Mission/Purpose

Facilitate the students’ transition from their prior life role to a successful undergraduate at the university as follows: developing realistic expectations of university life, assisting students to learn about and develop a meaningful educational plan, connecting students with university faculty, staff, and peers, and by involving them as members of the campus community culminating as responsible citizens in our diverse global community. Discover, communicate, and collaborate with other university areas and the community to build supportive programs for all students resulting in retention and graduation.

Outcomes/Objectives, with Any Associations and Related Measures, Achievement Targets, Findings, and Action Plans

O 1: Advise undergraduate students.
Advise undeclared and prospective transfer undergraduate students. Students will be able to extrapolate information via various modes of delivery and receive better communication, thus, lowering the need to visit the AATC in person.

Related Measures:

M 1: Sign-In Sheets
Sign-In Sheets

Source of Evidence: Activity volume

Achievement Target:
30% of prospective transfer students 80% of undeclared students

Findings (2007-2008) - Achievement Target: Met
During 2007-2008, a total of 1453 students logged in at the Academic Advising Transition Center. The approximate same percent of transfer and undeclared students were visited by AATC. The total decrease of 69 students seen from last year may vary because of the following reasons. Lack of signing in or better communication via other means. AATC visits students on a walk-in-basis. AATC new goals for 2008-2009 will involve improved communication to students early in their educational career via other means; thus, facilitating students' questions so physically come by the AATC would not be necessary.

Findings (2006-2007) - Achievement Target: Partially Met
From August 2006 through July 2007 the number of students who signed in at the AATC was 1522.

Related Action Plans:

Sign In Sheets
Develop new goal for 2008-2009 for better communication via technology and evaluation survey with learning outcomes.
O 2: Provide advising at orientation
Provide excellent orientation to undergraduate students. Communicate with parents and students through presentation called "Academic Basics" during orientation. Presentation consists of policies procedures regarding academics. Facilitate one-on-one advising sessions between student and advisor. 90% of parents and/or students taking the orientation survey will rate "Academic Basics" and the one-on-one advising sessions average or above.

Strategic Plans:
Texas A&M-Corpus Christi
1.2 Achieve targeted national prominence.
1.4 Provide a supportive and safe campus environment

Related Measures:
M 2: Orientation Evaluations
Orientation Evaluations
Source of Evidence: Evaluations

Achievement Target:
80% of first-year students will rate transitions information between good and excellent. 80% of transfer students will rate transitions information between good and excellent.

Findings (2007-2008) - Achievement Target: Met
According to the orientation survey, of the 1051 respondents, 56% rated the Academic Basics session as excellent and 40% rated the session as average.

According to the orientation survey, of the 952 respondents, 69% rated the advising/registration session as excellent and 20% rated the session as average.

Findings (2006-2007) - Achievement Target: Partially Met
During Summer 2006 85% of the students at orientations found the transition`s information between good and excellent. During Summer 2007 due to a program change, only parents, not the students, received the transition`s information. Discovered that the transition`s information is valuable to both parents and students and best delivered as a group presentation together.

Related Action Plans:
Orientation Advising
For more information, see the Action Plan Details section of this report.

O 3: Provide strategies and skills
Provide excellent college strategies and skills for students through the STAR workshops. During Fall 2007-2008, the University Counseling Center provided all the sessions and evaluations. AATC was in charge of contacting the students and TAMU-CC personnel of the time, place, and date of the workshops.

Strategic Plans:
Texas A&M-Corpus Christi
1.1 Provide excellent academic programs & instruction.
1.2 Achieve targeted national prominence.
1.4 Provide a supportive and safe campus environment
O 4:  Input core curriculum
Input core curriculum from Texas Public Institutions into Banner. Provides students with timely information on core transfer. Top feeder institutions were entered in 2007-2008, objective is to maintain and enter new institutions on an as needed basis.

Related Measures:

M 3: Number of institutions input of core curriculum.
Enter the core curriculum of Texas public institutions in Banner will speed the deliver of information to students that transfer.

Source of Evidence: Efficiency

Achievement Target:
Enter a minimum of 9 institutions core curriculum per year.

Findings (2007-2008) - Achievement Target: Met
TAMU-CC changed from the SIS Plus (Student Information System) to BANNER. Automatic core coding did not migrate to the new BANNER system. In order to facilitate transfer core coding, core codes must be manually entered on the SHATATR screen so when students transfer core courses, the system will automatically code the core. A total of 26 institution core codes were entered in the SHATATR screen.

Findings (2006-2007) - Achievement Target: Not Met
Due to a change in student information system at TAMU-CC this project will begin Spring 2008.

Related Action Plans:

Input core
Coding of the core curriculum is a continuous process; however, input of the primary institutions in the new Banner System is complete for AATC's project.

For more information, see the Action Plan Details section of this report.

Details for Action Plans Established This Cycle

Input core
Coding of the core curriculum is a continuous process; however, input of the primary institutions in the new Banner System is complete for AATC's project.

Priority: High

Orientation Advising

Priority: High

Sign In Sheets
Develop new goal for 2008-2009 for better communication via technology and evaluation survey with learning outcomes.

Priority: High

Analysis Answers

What specifically did your assessments show regarding proven strengths or progress you made on outcomes/objectives?
Regarding Undergraduate Advising. AATC sees around 1500 students in an academic year. In 2008-2009, AATC will evaluate the learning outcomes of the students who visit the center. AATC provides valuable information to undeclared,
prospective transfer, and new students in regards to academic policies and procedures.

What specifically did your assessments show regarding any outcomes/objectives that will require continued attention?
Beginning in Jan. 2009, a survey will be given to students who visit AATC to better evaluate learning outcomes. AATC does an excellent job in coding the core curriculum. Information provided during academic basics and the one-on-one advising at orientations do a very good job of informing the students. Available by Summer 2009 new transfer guides will facilitate the students' transfer from the local community college.

Annual Reports

Executive Summary
AATC provides a valuable service to the TAMU-CC students. Assisting with recruiting activities, knowledge of admissions, transfer questions, coding of transfer core coursework, working with undeclared undergraduate students, general advising questions, and directing students to the appropriate campus resources are some of the primary tasks of the AATC staff. The 361TALK2ME assistance phone line is housed in the AATC.

Public/Community Service
Liaison between TAMU-CC and community colleges. PTK organization involved in various community services such as collecting for the food bank.

Anticipated Challenges
Carry over challenges working with students who are undeclared from 2006-2007.

Closing the Loop / Planned Actions
Serve on a committee to address the advising concerns especially for first year students. AATC has designed "New Transfer Guides" for the local community college. Plans are to design a general guide plus guides for the top 10 feeder schools to TAMU-CC. Placing information on the website will facilitate communication with our prospective students. The new website will continue to be enhanced to better serve our students.

Summary of Requested Resources
AATC does not request new resources; however, respectfully asks to maintain the current budget in order to continue to serve the undergraduate students with outstanding service.

Administrative Unit Accomplishments
Activities and duties continued from 2006-2007, and the following are additional accomplishments.
1. Mentor for the Islander Women in Leadership.
2. Co-PI for the National Science Foundation award project entitled "Attacking the Gathering Storm in Computer Sciences and Mathematics (STORM).
3. Present at the NACADA regional conference on Research Basics and facilitated a Focus Group Session for the NACADA research committee.
4. Began work on "New Transfer Guides."
6. Provided input for the new Bachelor's in Applied Science program, and recruit for that program.
8. Serve as reader for the NACADA grant proposals.

Teaching Results / Accomplishments
N/A

**Research/Scholar Activity Accomplishment**

Presented at the NACADA Regional Conference on Research Basics and facilitated a focus group for the NAcADA research group. Serve as reader for the NACADA grant proposals. Continue as Co-PI on the STORM grant. Ask to be a Co-PI on another NSF proposal.

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**Detailed Assessment Report**

**2007-2008 Academic Testing**

**Mission/Purpose**

The Office of Academic Testing is committed to sharing and providing information with regard to institutional and national standardized testing opportunities to students and non-students. Testing is performed under the standards set by each testing organization and in an environment that allows individuals to perform to the best of their abilities while protecting the integrity of the testing process. The office will make every effort to assist and provide accommodations required for group and individual placement, credit by examination, correspondence, and certification tests.

**Goals**

**G 1: Add Additional Testing Space**

There is a need to provide an alternative TSI assessment and an alternative admission test; therefore, we need to increase seat volume.

**Document:**

[Academic Testing Activity Report Usage](#)

**Outcomes/Objectives, with Any Associations and Related Measures, Achievement Targets, Findings, and Action Plans**

**O 1: Provide an Alternative TSI Assessment Tool**

Provide an alternative TSI-approved assessment to the THEA. Begin using the COMPASS.

**Documents:**

[COMPASS Flyer](#)  
[Academic Testing Activity Report Usage](#)  
[TSI Flyer](#)

**Strategic Plans:**

Texas A&M-Corpus Christi

1.10 Manage resources efficiently and effectively.
1.4 Provide a supportive and safe campus environment
1.6 Commitment to student diversity and quality.
1.8 Build & sustain mutually supportive relationships.

**Related Measures:**

**M 1: COMPASS or ACCUPLACER**

COMPASS or ACCUPLACER

Source of Evidence: Academic Indirect Indicator
Achievement Target:
Immediate scoring of a TSI-approved assessment.

