparison AY 2005

64% increase in prevention programs conducted in comparison to

54% increase in the number of flu vaccines administered.

Total contacts for the testing program increased by 16%; In-house participation increased by 21%.

Outreach presentations increased by 32% (116 total presentations) setting a record from the previous 7 years).

There was a 141% increase in the number of career assessments administered in comparison to AY 2005.

In AY 2005, 179 students utilized DSS services, which is an 8% increase over AY 2004.

Special Programs

Student Support Services (SSS) identified and maintained 262 eligible participants.

100% of 5 UBMS students graduated and 4 or 80 % are enrolled in postsecondary education.

The **Child Care Program** served thirty-four (34) parents and thirty-seven (37) children.

- 3) This measure was partially met.

Career Services

Surveys were distributed following classroom presentations and career advisement sessions. Overall assessment indicated that more than 85% of students experienced satisfaction following utilization of **MyRoad**.

Satisfaction of student will be assessed with a measure of 85% and 90% (respectively) for results following work-shops/seminars/counseling sessions and the Business Etiquette Dinner. (2.2)

Student Development

The orientation program for new students (Hoggie Days) continues to receive high marks with 87% of the participants finding the program worthwhile.

Life Services & Wellness

Out of the 15% students surveyed, 85% reported that their knowledge had increased upon their visit to the health care clinic;

Out of the 40% students surveyed, 90% reported that their knowledge had increased upon their visit to the counseling program.

90% of Patient Surveys indicated 100% satisfaction with Health Care providers.

72% of participants rated the activity /presentation as increasing their knowledge in the educational topic area presented (3009 participants surveyed); and 85% rated overall satisfaction with the presentation [4.5 out of a possible 5.0 Likert scale ranging from poor (1) to excellent (5)].

Narrative:

An overall effort will continue to be exerted by the Division of Student Affairs to insure student satisfaction in the services provided. The Division will need to explore better collaboration with Campus Ministries to highlight programs that address spiritual needs. Additional resources are needed to fund academic

programming initiatives in the halls (\$18,000), expand other hall programming efforts (\$15,000), programming supplies for LSW (\$10,000) and a Junior-Senior Workshop in Career Services (\$6,000). To enhance recruitment and participating programming activity, additional funds are requested for marketing in Residence Life (\$10,000) and Career Services (\$12,000).

Objective (Learner Outcome) 2.2: Students at the Texas A&M University-Kingsville System Center will become familiar with campus services supporting their education.

Assessment Measures:

1. System Center students will express their satisfaction regarding services available to them at that campus.
2. Student knowledge of System Center campus services will improve based on survey data.

Assessment Cycle: Yearly

Assessment Result:

1) A number of factors were surveyed and the percent satisfaction is represented by “Usually Satisfactory” or “Great). Below is a sample of what was surveyed. The % represents the level of satisfaction.

Parking	70%	Food Services	32%	Vending machines	63%
Personal Couns.	64%	Career Couns.	64%	Career Exploration	51%
Academic Adv.	70%	Registration	69%	Financial Aid	54%
Orientation	66%	Tutoring Service	49%	Study Skills Services	44%
Printed material	82%	Online material	79%	Computer Labs	73%
Recr. Sports	45%	ID Card Services	49%	Contact with Staff	75%
Contact with Fac.	84%				

2) Based on the factors surveyed above, student knowledge did improve from the previous year.

Narrative:

A survey was conducted at the System Center to determine this measure. Although some of the services are provided by the Palo Alto Campus, the Division of Student Affairs at A&M-Kingsville contributes services in areas such as counseling, career services, career exploration, study skills, and others.

Objective (Learner Outcome) 2.3: Students will learn valuable intellectual, social and ethical skills through participation in campus student employment opportunities, volunteer positions, internships and other leadership development activities.

Assessment Measures:

1. Student Affairs will offer student employment positions that will consist of well-structured opportunities to increase in job skills, time management, ethics, leadership, and other skill sets while serving as positive role models for underclassmen.
2. A diverse number of volunteer positions will be available to enhance participant’s personal development and career-related credentials.
3. Graduate and undergraduate internships in housing, activities, recreation sports, and counseling will be either established or maintained.
4. Careers in student affairs will be promoted through student affairs departments and the College of Education.
5. An advanced student leadership program targeting seniors and graduate students will be created.

