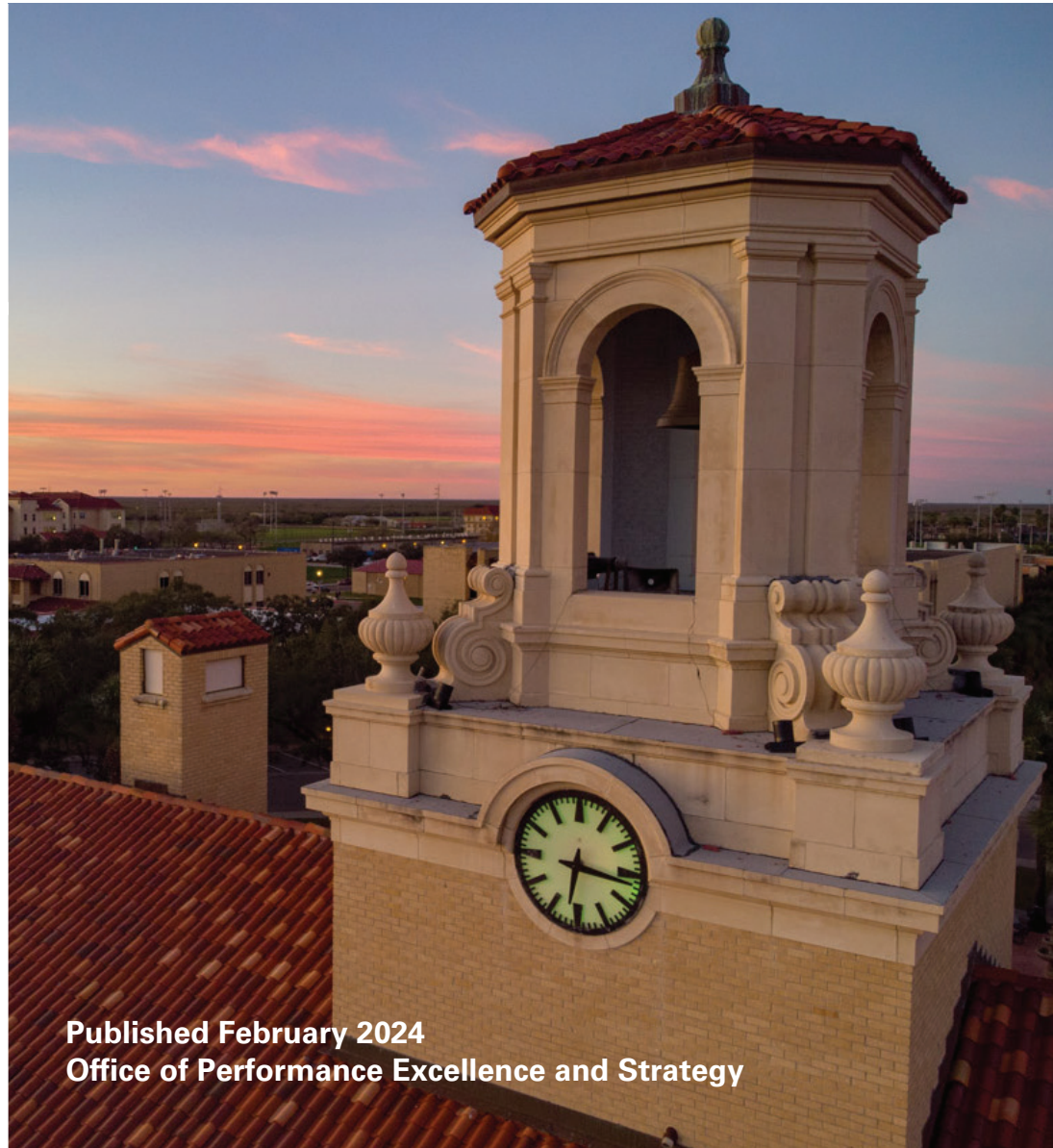
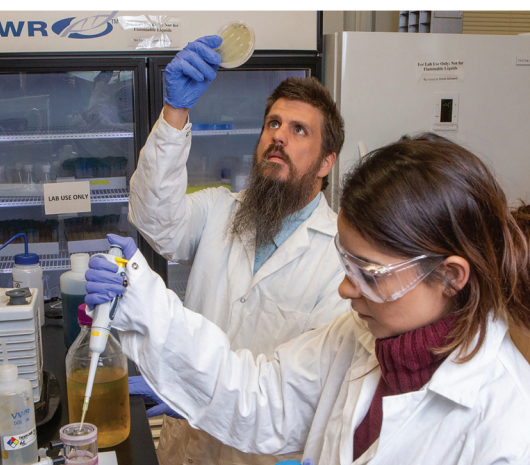




TEXAS A&M UNIVERSITY- KINGSVILLE®  
**STRATEGIC PLAN**

Academic Years 2022-2027

Year 2 Progress Report, Fall 2022 - Summer 2023



Published February 2024  
Office of Performance Excellence and Strategy

## Introduction

Texas A&M University-Kingsville (Texas A&M-Kingsville) launched its 2022-2027 Strategic Plan in the Fall 2021 semester after a multi-year planning process. The following report describes the progress made to attain the University's student achievement goals and its strategic Goals and Objectives in Year 2 (Fall 2022 through Summer 2023).

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### Student Achievement Progress Report

Texas A&M-Kingsville has identified several Key Performance Indicators (KPIs) to measure student achievement. These KPIs were initially developed in 2013 with input from the University's Academic Deans Council, the Council of Chairs, and the Faculty Senate and have been revised and updated regularly since then as part of the University's strategic planning process. The most recent update in the academic year (AY) 2022 was intended to better align these KPIs with the 2022-2027 strategic plan. The KPIs include the following:

- Student retention (Table 1)
- Course completion rate (Table 2)
- Number of degrees awarded (Tables 3–5)
- 6-year graduation rate (Tables 6–9)
- 4-year graduation rate for transfer students (Table 10)
- State Licensure Pass Rate for Teacher Education (Table 11)
- State Licensure Pass Rate of Engineering (Table 12)
- Graduates Employed or Pursuing Additional Education (Table 13)
- Median Salaries for Recent Graduates (Table 14)

### Components of the Student Achievement Progress Report

**Key Performance Indicators (KPIs)** describe how the University measures progress toward meeting its student achievement goals.

- **Definition** defines the metric chosen for the KPI.
- **KPI Thresholds** are expectations set by the University to define its own acceptable level of achievement (a minimum target, usually aligned with baseline data).
- **KPI Targets** are the University's expectations for improvement and/or aspirational targets that define what the University intends to achieve (improvement/aspirational target).

**Data Findings** for each KPI describe how the University is performing.

- The most recent year of KPI data is compared to the identified KPI Threshold and Target.
  - If the indicator met or exceeded the KPI Threshold and/or Target, this field was coded in **green**.
  - If the indicator did not meet or exceed the KPI Threshold and/or Target, this field was coded in **red**.

**Analysis of Results** describes the data findings, including change over time and comparison to a peer group (if comparison data is available).

**Use of Results for Improvement** describes the actions and activities that the University implemented to seek the attainment of the KPI Thresholds and Targets. This also describes the actions that the University will take in the future to support continuous improvement and the attainment of the KPI Thresholds and targets.

# STUDENT ACHIEVEMENT KPI DATA

## KPI: Student Retention

**Definition.** The percentage of full-time first-time degree-seeking freshmen who enroll during one fall term and return the next fall term at Texas A&M-Kingsville.

Table 1. Data Findings: Student Retention					
Measure	AY 2022	AY 2023	Change from Prior Year	KPI Threshold	2026 KPI Target
Freshman Retention	63.4%	67.0%	+ 3.6 pts.	68%	70%

Source: Headcount snapshots created by the Office of Institutional Research and Assessment that are consistent with the official state CBM001 Student Report

**Analysis of Results.** Texas A&M-Kingsville did not attain the KPI Threshold of 68% in AY 2023. At 67.0%, the AY 2023 retention rate shows a 3.6 percentage point improvement over AY 2022 (63.4%) and is the highest the University has achieved since AY 2020 (72.1% pre-Covid).