Findings (2007-2008) - Achievement Target: Met
The COMPASS test is an approved Texas Success Initiative (TSI) exam. Prior to COMPASS, we were utilizing the THEA and the THEA Quick Tests. This exam is also approved by the Texas Higher Education Coordinating Board and is a paper/pencil based exam that must be mailed to Austin for scoring. So, while we did give the exam to students on an as-needed basis prior to the start of a term, it still required students to wait five business days for us to receive the results. We will continue to offer this exam at our institution as an alternative for students and because it is used by the College of Education for some of their programs. But because of the need for immediate assessment of late applicants and in an effort to better accommodate out-of-state students, the Office of Academic Testing chose to offer the COMPASS, a computerized-adaptive test that can be found around the United States. The THEA exam is only offered in Texas. So, prior to the implementation of TSI, a student would have to be tested upon arriving at school and face the possibility of not securing the best class schedule. With TSI and COMPASS, we essentially have a recruitment tool. We can register students to take the COMPASS at another COMPASS location in the United States using our test package. These students would see the same test format on the computer screen as if they were sitting in our testing office. Scoring is immediate and a score report is generated after completion of the exam. The COMPASS score report allows us to relay to students whether or not they are TSI complete in an individual area and if not, which developmental course to enroll in. This is something that can not be done with the THEA score report. Students can then register for orientation/courses after we place those scores in the student information system. We administered our first COMPASS in May of 2008. We proctored 118 COMPASS exams at the close of the 2007-2008 academic year.

Document:
Academic Testing Activity Report Usage

O 2: Establish a New Testing Room
We need to convert the "scanning" room into a functional testing room. This is due to the increased number of test appointments and because of the different types of tests we were administering (paper/pencil, computer-based) and the need to meet special accommodations (extended timed tests, individual testing requests, group testing). This will create an additional three seats for testing purposes.

Document:
Academic Testing Activity Report Usage

Strategic Plans:
Texas A&M-Corpus Christi
1.10 Manage resources efficiently and effectively.
1.3 Promote lifelong learning and global citizenship.
1.4 Provide a supportive and safe campus environment
1.6 Commitment to student diversity and quality.
1.8 Build & sustain mutually supportive relationships.

Related Measures:

**M 4: Administration of new exams.**
Continue to seek testing organizations that would like their exams proctored by the Office of Academic Testing.

Source of Evidence: Administrative Measure

**Achievement Target:**
With the roll-out of the ACT Residual exam and the COMPASS exam, it is necessary to create an additional testing room to administer these exams.

**Findings (2007-2008) - Achievement Target: Met**
There was an increase from 397 appointments last assessment period to 842 appointments this assessment period. During this time, there were 22 instances where a second testing room was required.

**Documents:**
- Academic Testing Activity Report Usage
- SAT 2007-2008 National Test Dates

**O 3: Increase Opportunities in Assessment**
Continue to look for ways to assist potential students, existing students, and members of the Coastal Bend Community in the areas of assessment.

**Documents:**
- Academic Testing Activity Report Usage
- SAT 2007-2008 National Test Dates
- ACT 2007-2008 National Test Dates
- TSI Flyer
- COMPASS Flyer
- ACT Residual Testing Information
- ACT Residual Testing Registration Form

**Strategic Plans:**
Texas A&M-Corpus Christi
- 1.1 Provide excellent academic programs & instruction.
- 1.10 Manage resources efficiently and effectively.
- 1.3 Promote lifelong learning and global citizenship.
- 1.4 Provide a supportive and safe campus environment
- 1.6 Commitment to student diversity and quality.
- 1.8 Build & sustain mutually supportive relationships.

Related Measures:

**M 1: COMPASS or ACCUPLACER**
COMPASS or ACCUPLACER

Source of Evidence: Academic Indirect Indicator

**M 2: ACT Residual Exam**
The ACT SCORE! software from Brigham Young University was purchased to allow us to score the ACT Residual immediately after completion. A student...
can technically be admitted on the day they take the exam provided all of their documentation is in and they meet the requirements.

Source of Evidence: Standardized test of subject matter knowledge

**Achievement Target:**
Administer an alternative admissions test, the ACT Residual, to a student after national test dates are no longer available for an upcoming semester. The lack of an assessment opportunity would lead to the implementation of this exam.

**Findings (2007-2008) - Achievement Target: Met**
Administered the exam to 59 students during the assessment period.

**Documents:**
- Academic Testing Activity Report Usage
- SAT 2007-2008 National Test Dates

**M 3: Create New Testing Room**
With the increase in testing volume, need to add additional seats.

Source of Evidence: Activity volume

**Achievement Target:**
Because of the variety of exams being offered, need to increase the seating capacity of the testing office.

**Findings (2007-2008) - Achievement Target: Met**
During the 2006-2007 academic year, we administered 397 exams during the week. In the 2007-2008 academic year, that number jumped to 842 exams. With the new testing room opening up in May of 2008, we had 14 instances where we could not have assisted individuals because of the type of testing being given (one-on-one testing, or computer-based testing vs. paper/pencil). We had 22 instances where we had to utilize the new room because of testing appointments occurring at the same time.

**Document:**
- Academic Testing Activity Report Usage

**M 4: Administration of new exams.**
Continue to seek testing organizations that would like their exams proctored by the Office of Academic Testing.

Source of Evidence: Administrative Measure

**Achievement Target:**
Look for testing companies to contract with to administer exams that would benefit both our students and the surrounding community.

**Findings (2007-2008) - Achievement Target: Met**
Contracted with the National Board of Examiners in Optometry to act as a "special site", a location other than the 18 regular testing sites across the United States and Canada, to administer exams for optometric licensing boards.

**O 4: Provide an Alternative Admission Test to SAT/ACT**
The ACT and SAT are given on national test dates. The last opportunity for a prospective student to take one of these admissions tests is in November for the spring semester and June for the fall semester. The ACT Residual exam will give a prospective student one more opportunity to apply for an upcoming semester and to take an approved admissions test after all national test dates for ACT or SAT have passed.

**Documents:**
ACT Residual Testing Information
ACT Residual Testing Registration Form
Academic Testing Activity Report Usage
SAT 2007-2008 National Test Dates
ACT 2007-2008 National Test Dates

Strategic Plans:

Texas A&M-Corpus Christi

1.10 Manage resources efficiently and effectively.
1.3 Promote lifelong learning and global citizenship.
1.4 Provide a supportive and safe campus environment
1.6 Commitment to student diversity and quality.
1.8 Build & sustain mutually supportive relationships.

Related Measures:

M 2: ACT Residual Exam
The ACT SCORE! software from Brigham Young University was purchased to allow us to score the ACT Residual immediately after completion. A student can technically be admitted on the day they take the exam provided all of their documentation is in and they meet the requirements.

Source of Evidence: Standardized test of subject matter knowledge

Achievement Target:

Universities are given the tools to continue to review applicant files for admission with the alternative admission tests like the ACT Residual and the SAT On-Campus. The Office of Academic Testing established an agreement with ACT, Inc. to administer their alternative to the ACT exam, the ACT Residual.

Findings (2007-2008) - Achievement Target: Met
We administered our first ACT Residual in December of 2007.
We proctored 59 ACT Residual exams at the close of the 2007-2008 academic year.

Documents:
Academic Testing Activity Report Usage
SAT 2007-2008 National Test Dates

Analysis Answers

What specifically did your assessments show regarding proven strengths or progress you made on outcomes/objectives?
The new testing room has allowed us to accommodate the increased number of students/individuals looking to take a proctored exam. The office has benefited from the additional hire.

What specifically did your assessments show regarding any outcomes/objectives that will require continued attention?
I think we can continue to look to establish contracts with other vendors.

Annual Reports

Executive Summary
From the 2005-2006 assessment period to 2006-2007, we experienced a 30% increase in testing appointments. Because of this increase in appointments and because we wanted to offer an alternative admission test and an alternative Texas Success Initiative (TSI) exam, we knew that for this assessment period we had to set a goal to not only increase seating capacity, but to have a separate testing room to handle various accommodations.

By offering the ACT Residual exam to university applicants, we gave individuals the opportunity to continue to seek admission after all national test dates for the ACT and SAT had passed. In essence, it served as a recruiting tool as we could still seek admits and enrollees for an upcoming semester. Applicants could take the exam and have it scored and those scores immediately placed into the student information system. While not the intent of its release, the exam has been promoted by admissions personnel as an opportunity for applicants in the alternative admission review to provide an additional test score.

By offering the COMPASS exam, we provided options for students trying to meet TSI-standards. Students could now choose between our paper/pencil exam, THEA, and the computer-based exam, COMPASS. Because the THEA Quick Test and the THEA are scored off-campus, there is a 5-day (11-day THEA) delay in scores being reported to the institution. With the COMPASS, scores are immediate with an occasional two-day delay in reporting of the essay. Prior to enrolling in orientation, students must show that they have attempted to take a TSI-exam or being exempt from one. With the passage of TSI, and our use of the COMPASS exam, which can be found around the United States, we now had the opportunity to reach students outside Texas without them having to make a special trip to take the THEA, which is only offered in Texas. Essentially, the COMPASS acted a recruitment tool. Unlike the THEA score report, we can manipulate the COMPASS score report to relay messages to students based on their scores in the three assessment areas. If they are not ready for college-level courses, the report will tell them to seek out an Intervention Specialist in the Center for Academic Student Achievement. Finally, the COMPASS gave late applicants the opportunity for immediate scoring of their assessment prior to being allowed to enroll in courses.