Assessment Cycle: Yearly

Assessment Results:

- 1) This measure was met.

Student Development

The MSU student employee program was re-designed. New programs are now in place to provide student employees with orientation classes and workshops on skill development.

Orientation Leaders underwent a series of staff development meetings prior to the start of the first Hoggie Days.

Resident Advisors underwent a week-long pre-service training followed with several in-service sessions during the semester. Weekly staff meetings are also conducted where other staff development activities occur.

- 2) This measure was met in two areas of Student Affairs.

Career Services

Internship and cooperative education programs continue to be encouraged and embraced by faculty and advisors. Although many internships/cooperative education programs are college-sponsored, the Career Services Center continues to provide students with resources, support and assessment of these programs. Through career fairs, alumni contacts, on-campus recruitment opportunities, and employer networks, the Career Services Center continues to provide students with appropriate outreach services.

Life Services & Wellness

The Peer Educator Program was awarded the “Program of the Year” for its sponsorship of “Tropical Temptations Safe Spring Break Fair” and “Outstanding Student Organization” at the A&M-Kingsville Student Leadership Recognition Award Program.

At the BACCHUS Network Regional Conference, PEP Talk President was awarded the “Outstanding Peer Educator” for Area 6.

Peer Educator Programming increased 200% in AY 2005 in comparison AY 2004 (sponsoring 12 events and conducting six presentations).

The Volunteer Assistance Program (VAP) has provided valuable services to DSS. The volunteer receive training at the beginning of each long semester to provide services as scribes, readers, oral interpreters, and office/lab assistants. The program review provided insight for the new coordinator for the necessary changes to ensure both quality and confidentiality. This program saves the department approximately \$10,000 per semester.

Pre and post-tests showed a 15% increase in knowledge due to intern training program.

- 3) This measure was partially met. During fall 2005 and spring 2006, a graduate assistant in the recreational sports area was hired. This position will be maintained for the next academic year.
- 4) The Vice President for Student Affairs, the Associate Vice President and Dean of Students, the Assistant Vice President for Special Programs, and others served as guest presenters in one of the higher education classes taught by Dr. Gary Low. Promotion of careers in higher education was discussed during each of the presentations.
- 5) An advanced student leadership program targeting seniors and graduate students was not created by the Division.

Narrative:

Transition of personnel in the Office of Student Activities prohibited the creation of an advance student leadership program. Additional funding is requested for 2 Graduate Assistant positions in Recreational

Sports (\$16,000), a Graduate Assistant position in Student Activities (\$8,000) and a Graduate Assistant position in Career Services (\$10,000).

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

Objective (Learner Outcome) 3.1 Students will gain an appreciation of other cultures and the importance of valuing differences in others.

Assessment Measures:

1. Participation in awareness month festivities will increase.
2. Student participation in diversity training will increase.

Assessment Cycle: Yearly

Assessment Result:

- 1) This measure was met. Participation in the number of awareness month festivities did increase by about 5% as indicative of the evaluations that were turned in.
- 2) This measure was partially met. In Life Services & Wellness, An orientation to Disability Services for Students was presented to 80% of the academic colleges. Resident Advisor staff did participate in Diversity training through the Women's Center. Plans to expand opportunities to other student groups were not completed.

Narrative:

- 1) Efforts will be made to involve more students in the planning of awareness activities.
- 2) Diversity training opportunities for students and staff will be increased. Additional funds are requested purchase and place artwork in the MSU that feature's TAMUK's history and culture (\$10,000).

Objective (Learner Outcome) 3.2: Students will learn to be responsive to individuals. This will be demonstrated through increased leadership by students and modeling positive behaviors for underclassmen success.

Assessment Measures:

1. Students in key leadership advisory positions (i.e., Orientation Leaders, PEP talk members, Practicum counselors, Resident Advisors, etc.) will undergo training on being an effective peer helper.
2. Resident Advisors will role model positive upper-class behaviors as demonstrated by student surveys completed by underclassmen residing in the halls.

Assessment Cycle: Yearly

Assessment Result:

- 1) This measure was completed as students underwent extensive training in this area in conjunction with LSW staff.
- 2) A student survey was not conducted in this reporting cycle.

Narrative:

Plans are underway to conduct a student survey in 2006-07.

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

Objective 4.1: Student Affairs will assess the status of their facilities and equipment to identify areas needing improvement.