**Use of Results for Improvement:** In June 2023, the University launched Franklin Covey's The 4 Disciplines of Execution® (4DX) methodology as the framework for increasing strategic execution by creating a culture of high performance. During a two-day workshop, University executives and administrative leaders were introduced to the 4DX methodology and collaborated to identify the university's wildly important goals (WIGs). Leaders selected the following WIG: achieve an overall enrollment headcount of 10,000 students by the fall 2028 semester. The two sub-WIGs identified to support the attainment of the main enrollment WIG are the recruitment of new students and the retention of currently enrolled students. The 4DX model will be implemented across the University in the 2023-2024 academic year. A preliminary progress update will be available as early as June 2024.

Additionally, the University continues to implement the Javelina Promise program which was launched in January 2022 and supports student enrollment, retention, and graduation. The program covers tuition and mandatory fees for eligible students by first applying for federal and state aid, such as Pell Grant and TEXAS Grant, scholarships, and other gift aid. Any remaining tuition and mandatory fees not covered by the aforementioned programs are covered by this award. In AY 2023, the Office of Student Financial Aid awarded \$1,157,420.37 to 873 students through the Javelina Promise Program.

## KPI: Course Completion Rates

**Definition.** The percentage of semester credit hours completed. The total number of semester credit hours for which students are enrolled on the last day of the semester divided by the number of semester credit hours for which students were enrolled on the census day for fall and spring semesters or the appropriate census day for summer sessions.

Measure	AY 2022	AY 2023	Change from Prior Year	KPI Threshold	2026 KPI Target
SCH Completed	96.3%	96.3%	–	96%	98%

Source: Certified state CBM005 Student Schedule Report

**Analysis of Results.** Texas A&M-Kingsville met the KPI Threshold for course completion rates. This rate has remained consistent (rates of over 95%) over the past several years.

**Use of Results for Improvements:** Texas A&M-Kingsville will continue to support students' course completion rates by offering effective learning supports such as tutoring services, writing services, and mentoring services. Though course completion rates are an important indicator of student achievement, the University may consider utilizing additional methods to measure effectiveness, such as productive course rates (percentage of students who successfully complete the course with an A, B, or C grade) and DFW rates (percentage of students who complete the course with a D or F grade or they withdraw from the course).

## KPI: Number of Degrees Awarded

### *Undergraduate Degrees*

**Definition:** The number of undergraduate degrees awarded within the reporting period.

Measure	AY 2022	AY 2023	Change from Prior Year	KPI Threshold	2026 KPI Target
Undergraduate Degrees	949	897	- 52	1148	1377

Source: Certified state CBM009 Graduation Report; Legislative Budget Board definition on Minority group is used

**Analysis of Results.** Texas A&M-Kingsville did not meet the KPI Threshold for the number of undergraduate degrees awarded. The AY 2023 number (897) continues the downward trend seen in previous years (949 in AY 2022, 1,191 in AY 2021, and 1,151 in AY 2020.) This can be attributed to the lingering impact of on-going enrollment declines due to the COVID-19 pandemic.

### Undergraduate degrees awarded to students in minoritized groups

**Definition.** The number of Hispanic, Black, and Native American students who have earned a baccalaureate during the reporting period.

Table 4. Data Findings: Number of Undergraduate Degrees Awarded to Students in Minoritized Groups					
Measure	AY 2022	AY 2023	Change from Prior Year	KPI Threshold	2026 KPI Target
Undergraduate Minority Degrees	719	701	- 18	855	1026

Source: Certified state CBM009 Graduation Report; Legislative Budget Board definition on Minority group is used

**Analysis of Results.** Texas A&M-Kingsville did not meet the KPI Threshold for the number of undergraduate degrees awarded to students in minoritized groups. As with the overall number of undergraduate degrees awarded, the AY 2023 number (701) continues the downward trend seen in previous years (719 in AY 2022 and 926 in AY 2021).

### Graduate degrees

**Definition.** The number of graduate degrees awarded within the reporting period.

Table 5. Data Findings: Number of Graduate Degrees Awarded					
Measure	AY 2022	AY 2023	Change from Prior Year	KPI Threshold	2026 KPI Target
Graduate Degrees	481	544	+ 63	617	740

Source: Certified state CBM009 Graduation Report; Legislative Budget Board definition on Minority group is used

**Analysis of Results.** Although Texas A&M-Kingsville did not meet the KPI Threshold for the number of graduate degrees awarded, the AY 2023 number (544 degrees awarded) is an increase of 63 graduates over AY 2022 (481 degrees awarded) and the highest achieved since AY 2020 (595 in early Covid).

**Use of Results for Improvements:** The Javelina Relight program is dedicated to assisting students to complete their undergraduate degrees by aiding students who may have stopped or paused their academic goals and are now ready to resume their studies to complete their degree. The program supported 68 students from January 2023 to September 2023, with 53 receiving institutional aid earmarked for this program and 43 graduating from the university. Plans are in place to expand the Relight program, allowing graduate students to benefit from the program and expanding eligibility for additional undergraduates.

As described above, the University continues to implement the Javelina Promise program which was launched in January 2022 and supports student enrollment, retention, and

graduation. The program covers tuition and mandatory fees for eligible students by first applying federal and state aid, such as Pell Grant and TEXAS Grant, scholarships, and other gift aid. Any remaining tuition and mandatory fees not covered by the aforementioned programs, are covered by this award. In AY 2023, the Office of Student Financial Aid awarded \$1,157,420.37 to 873 students through the Javelina Promise Program.

Additionally, the Office of Student Success fully implemented a new advising staffing structure in June 2023. This structure is focused on lowering caseloads for most academic advisors and incorporating the role of team leads to provide more targeted support. The implementation of lower caseloads for academic advisors will result in more individualized support for students, enabling advisors to dedicate more time to each student’s academic and career development.

### KPI: Graduation Rates (within 6-years)

**Definition.** The 6-year graduation rate is calculated by following a cohort of first-time full-time degree-seeking freshmen and determining the number of students in the cohort who are awarded undergraduate degrees after six years as a percentage of the total number of students in the freshman cohort at Texas A&M-Kingsville.

#### Overall 6-Year Graduation Rate

Table 6. Data Findings: 6-Year Graduation Rate					
Measure	AY 2022 (N / Fall 2016 Cohort)	AY 2023 (N / Fall 2017 Cohort)	Change from Prior Year	KPI Threshold	2026 KPI Target
6-Year Graduation Rate	44.0% (528/1199)	45.6% (491/1077)	+ 1.6 pts.	43%	48%

Source: Headcount and degree snapshots created by the Office of Institutional Research and Assessment that are consistent with the official CBM001 Student Report and CBM009 Graduation Report to the Texas Higher Education Coordinating Board and reported to IPEDS

**Analysis of Results.** At 45.6%, Texas A&M-Kingsville’s 6-year graduation rate surpassed the KPI Threshold of 43% and continues to make progress toward the 2026 KPI Target of 48%. This is a significant increase from AY 2017 when the graduation rate was 37.4%.

Disaggregated by Ethnicity

Table 7. Data Findings: 6-Year Graduation Rate Disaggregated by Ethnicity					
Measure	AY 2022 (N / Fall 2016 Cohort)	AY 2023 (N / Fall 2017 Cohort)	Change from Prior Year	KPI Threshold	2026 KPI Target
Hispanic/ Latino	45.0% (390/867)	47.3% (382/808)	+ 2.3 pts.	43%	48%
White	45.2% (94/208)	45.3% (82/181)	+ 0.1 pts.	43%	48%
Black or African American	31.1% (23/74)	23.9% (11/46)	- 7.2 pts.	43%	48%
Non-Resident Alien	50.0% (6/12)	53.8% (7/13)	+ 3.8 pts.	No threshold set due to small population size	No goal set due to small population size
Asian	60.0% (6/10)	62.5% (5/8)	+ 2.5 pts.		
Two or More Races	42.1% (8/19)	16.7% (2/12)	- 25.4 pts.		
Unknown	33.3% (1/3)	50.0% (1/2)	+ 16.7 pts.		
American Indian or Alaska Native	0.0% (0/1)	50.0% (1/2)	+ 50.0 pts.		
Native Hawaiian or other Pacific Islander	0.0% (0/5)	0.0% (0/5)	-		

Source: Headcount and degree snapshots created by the Office of Institutional Research and Assessment that are consistent with the official CBM001 Student Report and CBM009 Graduation Report to the Texas Higher Education Coordinating Board and reported to IPEDS

Note: The data source for this table has been changed from prior year. This change in approach reflects an attempt to better align the data in Tables 6-9.