With the completion of our new testing room, we were able to accommodate additional test-takers. From the 2006-2007 assessment period to 2007-2008, we experienced a 47% increase in testing appointments. Of those total appointments, 21% on this increase was experienced from the administration of the ACT Residual exam and the COMPASS.

### Mission/Purpose

The mission of the Office of Admissions and Records is to identify students who show a high potential for academic success; to implement the admissions standards and policies of the University; to advise and certify international students; to maintain the accuracy of records; to act as the custodian of records; to enroll students; and to graduate students.

### Outcomes/Objectives, with Any Associations and Related Measures, Achievement Targets, Findings, and Action Plans

**O 1: Improve level of student satisfaction**

Improve the level of student satisfaction within the Office of Admissions and Records. The Office of Admissions and Records encompasses the following areas: undergraduate admissions processing, records (records maintenance; registration,
Strategic Plans:

Texas A&M-Corpus Christi

1.1 Provide excellent academic programs & instruction.
1.10 Manage resources efficiently and effectively.
1.4 Provide a supportive and safe campus environment

Related Measures:

**M 1: The Noel Levitz Student Satisfaction Inventory.**
The Noel Levitz Student Satisfaction Inventory.

Source of Evidence: Client satisfaction survey (student, faculty)

**Achievement Target:**
An increase in the level of student satisfaction with the Office of Admissions
and Records services and processes. This level should be above the national
average.

**Findings (2007-2008) - Achievement Target: Partially Met**
There was an increase in the level of student satisfaction with the admissions personnel. It was equal and exceeded both the 2006 University satisfaction rating and the national rating. On the registration side of the house, the level of student satisfaction was less than the 2006 University satisfaction rating and the national rating.

**M 2: Number of complaints received during the year**
Number of complaints received during the year

Source of Evidence: Service Quality

**Findings (2007-2008) - Achievement Target: Not Met**
formal complaint tracking system was not initiated / in place during the 07-08 year. Enrollment Management does not intend to implement such a system as the university has tentatively identified other procedures that will handle complaints received. The measure will be abandoned starting with the 08-09 assessment cycle.

**O 2: Increase FTIC enrollment for Fall 2008.**
Increase FTIC (first time in college) enrollment for Fall 2008.

Strategic Plans:

Texas A&M-Corpus Christi

1.10 Manage resources efficiently and effectively.
1.2 Achieve targeted national prominence.
1.3 Promote lifelong learning and global citizenship.

Related Measures:

**M 3: Compare FTIC enrollment data**
Compare the official FTIC enrollment data in the student information system for
previous year to the official FTIC enrollment data for current year.

Source of Evidence: Activity volume

**Achievement Target:**
No deviation from policy or procedure that can be directly attributed to a
failure to increase the FTIC student enrollment by 4% from Fall to Fall.

**Findings (2007-2008) - Achievement Target: Met**
Exceeded goal. the FTIC enrollment for fall 2008 was 1,240 compared to
O 3: Increase transfer student enrollment for Fall 2008
Increase transfer student enrollment for fall 2008.

Strategic Plans:
Texas A&M-Corpus Christi
1.10 Manage resources efficiently and effectively.
1.3 Promote lifelong learning and global citizenship.
1.4 Provide a supportive and safe campus environment

Related Measures:
M 4: Compare official transfer student enrollment
Compare the official transfer student enrollment data in SIS+ for previous year to the official transfer enrollment data in SIS+ for current year.

Source of Evidence: Transfer acceptance rates, esp. for 2-yr college

Achievement Target:
No deviation from policy or procedure that can be directly attributed to a failure to increase the transfer student enrollment by 2% from Fall to Fall.

Findings (2007-2008) - Achievement Target: Met
Transfer and readmittance enrollment for fall 2008 was 1,081 compared to fall 2007 of 897. This represents a 20.5% increase.

Mission/Purpose
The mission of the Texas A&M University-Corpus Christi Enrollment Management Division is to coordinate the enrollment management services provided by the Office of Admissions and Records, the Office of Financial Assistance, the Office of Student Recruitment and New Student Programs, the Academic Advising Transition Center, the Tutoring and Learning Center, the Title V/TRIO Office, and the Communication Center. It is the mission of the Enrollment Management Division to optimize the recruitment and retention of students through graduation. The goals and priorities of the Enrollment Management Division are aligned with the University’s goals, institutional principles and the Momentum 2015 Strategic Plan Imperatives.

Student Learning Outcomes, with Any Associations and Related Measures, Achievement Targets, Findings, and Action Plans

O 6: Assist in increasing the freshmen persistence rate
Assist in increasing the freshmen persistence rate by providing advising and mentoring through the Academic Success Achievement Plan Program.

Associations:
SACS accreditation. Follow the best practices set by TACRAO and AACRAO when retaining students.

General Education or Core Curriculum:
1. Reading
2. Writing
3. Speaking
4 Listening
5 Critical Thinking
6 Computer Literacy
7 Establish broad & multiple perspectives
8 Understand how to be responsible member of society
11 Develop personal values for ethical behavior
12 Develop the ability to make aesthetic judgments
14 Understand the interrelationships of disciplines

Related Measures:

M 6: Increase in the freshmen persistence rate.
The freshmen persistence rate for students from fall 2006 to fall 2007.

Source of Evidence: Existing data

Achievement Target:
ACHIEVEMENT TARGET REQUIRED

Other Outcomes/Objectives, with Any Associations and Related Measures, Achievement Targets, Findings, and Action Plans

O 1: To increase overall enrollment by 5.5% annually.
Increase overall enrollment (census headcount) by 5.5% fall 2009 semester annually.

Associations:
We are guided and follow the best practices standards set by the Texas Associations of Collegiate Registrars and Admissions Officers (TACRAO) and the American Association of Collegiate Registrars and Admissions Officers (AACRAO) when recruiting students. We follow all policies and procedures governing the admission process as prescribed by our University Catalog and any related policies and procedures provided by the Texas A&M University System.

Related Measures:

M 2: Official census enrollment information.
Official census enrollment information will be used to determine if the overall enrollment goal (5.5% increase) was met by the institution.

Source of Evidence: Existing data

Achievement Target:
5.5% increase in overall enrollment for fall 2009 in order to achieve our Momentum 2015 goal.

Findings (2007-2008) - Achievement Target: Met
The overall official census enrollment exceeded goal. There was a 5.3% total enrollment increase fall 2008 compared to fall 2007.

O 2: To assist in increasing our persistence rate.
Coordinate the implementation of new persistence efforts in all the areas under the Division of Enrollment Management in order to increase the persistence rate to 70% or higher.

Associations:
SAC accreditation standards and those best practices provided by TACRAO and AACRAO concerning persistence rates

Related Measures:

M 1: Official Statistical Reports
Official statistical reports from the Office of Planning and Institutional Effectiveness will be used to determine the persistence rate from fall 2008 to fall 2009.

Source of Evidence: Existing data

**Achievement Target:**
Our goal is to assist with increasing the persistence rate to 70% overall for the University.

**Findings (2007-2008) - Achievement Target: Not Met**
The University did not achieve an overall persistence rate of 70%.

**Related Action Plans:**
**Retention Initiatives for Enrollment Management**
Retention Management Offices are implementing new retention strategies to improve the persistence rate. Registrar is implementing mid-term grades; Academic Advising Transition Center has the Early Alert System; Financial Assistance is providing counseling.
For more information, see the Action Plan Details section of this report.

**O 3: To increase freshmen enrollment**
To increase freshmen enrollment by 3% or more students annually.

**Associations:**
We are guided and follow the best practices standards set by the Texas Association of Collegiate Registrars and Admissions Officers (TACRAO) and the American Association of Collegiate Registrars and Admissions Officers (AACRAO) when recruiting students. We follow all the policies and procedures governing the admission process as prescribed by our University Catalog and any related policies and procedures provided by the Texas A&M University System.

**Related Measures:**

**M 3: Official census enrollment information.**
Official census enrollment will be used to determine if the freshmen enrollment for fall 2009 reflected a 3% increase over fall 2008.

Source of Evidence: Existing data

**Achievement Target:**
Increase freshmen enrollment by 3% for fall 2009.

**Findings (2007-2008) - Achievement Target: Met**
Freshman enrollment for fall 2008 increased by 10.71% compared to fall 2007.

**O 4: To increase transfer enrollment.**
Increase transfer student enrollment by 3% annually.

**Associations:**
We are guided and follow the best practices standards set by the Texas Association of Collegiate Registrars and Admissions Officers (TACRAO) and the American Association of Collegiate Registrars and Admissions Officers (AACRAO) when recruiting students. We follow all the policies and procedures provided by the Texas A&M University System.

**Related Measures:**

**M 4: Official census enrollment information**
Official census enrollment information will be used to determine if the fall 2008 transfer enrollment increased by 3% over the fall 2009 transfer enrollment.
Source of Evidence: Existing data

**Achievement Target:**
Official census enrollment information will be used to determine if the fall 2008 transfer enrollment increased by 3% over the fall 2009 transfer enrollment.

