

Administrative and Educational Support Report

Admissions & New Student Services

Undergraduate Admissions
New Student Visitor Services

June 2004 – May 2005

Administrative and Educational Support Report

Undergraduate Admissions

Annual Action Plan
Annual Assessment Report

June 2004 – May 2005



Annual Action Plan: June 1, 2004–May 31, 2005

Unit: **Undergraduate Admissions**

UTPA Mission: The University of Texas-Pan American (UTPA) serves the higher education needs of a rapidly growing, international, multicultural population in the South Texas Region. The University preserves, transmits and creates knowledge to serve the cultural, civic, and economic advancement of the region and the state. The University provides students advanced instruction in academic programs offered through innovative delivery systems that lead to professional certification, and baccalaureate, master's and doctoral degrees. Through teaching, research, creative activity and public service, UTPA prepares students for lifelong learning and leadership roles in the state, nation and world community.

Division: **Enrollment and Student Services**

Unit Head: **Maggie Williams**

Unit Mission: The mission of the Office of Undergraduate Admissions is to provide the highest quality of service to all new, entering freshman, transfer and returning students. We will accomplish this through accurate and timely efforts in processing the admission documents and meeting with prospective students to facilitate a smooth transition to UTPA.

The Office of Undergraduate Admissions is organized to serve the University community, with the following objectives:

- to maximize services to prospective students, and returning students;
- to expedite processing of undergraduate admission applications, transcript credit evaluations and increase student access to their records;
- to increase efficiency of operations while reducing over-all costs;
- to control and conserve valuable resources, personnel, time, space, equipment and supplies;

Unit Goal:	To improve customer service
Link to UTPA Goal(s):	3. Improve UTPA's organizational effectiveness

Unit Objective (Action Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome for Unit Objective (AA-Measurable Objective)	Strategy(ies) to Achieve Expected Outcomes	Assessment Criteria, Evaluation Methods for Expected Outcome	New Resources Needed in FY05
Improve customer service	7	Smoother admissions process; provide better service and communications	Increase correspondence from once a week to twice a week.	Internal and Peer review of comparative universities	Additional money for postage and direct wage staff to assist with mail outs.

Unit Goal:	Improve the students' success rate
Link to UTPA Goal(s):	1. Ensure undergraduate student access and success

Unit Objective (Action Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome for Unit Objective (AA-Measurable Objective)	Strategy(ies) to Achieve Expected Outcomes	Assessment Criteria, Evaluation Methods for Expected Outcome	New Resources Needed in FY05
Improve undergraduate student success rate through admissions standards	2	Improved undergraduate retention and success rates	Implement admissions standards for transfer students Spring 2005 and for entering freshmen students Fall 2005.	Peer review Admissions Committee	Additional employees to assist with review of applications, transcripts, and appeals.



Annual Assessment Report: June 1, 2004–May 31, 2005

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Unit Goal:	To improve customer service
Link to UTPA Goal(s):	3 Improve UTPA's organizational effectiveness

Unit Objective (Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome	Assessment Criteria, Evaluation Methods	Assessment Results (Use actual data to describe annual performance)	Use of Results (What change was made?)
Improve customer service	7	Smoother admissions process; provide better service and communications	Internal and Peer review of comparative universities	Trend showed that Universities divided the responsibilities of the Registrar's Office and the Office for Undergraduate Admissions	Creation of the new Undergraduate Admissions Office

Unit Goal:	Improve the students' success rate
Link to UTPA Goal(s):	1. Ensure undergraduate student access and success

Unit Objective (Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome	Assessment Criteria, Evaluation Methods	Assessment Results (Use actual data to describe annual performance)	Use of Results (What change was made?)
Improve undergraduate student success rate through admissions standards	2	Improved undergraduate retention and success rates	Peer review Admissions Committee	Peer review revealed that admissions standards needed to be set for transfer students	Implemented new policy for transfer students – need 2.0 GPA

Additional Resources Needed (if any) that were requested for FY06 during the budget cycle: More operational funds and a Systems Analyst.

Administrative and Educational Support Report

New Student & Visitor Services

Annual Action Plan Annual Assessment Report

June 2004 – May 2005



Annual Action Plan: June 1, 2004–May 31, 2005

Unit: New Student and Visitor Services

UTPA Mission: The University of Texas-Pan American (UTPA) serves the higher education needs of a rapidly growing, international, multicultural population in the South Texas Region. The University preserves, transmits and creates knowledge to serve the cultural, civic, and economic advancement of the region and the state. The University provides students advanced instruction in academic programs offered through innovative delivery systems that lead to professional certification, and baccalaureate, master’s and doctoral degrees. Through teaching, research, creative activity and public service, UTPA prepares students for lifelong learning and leadership roles in the state, nation and world community.

Division: Enrollment and Student Services **Unit Head:** Debbie Gilchrist

Unit Mission: The New Student and Visitors Services Office is committed to providing excellent customer service to prospective students, campus visitors, and the University community. Through the use of marketing analysis and an established network of contacts, the NSVS office will identify and recruit qualified new students who have achieved academic excellence. Through coordinated efforts and detailed planning, the NSVS office will orient and enroll those students admitted to UTPA in order to ease their transition into the University.

Unit Goal: To orient and enroll qualified new students to the University.