**Analysis of Results.** Texas A&M-Kingsville exceeded the threshold for students belonging to Hispanic/Latino and White ethnic groups but failed to meet the threshold for Black or African American students. The number of Black/African American students also decreased by nearly 45% from the Fall 2016 cohort to the Fall 2017 cohort. Although the University did not set thresholds for other ethnic groups, the graduation rates among students of two or more



ethnicities and those of Native Hawaiian or other Pacific Islander descent also fell below the threshold of 43 percent.

*Disaggregated by Gender*

<b>Table 8. Data Findings: 6-Year Graduation Rate Disaggregated by Gender</b>					
Measure	AY 2022 (N / Fall 2016 Cohort)	AY 2023 (N /Fall 2017 Cohort)	Change from Prior Year	KPI Threshold	2026 KPI Target
Male	37.7% (244/648)	40.9% (244/596)	+ 3.2 pts.	43%	48%
Female	51.5% (284/551)	51.4% (247/481)	- 0.1 pts.	43%	48%

Source: Headcount and degree snapshots created by the Office of Institutional Research and Assessment that are consistent with the official CBM001 Student Report and CBM009 Graduation Report to the Texas Higher Education Coordinating Board and reported to IPEDS

**Analysis.** Texas A&M-Kingsville surpassed its KPI Threshold and Target for the 6-year graduation rate among female students and approached the KPI Threshold for male students. The graduation rate for females has been steadily increasing, from 35.7 percent in 2017 to 51.4 percent in AY 2023. Although the University was not able to meet the KPI threshold for male students, the graduation rate for males has almost doubled from 24.3 percent in 2017 to 40.9 percent in AY 2023.

*Disaggregated by Pell Status*

<b>Table 9. Data Findings: 6-Year Graduation Rate Disaggregated by Pell Status</b>					
Measure	AY 2022 (N /Fall 2016 Cohort)	AY 2023 (N /Fall 2017 Cohort)	Change from Prior Year	KPI Threshold	2026 KPI Target
Pell Recipients	40.0% (265/663)	40.4% (248/614)	+ 0.4 pts	43%	48%
Direct Subsidized Loan Recipients	54.0% (67/124)	44.3% (54/122)	- 9.8 pts	43%	48%
Did not receive either a Pell Grant or Direct Subsidized Loan	47.6% (196/412)	55.4% (189/341)	+ 7.9 pts	43%	48%

Source: IPEDS Graduation Rates

**Analysis of Results.** Texas A&M-Kingsville did not meet the threshold for 6-year graduation rates among students who received Pell Grants but did meet the threshold for students who receive Direct Subsidized Loans.

**Use of Results for Improvements:** The Javelina Relight program is dedicated to assisting students to complete their undergraduate degrees by aiding students who may have stopped or paused their academic goals and are now ready to resume their studies to complete their degree. The program supported 68 students from January 2023 to September 2023, with 53 receiving institutional aid earmarked for this program and 43 graduating from the university. Plans are in place to expand the Relight program, allowing graduate students to benefit from the program and expanding eligibility for additional undergraduates.

As described above, the University continues to implement the Javelina Promise program which was launched in January 2022 and supports student enrollment, retention, and graduation. The program covers tuition and mandatory fees for eligible students by first applying for federal and state aid, such as Pell Grant and TEXAS Grant, scholarships, and other gift aid. Any remaining tuition and mandatory fees not covered by the aforementioned programs are covered by this award. In AY 2023, the Office of Student Financial Aid awarded \$1,157,420.37 to 873 students through the Javelina Promise Program.

Additionally, the Office of Student Success fully implemented a new advising staffing structure in June 2023. This structure is focused on lowering caseloads for most academic advisors and incorporating the role of team leads to provide more targeted support. The implementation of lower caseloads for academic advisors will result in more individualized support for students, enabling advisors to dedicate more time to each student’s academic and career development.

**KPI: Transfer Student Graduation rates (within 4 years)**

**Definition.** The percentage of full-time degree-seeking undergraduate students who transfer into the institution for the first time in the fall semester with at least 30 accepted semester credit hours and graduate within four academic years.

<b>Table 10. Data Findings: 4-Year Graduation Rate for Transfer Students</b>					
Measure	AY 2022	AY 2023	Change from Prior Year	KPI Threshold	2026 KPI Target
Transfer Students who Graduate in 4 Years	71.7%	70.5%	- 1.2 pts.	68%	70%

Source: Legislative Budget Board definition based on matriculated college credits before the first semester at Texas A&M University-Kingsville

**Analysis of Results.** Although the 4-year graduation rate for transfer students dropped slightly in AY 2023, Texas A&M-Kingsville continues to exceed its threshold and target for this KPI.

**Use of Results for Improvements:** In the Fall 2022 semester, the Office of Student Completion and Community College Relations was established to better support the needs of transfer students and to create stronger transfer pathways. With an Executive Director, an Associate Director of Transfer Pathways and Credit Articulation, and a Transfer Student Coordinator, the office is dedicated to recruiting, onboarding, and supporting transfer students through completion.

### KPI: State Licensure Pass Rates

#### *State Licensure Pass Rate-TExES*

**Definition.** The percentage of students of the institution’s undergraduate teacher education program graduates attempting the state licensing examination who pass all parts either before graduation from the program or within the twelve months immediately following graduation from the program.

Measure	AY 2022	AY 2023	Change from Prior Year	KPI Threshold	2026 KPI Target
State Licensure Pass Rate (TExES)	46.7%	79.5%	+ 32.8 pts.	82%	93%

Source: College of Education and Human Performance

**Analysis of Results.** Although Texas A&M-Kingsville did not reach the threshold for licensure pass rates for the state’s educator preparation exam, the AY 2023 pass rate of 79.5 percent is a 32.8-point increase over AY 2022.

**Use of Results for Improvements:** In response to the low pass rates in prior years, the College of Education and Human Performance took the following steps: bringing in external consultants to advise the college on areas of concern and improvements, aligning all Teacher and Bilingual Education coursework to TEA (Texas Education Agency) standards, updating degree plans and articulation agreements, reworking program curriculum to reinforce key skills and areas where students struggle on the licensing exams, and providing intervention workshops to help students prepare for their professional exams. Additionally, the Educator Preparation Program (EPP) recently hired a new interim dean, an EPP program director, and a certification coordinator.

#### *State Licensure Pass Rate- Engineering*

**Definition.** The percentage of the institution’s undergraduate engineering program graduates attempting the state licensing examination who pass all parts either before graduation from the program or within the twelve months immediately following graduation or any required internship.

<b>Table 12. Data Findings: State Licensure Pass Rate of Engineering, AY 2022-2026</b>					
Measure	AY 2022	AY 2023	Change from Prior Year	KPI Threshold	2026 KPI Target
State Licensure Pass Rate (ENGINEERING)	21.4%	12.9%	- 8.5 pts.	40%	45%

Source: College of Engineering

**Analysis of Results.** Texas A&M-Kingsville did not reach its threshold for state licensure pass rates for engineers.

**Use of Results for Improvements:** In AY 2023, the Civil Engineering program began reviewing/redeveloping its program curricula to better align with the licensing exam and industry needs. The program anticipates that this process will take 2 years, with new course proposals beginning to route in Fall 2023.

Additional measures that will be taken include early identification of students qualified to take the exam and when they intend to take it, distribution of test preparation materials easily accessible, prescreening students to ensure that they are well prepared and capable of passing prior to taking the exam.