**Findings (2007-2008) - Achievement Target: Met**
Transfer and readmittance enrollment for fall 2008 was 20.5% compared to fall 2007 (exceeding goal).

**O 5: To increase overall customer satisfaction.**
To increase overall customer satisfaction with all areas under the Division of Enrollment Management.

**Associations:**
We utilize the Noel Levitz Student Satisfaction Survey to determine or gauge how the offices in the Division of Enrollment Management are satisfactorily or not serving our customers. From this information, we enhance, update or change our office processes or how we do business in order to satisfy our customers and their needs.

**Related Measures:**

**M 5: The Noel Levitz Student Satisfaction Survey**
The Noel Levitz Student Satisfaction Survey will be used to determine the overall customer satisfaction with the areas under the Division of Enrollment Management.

Source of Evidence: Client satisfaction survey (student, faculty)

**Achievement Target:**
75% of respondents will report general satisfaction on applicable items.

**Findings (2007-2008) - Achievement Target: Partially Met**
Admissions exceeded the University and national level of student satisfaction. Registration, orientation, admission counseling were below the University and national level of student satisfaction.

**Findings (2006-2007) - Achievement Target: Partially Met**
The findings from the 2006 survey were that there is a degree of satisfaction with the offices under the Division of Enrollment Management but that there is room for improvement. The next administration for the survey is scheduled for 2008. The results will be reviewed upon the release of the findings.

**Related Action Plans:**

**Customer Service Initiatives**
Super Service Training has been implemented:
- Secure the services of an outside consulting group such as the Tabb Group. This consulting group has been employed by our current Registrar at his last University. The Tabb Group meets with all staff in each of the area and explains what process mapping is. They provide a systematic approach to the cataloging of the processes. They will focus on the process tasks, the critical staff and their responsibilities, the information required, the departmental and technology dependencies, and the timeframe required to complete the particular tasks and/or processes. This approach in process mapping allows the business unit to view their processes as they currently exist. It also serves as a way to identify strengths and weaknesses, single points of failure, exposes redundancies in processes, identifies a need for cross-training, and provides a foundation for constructing our future goals.
First, the division has employed and deployed a comprehensive twelve-month training program in cooperation with Super Service: Seven Keys to Delivering Great Customer Service...Even When you Don’t Feel Like It!...Even When They Don’t Deserve it!©

Second, based on reports from our Telecommunications Office, we have determined patterns in the incoming calls received by major units (Admissions Office, Registrar’s Office, Financial Assistance Office) who utilize the Automated Call Distribution phone system that our University employs. Based on the reports received and the analysis conducted by the Directors of these major units, the data shows that based on the call volumes received by these units, we have insufficient staffing resources. Part of our comprehensive customer service plan is to request additional staffing resources to address this problem in the form of an Enrollment Management Call Center.

Third, the Enrollment Management Division is reconfiguring the customer service desks and circular area in the Student Services Center (Round Building) to allow for great efficiencies and increased customer responsiveness. We have secured HEF funds to partially reconfigure this area. We will be requesting additional funding at the Enrollment Management Budget Presentation on February 11, 2009 in order to continue the remodeling and the installation of the Enrollment Management Call Center.

Fourth, the restructuring taking place in the major units has identified key personnel as customer service liaisons.

Fifth, we are currently adapting our portfolio of student correspondence for admission purposes to provide consistency in content and branding. In addition, we are currently researching the expansion of our primary and tertiary recruitment populations.

For more information, see the Action Plan Details section of this report.

Details for Action Plans Established This Cycle

Customer Service Initiatives
Super Service Training has been implemented:
• Secure the services of an outside consulting group such as the Tabb Group. This consulting group has been employed by our current Registrar at his last University. The Tabb Group meets with all staff in each of the area and explains what process mapping is. They provide a systematic approach to the cataloging of the processes. They will focus on the process tasks, the critical staff and their responsibilities, the information required, the departmental and technology dependencies, and the timeframe required to complete the particular tasks and/or processes. This approach in process mapping allows the business unit to view their processes as they currently exist. It also serves as a way to identify strengths
and weaknesses, single points of failure, exposes redundancies in processes, identifies a need for cross-training, and provides a foundation for constructing our future goals.

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Fifth, we are currently adapting our portfolio of student correspondence for admission purposes to provide consistency in content and branding. In addition, we are currently researching the expansion of our primary and tertiary recruitment populations.

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**Priority:** High  
**Responsible Person/Group:** Directors in Enrollment Management and the Associate VP for Enrollment Management  
**Additional Resources Needed:** $12,000 to secure the services of the TABB Group  
**Budget Amount Requested:** $12,000

**Retention Initiatives for Enrollment Management**

Enrollment Management Offices are implementing new retention strategies to improve the persistence rate. Registrar is implementing mid-term grades; Academic Advising Transition Center has the Early Alert System; Financial Assistance is providing counseling.

**Priority:** High  
**Target Date:** 09/2009  
Census date for fall 2009  
**Responsible Person/Group:** Directors in Enrollment Management and the Associate VP for Enrollment Management
Mission/Purpose

The mission of the Office of Student Financial Assistance at Texas A&M University-Corpus Christi is to inform students of the availability of federal, state and local financial assistance programs. Financial Assistance awards are processed in compliance with the laws and guidelines governing each program. Eligible students are awarded without regard to sex, race, age, ethnic origin, handicap or creed.

Goals

G 1: To implement the Federal TEACH Grant
The Federal TEACH grant was established in July of 2008 which provides a $4,000 annual grant to student who plan to become teachers. In exchange for the grant, candidates must agree to serve as full-time teachers at certain schools and within certain high-need fields for at least four academic years within eight years of completing the course of study of which a grant was received. This new grant could possibly benefit over 1000 of our 1800 student currently enrolled in the College of Education. My goal is to get this program fully implemented by the Fall 2009 semester. Because of strict restriction on this grant is it imperative I hire one additional person to be responsible for implementing and responsible for insuring we stay in compliance with the program. Each student is required to attend a in person loan enterance conseling session at the time of the award and another at the time of disbursement and another at the time of graduation. The Financial Aid Office needs to monitor enrollment, GPA and degree program each semester prior to disbursement of grant funds. If 1,000 students receive a $4,000 grant each year that would be additional grant funds of $4,000,000.

G 2: Top 10% High School Graduate Scholarship
The Texas Higher Education Coordinating Board has implemented a new $2,000 scholarship for High School Student graduating in May 2009. This scholarship will be awarded any High School Student that graduates in the top 10% of their class and attends a Public Institution in the State of Texas. The $2,000 will be awarded to them in the Fall 2009 semester and the student will continue to receive the scholarship for four years as long as they maintain a 3.0 GPA or higher at the end of each year. Student must be enrolled full-time status each year and complete hours attempted. This program will require monitoring by the Financial Aid Office to ensure we stay in compliance with the regulations.

G 3: Customer Service
Continue to improve communication with our students by phone, e-mail and written communication.

G 4: FAFSA Workshops
Continue to provide FAFSA workshops for our current students and for our prospective students in the community. FAFSA at the Mall has been a big success and we will continue to provide that service for the community in helping students complete and submit their FAFSA's. FAFSA on the Island will serve our current students and will allow them to complete and submit their FAFSA's before the April 1 deadline.

G 5: Banner
Continue to improve Financial Aid processes using Banner Student Information System.
G 6: **Financial Aid Award Letters**
All letters will be processed and mailed out to students in March before spring break.

### Outcomes/Objectives, with Any Associations and Related Measures, Achievement Targets, Findings, and Action Plans

**O 1: Service in completion/disbursement of aid**
Provide exceptional service in the completion and disbursement of federal, state and local Financial Aid.

**Related Measures:**

**M 1: Audits and Financial Aid Reports**
Audits performed by U.S. Department of Education, Texas A&M University System, NCAA and Department of Veterans Affairs. Annual financial aid reports. (Financial Aid DataBase Report, FISAP)

Source of Evidence: Administrative Measure

**Achievement Target:**
In compliance with all reports.

**Findings (2006-2007) - Achievement Target: Met**
After an NCAA during the month of November 2007 the Financial Aid Office was found to be in compliance with process, awarding and reporting.

**O 2: Seek and administer Financial Aid**
Our goal is to seek and administer Financial Aid to all eligible and deserving students in a timely manner in order to pursue an education at Texas A&M University Copus Christi.

**Related Measures:**

**M 2: Contact with Students**
Number of students who appear on de-registration list after numerous contacts with students proactive measures.

Source of Evidence: Climate / Environment

**Achievement Target:**
88% or more of students eligible for Financial Aid will not appear on deregistraion list.

**Findings (2006-2007) - Achievement Target: Partially Met**
Deregistration list was not as extensive as previous years but this is attributed to our new student information system and the difficulties the Bursar`s Office had in compositing a true list. Our enrollment was down but cannot measure the percentages of the list without a accurate list to go by.

**O 3: Award Letters**
Create estimated award letters and mail on a timely bases to all Incoming Freshman students.

**Related Measures:**

**M 3: Date Award Letters are Mailed**
Date award letters are mailed.

Source of Evidence: Administrative Measure
Achievement Target:
Mail all pre-award letters by March 12, 2007.