Assessment Measures:

1. Departments will assess their facility and equipment needs to provide appropriate services.
2. Students will express satisfaction in student services through student surveys.

Assessment Cycle: Yearly

Assessment Result:

1. This measure was met. Each area has closely reviewed their facilities and equipment identified areas needing repair, replacement or refurbishment.

Student Development

New furniture and equipment was purchased for the Memorial Student Union.

New exterior doors were installed by cafeteria and Financial Aid Office.

Wireless internet was made available in the Javelina Café.

Hall staff in conjunction with Physical Plant identified facilities improvement projects including minor repairs, fire safety upgrades, repairs to leaking roofs, apartment upgrades, etc.

Housing staff and Physical Plant reviewed plans to repair/replace the roofs at Student Family Apartments based upon priority of need.

Hall staff developed plans to improve the lighting surrounding the residence halls and parking lots after surveying the area.

Deferred Maintenance Accounts were established to assist with the maintenance needs of the residence halls.

Completed installation of the fire suppression system at Lewis Hall in coordination with Support Services during Summer 2006.

Residence Life completed the installation of new stoves and water heaters in the Student Family Apartments. The old appliances had gas pilot lights and the new appliances are equipped with electric pilots and deemed safer.

Life Services & Wellness

Health Care, Counseling, Testing, DSS, will follow a preventive maintenance schedule for equipment that requires periodic calibration, cleaning, and adjustment of clinical equipment as per OSHA, CLIA, and Section 504 requirements as well as any other guidelines. A Facility Equipment Maintenance (FEM) schedule was implemented for the department to enhance efficiency of resources.

Special Programs

In the HEP Program, additional rooms are needed to accommodate students in the program to maximize learning. One classroom is very small and will need to have a wall removed in order to make room for all of the students.

The interior of the building where HEP classes are conducted is in dire need of remodeling and painting. In 2006-2007, the sink in the upstairs restroom fell to the floor twice and could've caused injury to students. The building has an outdated, inadequate, electrical wiring and heating system. The students have complained of being cold in the winter time.

Narrative:

A number of facility projects / equipment upgrades have been identified pending funding and inclusion in the university projects list. They are included in the resource request.

Objective 4.2: Review staffing needs to assure that adequate staffing is in place for current or anticipated needs or new initiatives.

Assessment Measures:

1. Each unit will review their staffing needs.

Assessment Cycle: Annual

Assessment Result:

1. This measure was met as each area reviewed their staffing needs.

Narrative:

Additional funding is requested for an Accounting & Records Coordinator (\$28,000) in Residence Life. This is a redirected position and recommended by an internal audit. An increase in salary match is requested for the AVP in Special Programs from 10 % to 20% (\$14,340). Student Activities has identified the need for a Technology Services Coordinator (\$30,000), an Associate Director (\$45,000), a Marketing & Graphics Coordinator (\$35,000), and a Fitness and Spirit Coordinator in Recreational Sports ((\$30,000). In LSW, a part-time Counselor is requested (\$12,000) to help meet the heavy demand for these services.

Objective 4.3: Encourage all professional staff to remain current in their profession and abreast of professional trends, issues and best practices.

Assessment Measures:

2. Student Affairs personnel will maintain an active role in professional associations by attending conferences, presenting and/or participating in listservs and other informational venues.
3. Staff will report an increase in knowledge and enhanced skills due to professional development opportunities.

Assessment Cycle: Annual

Assessment Result:

1. This measure was met as Student Affairs professional and key support staff is strongly encouraged to attend / present at professional associations in their respective fields.

Career Services

Membership in the Career Development Association has created new insight into the field of career counseling and career development, including resource creation and purchase, initiating new career advising techniques and instruments, and has created a mentoring link for the counselor.

To facilitate outreach and service, the Director attended several national conferences, including the Hispanic Association for Colleges and Universities (HACU), National Association of Colleges and Employers (NACE), and the Society for Hispanic Professional Engineers (SHPE). Contacts from these conferences have been made, placing them on our data base as well as our career fair electronic planning system.

Student Development

Nino Mendieta served as Conference Coordinator for the National Association for Campus Activities and was elected as Regional Coordinator through 2009.

The Dean of Students attended TACUSPA, HACU, Legal Conference at UNT, and the System Symposium in Corpus Christi.