### **KPI: Graduate Outcomes (employment and/or further education)**

**Definition.** The percentage of students found working or enrolled in Texas within one year after earning a degree or certificate from Texas A&M-Kingsville.

<b>Table 13. Data Findings: Graduates Employed or Pursuing Additional Education</b>					
Measure	AY 2022	AY 2023	Change from Prior Year	KPI Threshold	2026 KPI Target
Graduates employed or in graduate school	–	–	–	74%	80%

Source: Texas Higher Education Coordinating Board accountability report

Note: There is a 2-year lag in data availability from the accountability reports submitted to the Texas Higher Education Coordinating Board. The scores for the AY 2022 and AY 2023 are not yet available.

**Analysis of Results.** Analysis is not possible due to the lack of data for AY 2022 and AY 2023. In AY 2021 (most recent data), 79.8 percent of graduates were found to be working or enrolled. This is a 7.2 percentage point increase from 2017 (72.6% found working or enrolled).

**Use of Results for Improvements:** Due to the lack of published data for the past several years, the University will explore alternate methods for measuring graduate outcomes such as employment after graduation and continuing education. The Office of Career Engagement is currently seeking to standardize the process in which the University’s recent graduate career outcomes data is gathered, synthesized, and reported collectively and equitably across all colleges. To do this, the University will be participating in the National Association Colleges and Employers’ (NACE) First-Destination Survey. The Survey captures information regarding how new college graduates fare within their careers within six months of graduation and will enable the University to compare its graduate outcomes with those of peer institutions.

### KPI: Graduate Salary (bachelor's degree)

**Definition.** The typical median salary for Texas A&M–Kingsville graduates with 0-5 years’ experience in their field.

Table 14. Data Findings: Median Salaries for Recent Graduates					
Measure	AY 2022	AY 2023	Change from Prior Year	KPI Threshold	2026 KPI Target
Salaries for bachelor degree with 0 – 5 years experience	\$57,400 TAMUK	\$64,200 TAMUK	+ \$6,800 TAMUK	Peer Group Mean	Above peer group mean
	\$50,917 THECB Peers	\$57,350 THECB Peer	+ \$ 6,400 THECB Peer		

Source: Payscale.com

**Analysis of Results.** The University exceeded both its threshold and target for median salaries for recent graduate students. For AY 2023, the median salary for Texas A&M-Kingsville alumni with 0–5 years of experience was \$64,200, roughly 12 percent higher than the University’s peer group. Median salaries have been steadily increasing in recent years.

**Use of Results for Improvements:** The University will soon make the Lightcast Career Coach assessment tool available on its website to current, former, and prospective students. Career Coach provides students with information on career pathways based on assessment results which are tied to local and regional labor market data and demand. Career Coach widgets which display labor market demand and salary information will also be embedded into program webpages. It is anticipated that Career Coach will be launched in Summer 2024.

## PROGRESS UPDATES FOR STRATEGIC GOALS AND OBJECTIVES

### Strategic Plan Goal 1 – Assure all students are successful

Texas A&M-Kingsville, as both a Hispanic- and a minority-serving institution, has a moral obligation to ensure that its students are successful. Every student who attends this university is entitled to be successful, and it is the University's mission to ensure that success.

#### 1. Achieve a first-year retention rate of 85% or more

Freshman retention for AY 2023 was 67.0% percent (an increase of 3.6 points from the previous year). This is the percentage of full-time first-time degree-seeking freshmen who enroll during the fall term and return the next fall term at Texas A&M-Kingsville. Although the University is not yet close to its aspirational 85% rate, Texas A&M-Kingsville is moving towards its 2026 target of 70 percent (see discussion on the retention rate within the section on page 4). Below is a list of various retention initiatives that took place in AY 2023 that contributed to this rate.

##### Division of Academic Affairs

- The Office of the Provost and Senior Vice President for Academic Affairs engaged 50 faculty in teaching excellence initiatives through ACUE resulting in 55 earned credentials as of August 2023.
- The Center for Teaching Excellence supported 13 new faculty members in the New Faculty Investment Program for 2022-2023
- The College of Business Administration had an increase in faculty engagement in the UNIV course delivery, encouraging students to participate in departmental student organizations and activities, fully utilizing the Starfish early warning system, and having more alumni speak to students about their success and sharing data regarding employment opportunities.
- The Department of Rangeland and Wildlife Science saw an 88% retention rate (an increase from 71% in the previous AY). Initiatives such as involvement in Living Learning Communities in the dorms for RWSC students and the establishment of an RWSC Student-Faculty Social that allowed students to get to know department faculty contributed to the increase in first-year retention.
- A total of nine (9) student parents were awarded the Kenedy grant which covered entirely their childcare tuition by the Center for Young Children.
- The Office of Student Success implemented a new advising structure that includes advisor leads, a freshman team (with a smaller student load), an assistant director, and an executive director (hired pending).

##### Division of Enrollment Services & Student Affairs

- The Division of Enrollment Services & Student Affairs implemented 4 out of the 28 plans for recommendation by Ruffalo Noel Levitz (RNL) consultants in AY 2023. These plans were: developing an updated Welcome Center and Campus Tour, conducting a market feasibility

study on academic program portfolio, building a family engagement strategy, and enhancing efforts to support transfer students.

- The Office of Student Financial Assistance awarded 6,839 students with financial aid award packages, \$1,157,420.37 was paid in the Javelina Promise Program (873 students).

### Performance Excellence & Strategy

- In June 2023, the University launched Franklin Covey's The 4 Disciplines of Execution® (4DX) methodology as the framework for increasing strategic execution by creating a culture of high performance. During a two-day workshop, University executives and administrative leaders were introduced to the 4DX methodology and collaborated to identify the university's wildly important goals (WIGs). Leaders selected the following WIG: achieve an overall enrollment headcount of 10,000 students by the fall 2028 semester. The two sub-WIGs identified to support the attainment of the main enrollment WIG are the recruitment of new students and the retention of currently enrolled students. The 4DX model will be implemented across the University in the 2023-2024 academic year. A preliminary progress update will be available as early as June 2024.

## **2. Achieve undergraduate graduation rates of 4-year 45% and 6-year 70% or more**

The 4- and 6-year graduation rates are calculated by following a cohort for first-time full-time degree-seeking freshmen and determining the number of students in the cohort who are awarded undergraduate degrees after four and six years as a percentage of the total number of students in the freshman cohort. For AY 2023, the 4-year graduation rate was 25.7 percent, and the 6-year graduation rate was 45.6 percent. Disaggregation of the 6-year graduation rate by ethnicity, gender, and socioeconomic status in the previous Student Achievement section). Below is a list of initiatives that took place in AY 2023 that help contribute to this rate.

### Division of Academic Affairs

- The Office of Student Success fully implemented a new advising structure in June 2023. This structure is focused on lowering caseloads for most academic advisors and incorporating the role of team leads to provide more targeted support. The implementation of lower caseloads for academic advisors resulted in more individualized support for students, enabling advisors to dedicate more time to each student's academic and career development.

### Division of Enrollment Services and Student Affairs

- The Office of Dual Enrollment reported that dual enrollment students enrolled for a total of 3,125 semester credit hours (SCH) during AY 2023 which is a 1.36% increase from the previous year.
- The Javelina Relight program is dedicated to assisting students to complete their degrees by aiding students who may have stopped or paused their academic goals and are now ready to resume their studies to complete their degree. The program supported 68

students from January 2023 to September 2023, with 53 receiving institutional aid earmarked for this program and 43 graduating from the university.

- Disability Resource Center (DRC) had twenty-six students graduate in FY 23 with a GPA of 2.88 or higher which is a 62.5% increase compared to the prior year. DRC's Student Intervention Program which is designed from a case management framework to teach students to identify self-advocacy, rights and responsibilities, communication skills, time management and social supports, has contributed to improving the retention and graduation rates.

### **3. Reduce the Dropped, Failed or Withdrawal (DFW) rate for undergraduates to 10% or less**

The average unweighted Dropped, Failed, or Withdrawal (DFW) rate for undergraduate students in AY 2023 was 12.3 percent (the weighted average was 17.4%). This is a 1% decrease from last year. Below is a list of various retention initiatives that took place in AY 2023 that help contribute to this rate.

