

# **Administrative and Educational Support Report**

## **Admissions & New Student Services**

**Annual Action Plan**  
**Annual Assessment Report**

**June 2007 – May 2008**



**Annual Action Plan: June 1, 2007–May 31, 2008**

**Unit:** Admissions and New Student Services (ANSS)

**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. Maggie Hinojosa

**Unit Mission:** The Admissions and New Student Services Office is committed to providing excellent customer service to prospective students, campus visitors, and the University community. By continuously increasing our network of contacts and through the use of marketing analysis the ANSS will identify and recruit top academic achievers to increase retention and graduation rates. This will be accomplished by ensuring that efficient processes and procedures are in place to process admissions documents and to guide prospective students effectively to facilitate a smooth transition to UTPA.

**University Goal:** **Provide students with a quality educational experience that enables them to complete their educational goals in a timely fashion.**

**Division Objective:** Provide incentives, programs, and support services that promote student engagement, empowerment, and success.

Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
Cross train staff. (1)	<ul style="list-style-type: none"> <li>Provide professional development opportunities through attendance at conferences, workshops, and specialized trainings.</li> <li>Update all transfer</li> </ul>	100% of ANSS staff will be cross-trained to cover at least 1 additional ANSS function.	<ul style="list-style-type: none"> <li>Survey staff to identify additional training functions added during FY 07. 100% of ANSS staff will report one additional ANSS function added.</li> </ul>	Staff Survey

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Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
	<p>admissions policy and procedures manuals, as needed.</p> <ul style="list-style-type: none"> <li>• Funnel communication flow from ANSS Executive meetings using e-mail, telephone, and/or weekly meeting agendas.</li> <li>• Monthly and annual report.</li> </ul> <p>Maintain information to guide department staff.</p>			
<p>Enhance communication flow. (2)</p>	<ul style="list-style-type: none"> <li>• Mail tour invitations and announcements annually to high school administrators and teachers in UTPA primary market.</li> </ul>	<ul style="list-style-type: none"> <li>• Develop a comprehensive communication plan for entering freshmen, suspects, prospects, applicants and admits.</li> <li>• Develop a comprehensive communication plan for transfer student suspects, prospects, and applicants to include smart emails, postcards and letters.</li> </ul>	<ul style="list-style-type: none"> <li>• Communication plan developed and implementation of phase 1 of the Student Marketing System by May 1, 2008. Communication flow will address all aspects of ANSS responsibilities to include recruitment, admissions, orientation, and enrollment to assist prospect transition to UTPA.</li> <li>• Communication plan developed and implementation of phase 1 of the Student Marketing System by May 1, 2008. Communication flow will address all aspects of ANSS responsibilities to include recruitment, admissions, orientation, and enrollment to assist prospect transition to UTPA.</li> </ul>	<p>Additional consulting from Sungard in order to enhance the Student Marketing application.</p>

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Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
		<ul style="list-style-type: none"> <li>• Invitations and announcements mailed annually to key high school contacts in primary markets.</li> </ul>	<ul style="list-style-type: none"> <li>• Mail-out report reviewed to verify that 100% of high schools receive at least one mail-out from UTPA.</li> </ul>	
Provide admissions and scholarship decisions on a timely basis. (3)	<ul style="list-style-type: none"> <li>• Identify top 10% students from each high school at the beginning of senior year.</li> </ul>	<ul style="list-style-type: none"> <li>• Process EF admission documents within three days of receipt.</li> <li>• Gateway and recruitment scholarships awarded by target deadlines:</li> <li>• Batch 1 – December 31<sup>st</sup></li> <li>• Batch 2 – January 21<sup>st</sup></li> <li>• Batch 3 – February 21<sup>st</sup></li> <li>• Recruitment Scholarships</li> </ul>	<ul style="list-style-type: none"> <li>• Admissions Document Log used to track turnaround time of application process. 90% of EF admission documents processed within three days of receipts.</li> <li>• Scholarship Report will be used to verify that Gateway and recruitment scholarships are awarded by target deadlines of:</li> <li>• Batch 1 – Dec. 31, 2007</li> <li>• Batch 2 – January 21, 2008</li> <li>• Batch 3 – February 21, 2008</li> <li>• Recruitment Scholarship – December 31, 2007</li> </ul>	None
	Identify top academic achievers at each community college at the beginning of each fall semester – students with 45 college credits with 3.0 GPA or higher and PTK.	Scholarships will be awarded December 1 and May 1 of each fiscal year.	Track turn-around time of scholarship offers, acceptance and awards by application deadline. 100% of scholarships awarded by May 31, 2008.	Transfer Recruiter (1 fte)

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University Goal:

Provide students with a quality educational experience that enables them to complete their educational goals in a timely fashion.

Division Objective:

Increase undergraduate retention and graduation rates.

Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
Continuous improvement of entering freshmen recruiting strategies to enroll high caliber students. (4)	Redefine secondary and tertiary markets to include students that meet UTPA student profiles.	50% increase in suspects and inquiries in secondary and tertiary markets.	Suspect/Inquiry Database (SMS report) used to verify a 50% increase in the number of suspects and inquiries in secondary and tertiary markets as compared to last year.	Additional funds for travel and new recruitment vehicles.  A fully functional SMS.
	Identify and award Gateway Scholarship Funds to encourage students from primary and secondary markets to choose UTPA	<ul style="list-style-type: none"> <li>Increased enrollment of out-of-valley recipients by 2 in FY 08.</li> <li>Increase Valedictorian and Salutatorian enrollment by 1 student in FY 08.</li> <li>Increased enrollment of top 10% by 1 student in FY 08.</li> </ul>	<p>Scholarship reports reviewed to verify an increase of 2 out of valley scholarship receipts during FY 08 as compared to FY 07.</p> <p>Scholarship reports reviewed to verify an increase of 1 student in Valedictorian and Salutatorian enrollment during FY 8.</p> <p>Scholarship reports reviewed to verify increased enrollment of 1 top 10% student in FY 08.</p>	None
Continuous improvement of transfer recruiting strategies to enroll high caliber students. (5)	Visit primary, secondary, tertiary, and special markets as listed to identify top academic achievers.	Increased enrollment of high caliber students by 8%.	Frozen data after 20 <sup>th</sup> class day reviewed to verify increased enrollment of high caliber students by 8%.	Transfer Recruiter (1 fte)

Annual Action Plan June 1, 2007–May 31, 2008

**University Goal:**

**Become an outstanding research institution, emphasizing collaborative partnerships and entrepreneurship.**

**Division Objective:**

Increase external funding to support student access and success.

Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
Promote new majors and masters degrees. (6)	<ul style="list-style-type: none"> <li>• Create brochures listing majors and masters.</li> <li>• Invite new program advisors to present to admissions staff.</li> <li>• Update tour script annually.</li> </ul>	100% of new majors and masters degrees will be promoted using Admissions Counselors and the UTPA Tour Program.	<ul style="list-style-type: none"> <li>• Document presentations on meeting agendas and promotion of 100% of new majors and masters degrees using tour script and brochures.</li> </ul>	New recruitment video and publications.
Refer excellent students to contacts at college. (7)	Maintain a list of contacts for each academic program.	Develop a directory documenting current Faculty/Staff contacts for each academic program annually.	Accurate directory developed and available for use by May 31, 2008.	None
	Forward lists of prospective students to each college for contact.	100% of prospective students referred to college contact for pre-advisement.	100% of prospective students referred to college contact for advisement.	

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**University Goal:**

**Become an outstanding research institution, emphasizing collaborative partnerships and entrepreneurship.**

**Division Objective:**

Conduct research as ESS programs and services.

Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
Encourage presentations at conferences .(9)	<ul style="list-style-type: none"> <li>Submit proposals annually to TACAC, TACRAO, SACRAO, AACRAO, SETA, submit and/or NODA.</li> <li>Submit proposal to CIVSA.</li> </ul>	ANSS staff will conduct at least one conference presentation.	ANSS staff will conduct at least one conference presentation by May 31, 2008.	None
Collaborate with other ESS departments to conduct research on recruitment and retention. (10)	Share data with Financial Aid and Registrar's Offices.	ANSS staff will work with Financial Aid and Registrar's Offices to identify cohorts of "at risk" students.	Identification of cohorts in the Student Marketing System. One cohort of "at risk" students identified.	Fully functional SMS application.
Use predictive modeling research to identify successful students. (11)	Use the Student Marketing System to identify recruits with high success rate potential.	Creation of specific target groups for recruitment.	Identification of target groups with a high success rate in the Student Marketing System identified by May 31, 2008.	Fully functional SMS application.

**University Goal:**

**Enhance UTPA's engagement with the community to meet challenges and maximize opportunities.**

**Division Objective:**

Improve the community's image and awareness of UTPA.

Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
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Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
Increase number of events involving Visitors Center. (12)	<ul style="list-style-type: none"> <li>Participate in planning and implementing at least 3 UTPA campus activities, which invites the UTPA and the RGV communities.</li> <li>Market campus visits by Bucky and/or the Visitors Center staff to Region One elementary and middle school campuses annually.</li> </ul>	The number of events involving Visitors Center staff will increase by 3%.	Monthly reports, Annual reports reviewed to verify a 3% increase in the number of events involving Visitors Center staff as compared to last year.	Additional tour guides.
Provide quality and diverse exhibits. (13)	Propose thematic exhibits targeting issues of national, state and/or regional significance annually.	The Visitors Center will host at least one blockbuster exhibit.	<ul style="list-style-type: none"> <li>Committee meeting minutes.</li> <li>The Visitors Center will host at least one blockbuster exhibit by May 31, 2008.</li> </ul>	Funds to cover costs of exhibits.

**University Goal:**

**Enhance UTPA's engagement with the community to meet challenges and maximize opportunities.**

**Division Objective:**

Increase community awareness of the value of higher education.

Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
Develop new program and enhance existing programs. (14)	Develop a communication flow for parents.	Two communications to the parents of applicants created with a response required.	Two communications to the parents of applicants created by May 31, 2008 with a response required.	None
Increase collaboration with University departments with parent affiliation. (15)	Schedule meeting with University departments to discuss current programs affiliated to parents.	Participate in at least 2 University events targeting parents.	Participation in 2 University events targeting parents by May 31, 2008.	None

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**University Goal:**

**Enhance UTPA’s engagement with the community to meet challenges and maximize opportunities.**

**Division Objective:**

Improve the community’s image and awareness of UTPA

Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
Bronc Spring Picnic for accepted students (16)	Create a committee for this event (faculty, staff, current students, GEAR UP and, recruitment team).  Promote this event starting December of each year.	Implement at least one Bronc Spring Picnic.	One Bronc Spring Picnic held by May 31, 2008.	Funds to cover expense of event.
Improve transfer processing (17)	Process transcript evaluations for no-attribute transcripts, use evaluation letter as recruitment tool.	Processed transcript evaluation within 48 hours of receipt.	100% of transcript evaluations processed within 48 hours of receipt.	Additional staff to handle increased volume due to increased recruitment and enrollment efforts and the Banner implementation.

**University Goal:**

**Collaborate with P-12 schools to enlarge the pool of applicants who are personally prepared and academically qualified for higher education.**

**Division Objective:**

Create internal and external partnerships to promote a college-going culture.

Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
Continue to offer learning opportunities through visits and tours. (18)	Use age appropriate brochures during UTPA tours.	At least two TEKS/TAKS aligned brochures provided for campus tour options.	Two TEKS/TAKS aligned brochures provided for campus tour options by May 31, 2008.	None

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Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
	Provide teacher classroom activities suggestions that coincide with Visitors Center exhibits.	Curriculum provided to teachers that coincides with at least one exhibit shown in the Visitors Center.	One curriculum provided to teachers that coincides with at least one exhibit shown in the Visitors Center by May 31, 2008.	None
Expand counselor workshops to include middle schools. (19)	Contact ACT requesting inclusion of primary market middle school counselors in invitation mail-flow.	Invitations to counselors workshop extended to all middle schools in the UTPA primary market.	Counselor update attendee list used to verify that 100% of all middle schools in the UTPA primary market receive invitations to counselors workshops.	None
Share data with regional centers and high schools (20)	Provide lists of students missing documentation for admission purposes that will assist with recruitment efforts.	Regional centers and high schools updated quarterly with reports of students missing documentation for admissions purposes.	Reports submitted each quarter to 100% of regional centers and high schools with information on students who are missing documentation for admissions purposes.	None

**University Goal:**

**Collaborate with P-12 schools to enlarge the pool of applicants who are personally prepared and academically qualified for high education.**

**Division Objective:**

Promote the holistic development of students for success in college.

Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
Focus recruitment effort on specific target markets. (21)	Purchase lists.	Increased number of suspects and prospects from targeted populations by 50%.	SMS Reports used to verify a 50% increase in the number of suspects and prospects from targeted populations.	Fully functional SMS application.
	New EF communication flows.	Increased yield of applicants and admits from targeted populations by 50%.	Applicant and Admit Reports used to verify increased yield of 50% in applicants and admits from targeted populations.	Report functionality in Banner.
	Develop and implement an	Increased awareness of	Prospect list from outside the	Transfer Recruiter (1 fte)

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Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
	innovative, focused, targeted recruitment plan for TACRAO recruitment schedule. PTK regional and national conferences.	UTPA at state and national levels.	primary target area to reflect an increase in enrollment of projected 8%.	
Develop college-going culture through recruitment services (22)	Create a College is Your Next Step Slogan (website)	100 hits to website.	Website counter.	Completion and launch of website.

**University Goal:**

**Infuse Inter-American and global perspectives throughout the University and community.**

**Division Objective:**

Engage community in multicultural activities.

Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
Hold events hosted in the Visitors Center gallery promoting global perspectives on minorities, cultural, and student interests. (23)	<ul style="list-style-type: none"> <li>Propose thematic exhibits targeting issues of national, state, and/or regional significance.</li> <li>Chair University-wide Visitors Center Exhibit Committee</li> </ul>	Proposal of at least 2 thematic exhibits, which target issues of national state and/or regional significance annually.	Proposal for at least 2 thematic exhibits which target issues of national, state, and/or regional significance submitted by May 31, 2008.	None
Promoted global perspective exhibits. (24)	Send exhibit announcements to teachers, counselors and administrators based on exhibit theme.	Implementation of a marketing plan to advertise exhibits.	Marketing plan to advertise one exhibit implemented by May 31, 2008. Marketing plan includes invitation mail-out, advertisements, and host opening.	None

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<b>University Goal:</b>	<b>Infuse Inter-American and global perspective throughout the University and community.</b>
<b>Division Objective:</b>	Increase and retain an international student population.

Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
Expand international recruitment services. (25)	Advertise in Hobson's, HACU, and Latin American Guides.	Increase the inquiries from Mexico and Latin America.	SMS tracking will be used to verify 50 inquiries from Mexico and Latin America.	Fully functional SMS application.
Provide comprehensive information for international students and their parents. (26)	Advertise in Hobson's, HACU, and Latin American Guides.			None
	Participate in other UTPA programs targeting international students and their parents annually, e.g. ELI Orientation, CAMP presentations, etc.	Participation in one program other than ANSS that target international students.	Participation in one program other than ANSS that target International students.	None

<b>University Goal:</b>	<b>Optimize institutional effectiveness and efficiency consistent with high quality organizational standards.</b>
<b>Division Objective:</b>	Improve communication with all internal and external stakeholders.

Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
Optimize institutional effectiveness through use of tour surveys. (27)	<ul style="list-style-type: none"> <li>Modify existing survey that documents tour services only.</li> <li>Issue a tour survey to at least one chaperone per</li> </ul>	Achieve 90% customer satisfaction rate.	<ul style="list-style-type: none"> <li>Annual report</li> <li>Include survey in chaperone tour packet.</li> </ul> <p>Satisfaction surveys analyzed by</p>	None

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Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
	tour group.		May 31, 2008. Ninety percent customer satisfaction rate for campus tours.	
Collaborate with departments to increase interdepartmental communication. (28)	<ul style="list-style-type: none"> <li>Schedule UPDATE meeting with Financial Aid, Payments and Collections, Registrar's and other departments annually to review any changes or new additions to the college or department.</li> <li>Improve communication efforts across student service departments.</li> <li>Incorporate UPDATE information to Visitors Center staff via staff meetings, emails, and training sessions.</li> </ul>	Hold two meetings with Financial Aid, Payments and Collections, and the Registrar's Office.	Meeting attendance report used to document that at least two meetings with Financial Aid, Payments and Collections and the Registrar's Office were held by May 31, 2008.	None

**University Goal:**

**Optimize institutional effectiveness and efficiency consistent with high quality organizational standards.**

**Division Objective:**

Continuously 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 FY08
Optimize effectiveness through surveys, (29)	<ul style="list-style-type: none"> <li>Create a systematic way of compiling and disseminating survey results.</li> <li>Conduct paper and on-</li> </ul>	Documentation of a 90% customer satisfaction rate using satisfaction surveys.	Dean of Students Customer Service report will be analyzed to determine overall customer satisfaction is at least 90%.	None

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Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
	line surveys. Document customer satisfaction using satisfaction surveys located at the Visitors Center lobby desk using Dean of Student customer service survey.			
Review admissions requirements on an annual basis. (30)	Review EF cohort data (ACT/SAT scores, class rank, etc.)	Determine reliability of admissions requirements.	Provide report on reliability of admissions requirements to ESS VP concerning EF cohort data by May 31, 2008.	None
Assure all strategies have a measurable outcome. (31)	ANSS Dean and direct reports will create action plan as team.	Completion of annual action plans in a timely manner.	Submission of action plans to ESS VP by designated due date.	None
	Place action plans in goals/objective manual format.	Completion of goals/objective manual for ANSS staff.	Distribution of goals/objectives manual to all ANSS staff by May 31, 2008.	None
Implement SMS and Banner. (32)	ANSS Student Marketing Team will actively participate in the training and development of the Student Marketing System.	100% of inquiry and prospect data will be tracked in the Student Marketing System.	100% of the generation of letters, reports, and communication flows for inquiry and prospect students will be accomplished via the Student Marketing System.	Fully functional SMS and Banner applications.
	ANSS Admissions Team will actively participate in the Banner implementation process.	100% of admitted students will be processed in the Banner student for Fall 08.	100% of admitted students will be processed in the Banner student for Fall 08.	None
Provide mandatory training on SMS and Banner. (33)	<ul style="list-style-type: none"> <li>• ANSS Student Marketing/Admissions Team will be trained first.</li> <li>• ANSS Student Marketing/Admissions Team will create SMS and Banner manuals.</li> </ul>	100% of ANSS staff will be trained in SMS and Banner	100% ANSS staff will be trained in SMS and Banner by May 31, 2008.	None

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Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
	<ul style="list-style-type: none"><li>• ANSS Student Marketing/Admissions Team will provide SMS and Banner training for entire ANSS staff.</li></ul>			

# FY08 AES Assessment Results Reports

## UTPA

### Admin - Admissions and New Student Services

**Unit Mission:** The Admissions and New Student Services Office is committed to providing excellent customer service to prospective students, campus visitors, and the University community. By continuously increasing our network of contacts and through the use of marketing analysis the ANSS will identify and recruit top academic achievers to increase retention and graduation rates. This will be accomplished by ensuring that efficient processes and procedures are in place to process admissions documents and to guide prospective students effectively to facilitate a smooth transition to UTPA.

**Unit Head:** Maggie Hinojosa

**Division:** Division of Enrollment and Student Services

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
<p>Admin - Admissions and New Student Services - Cross train staff - We will cross train staff.</p> <p><b>Outcome Types:</b> Administrative - Fiscal Year 2008 Administrative - Fiscal Years 2009 - 2011</p> <p><b>Start Date:</b> 06/01/2007</p> <p><b>Outcome Status:</b> Active/Ongoing</p> <p><b>Strategies:</b></p> <ol style="list-style-type: none"> <li>1. Provide professional development opportunities through attendance at conferences, workshops, and specialized trainings.</li> <li>2. Update all transfer admissions policy and procedures manuals, as needed.</li> <li>3. Funnel communication flow from ANSS Executive meetings using e-mail, telephone, and/or weekly meeting agendas.</li> <li>4. Monthly and annual report. Maintain information to guide department staff.</li> </ol>	<p><b>Assessment Method:</b> Survey staff to identify additional training functions added during FY 07. 100% of ANSS staff will report one additional ANSS function added.</p> <p><b>Criterion for Success:</b> 100% of ANSS staff will be cross-trained to cover at least 1 additional ANSS function.</p>	<p>11/15/2008 - ANSS reorganization June 1, 2008. New organizational chart forced cross training for staff to accommodate student needs and full implementation of Banner System.</p> <p><b>Result Type:</b> Criterion Met</p> <p><b>Next Step:</b> Continue Current Strategy(s)</p>	<p>11/15/2008 - Crossed trained staff.</p>
<p>Admin - Admissions and New Student Services - Enhance Communication Flow - We will enhance communication flow.</p> <p><b>Outcome Types:</b> Administrative - Fiscal Year 2008</p>	<p><b>Assessment Method:</b> Communication plan developed and implementation of phase 1 of the Student Marketing System by May 1, 2008. Communication flow will address all aspects of ANSS responsibilities to include</p>	<p>11/15/2008 - The EF communication plan was developed as described. Gaps in communication plan discovered and addressed.</p> <p><b>Result Type:</b> Criterion Met</p> <p><b>Next Step:</b></p>	<p>11/15/2008 - Changes to communication flow made to incorporate additional mail pieces for students who do not provide e-mail addresses.</p>

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
<p>Administrative - Fiscal Years 2009 - 2011</p> <p><b>Start Date:</b> 06/01/2007</p> <p><b>Outcome Status:</b> Active/Ongoing</p> <p><b>Strategies:</b> 1. Mail tour invitations and announcements annually to high school administrators and teachers in UTPA primary market.</p>	<p>recruitment, admissions, orientation, and enrollment to assist prospect transition to UTPA.</p> <p><b>Criterion for Success:</b> Develop a comprehensive communication plan for entering freshmen, suspects, prospects, applicants and admits.</p> <p><b>Assessment Method:</b> Communication plan developed and implementation of phase 1 of the Student Marketing System by May 1, 2008. Communication flow will address all aspects of ANSS responsibilities to include recruitment, admissions, orientation, and enrollment to assist prospect transition to UTPA.</p> <p><b>Criterion for Success:</b> Develop a comprehensive communication plan for transfer student suspects, prospects, and applicants to include smart emails, postcards and letters.</p> <p><b>Assessment Method:</b> Mail-out report reviewed to verify that 100% of high schools receive at least one mail-out from UTPA.</p> <p><b>Criterion for Success:</b> Invitations and announcements mailed annually to key high school contacts in primary markets.</p>	<p>Continue Current Strategy(s)</p> <hr/> <p>11/15/2008 - Communication plan for transfer suspects, prospects and applications ws planned and developed. Gaps in communication plan discovered and addressed.</p> <p><b>Result Type:</b> Criterion Met</p> <p><b>Next Step:</b> Continue Current Strategy(s)</p> <hr/> <p>11/15/2008 - A communication flow for high school counselors was developed.</p> <p><b>Result Type:</b> Criterion Met</p> <p><b>Next Step:</b> Continue Current Strategy(s)</p>	<p>11/15/2008 - Coordination from prospect-applicant-admit addressed. Implementation of new mail pieces to turn admits to enrollees implemented.</p> <p>Mail-out included: Prospect - Medium Inquires: *DVB's: 9.181 *Valentines: 6720 3-mails Admits: * Bronc Picnic - 1223 *T-Shirts: 854 * Beach Balls: 5608</p> <hr/> <p>11/15/2008 - Counselor contacts renewed.</p>
<p>Admin - Admissions and New Student Services - Scholarship Decisions on a timely basis - We will provide admissions and scholarship decisions on a timely basis</p> <p><b>Outcome Types:</b> Administrative - Fiscal Year 2008 Administrative - Fiscal Years 2009 - 2011</p> <p><b>Start Date:</b> 06/01/2007</p>	<p><b>Assessment Method:</b> Admissions Document Log used to track turnaround time of application process. 90% of EF admission documents processed within three days of receipts.</p> <p><b>Criterion for Success:</b> Process EF admission documents within three days of receipt.</p>	<p>11/15/2008 - Due to the implementation of Banner and a manual application process, this goal was not met for 2008.</p> <p><b>Result Type:</b> Criterion Not Met</p> <p><b>Next Step:</b> Continue Current Strategy(s)</p>	<p>11/15/2008 - Applications now load during the EDI process and admissions is back on track to meet stated goals for 2009.</p>

