

Administrative and Educational Support Report

**New Student & Visitors Services
&
Undergraduate Admissions**

**Annual Action Plan
Annual Assessment Report**

June 2005 – May 2006



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

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): 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 |
|--|------------------------|---|---|---|------------------------------|
| Develop a new student orientation program that will increase student satisfaction and improve student success. (1) | 7 | 95% student satisfaction rate with orientation process | <ul style="list-style-type: none"> Form a university-wide committee to develop strategies to meet goal. Strengthen the advisement component of orientation. | <ul style="list-style-type: none"> Dr. Berri O’Neal’s external Orientation Consultant, 12 page orientation assessment report. Student surveys | None |

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

| 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 |
|--|------------------------|---|---|--|------------------------------|
| | | | <ul style="list-style-type: none"> Develop a comprehensive training program for new student orientation leaders. | | |

Unit Goal:

Increase student familiarity of the campus

Link to UTPA Goal(s):

1. Insure 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 FY06 |
|--|------------------------|---|--|--|--|
| Increase the number of campus tours by 3%. (2) | 1 | 14,630 visitors toured the campus in FY2005 therefore a 3% increase will translate to an additional 438 students in FY2006. | <ul style="list-style-type: none"> Mail tour invitations to Region One Administrators Mail tour invitations to high school seniors monthly Visit at least 10 middle school campuses promoting the UTPA tour program beginning in the Edinburg/McAllen area Continue to offer custom tour option programs | <ul style="list-style-type: none"> Monthly counts Annual count | Full-time tour coordinator. Salary \$18,000. |

| | |
|------------------------------|---|
| Unit Goal: | To increase the matriculation of entering freshmen and new transfer students to the University. |
| Link to UTPA Goal(s): | 1. Insure 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 FY06 |
|--|------------------------|--|---|--|------------------------------|
| Enhance the success rate of the UTPA students by improving the quality of entering freshmen and transfer students. (3) | 2 | Number of Phi Theta Kappa (PTK) community college transfers increased by 20. | <ul style="list-style-type: none"> • Visit all South Texas College campuses to meet with prospective PTK transfer students. • Enhance transfer student communication process. • Attend the PTK Leadership conference in order to disseminate information on the programs, services and scholarship opportunities available at UTPA. • Attend the PTK Regional conference in order to disseminate information on the programs, services and scholarship opportunities available at UTPA. • Attend the PTK Summer Honors | Extract data from 2006 cohort data frozen after 20 th day of enrollment Fall 2006 and Spring 2007 and compute percentage. | None |

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

| 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 |
|--|------------------------|---|---|--|------------------------------|
| | | | Institute in order to disseminate information on the programs, services and scholarship opportunities available at UTPA. <ul style="list-style-type: none"> Publicize newstudent.panam.edu/transfer website during all visits. | | |



Annual Assessment Report: June 1, 2005–May 31, 2006

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): 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 new student orientation program that will increase student satisfaction and improve student success. (1) | 7 | 95% student satisfaction rate with orientation process | <ul style="list-style-type: none"> Dr. Berri O'Neal's external Orientation Consultant, 12 page orientation assessment report. Student surveys. | Entering Freshman (EF) Response Percent Satisfactory 96.5% Unsatisfactory 2.7% No Opinion .8% Transfer (TR) Response Percent | <ul style="list-style-type: none"> Two day orientation Individual academic advisement appointment Payment Options presentation was |

Annual Assessment Report, June 1, 2005–May 31, 2006

| 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?) |
|---|------------------------|------------------|---|--|--|
| | | | | Satisfactory 85.5% Unsatisfactory 5.2% No Opinion 9.4 % | added <ul style="list-style-type: none"> • Student Life Presentation (EF) • General Overview of all Academic Programs presentation was added • More personalized attention during registration and advisement |

Unit Goal:

| |
|--|
| Increase student familiarity of the campus |
| Link to UTPA Goal(s): 1. Insure 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?) |
|--|------------------------|---|--|--|---|
| Increase the number of campus tours by 3%. (2) | 1 | 14,630 visitors toured the campus in FY2005 therefore a 3% increase will translate to an additional 438 students in FY2006. | <ul style="list-style-type: none"> • Monthly counts • Annual count | 16,258 visitors toured the campus in FY2006 yielding an 11.13% increase. | Tracking of visitors on campus tours vs. numbers of visitors participating in Visitors Center activities produces accurate reporting. |

Unit Goal:

To increase the matriculation of entering freshmen and new transfer students to the University

Link to UTPA Goal(s):

1. Insure 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?) |
|--|------------------------|--|--|---|--|
| Enhance the success rate of the UTPA students by improving the quality of entering freshmen and transfer students. (3) | 2 | Number of Phi Theta Kappa (PTK) community college transfers increased by 20. | Extract data from 2006 cohort data frozen after 20 th day of enrollment Fall 2006 and Spring 2007 and compute percentage. | Implemented admissions standards of 2.0 minimum GPA. | <ul style="list-style-type: none"> • Target PTK students at local, state and national level to enroll better prepared student. • Offer transfer scholarships to transfer students with GPA's of 3.0 or better. |