#### Division of Academic Affairs

- The Department of Chemical and Natural Gas Engineering identified courses with high DFW rates and had discussions with professors in these courses. A strategy that was implemented was for professors to have early interference and communication with students who perform poorly. Professors will advise the students how they can improve their performance in the courses, such as not missing classes, visit them during office hours for help, and use tutoring opportunities in the college.
- The University Writing Center fulfilled a total of 2,485 tutoring sessions (face-to-face and online), servicing a total of 1,374 students. With each tutoring session one hour long, the Writing Center had 2,485 student contact hours in AY 23. This is up significantly from AY 2022, which only had a total of 2,172 total tutoring sessions/contact hours.
- The College of Agriculture and Natural Resources hosted Dean's Lunches with targeted at-risk groups as well as student ambassadors who served as peer mentors. Together with the supervision of the Associate Dean, mid-semester GPAs of over half of the at-risk students improved from the previous fall semester (> 2.0) and were maintained through the end of the semester.
- Students intending to withdraw are not always aware of the implications of withdrawing on their financial aid or academic standing. With the goal of students being better informed about this decision, the Office of the Registrar revised its Intent to Withdraw Form by requiring signatures indicating that the student has visited with the appropriate offices and has received the appropriate information about the implications. There was a 21% reduction in the number of withdrawals processed between Spring 2022 (92) and Spring 2023 (73), subsequent to the guidance students received.

#### Division of Enrollment Services and Student Affairs

- Student Health and Wellness saw an 81% retention rate of students presenting in crisis (safety plan, hospitalization) with an average grade point average (GPA) of 2.97 including



eight (8) degree completions. It is important to note that 98 new safety plans were developed for clients presenting with a mental health crisis (suicide ideation, means, plan, and/or intent) which is a 24% increase from the previous academic year. Additionally, there were 8 hospitalizations for suicide ideation, plans, means, and/or which is a 14% increase from the previous academic year.

- The Office of Dual Enrollment began monitoring the success rate of students in online classes versus a face-to-face course. Based on the results, online courses had a lower success rate. Because of this, the Office of Dual Enrollment is improving its outreach efforts regarding the use of Blackboard, university email, support services, etc. as well as providing support for tech access issues. New students are required to complete an online orientation prior to registration.
- The Office of Student Financial Assistance reached 127 students receiving aid in Spring 2023 who had a Starfish Early Intervention alert. 56% of students contacted through Starfish Early Intervention completed the Spring 2023 term.

#### **4. 90% of students seeking employment have a job related to their discipline of study within 6 months**

The Texas Higher Education Coordinating Board publishes annual accountability reports such as the graduate outcomes report which lists the percentage of students found working or enrolled in Texas within one year after earning a degree or certification from Texas A&M-Kingsville. Because of the 2-year lag in data availability, the percentages for AY 2023 are not yet available, however, AY 2021 data is now available. Below is the list of information for AY 2021.

<b>Table 14: Texas Higher Education Accountability System Working or Enrolled in Texas Within One Year After Award; AY 2021</b>		
	Count	Percent
Total	1,200	79.8%
Working Only	950	63.2%
Enrolled Only	90	6.0%
Working and Enrolled	160	10.6%

Although the university has not yet attained its goal of 90%, it has seen a 2.3 percentage point increase compared to AY 2019 (77.5%). Additional progress was made in the following areas:

- The Office of Procurement has shifted from 0% of student workers studying in fields related to their duties/responsibilities to 66%.
- The Center for Continuing Education provided over 200 online certification courses that are available to students and community members. They offered 4 in-person certification

courses in the medical field. Based on a Needs Assessment, the Center created 5 new courses that combined skills in one course (e.g. Clinical Medical Assistant with Office Manager).

- The Office of Admissions developed a training log used to track how many skills each student learned while employed. Those who continued employment beyond the first semester were given continued training opportunities. A ladder was created to give highly trained students the opportunity to work directly with teams and build higher-level skills.
- The School of Music graduate had a 90% job placement rate in AY 2023.
- The Department of Physics & Geosciences had 90% of the graduating seniors employed within 6 months.
- The 2<sup>nd</sup> Business Banking Career Expo took place on November 16-17, 2022: 31 students participated, 11 received job offers, 6 secured internships in their major.
- The College of Education and Human Performance created a Certification Office to provide a system to students to meet all testing guidelines and provide support for tutoring prior to students taking the state licensure exam. This has increased the Educator Preparation Program score from 64% to 84%.
- The College of Education and Human Performance partnered with Workforce Solutions to provide student teachers with funds for expenses incurred during student teaching and professional development resources.

## 5. 90% of students seeking entrance to graduate school or professional school will be successful

The Texas Higher Education Coordinating Board publishes accountability reports such as graduate outcomes which lists the percentage of students found working or enrolled in Texas within one year after earning a degree or certification from Texas A&M-Kingsville. Because of the 2-year lag in data availability, the percentages for AY 2023 are not yet available, however, AY 2021 data is now available. Below is the list of information for AY 2021.

<b>Table 15: Texas Higher Education Accountability System Working or Enrolled in Texas Within One Year After Award; AY 2021</b>		
	Count	Percent
Total	1,200	79.8%
Working Only	950	63.2%
Enrolled Only	90	6.0%
Working and Enrolled	160	10.6%

Although the university has not yet attained its goal of 90%, it has seen a 2.3 percentage point increase compared to AY 2019 (77.5%). The School of Music reported that graduates had a 100% placement in graduate school in AY 2023.

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## **Strategic Plan Goal 2 – Provide a residential campus experience that enriches our students**

Texas A&M-Kingsville continues to offer a residential campus experience to its students. A residential campus offers students a strong support network in a safe environment surrounded by other students who must also devote a significant amount of time to academic work. Students can benefit academically, socially, and personally from a robust residential campus experience.

### **6. Provide students with weekly and varied social activities**

The Office of Marketing and Communication reported that in AY 23, 875 events were created in the University Calendar, marking an eight percent increase from last year. More than 1,665 total users engaged with the calendar. According to Google Analytics, the calendar generated more than 46,000 sessions/view.

University Housing & Residence Life conducted 4 large scale programs in AY 2023. Satisfaction surveys were administered for three of the programs and participants indicated overall satisfaction rates of 95% (ratings of Good or above).

### **7. At least once a semester, hold a student social event with faculty and staff**

The Office of Student Engagement created two large scale events (attendance of 200+) event during the Fall and Spring semesters with the intention of creating a recurring annual event for faculty, students, and staff to socialize and create a sense of unity on campus. These events were the 1<sup>st</sup> Hog Call and Late Night Breakfast held on September 1, 2022 and the Javelina Fest Welcome Back Block Party held on January 20, 2023.

University Housing and Residence Life hosted end of semester socials for the Living Learning Communities of Agriculture & Wildlife, Engineering, and Honors. Faculty and staff were also invited to attend these events. Post-survey results indicated that students enjoy interacting with faculty and staff in a social setting with 94.3% indicating that they would like more opportunities to attend this type of events with faculty and staff (123 responses).

The College of Arts and Sciences hosted Department Resource Fairs for students with information on opportunities and resources by student classification. Students would have interactions with faculty, advisors and upperclassmen.

The Disability Resource Center held the first DRC Meet and Greet Outreach in Fall 2022 as well as the first Veterans Lunch and Learn.

## **8. At least once a year, hold a student social event with families and faculty and staff**

The Connor Museum held the 1<sup>st</sup> annual Tamalada Festival in September 2022. The museum's first major production towards the long-term vision of creating curated activities that innovatively highlight and educate on the stories, heritage, and culture of South Texas. The festival is a fun, family-friendly event that celebrates and educates on the history, contributions, and cultural value of tamales and corn. The festival was done in conjunction with TAMUK Family Weekend, offering an additional set of programming/activities for visiting families. The inaugural outdoor festival was comprised of 2 stage areas, 1 hands-on area, kid area, and a photography exhibit. Attendance was estimated at over 1,000 people (data from Placer – a marketing resource used by Kingsville Visitor Center).