Findings (2006-2007) - Achievement Target: Not Met
This objective was not met due to the implementation of the Banner, the new student information system. There were difficulties getting our updates loaded to the system and things just didn’t go as planned.

O 4: FAFSA at the Mall
The Financial aid Office and in partnership with the Office of Admissions and Records, Colleges and various partners in the lending community will continue to promote the university, assist students and parents in completing the FAFSA at our "FAFSA at the Mall" event.

Related Measures:

M 4: Number of Applications
Number of FAFSA applications received prior to the priority deadline and students and parents with a better understanding of the Financial Aid process.

Source of Evidence: Activity volume

Achievement Target:
Process at least 100 FAFSA applications.

Findings (2006-2007) - Achievement Target: Met
With our Outreach Advisor in place the Financial Aid office was able to expand our visits from the local Coastal Bend Area to the entire South Texas. With the expansion of our visit the growth of applications that were process were increased. Our target was 100, we processed approximately 300 from visiting the High schools in our targeted areas. Our visits went from about 15 High Schools to 37 High Schools.

M 5: Sign In Sheets
Sign In Sheets

Source of Evidence: Activity volume

Achievement Target:
At least 200 students and parents sign-in.

Findings (2006-2007) - Achievement Target: Met
We were able to exceed the attendance of FAFSA at the mall due to the time of year we were able to reserve this year. There were approximately 350 students and parents that visited our area set up in the center court of Padre Staples mall.

O 5: Student and Counselor Outreach
Our outreach advisor will continue his efforts in reaching out to area high school students and High School counselors in educating them on the Financial Aid process.

Related Measures:

M 6: Total Number of Outreach Visits
Total number of outreach visits.

Source of Evidence: Activity volume

Achievement Target:
Make at least 600 visits per academic year which consist of 28 schools.

Findings (2006-2007) - Achievement Target: Met
We were able to exceed the visits of schools this year. Our target was 28 schools we visited 37 schools. The total visits to all 37 shcools totaled
approximately 600 visits.

**M 7: Out of all visits how many are new locations.**
Out of all visits how many are new locations.
Source of Evidence: Administrative Measure

**Achievement Target:**
Out of the 600 visits 15 are new locations.

**Findings (2006-2007) - Achievement Target: Met**
There were 17 new locations that were visited this year.

**M 8: Increase enrollment in surrounding areas**
An increase in enrollment in students in the surrounding areas.
Source of Evidence: Activity volume

**Achievement Target:**
Expect to increase enrollment from outlying Coastal Bend area by 3%.

**Findings (2006-2007) - Achievement Target: Met**
Enrollment remained the same from previous year.

**O 6: Implementation**
Teach Grant to be fully implemented by the Fall 2009 semester.

**O 7: Customer Service**
Continue to improve the communication to students via e-mail, letter correspondance and by phone.

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**Detailed Assessment Report**
**2007-2008 Recruitment & New Student Programs**

**Mission/Purpose**
The Office of Student Recruitment and New Student Programs aims to assist in the recruitment and retention efforts of Texas A&M University-Corpus Christi by encouraging all potential students to seek a higher education through the implementation of programming and communications that will introduce all students and families to the University and its processes. The Office of Student Recruitment and New Student Programs identifies and recruits students of high potential, especially those from groups who have been historically under-represented in Texas higher education. We strive to enhance the college experience of admitted students by providing programs and information that will orient them to the University, aid in their transition, help connect them to the University and their fellow Islanders. Through a commitment to excellence we encourage personal growth and leadership development of all professional staff, student assistants and volunteers through their participation in office programs, training and leadership opportunities.

**Outcomes/Objectives, with Any Associations and Related Measures, Achievement Targets, Findings, and Action Plans**

**O 1: Improving Customer Service**
To increase overall customer satisfaction with all areas under the Office of Recruitment and New Student Programs

**Related Measures:**
M 3: The Noel Levitz Student Satisfaction Survey
The Noel Levitz Student Satisfaction Survey will be used to determine the overall customer satisfaction with the areas that fall under the Office of Recruitment and New Student Programs.

Source of Evidence: Client satisfaction survey (student, faculty)

Document:
Noel Levitz Report 2008vs2006

Achievement Target:
To be above past university outcomes and national rating

Findings (2007-2008) - Achievement Target: Not Met
Based on the Noel Levitz survey orientation and admission counseling was below the University and national satisfaction rating.

Related Action Plans:
Customer Service Initiatives
New changes in programming and assessment are currently being initiated to improve overall student satisfaction with orientation and admission counseling. The Admission counselors are participating in cross training with other Enrollment Management Offices.
For more information, see the Action Plan Details section of this report.

O 2: To increase freshmen enrollment
To increase freshmen enrollment of students annually.

Associations:
We are guided and follow the best practices standards set by the Texas Association for Collegiate Registrars and Officers (TACRAO) and the American Association for Collegiate Registrars and Officers (AACRAO) when recruiting students. We follow all the policies and procedures governing the admission process prescribed by our university catalog and any related policies and procedures provided by the Texas A&M University System.

Related Measures:

M 1: Official census enrollment information
Official census enrollment will be used to determine if the freshmen enrollment for fall 2008 reflected a 3% increase over fall 2007

Source of Evidence: Existing data

Achievement Target:
Increase freshmen enrollment by 3% for fall 2008
Increase freshmen enrollment by 3% for fall 2009, 5.5% for fall, spring, summer
Increase freshmen enrollment by 3% for fall 2010, 5.5% for fall, spring, summer

Findings (2007-2008) - Achievement Target: Not Met
Official census date for Fall 2007 was September 6, 2007. Total enrollment as of the census date for Texas A&M University-Corpus Christi was 8,567 students. Freshment enrollment as of the census date on September 6, 2007 was 1,095. Freshmen enrollment for the fall 2006 semester was 1,148 students. The fall 2007 semester saw a decrease of 4.7% from fall 2006.

Related Action Plans:
Increase freshmen recruitment initiatives
Increase freshmen recruitment initiatives with more communications and programs
For more information, see the Action Plan Details section of this report.

O 3: To increase transfer enrollment
To increase transfer student enrollment annually.

Associations:
We are guided and follow the best practices standards set by the Texas Association for Collegiate Registrars and Officers (TACRAO) and the American Association for Collegiate Registrars and Officers (AACRAO) when recruiting students. We follow all the policies and procedures governing the admission process prescribed by our university catalog and any related policies and procedures provided by the Texas A&M University System.

Related Measures:

M 2: Official census enrollment information
Official census enrollment will be used to determine if the transfer enrollment for fall 2008 reflected a 3% increase over fall 2007
Source of Evidence: Existing data

Achievement Target:
To increase transfer student enrollment by 3% or more annually

Findings (2007-2008) - Achievement Target: Not Met
Official census date for Fall 2007 was September 6, 2007. Total enrollment as of the census date for Texas A&M University-Corpus Christi was 8,567 students. Transfer enrollment as of the census date on September 6, 2007 was 802 students. Transfer enrollment for the fall 2006 semester was 885 students. The fall 2007 semester saw a decrease of 9% from fall 2006.

Related Action Plans:
Increase transfer recruitment initiatives
For more information, see the Action Plan Details section of this report.

O 4: Increase Program Effectiveness
Increase program effectiveness of Island Day through redesigned program events

Related Measures:

M 4: Island Day Participation Surveys
The Island Day Participation Surveys will be used to determine the overall effectiveness of the program.
Source of Evidence: Evaluations

Achievement Target:
To have 85% overall Island Day satisfaction rate

Findings (2007-2008) - Achievement Target: Partially Met
Overall rating of 2006-2007 Island Day survey results:
1=Poor, 2=Fair, 3=Average, 4=Excellent, NA=Not Attended
957 Respondents:
Poor= .2%
Fair= 1.3%
Average= 19.4%
Excellent= 73.8%
N/A= 5.3%
Combination of Average and Excellent Rating = 93.2%
2005-2006 Survey Results = 98.8% (Combination of Average and Excellent Ratings)

Not Met Overall, but increase effectiveness in some components such as Island Fair and Admissions Requirement Presentation

Details for Action Plans Established This Cycle

**Customer Service Initiatives**

New changes in programming and assessment are currently being initiated to improve overall student satisfaction with orientation and admission counseling. The Admission counselors are participating in cross training with other Enrollment Management Offices.

- **Priority:** High
- **Target Date:** 09/2009
- **Census date for fall 2009**
- **Responsible Person/Group:** Admission Counselors, Director of Student Recruitment and New Student Programs

**Increase freshmen recruitment initiatives**

Increase freshmen recruitment initiatives with more communications and programs

- **Priority:** High
- **Target Date:** 09/2008
- **Census Date for Fall 2008**
- **Responsible Person/Group:** Office of Student Recruitment and New Student Programs

**Increase transfer recruitment initiatives**

- **Priority:** High
- **Target Date:** 09/2008
- **Census Date for Fall 2008**

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**Detailed Assessment Report**

**2007-2008 Title V - Component I - GO Centers**

**Mission/Purpose**

The mission of the Title V Coop is to open the Pipeline and Close the Gaps’ in higher education opportunities for Hispanic, low income, first generation students through collaboration and community outreach with Del Mar College, the Public Schools, Parents, and the Go Centers as well as through collaboration with college faculties and secondary level public school teachers to improve curriculum alignment between secondary and postsecondary institutions.