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
<p><b>Outcome Status:</b> Active/Ongoing</p> <p><b>Strategies:</b> 1. Identify top 10% students from each high school at the beginning of senior year. 2. Identify top academic achievers at each community college at the beginning of each fall semester ? students with 45 college credits with 3.0 GPA or higher and PTK.</p>	<p><b>Assessment Method:</b> Scholarship Report will be used to verify that Gateway and recruitment scholarships are awarded by target deadlines of: - Batch 1: Dec. 31, 2007 - Batch 2: January 21, 2008 - Batch 3: February 21, 2008 - Recruitment Scholarship - December 31, 2007</p> <p><b>Criterion for Success:</b> Gateway and recruitment scholarships awarded by target deadlines: - Batch 1: December 31st - Batch 2: January 21st - Batch 3: February 21st - Recruitment Scholarships</p>	<p>11/15/2008 - Scholarships were awarded on the following deadlines: Batch 1 - February 21 Batch 2 - April 7 Batch 3 - April 30 Batch 4 - July 7 Several batches were necessary to fully award the Gateway Scholarship. A total of \$640,500 and 281 students were offered Gateway Scholarships. 83 students who accepted did enroll. All funding was spent.</p> <p><b>Result Type:</b> Criterion Met</p> <p><b>Next Step:</b> Continue Current Strategy(s)</p>	<p>11/15/2008 - Data was compiled to study the yield rates fo Gateway scholarships from Offer to Accept to Accept to Enroll in order to project the optimal over award percentage in order to reach a specific target. This was done in order to decrease the number of batches and meet the goal of earlier awarding. The recruitment scholarship deadline will be aligned with the financial aid office deadline of December 1. This will ensure that the scholarships will be offered by the March 2 deadline.</p>
	<p><b>Assessment Method:</b> Track turn-around time of scholarship offers, acceptance and awards by application deadline. 100% of scholarships awarded by May 31, 2008.</p> <p><b>Criterion for Success:</b> Scholarships will be awarded December 1 and May 1 of each fiscal year.</p>		
<p>Admin - Admissions and New Student Services - Improvement of Entering Freshman Caliber - We will continue improvement of entering freshmen recruiting strategies to enroll high caliber students.</p> <p><b>Outcome Types:</b> Administrative - Fiscal Year 2008 Administrative - Fiscal Years 2009 - 2011</p> <p><b>Start Date:</b> 06/03/2007</p> <p><b>Outcome Status:</b> Active/Ongoing</p>	<p><b>Assessment Method:</b> Suspect/Inquiry Database (SMS report) used to verify a 50% increase in the number of suspects and inquiries in secondary and tertiary markets as compared to last year.</p> <p><b>Criterion for Success:</b> 50% increase in suspects and inquiries in secondary and tertiary markets.</p>	<p>11/15/2008 - A total of 169,267 e-mails and 53,715 letters to prospects using SSM.</p> <p><b>Result Type:</b> Criterion Met</p> <p><b>Next Step:</b> Continue Current Strategy(s)</p>	<p>11/15/2008 - Strategies to turn prospects to applicants to admits included targeting medium inquiry students. Emails/Letters sent by prospect status: * Inquiry Medium: 61,963/46,332 * Inquiry Low: 40,467/5,387 * Suspects: 57,060/19</p>

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
<p><b>Strategies:</b>  1. Redefine secondary and tertiary markets to include students that meet UTPA student profiles.  2. Identify and award Gateway Scholarship Funds to encourage students from primary and secondary markets to choose UTPA</p>	<p><b>Assessment Method:</b>  Scholarship reports reviewed to verify an increase of 2 out of valley scholarship receipts during FY 08 as compared to FY 07.</p> <p><b>Criterion for Success:</b>  Increased enrollment of out-of-valley recipients by 2 in FY 08.</p> <hr/> <p><b>Assessment Method:</b>  Scholarship reports reviewed to verify an increase of 1 student in Valedictorian and Salutatorian enrollment during FY 8.</p> <p><b>Criterion for Success:</b>  Increase Valedictorian and Salutatorian enrollment by 1 student in FY 08.</p> <hr/> <p><b>Assessment Method:</b>  Scholarship reports reviewed to verify increased enrollment of 1 top 10% student in FY 08.</p> <p><b>Criterion for Success:</b>  Increased enrollment of top 10% by 1 student in FY</p>	<p>11/15/2008 - Goal of 22 not met: Enrolled 7 - Gateway; 5 - Housing.  Goal of 52 not met: Enrolled 12 - Gateway; 3 - Housing.  Goal of 33 met: Enrolled 65 - Gateway; 26 - Housing</p> <p><b>Result Type:</b>  Criterion Not Met</p> <p><b>Next Step:</b>  Continue Current Strategy(s)</p>	<p>11/15/2008 - Housing scholarships were packaged with Gateway Scholarships in order to appear more attractive to students from outside of the Valley.  Students offered Gateway Scholarships were contacted by Admissions representatives in order to monitor their status.</p>
<p>Admin - Admissions and New Student Services - Improvement of transfer recruitment - We will continue improvement of transfer recruiting strategies to enroll high caliber students.</p> <p><b>Outcome Types:</b>  Administrative - Fiscal Year 2008  Administrative - Fiscal Years 2009 - 2011</p> <p><b>Start Date:</b>  06/03/2007</p> <p><b>Outcome Status:</b>  Active/Ongoing</p> <p><b>Strategies:</b>  1. Visit primary, secondary, tertiary, and</p>	<p><b>Assessment Method:</b>  Frozen data after 20th class day reviewed to verify increased enrollment of high caliber students by 8%.</p> <p><b>Criterion for Success:</b>  Increased enrollment of high caliber students by 8%.</p>		

