

# **Administrative and Educational Support Report**

**Division of Enrollment & Student Services**

**Annual Action Plan  
Annual Assessment Report**

**June 2005 – May 2006**



**Annual Action Plan: June 1, 2005–May 31, 2006**

**Unit:** Enrollment and Student 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:** Dr. John Edwards

**Unit Mission:** The Division of Enrollment and Student Services supports the mission of The University of Texas-Pan American by promoting participation in and facilitating access to higher education and by encouraging and enabling full student engagement and success in the educational experience.

**Unit Goal:** Improve Division 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 FY06
To increase customer service and improve communications. (1)	7	The 3 areas of greatest concern from the customer survey cards are improved.	<ul style="list-style-type: none"> <li>Administer and assess results of customer survey cards in Oct 2005</li> <li>Identify top 3 issues</li> <li>Make changes based on issues and re-administer survey in spring.</li> </ul>	Review and tabulation of Customer Survey Cards.	Assistance from OIRE in survey tabulations.



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To increase customer service and improve communications. (1)	7	The 3 areas of greatest concern from the customer survey cards are improved.	Review and tabulation of Customer Survey Cards.	3087 surveys collected from Customer Survey card days. Surveys indicated: <ul style="list-style-type: none"> <li>Fall 2195 “excellent” vs 67 “poor” on rating of the offices in ESS</li> </ul>	

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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?)
				<p>Most of the negative comments had to do with lack of food choices at the Student Union;</p> <p>Other concerns were extended hours and more staff available.</p>	<p>Lack of food choices has been addressed in FY06.</p> <p>ESS extended office hours in FY06 and has been advertising them; additional staff requested during the Fy06 and Fy07 budget cycles.</p>