Special Programs

Special Programs personnel made presentations at the following meetings / conferences: 2006 Annual Meeting of the Southwestern Social Sciences Association; 52nd Annual Meeting of the Southwestern Psychological Association; Society for Advancement of Chicanos and Native Americans in Science conference (SACNAS); 4th Annual TAMUS Pathways to the Doctorate Research 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 Day; National Conference on Undergraduate Research (NCUR); 3rd South Texas Science Olympiad; and Texas A&M University-Kingsville Summer Research Presentations.

2. This measure was met based upon anecdotal information. In addition to staff development activities arranged by each unit (including in-service sessions, staff retreats and strategic planning activities), the Division of Student Affairs also has a Professional Development Committee to plan division-wide events.

Career Services

Membership in the Career Development Association has created new insight into the field of career counseling and career development, including resource creation and purchase, initiating new career advising techniques and instruments, and has created a mentoring link for the counselor.

Life Services & Wellness

Of the 80% staff participating in professional development opportunities, 100% reported an increase in professional knowledge due to the experience.

Student Development

A department staff retreat was not held as members participated in a division-wide retreat of key Student Affairs supervisory staff in Rockport-Fulton.

Narrative:

Staff development will continue to be an important aspect for the continued growth of each staff member. Career Services is requesting additional travel funds to attend other professional development conferences and to expand recruitment efforts (\$8,000).

IV. Linkage to the University Mission

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 provide 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.

Linkage to University Mission, AY 2005-2006, Division of Student Affairs.	
University Mission Component	Unit Objectives
Problem solvers	1.3, 2.3
Critical thinkers	2.1, 4.3
Well-rounded leaders	1.1, 2.1, 2.3
Teaching	1.3
Research	4.3
Service	1.1
Complex, dynamic, global society	1.1, 3.1
Access	1.1
Diversity	3.1
Student Success	2.1, 2.3, 4.2
Learner-centered environment	2.1, 4.1
Caring environment	1.2, 4.1
Challenging environment	3.2

V. Division of Student Affairs Revised Institutional Effectiveness Plan 2007-2008

Student Affairs sets forth four areas of emphasis that will guide the work for the division over the next several years in achieving the University goals. The goals and objectives follow the division's strategic plan.

- Emphasis #1: Foster an intellectually centered student culture
- Emphasis #2: Celebrate a sense of place and tradition
- Emphasis #3: Inspire a culture of service and responsibility
- Emphasis #4: Contribute to the University's learning environment

Goal One - Broaden the base of productive and educated citizens.

Celebrate a sense of place and tradition by creating a campus climate that fosters a sense of community, values differences, and is responsive to individuals and their cultures. Help the campus community learn how to celebrate and advance its location, roots, history, and unique experience to broaden the base of productive and educated citizens.

Objective 1.1 Promote, teach, and establish campus traditions and rituals.

Assessment Measures:

1. Teach Javelina songs and chants during "Hog Call" preceding the first two home football games each year. At least 225 students will participate each week at Hog Call.
2. Teach Javelina traditions by developing a Javelina traditions web page and handbook and teaching traditions during Javelina Welcome.
3. Begin special freshmen traditions and establish a freshmen rituals committee.
4. Establish Javelina Hoof Prints trail throughout campus with 50% of Hoof Prints completed by June 2007. 100% completed by December 2007.

Assessment Cycle: Annual

Assessment Result:

Narrative:

Objective 1.2 Celebrate open speech and continue to inspire students to freely and responsibly express their points of view.

Assessment Measures:

1. Institutionalize open forums such as Unpolitically Incorrect to serve as a forum within SGA.
2. The Cesar Chavez March and Martin Luther King March will remain as annual events.
3. Identify and publicize "free speech zone" and other pertinent information to facilitate free expression of ideas.
4. Work with other campus groups to facilitate presentations / speakers that will inform students about a variety of issues.

Assessment Cycle: Annual

Assessment Result:

Narrative:

Objective 1.3 Identify the soul of campus life; that which inspires students while on campus.

Assessment Measures:

1. Establish what makes TAMUK unique web page.
2. Design and develop the doctoral gown by summer 2007.
3. Promote the symbolism of the University Ring resulting in a 5% increase in number of rings purchased.
4. Collaborate with others to highlight the accomplishments of alums and facilitate interaction with current students so that they may be inspired about what it takes to be a Javelina.