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
special markets as listed to identify top academic achievers.			
<p>Admin - Admissions and New Student Services - Promote New Majors and Masters Degrees - We will promote new majors and masters degrees.</p> <p><b>Outcome Types:</b>  Administrative - Fiscal Year 2008  Administrative - Fiscal Years 2009 - 2011</p> <p><b>Start Date:</b>  06/01/2007</p> <p><b>Outcome Status:</b>  Active/Ongoing</p> <p><b>Strategies:</b>  1. Create brochures listing majors and masters.  2. Invite new program advisors to present to admissions staff.  3. Update tour script annually.</p>	<p><b>Assessment Method:</b>  Document presentations on meeting agendas and promotion of 100% of new majors and masters degrees using tour script and brochures.</p> <p><b>Criterion for Success:</b>  100% of new majors and masters degrees will be promoted using Admissions Counselors and the UTPA Tour Program.</p>	<p>11/15/2008 - Viewed presentations by Academic advisors from each of the six academic units during EF Admissions staff meeting from March thru April in order to receive updated information on each college. Visitors Center staff was invited and attended the presentations as well. A New Think Big video was created to update UTPA recruitment videos.</p> <p><b>Result Type:</b>  Criterion Met</p> <p><b>Next Step:</b>  Continue Current Strategy(s)</p>	<p>11/15/2008 - The UTPA recruitment presentation will be updated to include information obtained from the presentations.  100% new majors and masters degrees promoted using revised tour scripts and brochures.</p>
<p>Admin - Admissions and New Student Services - Refer Excellent Students to Contacts - We will refer excellent students to contacts at college.</p> <p><b>Outcome Types:</b>  Administrative - Fiscal Year 2008  Administrative - Fiscal Years 2009 - 2011</p> <p><b>Start Date:</b>  06/01/2007</p> <p><b>Outcome Status:</b>  Active/Ongoing</p> <p><b>Strategies:</b>  1. Maintain a list of contacts for each academic program.  2. Forward lists of prospective students to each college for contact.</p>	<p><b>Assessment Method:</b>  Accurate directory developed and available for use by May 31, 2008.</p> <p><b>Criterion for Success:</b>  Develop a directory documenting current Faculty/Staff contacts for each academic program annually.</p>	<p>11/15/2008 - Accurate directory maintained in the VC Lobby and in the Call Center. Training of new staff to use the UTPA director as listed at www.utpa.edu  E-mail blast to ANSS staff with updates/changes to logistics and/or academic advising changes..</p> <p><b>Result Type:</b>  Criterion Met</p> <p><b>Next Step:</b>  Continue Current Strategy(s)</p>	<p>11/15/2008 - Accurate directory information disseminated to inquiring constituents in the Visitors Center Admissions Counseling area.</p>
	<p><b>Assessment Method:</b>  100% of prospective students referred to college contact for advisement.</p> <p><b>Criterion for Success:</b>  100% of prospective students referred to college contact for pre-advisement.</p>	<p>11/15/2008 - Accurate academic advisement information maintained in the VC Lobby and in the Call Center. Training of new staff to use the UTPA directory as listed at www.utpa.edu  E-mail blast to ANSS staff with updates/changes to logistis and/or academic advising changes.</p> <p><b>Result Type:</b>  Criterion Met</p>	<p>11/15/2008 - Accurate academic advisement information disseminated to inquiring constituents in the Visitors Center Admissions Counseling area.</p>

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
		<b>Next Step:</b> Continue Current Strategy(s)	
Admin - Admissions and New Student Services - Encourage Presentations at Conferences - We will encourage presentations at conferences . <b>Outcome Types:</b> Administrative - Fiscal Year 2008 Administrative - Fiscal Years 2009 - 2011 <b>Start Date:</b> 06/01/2007 <b>Outcome Status:</b> Active/Ongoing <b>Strategies:</b> 1. Share data with Financial Aid and Registrar?s Offices	<b>Assessment Method:</b> ANSS staff will conduct at least one conference presentation by May 31, 2008. <b>Criterion for Success:</b> ANSS staff will conduct at least one conference presentation.		
Admin - Admissions and New Student Services - Collaborate with other ESS Departments - We will collaborate with other ESS departments to conduct research on recruitment and retention. <b>Outcome Types:</b> Administrative - Fiscal Year 2008 Administrative - Fiscal Years 2009 - 2011 <b>Start Date:</b> 06/01/2007 <b>Outcome Status:</b> Active/Ongoing	<b>Assessment Method:</b> Identification of cohorts in the Student Marketing System. One cohort of "at risk" students identified. <b>Criterion for Success:</b> ANSS staff will work with Financial Aid and Registrar?s Offices to identify cohorts of "at risk" students.		
Admin - Admissions and New Student Services - Use Predictive Modeling - We will use predictive modeling research to identify successful students. <b>Outcome Types:</b> Administrative - Fiscal Year 2008 Administrative - Fiscal Years 2009 - 2011 <b>Start Date:</b>	<b>Assessment Method:</b> Creation of specific target groups for recruitment <b>Criterion for Success:</b> Identification of target groups with a high success rate in the Student Marketing System identified by May 31, 2008.		

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
<p>06/01/2007</p> <p><b>Outcome Status:</b> Active/Ongoing</p> <p><b>Strategies:</b> 1. Use the Student Marketing System to identify recruits with high success rate potential.</p>			
<p>Admin - Admissions and New Student Services - Increase Number of Events at Visitor's Center - We will increase number of events involving Visitors Center.</p> <p><b>Outcome Types:</b> Administrative - Fiscal Year 2008 Administrative - Fiscal Years 2009 - 2011</p> <p><b>Start Date:</b> 06/01/2007</p> <p><b>Outcome Status:</b> Active/Ongoing</p> <p><b>Strategies:</b> 1. Participate in planning and implementing at least 3 UTPA campus activities, which invites the UTPA and the RGV communities. 2. Market campus visits by Bucky and/or the Visitors Center staff to Region One elementary and middle school campuses annually.</p>	<p><b>Assessment Method:</b> Monthly reports, Annual reports reviewed to verify a 3% increase in the number of events involving Visitors Center staff as compared to last year.</p> <p><b>Criterion for Success:</b> The number of events involving Visitors Center staff will increase by 3%.</p>	<p>11/15/2008 - FY 07: 5,687 FY 08 - 4,901 (-15.31%) Exhibit selection did not yield an increased turnout. Loss of student staff curtailed tours, events, and Bucky events.</p> <p><b>Result Type:</b> Criterion Not Met</p> <p><b>Next Step:</b> Continue Current Strategy(s)</p>	<p>11/15/2008 - Planning for a blockbuster exhibit scheduled Fall 2008. Bucky suit was put on loan to accommodate events requested for Bucky when no VC personnel was available.</p>
<p>Admin - Admissions and New Student Services - Provide Quality and Diverse Exhibits - We will provide quality and diverse exhibits.</p> <p><b>Outcome Types:</b> Administrative - Fiscal Year 2008 Administrative - Fiscal Years 2009 - 2011</p> <p><b>Start Date:</b> 06/01/2007</p> <p><b>Outcome Status:</b> Active/Ongoing</p> <p><b>Strategies:</b></p>	<p><b>Assessment Method:</b> Committee meeting minutes.</p> <p>The Visitors Center will host at least one blockbuster exhibit by May 31, 2008.</p> <p><b>Criterion for Success:</b> The Visitors Center will host at least one blockbuster exhibit.</p>	<p>11/15/2008 - The Visitors Center Exhibits Committee selected a NASA exhibit for Fall 2007. The committee voted to table the blockbuster for Fall 2008.</p> <p><b>Result Type:</b> Criterion Not Met</p> <p><b>Next Step:</b> Continue Current Strategy(s)</p>	<p>11/15/2008 - A T.rex Named Sue is scheduled for Fall 2008.</p>
<p><b>Outcome Status:</b> Active/Ongoing</p> <p><b>Strategies:</b></p>			