**Outcomes/Objectives, with Any Associations and Related Measures, Achievement Targets, Findings, and Action Plans**

**O 1: Published Handbook for GO Center Processes**

Published materials outlining the Go Center structural processes and other procedures.
Related Measures:

**M 1: Publication of handbook and Go Ctr locations**
A handbook and campus maps designating and describing the project centers, locations and office spaces.

Source of Evidence: Document Analysis

**Achievement Target:**
Published, printed and distributed by May 2007.

**O 2: Increase in dual credit/concurrent enrollment**
By August 2009, 25% more high school students over the 2005 baseline will enroll in and complete dual credit/concurrent courses in order to earn semester credit hours towards a bachelor’s or associate’s degree

**Related Measures:**

**M 2: Electronic tracking system**
Electronic tracking system data.

Source of Evidence: Benchmarking

**Achievement Target:**
By August 2009 electronic tracking system data will indicate that 25% more high school students will have enrolled and successfully completed at least three semester hours of dual credit/concurrent courses towards an associate or baccalaureate degree (Baseline= students enrolled in 2005).

**Findings (2007-2008) - Achievement Target: Met**
According to Blumen we have met our baseline numbers from 2005. We are on track to exceed our expected outcomes.

**Findings (2006-2007) - Achievement Target: Met**
This objective is on track and slightly ahead of schedule for completion.

**O 3: Fin. Aid info will increase by 10% through part.**
By August 2009, the amount of college admissions and financial aid information and financial assistance available through stipends for Go Center high school participants for participation and peer mentorship activities will increase by 10 percent.

**Related Measures:**

**M 3: Electronic tracking system**
Electronic tracking system data.

Source of Evidence: Benchmarking

**Achievement Target:**
Between August 2006 and 2009, electronic tracking system data will indicate that a total of twenty additional Go Center high school participants will receive college admissions information and yearly financial assistance for participation and peer mentorship activities (2005 Baseline=0)

**Findings (2007-2008) - Achievement Target: Met**
According to Blumen, we have exceeded the additional twenty participants. We currently have at least 70 students receiving college admissions information and yearly financial assistance.

**Findings (2006-2007) - Achievement Target: Met**
It has been met and exceeded before the 2009 date.

**O 4: Increase in secondary level Go Centers by 2009**
From August 2006 to August 2009, the number of secondary level Go Centers in the
12 county South Texas region will increase by 30%

**Related Measures:**

**M 4: Percent of Go Centers opened**
Percent of Go Center opened
Source of Evidence: Benchmarking

**Achievement Target:**
By 2009 30% of Junior High and High School Go Centers will be opened to provide assistance and motivation to secondary level students to graduate. (Baseline= number of Go Centers in 2005)

**Findings (2007-2008) - Achievement Target: Met**
We currently have three junior high and 28 high school GO Centers opened to provide assistance and motivation to secondary level students to graduate. We have exceeded our expected numbers.

**Findings (2006-2007) - Achievement Target: Met**
It has been met and exceeded at the end of this reporting year.

**O 5: Increase of Go Center graduates by 2009**
By August 2009 the number of GO Center Participants who graduate from high school will increase by 3% yearly.

**Related Measures:**

**M 5: Graduation rates for Go Center Seniors**
Comparison of Graduation rates for Go Center High Schools Seniors between August 2006 and 2009.
Source of Evidence: Benchmarking

**Achievement Target:**
Between August 2006 and 2009 there will be a three percent yearly increase in graduation rates for Go Center high school seniors graduating with a recommended diploma (Baseline = 2005 Go Center Graduation Rate)

**Findings (2007-2008) - Achievement Target: Met**
According to Blumen we have met and exceeded the required 3% increase. We have approximately 75% of high school seniors graduating with a recommended diploma from GO Centers.

**Findings (2006-2007) - Achievement Target: Met**
It is on track according to data from our Go Centers. We are still continuing to monitor each go center and new center recently yet to open more than one year from their baseline to measure anything.

**O 6: Increase in Go Ctr participants enrolled in coll.**
By August 2009, the number of Go Center participants admitted and enrolled in lower division level at a community college or postsecondary school will increase by 3% yearly.

**Related Measures:**

**M 6: Electronic tracking system**
Electronic tracking system
Source of Evidence: Benchmarking

**Achievement Target:**
By August 2009, electronic tracking system will indicate that the number of Go Center participants admitted and enrolled in lower division postsecondary
level will increase by 3% yearly.

**Findings (2006-2007) - Achievement Target: Met**
Every year student participating in go centers are increasing.

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**Detailed Assessment Report**
**2007-2008 Title V - Component III - CTP**

**Mission/Purpose**

The mission of the Title V Coop is to open the Pipeline and Close the Gaps’ in higher education opportunities for Hispanic, low income, first generation students through collaboration and community outreach with Del Mar College, the Public Schools, Parents, and the Go Centers as well as through collaboration with college faculties and secondary level public school teachers to improve curriculum alignment between secondary and postsecondary institutions. Completing the Pipeline (CTP) is geared towards expanding and enhancing academic support services such as tutoring, advising, mentoring, supplemental instruction, workshops and a laptop lending library. CTP is focused on increasing retention of Hispanic, at-risk, low income students.

**Outcomes/Objectives, with Any Associations and Related Measures, Achievement Targets, Findings, and Action Plans**

**O 1: Transfer students will have core classes completed**
100% of the average 43% of Del Mar Students who transfer to A&M-CC university will have all their transfer core curriculum required classes count towards upper division studies. (2001 baseline= 793 out of 1,831 total graduates or transfers)

**Strategic Plans:**

Texas A&M-Corpus Christi
1.1 Provide excellent academic programs & instruction.
1.10 Manage resources efficiently and effectively.

**Related Measures:**

**M 1: Qualitative Measure, Process Objective.**
Title V Pipeline Program records will indicate that 100% of Del Mar College students from 2006-2009 will have all their lower division core curriculum count towards upper division studies.

Source of Evidence: Existing data

**Achievement Target:**
In progress.

**O 2: Transfer students will successfully be admitted**
100% of the average 43% of Del Mar students who transfer to A&M-CC university will be successfully admitted, enrolled as transfer students and declared eligible for some kind of

**Strategic Plans:**

Texas A&M-Corpus Christi
1.1 Provide excellent academic programs & instruction.
1.4 Provide a supportive and safe campus environment
1.6 Commitment to student diversity and quality.
1.7 Commitment to faculty & staff diversity & quality.
Related Measures:

**M 2: Electronic tracking system**
Title V Pipeline Program records will indicate that an average of 43% of Del Mar students who transfer to A&M-CC from 2006-2009 will be successfully admitted, enrolled and declared eligible for financial assistance.

Source of Evidence: Existing data

Achievement Target:
In progress.

**O 3: Graduation rates will increase**
six year graduation rates for FTIC and Transfer Hispanic and Minority students will increase as a result of improved and intense advising and support services. (2001 base rate=33%)

Strategic Plans:
Texas A&M-Corpus Christi
1.1 Provide excellent academic programs & instruction.
1.10 Manage resources efficiently and effectively.
1.4 Provide a supportive and safe campus environment
1.6 Commitment to student diversity and quality.
1.9 Expand University impact and stature.

Related Measures:

**M 3: Enrollment Management Graduation Records**
Enrollment Management graduation audit records will indicate that graduation rates for Hispanic and other minority students will have increased by 1% each year to make a total of 3% from 2006-2009.

Source of Evidence: Existing data

Achievement Target:
Completed.

**O 4: Increase enrollment of FTIC and transfer students**
Enrollment of FTIC first year and transfer student will increase as a function of increased dissemination of admissions, enrollment and financial aid information provided by A&M-CC Student Ambassadors working through the enrollment management office and at Del Mar College and the Go Centers.

Strategic Plans:
Texas A&M-Corpus Christi
1.4 Provide a supportive and safe campus environment
1.6 Commitment to student diversity and quality.
1.8 Build & sustain mutually supportive relationships.

Related Measures:

**M 4: Qualitative Measure, Process Objective.**
Blumen data records will indicate that enrollment of FTIC first year and transfer students will increase by 2% a year to make a total of 6% from 2006-2009

Source of Evidence: Existing data

Achievement Target:
Completed.
O 5: Increase enrollment of Hispanics and minorities
Enrollment of Hispanic, Black and other minority FTIC first year and transfer students will increase as a function of increased dissemination of admissions, enrollment and financial aid information provided by A&M-CC Student Ambassadors working through the enrollment management office and at Del Mar College and the Go Centers. (2002 baseline= 36.3% Hispanic; 2.2% black)

Strategic Plans:
Texas A&M-Corpus Christi
1.4 Provide a supportive and safe campus environment
1.6 Commitment to student diversity and quality.
1.8 Build & sustain mutually supportive relationships.
1.9 Expand University impact and stature.

Related Measures:
M 5: Qualitative Measure, Process Objective, and Audit.
Enrollment Management records will indicate that enrollment of Hispanic, Black, and other minority FTIC first year and transfer students will increase by 4% in 2006, and 2% for the following two years to make a total of 8% from 2006-2009.

Source of Evidence: Existing data
Achievement Target:
In progress.

