

Administrative and Educational Support Report

Division of Enrollment and Student Services

**Annual Action Plan
Annual Assessment Report**

June 2006 – May 2007



Annual Action Plan: June 1, 2006–May 31, 2007

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.

University Goal: Optimize institutional effectiveness and efficiency consistent with high quality organizational standards.

Division Objective: Continually evaluate and streamline ESS business processes with adequate controls.

Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY07
To improve customer service in Enrollment and Student Services through assessment from the Customer Survey cards. (1)	<ul style="list-style-type: none"> Administer and assess results of customer survey cards in Oct 2006. Identify top 3 issues. Make changes based on issues and re-administer survey in spring. 	Speed of Service in customer inquires Student Financial Services identified as an area of improvement, goal to increase the excellent rating from 76% to 85%.	Review and tabulation of Spring Customer Survey Cards will indicate an improvement in the percentage of excellent ratings from 76% to 85% as compared to the October survey.	Assistance from OIRE in survey tabulations.

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To improve customer service in Enrollment and Student Services through assessment from the Customer Survey cards. (2)	<ul style="list-style-type: none"> • Administer and assess results of customer survey cards in Oct 2006. • Identify top 3 issues. • Make changes based on issues and re-administer survey in spring. 	Hours of operation for Math tutoring- increase the excellent rating from 66.7% to 80%	Review and tabulation of Spring Customer Survey Cards will indicate an improvement in the percentage of excellent ratings from 66.7% to 80% as compared to the October survey.	Assistance from OIRE in survey tabulations.
To improve customer service in Enrollment and Student Services through assessment from the Customer Survey cards. (3)	<ul style="list-style-type: none"> • Administer and assess results of customer survey cards in Oct 2006. • Identify top 3 issues. • Make changes based on issues and re-administer survey in spring. 	Overall excellent rating- increase from 75% to 80%	Review and tabulation of Spring Customer Survey Cards will indicate an increase in the percentage of overall excellent ratings from 75% to 80% as compared to the October survey.	Assistance from OIRE in survey tabulations.



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Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	Assessment Results (Use actual data to describe annual performance)	Use of Results (What change was made?)
To improve customer service in Enrollment and Student Services through assessment from the Customer Survey cards. (1)	Speed of Service in customer inquires Student Financial Services identified as an area of improvement, goal to increase the excellent rating from 76% to 85%.	Review and tabulation of Spring Customer Survey Cards will indicate an improvement in the percentage of excellent ratings from 76% to 85% as compared to the October survey.	A review of the tabulation of the Spring 2007 Customer Survey Cards shows an improvement in the excellent rating for Speed of Service from 76% to 84%.	Dedicated full time employee will go from direct wage position to salaried position in Fall 2007. The Express Lab teams continue to assist during peak periods. SFS continues to promote on line services.
To improve customer	Hours of operation for	Review and tabulation of Spring	A review of the tabulation	Expanded tutoring to the

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service in Enrollment and Student Services through assessment from the Customer Survey cards. (2)	Math tutoring- increase the excellent rating from 66.7% to 80%	Customer Survey Cards will indicate an improvement in the percentage of excellent ratings from 66.7% to 80% as compared to the October survey.	of the Spring 2007 Customer Survey Cards shows an improvement in the excellent rating for Hours of Operation from 66.7% to 88%.	Residence Halls; Offer on-line tutoring
To improve customer service in Enrollment and Student Services through assessment from the Customer Survey cards. (3)	Overall excellent rating- increase from 75% to 80%	Review and tabulation of Spring Customer Survey Cards will indicate an increase in the percentage of overall excellent ratings from 75% to 80% as compared to the October survey.	A review of the tabulation of the Spring 2007 Customer Survey Cards shows an improvement in the overall Excellent rating from 75% to 78%.	ESS will offer staff development training in order to continue on the path of improved customer service.