Assessment Cycle: Annual

Assessment Result:

Narrative:

Goal Two – Enhance student learning through civic, professional and research engagement.

Inspire a culture of service and responsibility by connecting students to the community (Kingsville, South Texas, and World). Help students understand the interconnectedness of accountability, service to others, and responsibilities as an educated community to enhance their learning through civic, professional and research engagement.

Objective 2.1 Establish the Community Service Initiative (CSI) that incorporates individual and group volunteerism throughout campus and the local community.

Assessment Measures:

1. Host a community-wide volunteer fair during the first month of each semester, beginning spring 2007.
2. Host a campus clean-up day each long semester.
3. Establish the “adopt-n-agency” program within the residence halls beginning fall 2006.
4. Increase the number of community service opportunities by 5%.

Assessment Cycle: Annual

Assessment Result:

Narrative:

Goal Three -- Support the development and maintenance of nationally prominent undergraduate, graduate and professional programs.

Contribute to the University's learning environment by collaborating with colleagues to redefine student learning at a South Texas research university. Redefine Student Affairs, its emphasis, and delivery of

service to students. Examine new methodologies to support the development and maintenance of nationally prominent undergraduate, graduate and professional programs.

Objective 3.1 Continue to develop TAMUK student affairs as a recognized national program; one that contributes through presentations, articles, and other scholarly and voluntary activities.

Assessment Measures:

1. Require active participation in discipline associations through listservs, committees, and involvement in publications and presentations. 75% of the professional staff will belong to a student affairs listserv.
2. Encourage and support the acquisition of research grants, the publication of journal articles, the presentation of papers at state, national, and international conferences, or updates on the student affairs work at A&M-Kingsville. At least five programs will be presented at a regional or national conference by student affairs personnel AY2007
3. Initiate plans to hold a South Texas Student Affairs Summit consisting of all community colleges and university student affairs personnel and students by summer 2007.

Assessment Cycle: Annual

Assessment Result:

Narrative:

Objective 2.2 Contribute to the undergraduate and graduate programs by collaborating with other units and faculty to enhance student academic success.

Assessment Measures:

1. Continue to utilize faculty and staff in Student Affairs programming activities
2. Develop new collaborative partners that will promote student engagement, academic excellence and educational awareness of factors contributing to success in college.
3. Support / collaborate activities that assist key student groups in their transition to college life (first year students, athletes, international students, first generation at risk students, senior capstone activities, etc.) and graduation.

Assessment Cycle: Annual

Assessment Result:

Narrative:

Goal Four -- Promote the development of scholarly, research and creative activities that are nationally recognized.

As teachers, practitioners, and student advocates contribute to the University's learning environment by providing a seamless overall collegiate experience by orienting students to services and programs to best meet students' interests and needs. Assist departments in engaging students in the first-year experience and contribute socially and educationally to the overall learning experience in order to promote the development of scholarly, research and creative activities that are nationally recognized.

Objective 4.1 Enhance the leadership development programs, including freshmen leadership, advanced leadership, women's leadership, and organizational training for students by fall 2007.

Assessment Measures:

1. Develop one new student leadership program: “Advanced Student Leaders” in the spring 2007 semester
2. Create professional publications promoting and describing the TAMUK leadership programs.
3. Initiate plans to establish a South Texas Student Development Journal (online) by Spring 2007.
4. Increase student participation in Leadership Program by 5% through a variety of recruitment initiatives, including Welcome Week.

Assessment Cycle: Annual

Assessment Result:

Narrative:

Objective 4.2 Enhance the quality of campus life for students.

Assessment Measures:

1. Develop a Residence Life master plan to include 1) marketing; 2) new construction; 3) staffing; 4) furniture replacement and renovation; and 6) alternative living options for students besides traditional “residence hall” styles, such as special interest floors/wings, living/learning communities, upper-class only facilities or halls, and faculty-in-residence programs. no later than December 2006.
2. Establish renewed eateries and services in the MSUB.
3. Initiate discussion to close University Blvd in front of College Hall.
4. Develop/refine the Quality of Life instrument to measure student satisfaction. Develop a model student-learning questionnaire for a South Texas research university by February 2007.

Assessment Cycle: Annual

Assessment Result:

Narrative:

Goal Five - Provide a learner-centered environment in which the contributions of students, faculty and staff are valued.