## **9. Annual anonymous surveys of students regarding the student experience will show an 80% satisfaction rate or higher**

The Office of Performance Excellence and Strategy, with support from the Office of Institutional Research and Assessment, administered the Noel Levitz Student Satisfaction Inventory (SSI) in Fall 2023 to all students. This survey allows students to share their perceptions about what is working and what improvements are needed. The results of this survey will be listed in this objective for the Year 3 report.

The University Writing Center administers a satisfaction survey to students at the end of the tutoring sessions. Of the 380 post-tutorial feedback surveys received, 83% identified their Writing Center tutoring session "greatly" improved their writing, which exceeded the AY 2021-2022 results by 5% in this area. Also, 83% of the students rated their Writing Center tutorial session a 10 (Excellent) which was a 5% increase from AY 2021-2022 in this area.

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### **Strategic Plan Goal 3 – Maintain strong community ties**

Texas A&M-Kingsville works to build strong relationships with the surrounding community and serves an important role in supporting community-based economic development and civically engaged development. Students benefit from being a part of an established institution through activities such as service learning.

## **10. Texas A&M-Kingsville will initiate or participate in one new annual event that builds community ties each year**

Although not an annual event, the Veterinary Technology program established and implemented the Lending Economic Assistance to Pets (LEAP) Program and saw 11 pets belonging to community members who were not otherwise able to provide veterinary care for their pets. This included administering vaccinations, dispensing heartworm, flea and tick medication for them and also performed dentistry and tumor removal. The Veterinary

Technology program also established a relationship with Edgar and Ivy's Cat Sanctuary to perform surgeries for their cats (which assists students with necessary competency completions) in exchange for them taking our program cats into their adoption program.

The Center for Continuing Education proctored exams for over 150 community members and enrolled over 600 students for online certification programs.

In AY 2023, the Conner Museum participated and/or supported the following community events:

- Ranch Hand Festival – museum staff helped at the Train Depot with hospitality for festival visitors buying tickets to the Ranch Breakfast or waiting on the shuttle; staff also helped with sales, vendor setup, and other logistical tasks; participation in conjunction with Kingsville Visitor's Center
- Wings Over South Texas – museum chuckwagon and Conner Museum banner served as a backdrop to the City of Kingsville booth and museum staff worked the city booth over 2 days
- Women's Club of Kingsville uses the museum to host monthly meetings/events (worked with multiple departments with WCK); staff assisted with logistics and received updates on WCK community initiatives.
- University's Women's Club hosted events and a semesterly tea gathering at the museum; staff assisted with logistics and networking with past and current university women or spouses of current/former employees

The Office of Student Engagement and Campus Life hosted a Grito Festival for Hispanic Heritage Month and a Bible Study Brunch for Black Heritage Month. The Grito Festival was an event dedicated to teaching the University and Kingsville community about Hispanic Heritage history. The Bible Study Bruch was hosted in the community at Kingsville Fellowship Church, which is pastored by a University alumnus. The brunch connected the African American community with various resources and faith-based options.

College of Business Administration hosted its annual economic forum on November 1, 2022. Dr. Robert Allen, President and CEO of Texas Development Corporation (TxDC), served as keynote speaker, sharing expectations regarding economic development in Texas from a historical perspective. There was a 16% increase, to 409 individuals, in the number of business managers, residents, and students surveyed, enhancing the accuracy of the forum survey.

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## Strategic Plan Goal 4 – Recognized top-quality academic programs

Texas A&M-Kingsville offers many quality academic programs both at the undergraduate and graduate levels.

### **11. Review and revise undergraduate academic programs with respect to number of majors, job opportunities for graduates and program interest resulting in revision of at least 10% of undergraduate degree programs**

The University has contracted with Hanover Research to conduct an assessment of our current academic portfolio to identify programs that need to be developed, optimized, or closed. Hanover produced a report that was shared with university leaders in August 2023. The data is currently being reviewed by the academic leadership. Examples of additional curricular changes and development are included below.

The Department of Management, Marketing, and Information Systems added two new Human Resources undergraduate courses to the Management HR curriculum, MGMT 33xx Recruitment and Staffing and MGMT 43xx Human Resources Development, and cross-listed one existing course. These curricular changes align with the Society for Human Resources Management (SHRM) guidelines. This will not only strengthen the HR minor but also support undergraduate students electing this minor if they desire to seek SHRM certification. The department also submitted a teach-out plan for the Marketing major with a concentration in the Merchandising program. Curriculum proposals were developed, submitted, and approved to eliminate the Merchandising classes from the Department's course offerings. All except one student completed the Marketing-Merchandising program in 2022-2023. The single remaining student will complete the degree requirements and graduate in Fall 2023. Elimination of this concentration and associate courses will enable the department to reallocate resources to other areas within the department that have greater interest, growth potential, and opportunities for graduates.

The Department of Civil & Architectural Engineering completed reviews of the B.S. in Civil Engineering and the B.S. in Architectural Engineering. Upon the review, the following items were completed in 2022-2023.

- Routed an undergraduate proposal to create a minor in construction management (effective Fall 2023)
- Began routing a graduate proposal to create a certificate in construction management (accepted by the college committee Summer of 2023)
- Identified substantive curriculum changes for the two degrees that will lead to both degree plans being reduced to 125 credit hours, creation of 4 transcribed certificates to allow students to specialize/earn additional credentials, increase content in the degree plans that directly aligns with F.E. exam coverage, updated fluids and hydraulics course content, and degree plan sequencing designed to improve student success/retention through a better balance of courses. Undergraduate course proposals will begin routing in Fall 2023.

The School of Music began the first academic cohort of the new Sound Recording Technology (SRT) program.

The Department of Electrical Engineering and Computer Science added a minor in Cyber Intelligence.

## 12. Enhance the quality of the undergraduate programs to increase undergraduate enrollment by 20%

As documented in Table 16, Texas A&M-Kingsville, unfortunately, saw a 5% decrease in enrollment from Fall 2021 to Fall 2022 and a 2% decrease in enrollment from Spring 2022 to Spring 2023. These decreases are smaller in comparison to enrollment decreases in Fall 2021 and Spring 2022, indicating that both recruitment and retention initiatives on campus are slowing enrollment decrease.

<b>Table 16. Undergraduate Student Enrollment, Semester to Semester AY 22 &amp; AY 23</b>				
	Fall to Fall		Spring to Spring	
	<i>Fall 2021</i>	<i>Fall 2022</i>	<i>Spring 2022</i>	<i>Spring 2023</i>
Undergraduate	5,085	4,845	4,475	4,396

The Office of Performance Excellence and Strategy administered the National Survey of Student Engagement (NSSE) in Spring 2023 to all enrolled first-year students as well as seniors. An area surveyed to both groups is experiences with faculty specifically effective teaching practices. Below are the results for both first-year and seniors compared to selected peers on specific items asked.

<b>Table 17: NSSE 23 Engagement Indicators: Effective Teaching Practices – First Year</b> Percentage of Students who responded that they “Very Often” or “Often”				
		<i>Percentage point difference between TAMUK FY student and</i>		
	TAMUK	22/23 Carnegie	22/23 SW Public	22/23 THECB Peers
Clearly explained course goals and requirements	78	+3	+3	+4

Taught course sessions in an organized way	68	-2	-2	-1
Used examples or illustrations to explain difficult points	75	+4	+3	+4
Provided feedback on a draft or work in progress	72	+8	+8	+9
Provided prompt and detailed feedback on tests or completed assignments	67	+9	+8	+10

Although a slight decrease in percentage points compared to peers, the item “Taught course sessions in an organized way” is a possible area of improvement for courses taken by first-year students such as general education courses. This data does not indicate if there is a difference between online, hybrid, or face-to-face courses.