Mission/Purpose
TRiO-SSS MISSION STATEMENT: To recruit, retain, support and graduate a diverse, highly qualified student body… through federal financial sponsorship in keeping with the U.S. Department of Education’s mission to increase postsecondary accessibility and graduation rates for low income, first generation, disabled and Hispanic students.

Outcomes/Objectives, with Any Associations and Related Measures, Achievement Targets, Findings, and Action Plans
O 1: Increase participants who enroll in grad. school.
The percentage of eligible graduating participants who enroll in graduate or professional school will increase.

Strategic Plans:
Texas A&M-Corpus Christi
1.1 Provide excellent academic programs & instruction.

O 2: Increase graduation rate for each cohort.
The graduation rate for each cohort of participants will increase.

Strategic Plans:
Texas A&M-Corpus Christi
1.1 Provide excellent academic programs & instruction.

O 3: Enroll Eligible Participants
eligible students will be identified and enrolled in the TAMU-CC SSS Program.

**Related Measures:**

**M 2: Enroll 160 Eligible Participants**
One hundred sixty (160) eligible students will be identified and enrolled in the TAMU-CC SSS Program. Two-thirds (106) will be both low income and first generation. One-third (54) will be low income only or first generation only or disabled only.

Source of Evidence: Activity volume

Achievement Target:
160 eligible participants total. 2/3 (106) will be low income/first generation, 1/3 (54) low income, first generation or disabled.

Findings (2006-2007) - Achievement Target: Partially Met
134 eligible participants were enrolled. 90 (66.6%) were low income/first generation. 44 (33.3%) were low income, first generation, or disabled.

**O 4: Needs Assessment / IEP**
Newly admitted participants will have their needs assessed and an Individual Education Plan (IEP) on file as per the unit time line policies.

**Related Measures:**

**M 3: Needs Assessment / IEP**
100% of newly admitted participants will have their needs assessed and an Individual Education Plan on file within 30 days of admittance to SSS

Source of Evidence: Document Analysis

Achievement Target:
100% of the newly admitted participants will have their needs assessed and an IEP on file within 30 days of admission

Findings (2006-2007) - Achievement Target: Partially Met
100% of newly admitted participants had their needs assessed and an IEP on file by the end of the semester instead of within 30 days. IEP was being further developed and still needs refinement to make it fully integrated with application and programmatic efforts to meet participants’ needs.

**O 5: Financial Assistance**
Selected participants will be offered sufficient financial assistance to meet their basic academic financial needs by the end of each academic year.

**Related Measures:**

**M 4: Financial Assistance**
90% of the participants will be offered sufficient financial assistance to meet their basic academic financial needs by the end of each academic year.

Source of Evidence: Existing data

Achievement Target:
90% will be offered sufficient financial assistance to meet their basic academic financial needs by the end of the academic year

Findings (2006-2007) - Achievement Target: Met
100% were offered sufficient financial assistance to meet their basic academic financial needs by the end of the academic year.

**O 6: Retention**
Many of the participants will be retained after each academic year.
Related Measures:

M 5: Retention
75% of the participants will be retained after each academic year

Source of Evidence: Existing data

Achievement Target:
75% of the participants will enroll for at least one course in the next academic year

Findings (2006-2007) - Achievement Target: Partially Met
65% of participants persisted to the next semester. However, SSS graduated more participants than expected and SSS Annual Reports do not include as persistent those who skip one of the summer sessions. Both of these items skew the retention rate.

O 7: Graduation Rates
The graduation rate for each cohort of participants will increase

Related Measures:

M 6: Graduation Rates
The graduation rate for each cohort of participants will increase as follows: 2nd year graduation rate: 16% (2006-2007 cohort); 3rd year graduation rate: 19% (2007-2008 cohort); 4th year graduation rate: 22% (2008-2009 cohort).

Source of Evidence: Existing data

Achievement Target:
The graduation rate for 2006-2007 will be 16%. The graduation rate for 2007-2008 will be 19% The graduation rate for 2008-2009 will be 22%

Findings (2006-2007) - Achievement Target: Met
The graduation rate for 2006-2007 was 28%.

O 8: Minimum GPA
Participants will earn a satisfactory cumulative grade point average each year and be in good academic standing with the university.

Related Measures:

M 7: Minimum GPA
At least 80% of participants will earn a cumulative grade point average of 2.0 or higher on a 4.0 scale each year and be in good academic standing with the university.

Source of Evidence: Existing data

Achievement Target:
80% or more will earn a gpa of 2.00 or higher

Findings (2006-2007) - Achievement Target: Met
90% of participants had a gpa of 2.0 or higher.

O 9: THEA
Participants who are THEA liable will pass and will be able to transfer from lower division to higher division courses.

Related Measures:

M 8: THEA
Each year 70% of who are THEA liable will pass and will be able to transfer from
lower division to higher division courses.

Source of Evidence: Existing data

**Achievement Target:**
70% of THEA liable participants will pass the THEA each year.

**Findings (2006-2007) - Achievement Target: Partially Met**
Of 13 students liable for at least one THEA test section, 100% passed Reading, 54% (7) passed Math, and 92% (12) passed Writing. A difficulty with measuring this objective is that participants will take a year or more to prepare for just one section of the THEA, most saving math to the end. Tracking participants' scores and test-taking has been somewhat inefficient.

**O 10: Declared Majors**
Participants with undeclared majors will declare a major by the end of each year.

**Related Measures:**

**M 9: Declared Majors**
70% of participants with undeclared majors will declare a major by the end of the year.

Source of Evidence: Existing data

**Achievement Target:**
Of those without a declared major, 70% will declare a major by the end of the year.

**Findings (2006-2007) - Achievement Target: Partially Met**
124 of the 134 participants (93%) have declared majors.

**O 11: Participation**
Participants will attend two SSS approved functions: cultural, academic, social, educational events, workshops, field trips or career-oriented venues.

**Related Measures:**

**M 1: Section 646.2 (B)(1).**
Per Section 646.2 (B)(1). The extent to which project participants persist toward completion of the academic programs in which they were enrolled

Source of Evidence: Academic Indirect Indicator

**Achievement Target:**
85% of participants attending two SSS approved cultural, social, and educational events, workshops, or field trips

**M 10: Participation**
Each semester 85% of the participants will attend two SSS approved functions: cultural, academic, social, educational events, workshops, field trips or career-oriented venues.

Source of Evidence: Activity volume

**Achievement Target:**
85% of participants will attend 2 SSS approved functions each semester.

**Findings (2006-2007) - Achievement Target: Partially Met**
SSS provided 31 different types of activities that had 377 SSS participant attendees, an average of 2.8 activities per participant. Participants who are less active in the program might be exited in favor of those who could better utilize the program’s efforts.
Mission/Purpose

TRiO-Upward Bound Mission Statement: To identify, recruit and select students from target schools and offer services that will generate the skills and motivation necessary for them to graduate from high school and successfully pursue and complete a post-secondary education.

Outcomes/Objectives, with Any Associations and Related Measures, Achievement Targets, Findings, and Action Plans

O 1: Recruit / Identify / Assist Students
To recruit, identify and select students from the target area who meet eligibility criteria and who demonstrate a need for academic services

Associations:

Strategic Plans:

Texas A&M-Corpus Christi

1.1 Provide excellent academic programs & instruction.
1.4 Provide a supportive and safe campus environment

Related Measures:

M 1: Collect and report student eligibility data.
Student eligibility data is collected and reported on annual performance report submitted to the US Department of Education TRIO Programs Office.

Source of Evidence: Academic Indirect Indicator

Achievement Target:
At a minimum, sixty-six percent of the students serviced must meet both the low-income/first generation criteria

Findings (2006-2007) - Achievement Target: Partially Met
63 participants were served during this reporting period. 59 or 94% met both the LI/FG criteria.

O 2: Timely Assessment of Students
Upon acceptance into the program, students will be assessed timely to determine their financial and academic standing, and establish academic goals in order to determine the program services required and prepare an Individualized Educational Service Plan (IESP)

Related Measures:

M 2: Complete needs assessment before selection.
A comprehensive needs assessment is completed before students are selected to participate in the program

Source of Evidence: Academic Indirect Indicator

Achievement Target:
100% of the students served will undergo a needs assessment conducted with 30 of acceptance into the program

Findings (2006-2007) - Achievement Target: Met
All participants accepted and enrolled in the UB program did have an
assessed completed within the required time.

O 3: Provide academic and other supportive services.
By end of each year, participants will be provided academic and other supportive services (academic advising, counseling, field trips, career exploration, academic instruction, research and lab experiences, parental involvement and social and cultural activities) resulting in greater cohort retention and continuing with the Upward Bound Program until completion of their secondary education program

Strategic Plans:
Texas A&M-Corpus Christi
1.1 Provide excellent academic programs & instruction.
1.4 Provide a supportive and safe campus environment

Related Measures:

M 3: Document and report students participation.
Students participation is documented and reported on the annual performance report submitted to the US Department of Education TRIO Programs office.

Source of Evidence: Activity volume

Achievement Target:
Seventy-five percent retention rate

Findings (2006-2007) - Achievement Target: Met
47 students returned for services from the previous year and 16 new participants were added to the rosters. 6 students discontinued services during this reporting period. The retention rate for this reporting period is 90%.