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
1. Propose thematic exhibits targeting issues of national, state and/or regional significance annually.			
<p>Admin - Admissions and New Student Services - Develop New Programs and Enhance Existing - We will develop new program and enhance existing programs.</p> <p><b>Outcome Types:</b>  Administrative - Fiscal Year 2008  Administrative - Fiscal Years 2009 - 2011</p> <p><b>Start Date:</b>  06/01/2007</p> <p><b>Outcome Status:</b>  Active/Ongoing</p> <p><b>Strategies:</b>  1. Develop a communication flow for parents.</p>	<p><b>Assessment Method:</b>  Two communications to the parents of applicants created by May 31, 2008 with a response required.</p> <p><b>Criterion for Success:</b>  Two communications to the parents of applicants created with a response required.</p>	<p>11/15/2008 - A communication was prepared and mailed to 2,200 parents marketing the UTPA Advantage program in late February. No response was required.</p> <p>Marketing funds were used to implement a communication plan to target primary/secondary/tertiary markets using print, radio, and television.</p> <p><b>Result Type:</b>  Criterion Met</p> <p><b>Next Step:</b>  Continue Current Strategy(s)</p>	<p>11/15/2008 - 15 - Full page full color ads were placed in magazines distributed nationally and targeted all markets.</p> <p>5 - Full page full color ads were placed to address secondary markets.</p> <p>24 - 1/2 page full color newspaper ads in The Monitor to address primary markets.</p> <p>2 - New commercials were created/aired targeting prospects in the primary/secondary markets.</p> <p>2 - Radio giveaways were implemented to target primary markets.</p> <p>A new Think Big video was created and will be implemented FY 09.</p>
<p>Admin - Admissions and New Student Services - Increase Collaboration with University Departments - We will increase collaboration with University departments with parent affiliation.</p> <p><b>Outcome Types:</b>  Administrative - Fiscal Year 2008  Administrative - Fiscal Years 2009 - 2011</p> <p><b>Start Date:</b>  06/01/2007</p> <p><b>Outcome Status:</b>  Active/Ongoing</p> <p><b>Strategies:</b>  1. Schedule meeting with University departments to discuss current programs affiliated to parents.</p>	<p><b>Assessment Method:</b>  Participation in 2 University events targeting parents by May 31, 2008</p> <p><b>Criterion for Success:</b>  Participate in at least 2 University events targeting parents.</p>	<p>11/15/2008 - Worked closely with Dean of Students Office to identify students who reserved for orientation in order to increase parent participation. Placed a full page full color ad inviting students and their families to meet their UTPA Team at TACRAO 2007 events.</p> <p>Invited student and their families to a Bronc Picnic in April 2008.</p> <p><b>Result Type:</b>  Criterion Met</p> <p><b>Next Step:</b>  Continue Current Strategy(s)</p>	<p>11/15/2008 - Will continue to work with DOS Office.</p> <p>Will advertise TACRAO 2008 in October 2008.</p> <p>Will host another Bronc Picnic this year targeting admitted students and their families.</p>

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
<p>Admin - Admissions and New Student Services - Spring Picnic - We will have a Bronc Spring Picnic for accepted students</p> <p><b>Outcome Types:</b> Administrative - Fiscal Year 2008 Administrative - Fiscal Years 2009 - 2011</p> <p><b>Start Date:</b> 06/01/2007</p> <p><b>End Date:</b> 05/31/2008</p> <p><b>Outcome Status:</b> Complete</p> <p><b>Strategies:</b> 1. Create a committee for this event (faculty, staff, current students, GEAR UP and, recruitment team).</p>	<p><b>Assessment Method:</b> One Bronc Spring Picnic held by May 31, 2008.</p> <p><b>Criterion for Success:</b> Implement at least one Bronc Spring Picnic.</p>	<p>11/15/2008 - Invited students and their families to a Bronc Picnic in April 2008.</p> <p><b>Result Type:</b> Criterion Met</p> <p><b>Next Step:</b> Continue Current Strategy(s)</p>	<p>11/15/2008 - Picnic this year targeting admitted students and their families.</p>
<p>Admin - Admissions and New Student Services - Improve Transfer Processing - We will improve transfer processing.</p> <p><b>Outcome Types:</b> Administrative - Fiscal Year 2008 Administrative - Fiscal Years 2009 - 2011</p> <p><b>Start Date:</b> 06/01/2007</p> <p><b>Outcome Status:</b> Active/Ongoing</p> <p><b>Strategies:</b> 1. Process transcript evaluations for no-attribute transcripts, use evaluation letter as recruitment tool.</p>	<p><b>Assessment Method:</b> 100% of transcript evaluations processed within 48 hours of receipt.</p> <p><b>Criterion for Success:</b> Processed transcript evaluation within 48 hours of receipt.</p>		
<p>Admin - Admissions and New Student Services - Offer Learning Opportunities - We will continue to offer learning opportunities through visits and tours.</p> <p><b>Outcome Types:</b> Administrative - Fiscal Year 2008 Administrative - Fiscal Years 2009 - 2011</p> <p><b>Start Date:</b></p>	<p><b>Assessment Method:</b> Two TEKS/TAKS aligned brochures provided for campus tour options by May 31,</p> <p><b>Criterion for Success:</b> At least two TEKS/TAKS aligned brochures provided for campus tour options.</p>	<p>11/15/2008 - Journey Through the Solar System brochure (TAKS Reading format) and Campus trek Scavenger Hunt (TAKS multiple choice format).</p> <p><b>Result Type:</b> Criterion Met</p> <p><b>Next Step:</b> Continue Current Strategy(s)</p>	<p>11/15/2008 - Students were provided with TAKS formatted brochures.</p>

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
<p>06/01/2007</p> <p><b>Outcome Status:</b> Active/Ongoing</p> <p><b>Strategies:</b> 1. Use age appropriate brochures during UTPA tours. 2. Provide teacher classroom activities suggestions that coincide with Visitors Center exhibits.</p>	<p><b>Assessment Method:</b> 2a. One curriculum provided to teachers that coincides with at least one exhibit shown in the Visitors Center by May 31, 2008.</p> <p><b>Criterion for Success:</b> Curriculum provided to teachers that coincides with at least one exhibit shown in the Visitors Center.</p>		
<p>Admin - Admissions and New Student Services - Expand Counselor Workshops - We will expand counselor workshops to include middle schools.</p> <p><b>Outcome Types:</b> Administrative - Fiscal Year 2008</p> <p><b>Start Date:</b> 06/01/2007</p> <p><b>End Date:</b> 05/31/2008</p> <p><b>Outcome Status:</b> Complete</p> <p><b>Strategies:</b> 1. Contact ACT requesting inclusion of primary market middle school counselors in invitation mail-flow.</p>	<p><b>Assessment Method:</b> Counselor update attendee list used to verify that 100% of all middle schools in the UTPA primary market receive invitations to counselors workshops.</p> <p><b>Criterion for Success:</b> Invitations to counselors workshop extended to all middle schools in the UTPA primary market.</p>	<p>11/15/2008 - 100% Administrators and Counselors from all primary market middle schools were invited.</p> <p><b>Result Type:</b> Criterion Met</p> <p><b>Next Step:</b> Continue Current Strategy(s)</p>	<p>11/15/2008 - Changes were made to logistics and locations to accommodate additional attendees.</p>
<p>Admin - Admissions and New Student Services - Share Data - We will share data with regional centers and high schools.</p> <p><b>Outcome Types:</b> Administrative - Fiscal Year 2008 Administrative - Fiscal Years 2009 - 2011</p> <p><b>Start Date:</b> 06/01/2007</p> <p><b>Outcome Status:</b> Active/Ongoing</p> <p><b>Strategies:</b> 1. Provide lists of students missing documentation for admission purposes that</p>	<p><b>Assessment Method:</b> Reports submitted each quarter to 100% of regional centers and high schools with information on students who are missing documentation for admissions purposes.</p> <p><b>Criterion for Success:</b> Regional centers and high schools updated quarterly with reports of students missing documentation for admissions purposes.</p>	<p>11/15/2008 - Due to the implementation of Banner and reorganization of ANSS this goal was not met.</p> <p><b>Result Type:</b> Criterion Not Met</p> <p><b>Next Step:</b> Continue Current Strategy(s)</p>	<p>11/15/2008 - Detailed application lists are already available for distribution for 2009.</p>