<b>Table 18: NSSE 23 Engagement Indicators: Effective Teaching Practices – Seniors</b> Percentage of Students who responded that they “Very Often” or “Often”				
		<i>Percentage point difference between TAMUK FY student and</i>		
	TAMUK	22/23 Carnegie	22/23 SW Public	22/23 THECB Peers
Clearly explained course goals and requirements	77	-2	-2	-1
Taught course sessions in an organized way	72	-4	-3	-1
Used examples or illustrations to explain difficult points	73	-4	-3	-2
Provided feedback on a draft or work in progress	68	+3	+3	+5
Provide prompt and detailed feedback on tests or completed assignments	65	-0	-1	+3

Senior students had lower percentage point differences compared to peers in all items except for “Provides feedback on draft or work progress.” Just as the case with first-year students, this data does not indicate differences in course modality. Several areas have possibly



improved regarding effective teaching practices for seniors. The results of the NSSE survey have been shared with the Executive Administration and with senior leaders in Academic Affairs for the purpose of implement.

### **13. Enhance the quality of the graduate programs to increase graduate enrollment by 20%**

As documented in Table 24, Texas A&M-Kingsville saw a 5% decrease in graduate enrollment from Fall 2021 to Fall 2022 and a 6% decrease from Spring 2022 to Spring 2023 in total graduate enrollment. Doctoral programs did see a record high in Spring 2023 at 194 students, although this increase did not offset the decreases seen in Master’s program enrollment.

<b>Table 24. Graduate Student Enrollment, Semester to Semester AY 22 &amp; AY 23</b>				
	Fall to Fall		Spring to Spring	
	<i>Fall 2021</i>	<i>Fall 2022</i>	<i>Spring 2022</i>	<i>Spring 2023</i>
Master’s	1,105	1,046	1,119	1,029
Doctoral	185	179	188	194
Total	1,290	1,225	1,307	1,223

The Office of the Provost, in partnership with the Office of Performance Excellence & Strategy, strengthened the guidelines for Program Review for graduate programs to foster a more intentional review of program quality and identification of areas that need improvement. The new guidelines will go into effect for the 2023-2024 academic year and will provide greater support and guidance for programs undergoing review.

In AY 2023, The Center for Teaching Excellence recognized Dr. Norma Guzman for the Outstanding Graduate Teaching Award. Additionally, the Center for Academic Technology implemented a Quality Assurance check with a randomized method for graduate courses with support from the Office of the Provost with 7 graduate courses checked in Fall 2022.

## Strategic Plan Goal 5 – Provide our students an innovative education

Texas A&M-Kingsville continues to offer innovative education through its course and program offerings. Scientific research has shown that innovative teaching methods and approaches can significantly enhance the student learning process.

### 14. All full-time students will have at least one experiential education course each year

The Office of Performance Excellence and Strategy administered the National Survey of Student Engagement (NSSE) in Spring 2023 to all enrolled first-year students as well as seniors. One area that was surveyed was overall participation in high-impact practices. Items such as service-learning, internship, research with faculty, etc., are asked of both first-year students as well as seniors. Below are the results of both first-year students and seniors compared to selected peers.

	First Year Students		Seniors	
	<i>Participated in two or more HIPs</i>	<i>Participated in one HIP</i>	<i>Participated in two or more HIPs</i>	<i>Participated in one HIP</i>
TAMUK	7%	52%	54%	28%
22/23 Carnegie	9%	49%	57%	27%
22/23 SW Public	12%	50%	44%	34%
22/23 THECB Peers	12%	47%	44%	34%

Although Texas A&M-Kingsville had the highest percentage of first-year students participating in one HIP compared to its peers, it had the lowest percentage of those that participated in two or more HIPs compared to its peers. The majority of first-year students (44%) indicated that they participated in service learning, with most first-year students answering “Some” when asked, “About how many of your courses at this institution have included a community-based project (service learning)? When asked first-year students what HIPs they plan to do in the future, internship or field experience had the highest percentage (69%) compared to study abroad (34%) and Culminating Senior Experience (44%).

For seniors, although the university was slightly below the 22/23 Carnegie peers, there was higher participation of students in two or more HIPs compared to more local peers in the state and southwest region. These groups did have a higher percentage of responses from seniors who participated in one HIP. Majority of seniors indicated that they participated in service learning (57%) and internship or field experience (40%). The majority of senior students

(45%) indicated that they participated in service learning, with most first-year students answering “Some” when asked, “About how many of your courses at this institution have included a community-based project (service learning)? In regards to Internship or Field Experience, 40% of seniors indicated that they have done or are in progress with 36% of students indicating they plan to do. The following initiatives were done in AY 2023 that would have impacted these results:

- The Office of the Provost and Senior Vice President for Academic Affairs reported that 14 TAMUK students were awarded undergraduate research funds through the first year of the Greater Texas Foundation (GTF) grant program.
- TAMUK placed students at the University of Montana and the University of Ottawa in Canada through the National Student Exchange overseen by the Honors College. Seven (7) faculty-led study abroad programs were offered, as well as two directly enrolled study abroad programs. One such program was developed and implemented by the Veterinary Technology Program (VETT 4291: Global Vet Experience) that took 11 TAMUK students (including 4 Vet Tech students) to Belize to study conversation/wildlife medicine.
- The College of Business Administration continued with its successful Volunteer Income Tax Assistance (VITA), a service-learning activity impacting the community. With this activity, 12 students worked a total of 159 hours to secure refunds totaling \$159,841 for community members. Student feedback indicated that College-sponsored activities helped them re-engage, make new friends, get to know Business faculty in and outside the classroom and create a sense of belonging.

### 15. 25% of all undergrad courses will be offered with an engaged hybrid mode of teaching

In AY 2023, there were 2,203 undergraduate courses listed in Texas A&M-Kingsville’s course inventory. Of those courses, 876 undergraduate courses (40% of the total inventory) were offered in Fall 2022, and 906 undergraduate courses (41% of the total inventory) were offered in Spring 2022. Below is the total number and percentage of courses offered during the Fall 2021 and Spring 2021 semesters in online and hybrid modalities.

	Online		Hybrid		Total	
	<i>Count</i>	<i>% of Total Offered</i>	<i>Count</i>	<i>% of Total Offered</i>	<i>Count</i>	<i>% of Total Offered</i>
Fall 2022	271	31%	90	10%	361	41%
Spring 2023	256	28%	79	9%	335	37%

A Course Scheduling Survey was given to all current students to participate towards the end of the Fall 2022 semester. A total of 257 responses were collected from the various colleges, with the three highest groups being Undergraduate Seniors & Post-Baccalaureate, Undergraduate Freshmen, and Undergraduate Juniors. One of the questions asked was to rank their preferred course modality from various options. Below are the results of those responses.

<b>Table 27: Results from Course Scheduling Survey Regarding Course Modality Preference</b> <i>Question: How do you prefer to take classes? Please rank the following options in order of preference.</i>		
First Choice Modality Preference	Number of Responses	Percentage
In Person (face-to-face)	136	53%
Hybrid (mix of in-person and online)	66	26%
Online with some scheduled virtual meetings	27	11%
Online with no scheduled meetings	28	11%

The results of this survey were shared with administrative leaders in the Division of Academic Affairs, which may have contributed to the slight drop in the number of online and hybrid courses offered in the Spring 2023 semester, as well as drops in retention rates.

## **16. 40% of all graduate degree programs will be offered in flexible engaging and fully online programs**

In AY 2023, Texas A&M-Kingsville offered 58 master’s and doctoral degrees, according to the Texas Higher Education Coordinating Board. This number does not include transcribed certificates or individual concentrations within graduate degree programs. Of these programs, 21 are approved by the Texas Higher Education Coordinating Board as 100 percent online or fully online (86-99% online). This brings the overall percentage of Texas A&M-Kingsville’s graduate degree programs offered as online programs to 36 percent. This percentage is the same as the previous year, however, the University is making strides toward reaching its goal of 40%.

The Educational Leadership Doctoral Program initiated its first fully online EdD cohort and launched programming for its first year as a fully online doctoral program in AY 23.

## **17. Cross-disciplinary high-impact professional learning practices will be used in at least 25% of courses offered**

As mentioned earlier, the University administered the NSSE in Spring 2023. The NSSE asks about participation in six high-impact practices: service-learning, learning communities, research with faculty, internship or field experience, study abroad, and culminating senior

experience. Below are the results of that survey for each of the six high-impact practices for first-year students.