Link to UTPA Goal(s): 1 Ensure undergraduate student access and success

Unit Objective (Action Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome for Unit Objective (AA-Measurable Objective)	Strategy(ies) to Achieve Expected Outcomes	Assessment Criteria, Evaluation Methods for Expected Outcome	New Resources Needed in FY05
Develop a new student orientation program that will increase student satisfaction and improve student success. (1)	1,2	95% student satisfaction rate with orientation process	<ul style="list-style-type: none"> Review report submitted by Dr. O’Neal. Review evaluations completed by students following orientations. Develop a new orientation program 	Dr. Berri O’Neal’s external Orientation Consultant, 12-page orientation assessment report	None

Annual Action Plan, June 1, 2004–May 31, 2005

Unit Objective (Action Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome for Unit Objective (AA-Measurable Objective)	Strategy(ies) to Achieve Expected Outcomes	Assessment Criteria, Evaluation Methods for Expected Outcome	New Resources Needed in FY05
			incorporating findings.		

Unit Goal:	To improve services and processes through technology.
Link to UTPA Goal(s):	3. Improve UTPA's organizational effectiveness

Unit Objective (Action Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome for Unit Objective (AA-Measurable Objective)	Strategy(ies) to Achieve Expected Outcomes	Assessment Criteria, Evaluation Methods for Expected Outcome	New Resources Needed in FY05
Develop a NSVS Internal Risk Assessment and Implementation Plan. (2)	7	Internal Controls Compliance and mitigation of risks	<ul style="list-style-type: none"> • Create a risk assessment plan. • Review the plan. • Develop policies and procedures to mitigate the risks identified in the plan. 	Document all internal procedures and internal controls and develop an Internal Risk Assessment and Implementation Plan Attach risk document to email	One direct wage employee to gather data and create the document.

Unit Goal:	To increase the number of campus visitor's and provide them with a positive university experience.
Link to UTPA Goal(s):	3. Improve UTPA's organizational effectiveness

Unit Objective (Action Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome for Unit Objective (AA-Measurable Objective)	Strategy(ies) to Achieve Expected Outcomes	Assessment Criteria, Evaluation Methods for Expected Outcome	New Resources Needed in FY05
To provide great	7	A detailed tour	• Development of an	Monthly and annual	None

Annual Action Plan, June 1, 2004–May 31, 2005

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customer service to campus visitors by developing an effective tool to document the number and types of visitors exposed to UTPA through the Visitors Center in order to provide the appropriate service. (3)		calendar	<p>online tour calendar accessible to all NSVS staff through an interoffice network folder.</p> <ul style="list-style-type: none"> • Creation of a new customer satisfaction survey. 	<p>reports:</p> <ul style="list-style-type: none"> • detailing the types of groups who visit UTPA • the types of tours that need to be offered 	



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Unit Goal: To orient and enroll qualified new students to the University.

Link to UTPA Goal(s): 1 Ensure undergraduate student access and success

Unit Objective (Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome	Assessment Criteria, Evaluation Methods	Assessment Results (Use actual data to describe annual performance)	Use of Results (What change was made?)
Develop a new student orientation program that will increase student satisfaction and improve student success	1,2	95% student satisfaction rate with orientation process	Dr. Berri O’Neal’s external Orientation Consultant, 12-page orientation assessment report	The Orientation Assessment report indicated that students were placed in too large groups, name tags were needed	UTPA’s New Student Orientation program format of the entering freshmen orientation program was changed to allow students to small-scale, personable, interactive program.

Unit Goal:	To improve services and processes through technology.
Link to UTPA Goal(s):	3. Improve UTPA's organizational effectiveness

Unit Objective (Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome	Assessment Criteria, Evaluation Methods	Assessment Results (Use actual data to describe annual performance)	Use of Results (What change was made?)
Develop a NSVS Internal Risk Assessment and Implementation Plan	7	Internal Controls Compliance and mitigation of risks	Document all internal procedures and internal controls and develop an Internal Risk Assessment and Implementation Plan Attach risk document to email	As a result of documenting procedures for the Oracle Implementation, several procedures in the NSVS Office were identified as "risky".	Hired a part-time temporary employee to develop a document that would list the risks and detail an implementation plan

Unit Goal:	To increase the number of campus visitor's and provide them with a positive university experience.
Link to UTPA Goal(s):	3. Improve UTPA's organizational effectiveness

Unit Objective (Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome	Assessment Criteria, Evaluation Methods	Assessment Results (Use actual data to describe annual performance)	Use of Results (What change was made?)
To provide great customer service to campus visitors by developing an effective tool to document the number and types of visitors exposed to UTPA through the Visitors Center in order to provide the	7	A detailed tour calendar	Monthly and annual reports: <ul style="list-style-type: none"> detailing the types of groups who visit UTPA the types of tours that need to be 	The reports will assist in modifying campus tour options, special event calendars, Visitor Center staffing requirements and budget adjustments.	As a result of previous reports providing enough data, a more detailed mechanism to document the number of visitors assisted by Visitor Center staff was created.

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Unit Objective (Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome	Assessment Criteria, Evaluation Methods	Assessment Results (Use actual data to describe annual performance)	Use of Results (What change was made?)
appropriate service.			offered		

Additional Resources Needed (if any) that were requested for FY06 during the budget cycle: None.