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
will assist with recruitment efforts.			
<p>Admin - Admissions and New Student Services - Focus Recruitment Efforts - We will focus recruitment effort on specific target markets.</p> <p><b>Outcome Types:</b> Administrative - Fiscal Year 2008 Administrative - Fiscal Years 2009 - 2011</p> <p><b>Start Date:</b> 06/01/2007</p>	<p><b>Assessment Method:</b> SMS Reports used to verify a 50% increase in the number of suspects and prospects from targeted populations.</p> <p><b>Criterion for Success:</b> Increased number of suspects and prospects from targeted populations by 50%.</p>	<p>11/15/2008 - Coordination from suspect-prospect-applicant-admit addressed. Implementation of new mail pieces to turn admits to enrollees implemented.</p> <p><b>Result Type:</b> Criterion Met</p> <p><b>Next Step:</b> Continue Current Strategy(s)</p>	<p>11/15/2008 - Strategies to turn suspects to prospects to applicants to admits included creating new pieces to increase enrollment. Emails/Letters sent to suspects and prospects: * Suspects: 47,060/19 * Inquiry Medium: 61,963/43,332 * Inquiry Low: 40,467/5,387</p>
<p><b>Outcome Status:</b> Active/Ongoing</p> <p><b>Strategies:</b> 1. Purchase lists. 2. New EF communication flows. 3. Develop and implement an innovative, focused, targeted recruitment plan for TACRAO recruitment schedule. PTK regional and national conferences.</p>	<p><b>Assessment Method:</b> Applicant and Admit Reports used to verify increased yield of 50% in applicants and admits from targeted populations.</p> <p><b>Criterion for Success:</b> Increased yield of applicants and admits from targeted populations by 50%.</p>	<p>11/15/2008 - Fall 2007 P: 34% S: 25% T: 7% Fall 2008 P: 31% S: 18% T: 10%</p> <p><b>Result Type:</b> Criterion Not Met</p> <p><b>Next Step:</b> Continue Current Strategy(s)</p>	<p>11/15/2008 - Fall 2007 P: 34% S: 25% T: 7% Fall 2008 P: 31% S: 18% T: 10%</p>
	<p><b>Assessment Method:</b> Prospect list from outside the primary target area to reflect an increase in enrollment of projected 8%.</p> <p><b>Criterion for Success:</b> Increased awareness of UTPA at state and national levels.</p>	<p>11/15/2008 - At this time, the programming necessary to assess this goal has not been developed.</p> <p><b>Result Type:</b> Criterion Not Met</p> <p><b>Next Step:</b> Continue Current Strategy(s)</p>	<p>11/15/2008 - The request for development will be created.</p>
<p>Admin - Admissions and New Student Services - Develop College-Going Culture - We will develop college-going culture through recruitment services.</p> <p><b>Outcome Types:</b> Administrative - Fiscal Year 2008</p> <p><b>Start Date:</b></p>	<p><b>Assessment Method:</b> Website counter.</p> <p><b>Criterion for Success:</b> 100 hits to website.</p>	<p>11/15/2008 - The NSVS website does not contain a counter.</p> <p><b>Result Type:</b> Criterion Met</p> <p><b>Next Step:</b> Continue Current Strategy(s)</p>	<p>11/15/2008 - The new NSVS website currently under construction by Russell Dove will contain a counter.</p>

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
<p>06/01/2007  <b>End Date:</b>  05/31/2008  <b>Outcome Status:</b>  Active/Ongoing  <b>Strategies:</b>  1. Create a College is Your Next Step Slogan (website)</p>			
<p>Admin - Admissions and New Student Services - Hold Events - We will hold events hosted in the Visitors Center gallery promoting global perspectives on minorities, cultural, and student interests.  <b>Outcome Types:</b>  Administrative - Fiscal Year 2008  Administrative - Fiscal Years 2009 - 2011  <b>Start Date:</b>  06/01/2007  <b>Outcome Status:</b>  Active/Ongoing  <b>Strategies:</b>  1. Propose thematic exhibits targeting issues of national, state, and/or regional significance.  2. Chair University-wide Visitors Center Exhibit Committee</p>	<p><b>Assessment Method:</b>  Proposal for at least 2 thematic exhibits which target issues of national, state, and/or regional significance submitted by May 31, 2008.  <b>Criterion for Success:</b>  Proposal of at least 2 thematic exhibits, which target issues of national state and/or regional significance annually.</p>	<p>11/15/2008 - The Visitors Center Exhibits Committee selected a NASA exhibit for Fall of 2007 and Lost Cultures: The Aztecs for Spring 2008. The committee voted to table the blockbuster for Fall 2008.  <b>Result Type:</b>  Criterion Met  <b>Next Step:</b>  Continue Current Strategy(s)</p>	<p>11/15/2008 - A T. rex Named Sue is schedule for Fall 2008.</p>
<p>Admin - Admissions and New Student Services - Promote Global Exhibits - We will promote global perspective exhibits.  <b>Outcome Types:</b>  Administrative - Fiscal Year 2008  Administrative - Fiscal Years 2009 - 2011  <b>Start Date:</b>  06/01/2007  <b>Outcome Status:</b>  Active/Ongoing  <b>Strategies:</b></p>	<p><b>Assessment Method:</b>  Proposal for at least 2 thematic exhibits which target issues of national, state, and/or regional significance submitted by May 31, 2008  <b>Criterion for Success:</b>  Proposal of at least 2 thematic exhibits, which target issues of national state and/or regional significance annually.</p>	<p>11/15/2008 - NASA as part of HESTEC was covered by the HESTEC media plan. Lost Cultures: The Aztecs was part of the FESTIBA media plan.  <b>Result Type:</b>  Criterion Met  <b>Next Step:</b>  Continue Current Strategy(s)</p>	<p>11/15/2008 - No opening was scheduled for NASA exhibit. Lost Cultures: The Aztecs included an exhibit opening and an event including dance as a part of FESTIBA.</p>
<p><b>Outcome Status:</b>  Active/Ongoing  <b>Strategies:</b></p>			

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
1. Send exhibit announcements to teachers, counselors and administrators based on exhibit theme.			
Admin - Admissions and New Student Services - Expand International Recruitment Services - We will expand international recruitment services. <b>Outcome Types:</b> Administrative - Fiscal Year 2008 Administrative - Fiscal Years 2009 - 2011	<b>Assessment Method:</b> SMS tracking will be used to verify 50 inquiries from Mexico and Latin America. <b>Criterion for Success:</b> Increase the inquiries from Mexico and Latin America.	11/15/2008 - The Student Marketing System (SMS) does not pull from GEO market regions. <b>Result Type:</b> Criterion Not Met <b>Next Step:</b> Continue Current Strategy(s)	11/15/2008 - A request to create a new report targeting the Mexico and Latin American markets will be made.
<b>Start Date:</b> 06/01/2007 <b>Outcome Status:</b> Active/Ongoing <b>Strategies:</b> 1. Advertise in Hobson's, HACU, and Latin American Guides.		11/15/2008 - The Student Marketing System (SMS) does not pull from GEO market region. <b>Result Type:</b> Criterion Not Met <b>Next Step:</b> Continue Current Strategy(s)	11/15/2008 - A request to create a new report targeting the Mexico and Latin American markets will be made.
Admin - Admissions and New Student Services - Comprehensive Information for International Students - We will provide comprehensive information for international students and their parents. <b>Outcome Types:</b> Administrative - Fiscal Year 2008 Administrative - Fiscal Years 2009 - 2011	<b>Assessment Method:</b> Participation in one program other than ANSS that target International students. <b>Criterion for Success:</b> Participation in one program other than ANSS that target international students.	11/15/2008 - No opportunities available for participation in 2008. <b>Result Type:</b> Criterion Not Met <b>Next Step:</b> Continue Current Strategy(s)	11/15/2008 - Research feasibility of targeting a larger pool of international students.
<b>Start Date:</b> 06/01/2007 <b>Outcome Status:</b> Active/Ongoing <b>Strategies:</b> 1. Participate in other UTPA programs targeting international students and their parents annually, e.g. ELI Orientation, CAMP presentations, etc.			
Admin - Admissions and New Student Services - Optimize Institutional Effectiveness - We will optimize institutional effectiveness through use of	<b>Assessment Method:</b> Annual report <b>Criterion for Success:</b>		