<b>Table 28: NSSE 2023 High-Impact Practices TAMUK Response Detail</b>			
<b>Service Learning</b>			
<i>About how many of your courses at this institution have included a community-based project (service learning)?</i>	% Most or All	% Some	% None
First-Year	15	44	41
Senior	12	45	43

<b>Table 29: NSSE 2023 High-Impact Practices TAMUK Response Detail</b>				
<b>Learning Communities</b>				
<i>Participate in a learning community or some other formal program where groups of students take two or more classes together.</i>	% Most or All	% Some	% None	% Do not plan to do
First-Year	6	36	41	17
Senior	24	16	22	38

<b>Table 30: NSSE 2023 High-Impact Practices TAMUK Response Detail</b>				
<b>Research with a Faculty Member</b>				
<i>Work with a faculty member on a research project</i>	% Most or All	% Some	% None	% Do not plan to do
First-Year	4	36	41	20
Senior	21	15	21	43

The next set of high-impact practices are considered upper-level high-impact practices, and therefore, first-year students are only surveyed regarding their plans to participate. Below are the results of participation for seniors.

<b>Table 31: NSSE 2023 High-Impact Practices TAMUK Response Detail Internship or Field Experience</b>				
<i>Participate in an internship, co-op, field experience, student teaching, or clinical placement</i>	% Most or All	% Some	% None	% Do not plan to do
Senior	40	36	13	11

<b>Table 32: NSSE 2023 High-Impact Practices TAMUK Response Detail Study Abroad</b>				
<i>Participate in a study abroad program</i>	% Most or All	% Some	% None	% Do not plan to do
Senior	6	10	23	61

<b>Table 33: NSSE 2023 High-Impact Practices TAMUK Response Detail Culminating Senior Experience</b>				
<i>Complete a culminating senior experience (capstone course, senior project or thesis, portfolio, recital, comprehensive exam, etc.)</i>	% Most or All	% Some	% None	% Do not plan to do
Senior	37	27	14	21

Given the participation of both first-year and senior students in these high-impact practices, the majority of courses throughout the students' undergraduate careers offer some sort of high-impact practices in the classroom. However, there is no indication regarding whether or not these practices are cross-disciplinary.

## Strategic Plan Goal 6 – Promote innovative research, scholarship, and arts-based performances

Texas A&M-Kingsville has been a leader in innovation in research, scholarship, and arts-based performance.

### **18. Increase external research/scholarship/arts-based performance funding by 40%**

The Office of Research and Graduate Studies reported that the university experienced an external funding surge, reaching a record high \$67.7 million in new external awards, representing a 277% increase from the previous year. The annualized active award amount received for FY 2023, including multiyear projects, reached \$32.6 million, a 60% increase from FY 22. Below is a breakdown of the research activity for the year.

- Total number of proposals submitted: 191 (4.37% increase from FY 2022 – 183)
- Total number of active awards: 174 (8.75% increase from FY 2022 – 160)
- Total amount requested: \$160,145,451 (57% increase from FY 2022 - \$94,441,841)
- Overall research expenditures: \$24.67M (5.2026% increase from FY 2022 - \$23.45M)

The Division of Academic Affairs reported a 38% increase in research funding from 2021-2022 from \$20.3 million in 21-22 to \$32.6 million in 22-23. Items that contributed to this increase as the following:

- TAMUK's all-time high singular grant of \$20M was awarded by USDA-NIFA NEXTGEN with the College of Agriculture and Natural Resources. This grant is to establish a collaborative, 5-year program that will help Hispanic students learn the skills needed to enter the workforce in an agriculture-related career.
- The Citrus Center secured annual based funding of \$1.1 million from the state legislative session
- The Caesar Kleberg Wildlife Research Institute obtained \$14 million in grant funding from the U.S. Fish and Wildlife Service for ocelot conservation and to study border barrier actions on mountain lions and black bears.

Finally, the historic H.R. Smith Ranch near Campbellton, Texas, was gifted to the Texas A&M University-Kingsville Foundation in April 2023 for the benefit of and to be managed by the King Ranch® Institute for Ranch Management (KRIRM). Gifted through the estate of Mary Carroll Sheets Gregory, H.R. Smith's only child, the ranch and the accompanying monetary gift was the largest in the University's history valued at over \$30 million. The gift of the H.R. Smith Ranch allows KRIRM to vertically integrate many of its ongoing efforts and will provide a foundation for applied research to support teaching and offer ranch managers the tools and information to successfully create and maintain environmentally sound, socially responsible, and economically viable ranches. Through best practices of strategically managing the ranch's natural resources

and various agricultural enterprises, KRIRM will not only ensure the history of the family and the ranch are preserved but will also fulfill its mission to sustain our ranching heritage.

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## **Strategic Plan Goal 7 – Maintain an environment that promotes the health and wellness of everyone**

Texas A&M-Kingsville is committed to enhancing the health, productivity, and quality of life of our community through the design and maintenance of the built environment and the development of well-being programs.

### **19. Programs that promote health and wellness will be accessed by more than 40% of students**

In AY 2023, Texas A&M-Kingsville entered into a contract with Community Action Corporation of South Texas (CACOST) to provide on-campus health services to the University, students, faculty, and staff. This was the first step in developing a three-way partnership between the University, the Texas A&M School of Pharmacy, and CACOST for the purpose of establishing a South Texas A&M Health Hub.

The Javelina Wellness Team, through the Office of Employee Services, successfully collaborated with multiple campus organizations and external entities to create a focus on well-being on the TAMUK campus.

The Counseling Center saw a 10% increase in the total number of unique clients served from FY 22 to FY 23. There was a 6% increase in the total number of attended appointments from FY 22 to FY 23. The University granted two emergency Professional Counseling hires during FY 23 placing the Counseling Center in compliance with the Standards for University and College Counseling Services. This standard requires counseling centers to maintain a minimum staffing ratio in the range of one FTE professional staff member (excluding trainees) for every 1,000 – 1,500 students, depending on services offered and other campus mental health agencies.

The Disability Resource Center saw a 26.6% increase in students served in FY 23 compared to FY 22. There was an 18.9% increase in total active students registered in Fall 2022 compared to Spring 2022 and an 18% increase in total active students registered in Spring 2023 compared to Spring 2022. The Center saw a 177% increase in student appointments attended in FY 23 compared to FY 22 (this excludes daily e-mail correspondence interactions).



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## Strategic Plan Goal 8 – A directed effort in improving the campus physical environment will be made

Texas A&M-Kingsville strives to have an environment that positively impacts daily activities in ways that promote knowledge and creativity. To meet modern needs, the campus must renovate buildings to facilitate improvements.

### **20. Bring up major building each year up to 21<sup>st</sup> century university standards**

The Campus Master Planning Committee met monthly during 2022-2023, culminating in the completion of the new Campus Master Plan in December 2023.

Funds from the Eugene H. Dawson Excellence in Civil Engineering endowment and the chair's start-up fund were used to substantially renovate the McNeil Engineering Laboratory building, where civil and architectural engineering labs are housed. Updates include new bulletin boards throughout the building; replacing chalkboards with new whiteboards in five rooms; removing excess sinks/cabinets to increase laboratory space in McNeil 304 and 306 and completing remodeling McNeil 303.

The Office of Campus Operations completed the following facilities improvements in AY 2023:

- Completion of Athletic Locker Room Renovation
- Completion of President House Renovation
- Designing of 45 million CCAP – Deferred Maintenance Project
- Emergency Chiller Replacement at CP2
- Lucio Hall Phase 2 – Fire Alarm Replacement Completion
- Completed 18.5 million dollars of construction closeouts

The Office of Information Technology Services implemented a total of 33 out of 98 next-generation WiFi. The Memorial Student Union Building and Library are 50% done with new WiFi implementation to serve our students, faculty, and staff with next-generation WiFi speeds. The Office also replaced 60 internet drops in the Business Administration Building to provide faculty with faster and more reliable internet speeds. The building was also converted fully to CISCO phones.