Foster an intellectually centered student culture by encouraging broad opportunities that encourage student growth and development, promote health and wellness and value the exploration of life-long learning. Seek powerful partnerships that promote student learning, professional development, and the advancement of knowledge throughout the university. Invent the future of Student Affairs.

Objective 5.1 Maintain and improve communication with each department, between divisional areas, with faculty, staff and students and with external groups.

Assessment Measures:

1. Develop marketing strategies that will promote the services and programs of the Division.
2. Create opportunities to interact with key constituents so as to increase the Division’s visibility in the community.

3. Insure that each Student Affairs department is familiar with the Division's & University's goals, mission and core values.
4. Engage the University more frequently with students in informal settings (i.e. Pizza, President on the Patio, student listserv and student roundtable meetings, etc.).

Assessment Cycle: Annual

Assessment Result:

Narrative:

Objective 5.2 Establish a means to create and implement a fund-raising development program in support of existing efforts throughout campus.

Assessment Measures:

1. Collaborate with Institutional Advancement in the development of a fund-raising component within Student Affairs that serves non-institutional priorities (such as lectureship, MSU artwork, leadership programs, etc.).
2. Create opportunities for students to interact with Alumni Affairs and develop the concept of giving back to the university.

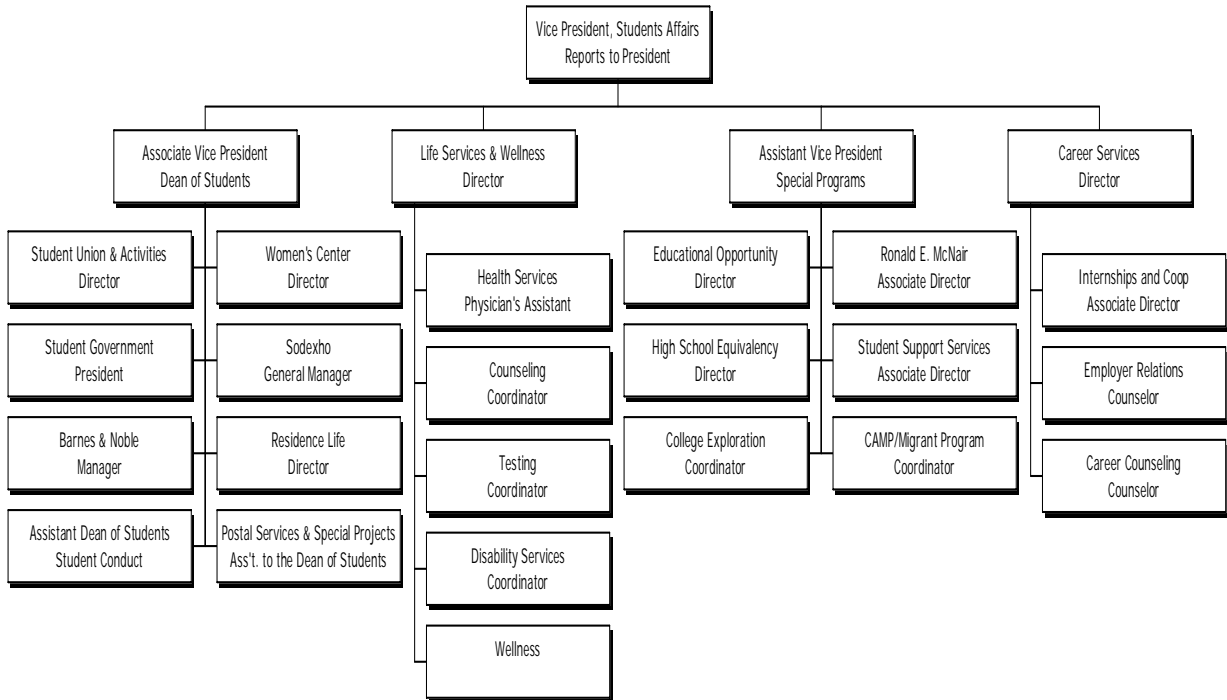
Assessment Cycle: Annual

Assessment Result:

Narrative:

ORGANIZATIONAL CHART

Student Affairs



Texas A&M University – Kingsville
Division of Student Affairs

SCHEDULE OF DEPARTMENT PROGRAM REVIEWS (*Revised 3-26-07*)

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 ([Completed 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