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
<p>tour surveys.</p> <p><b>Outcome Types:</b> Administrative - Fiscal Year 2008 Administrative - Fiscal Years 2009 - 2011</p> <p><b>Start Date:</b> 06/01/2007</p> <p><b>Outcome Status:</b> Active/Ongoing</p> <p><b>Strategies:</b> 1. Modify existing survey that documents tour services only. 2. Issue a tour survey to at least one chaperone per tour group.</p>	<p>Achieve 90% customer satisfaction rate.</p> <p><b>Assessment Method:</b> Include survey in chaperone tour packet.</p> <p><b>Criterion for Success:</b> Achieve 90% customer satisfaction rate.</p>		
<p>Admin - Admissions and New Student Services - Increase Interdepartmental Communication - We will collaborate with departments to increase interdepartmental communication.</p> <p><b>Outcome Types:</b> Administrative - Fiscal Year 2008</p> <p><b>Start Date:</b> 06/01/2007</p> <p><b>End Date:</b> 05/31/2008</p> <p><b>Outcome Status:</b> Active/Ongoing</p> <p><b>Strategies:</b> 1. Schedule UPDATE meeting with Financial Aid, Payments and Collections, Registrar's and other departments annually to review any changes or new additions to the college or department. 2. Improve communication efforts across student service departments. 3. Incorporate UPDATE information to Visitors Center staff via staff meetings, emails, and training sessions.</p>	<p><b>Assessment Method:</b> Meeting attendance report used to document that at least two meetings with Financial Aid, Payments and Collections and the Registrar's Office were held by May 31, 2008.</p> <p><b>Criterion for Success:</b> Hold two meetings with Financial Aid, Payments and Collections, and the Registrar's Office.</p> <p><b>Assessment Method:</b> Meeting attendance report used to document that at least two meetings</p> <p><b>Criterion for Success:</b> Hold two meetings</p> <p><b>Assessment Method:</b> Meeting attendance report used to document that at least two meetings</p> <p><b>Criterion for Success:</b> Hold two meetings</p>		
<p>Admin - Admissions and New Student Services - Optimize Effectiveness - We will optimize effectiveness through surveys.</p>	<p><b>Assessment Method:</b> Dean of Students Customer Service report will be analyzed to determine overall</p>		

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
<p><b>Outcome Types:</b> Administrative - Fiscal Year 2008</p> <p><b>Start Date:</b> 06/01/2007</p> <p><b>End Date:</b> 05/31/2008</p> <p><b>Outcome Status:</b> Active/Ongoing</p> <p><b>Strategies:</b> 1. Create a systematic way of compiling and disseminating survey results. 2. Conduct paper and on-line surveys. Document customer satisfaction using satisfaction surveys located at the Visitors Center lobby desk using Dean of Student customer service survey.</p>	<p>customer satisfaction is at least 90%.</p> <p><b>Criterion for Success:</b> Documentation of a 90% customer satisfaction rate using satisfaction surveys.</p> <p><b>Assessment Method:</b> Dean of Students Customer Service report will be analyzed to determine overall customer satisfaction is at least 90%.</p> <p><b>Criterion for Success:</b> Documentation of a 90% customer satisfaction rate using satisfaction surveys.</p>		
<p>Admin - Admissions and New Student Services - Review Admissions Requirements - We will review admissions requirements on an annual basis.</p> <p><b>Outcome Types:</b> Administrative - Fiscal Year 2008 Administrative - Fiscal Years 2009 - 2011</p> <p><b>Start Date:</b> 06/01/2007</p> <p><b>Outcome Status:</b> Active/Ongoing</p> <p><b>Strategies:</b> 1. Review EF cohort data (ACT/SAT scores, class rank, etc.)</p>	<p><b>Assessment Method:</b> Provide report on reliability of admissions requirements to ESS VP concerning EF cohort data by May 31, 2008</p> <p><b>Criterion for Success:</b> Determine reliability of admissions requirements.</p>		
<p>Admin - Admissions and New Student Services - Assure Strategies - We will assure all strategies have a measurable outcome.</p> <p><b>Outcome Types:</b> Administrative - Fiscal Year 2008 Administrative - Fiscal Years 2009 - 2011</p> <p><b>Start Date:</b> 06/01/2007</p>	<p><b>Assessment Method:</b> Submission of action plans to ESS VP by designated due date.</p> <p><b>Criterion for Success:</b> Completion of annual action plans in a timely manner.</p> <p><b>Assessment Method:</b> Distribution of goals/objectives manual to</p>		

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
<p><b>Outcome Status:</b> Active/Ongoing</p> <p><b>Strategies:</b> 1. ANSS Dean and direct reports will create action plan as team. 2. Place action plans in goals/objective manual format.</p>	<p>all ANSS staff by May 31, 2008.</p> <p><b>Criterion for Success:</b> Completion of goals/objective manual for ANSS staff.</p>		
<p>Admin - Admissions and New Student Services - Implement Banner &amp; SMS - We will implement SMS and Banner.</p> <p><b>Outcome Types:</b> Administrative - Fiscal Year 2008</p> <p><b>Start Date:</b> 06/01/2007</p> <p><b>End Date:</b> 05/31/2008</p> <p><b>Outcome Status:</b> Complete</p> <p><b>Strategies:</b> 1. ANSS Student Marketing Team will actively participate in the training and development of the Student Marketing System. 2. ANSS Admissions Team will actively participate in the Banner implementation process.</p>	<p><b>Assessment Method:</b> 100% of the generation of letters, reports, and communication flows for inquiry and prospect students will be accomplished via the Student Marketing System.</p> <p><b>Criterion for Success:</b> ANSS Student Marketing Team will actively participate in the training and development of the Student Marketing System</p>		
<p>Admin - Admissions and New Student Services - Mandatory Training - We will provide mandatory training on SMS and Banner.</p> <p><b>Outcome Types:</b> Administrative - Fiscal Year 2008</p> <p><b>Start Date:</b> 06/01/2007</p> <p><b>End Date:</b> 05/31/2008</p> <p><b>Outcome Status:</b> Complete</p> <p><b>Strategies:</b></p>	<p><b>Assessment Method:</b> 100% of admitted students will be processed in the Banner student for Fall 08.</p> <p><b>Criterion for Success:</b> 100% of admitted students will be processed in the Banner student for Fall 08.</p>		
<p>Admin - Admissions and New Student Services - Mandatory Training - We will provide mandatory training on SMS and Banner.</p> <p><b>Outcome Types:</b> Administrative - Fiscal Year 2008</p> <p><b>Start Date:</b> 06/01/2007</p> <p><b>End Date:</b> 05/31/2008</p> <p><b>Outcome Status:</b> Complete</p> <p><b>Strategies:</b></p>	<p><b>Assessment Method:</b> 100% ANSS staff will be trained in SMS and Banner by May 31, 2008.</p> <p><b>Criterion for Success:</b> 100% of ANSS staff will be trained in SMS and Banner</p>		

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
<p>1. ANSS Student Marketing/Admissions Team will be trained first.</p> <p>2. ANSS Student Marketing/Admissions Team will create SMS and Banner manuals.</p> <p>3. ANSS Student Marketing/Admissions Team will provide SMS and Banner training for entire ANSS staff.</p>			