O 4: Follow up on 100% of former UB students.
Conduct follow up on former UB students resulting in the completion of their post secondary education in six years

Strategic Plans:
Texas A&M-Corpus Christi
1.1 Provide excellent academic programs & instruction.
1.4 Provide a supportive and safe campus environment

Related Measures:

M 4: Track students via phone, mail, email and website.
Students are tracked during the year via phone, mail, e-mail and website and results reported on the Annual Performance Report submitted to the US Department of Education TRIO Programs Office.

Source of Evidence: Existing data

Achievement Target:
To contact and successfully track 100% of the students and determine if goal is being met

Findings (2006-2007) - Achievement Target: Partially Met
118 students to date have completed the UB program. 113 or 96% were successfully tracked, 85 or 72% are still enrolled in a postsecondary educational program (PSE) and 10 or 8% have completed their PSE.
Mission/Purpose

To assist service members, veterans, and dependents in receiving entitled veterans benefits and in achieving educational goals. We are committed to recruiting, retaining, and supporting veterans to maintain a diverse and highly qualified student body, faculty, and staff. Our University is expanding military-friendly services and programs for America's returning military members by preparing for the implementation of the Post 9/11 Veterans Educational Assistance Act of 2008. Promote initiatives to plan and prepare for expected increased enrollment of veterans and enhance the transition for veterans from military life to University academic life. We are adopting a Military Student Bill of Rights, participate in the Servicemembers Opportunity Colleges (SOC), and encourage student organizations such as the United Student Veteran Organization (USVO) and the Islander Reserve Officer Training Corps (ROTC) Battalion.

Student Learning Outcomes, with Any Associations and Related Measures, Achievement Targets, Findings, and Action Plans

O 3: Provide benefits counseling; veteran programs
Disseminate information on the new GI Bill and keep abreast of new legislation which impacts student veterans. Develop programs and facilitate student support services for a seamless transition from military to civilian student life. Foster good relations with service members and veterans to build goodwill in the community towards the University.

Associations:

General Education or Core Curriculum:

7 Establish broad & multiple perspectives
8 Understand how to be responsible member of society
11 Develop personal values for ethical behavior

Related Measures:

M 3: GI Bill benefits counseling and veterans programs
Provided benefits counseling to student veterans on the new GI Bill; surveyed Veterans Affairs Office effectiveness; revised the Veterans Affairs Office website to disseminate information on eligibility, forms, and resources for student veterans. Initiated veterans academic and student support services and programs for veterans.

Source of Evidence: Service Quality

Achievement Target:
Train new VA workstudy students on Department of Veterans Affairs policies and VA Office procedures. Provide professional customer service to veterans and dependents at all times.

Findings (2007-2008) - Achievement Target: Met
Dept of Veterans Affairs workstudy students trained to apply VA and University policies equally and effectively. 98.11% of respondents of the Survey for Veteran Students rated the Veterans Affairs Office excellent in customer service, effectiveness, effort, level of responsiveness, and accessibility.

Findings (2006-2007) - Achievement Target: Met
Two new Department of Veterans Affairs workstudy students were hired in Fall 07 term, and are in training. A survey created by the Veterans Affairs Office and distributed to veteran students for their participation and

feedback rated the overall quality of the customer service, effectiveness, effort, level of response, and access of the Veterans Affairs Office as excellent.

**Other Outcomes/Objectives, with Any Associations and Related Measures, Achievement Targets, Findings, and Action Plans**

**O 1: Reporting**
Submit accurate and timely enrollment certifications and reports for veteran students to the Department of Veterans Affairs, local Vocational Rehabilitation and Employment Office, and Texas Veterans Commission (State Approving Agency).

**Related Measures:**

**M 1: Audits, approvals, and evaluations**
Audits performed by the Department of Veterans Affairs and annually by the Texas Veterans Commission. Submit annual Application for Approval to Train VA Eligible Persons (Accredited Institutions) to the State Approving Agency, the Texas Veterans Commission. Evaluation by the Vocational Rehabilitation and Employment Office in Corpus Christi.

Source of Evidence: Government standards

**Documents:**
- Texas Veterans Commission Approval Notice
- Texas Veterans Commission Audit
- Dept of Veterans Affairs Voc Rehab Evaluation

**Achievement Target:**
To process enrollment certifications of veterans in an accurate and timely manner, with minimal deficiency, at a rate equal to or greater than comparable institutions. Gain approval for Texas A&M University-Corpus Christi to train veteran students enrolled in degrees and programs offered at our institution.

**Document:**
- Dept of Veterans Affairs Voc Rehab Evaluation

**Findings (2006-2007) - Achievement Target: Met**
Audited by the Department of Veterans Affairs resulting in minimal deficiency; rate was equal to or less than comparable institutions. Audited by the Texas Veterans Commission resulting in zero deficiency. Annual Application for Approval to Train VA Eligible Persons by accrediting agency, the Texas Veterans Commission was approved with new program offerings listed. Evaluation by the Vocational Rehabilitation and Employment Office in Corpus Christi continues with good procedures and policies in force.

**Documents:**
- Texas Veterans Commission Approval Notice
- Texas Veterans Commission Audit

**Related Action Plans:**

**Implement new GI bill; prepare increased veterans**
Hire two full time employees: first as certifying official, benefits counseling, and recruitment efforts; second to assist Financial Assistance and Business Offices with percentages of GI bill entitlement for estimating financial aid and billing the VA, and to administer Hazlewood benefits. The Dept of Veterans Affairs estimates that the number of veteran students attending college by 2010 will increase by
20-25 percent over the current enrollment levels. Recommendation from ELR of TX is one employee for every 100 veteran students; currently understaffed by 3 FTEs. Enhance recruitment and retention efforts of veteran students; provide military friendly services and programs for the transition from military to academic life. For more information, see the Action Plan Details section of this report.

**M 3: GI Bill benefits counseling and veterans programs**

Provided benefits counseling to student veterans on the new GI Bill; surveyed Veterans Affairs Office effectiveness; revised the Veterans Affairs Office website to disseminate information on eligibility, forms, and resources for student veterans. Initiated veterans academic and student support services and programs for veterans.

Source of Evidence: Service Quality

**Achievement Target:**
Train new VA workstudy students on Department of Veterans Affairs policies and VA Office procedures. Provide professional customer service to veterans and dependents at all times. 90% of respondents rate the service of the Veterans Affairs Office as excellent on the Survey for Veteran Students.

**Findings (2006-2007) - Achievement Target: Met**
Two new Department of Veterans Affairs workstudy students were hired in Fall 07 term, and are in training. A survey created by the Veterans Affairs Office and distributed to veteran students for their participation and feedback rated the overall quality of the customer service, effectiveness, effort, level of response, and access of the Veterans Affairs Office as excellent.

**O 2: Increase student veteran enrollment**

Achieve increased student veteran enrollment through recruitment efforts at military installations and reserve centers in Texas, advertising, and participation in the monthly Transition Assistance Program (TAP) at Naval Air Station Corpus Christi through Post-9/11 Veterans Educational Assistance Act of 2008 briefings.

**Related Measures:**

**M 2: Veteran headcount enrollment report data**

Tracking the number of active duty servicemembers, veterans, and dependents on campus each academic year through Argos, military waiver, and tuition assistance reports.

Source of Evidence: Existing data

**Achievement Target:**
Track active duty servicemember, veteran, and dependent enrollment and strive to equal or exceed the overall percentage increase in student enrollment of Texas A&M University-Corpus Christi.

**Findings (2006-2007) - Achievement Target: Met**
Increased number of veteran students returning from Operations Iraqi and Enduring Freedom and receiving educational benefits at Texas A&M University-Corpus Christi in past year. Met goal of tracking veteran headcount enrollment and striving to equal or exceed the overall percentage increase in student enrollment of Texas A&M University-Corpus Christi.

**Related Action Plans:**

*Implement new GI bill; prepare increased veterans*

Hire two full time employees: first as certifying official, benefits counseling, and recruitment efforts; second to assist Financial
Assistance and Business Offices with percentages of GI bill entitlement for estimating financial aid and billing the VA, and to administer Hazlewood benefits. The Dept of Veterans Affairs estimates that the number of veteran students attending college by 2010 will increase by 20-25 percent over the current enrollment levels. Recommendation from ELR of TX is one employee for every 100 veteran students; currently understaffed by 3 FTEs. Enhance recruitment and retention efforts of veteran students; provide military friendly services and programs for the transition from military to academic life. For more information, see the Action Plan Details section of this report.

Details for Action Plans Established This Cycle

Implement new GI bill; prepare increased veterans
  Hire two full time employees: first as certifying official, benefits counseling, and recruitment efforts; second to assist Financial Assistance and Business Offices with percentages of GI bill entitlement for estimating financial aid and billing the VA, and to administer Hazlewood benefits. The Dept of Veterans Affairs estimates that the number of veteran students attending college by 2010 will increase by 20-25 percent over the current enrollment levels. Recommendation from ELR of TX is one employee for every 100 veteran students; currently understaffed by 3 FTEs. Enhance recruitment and retention efforts of veteran students; provide military friendly services and programs for the transition from military to academic life.

  **Priority:** High
  **Target Date:** 09/2009
  **Responsible Person/Group:** Lynn R. Perry
  **Budget Amount Requested:** $58000

Analysis Answers

What specifically did your assessments show regarding proven strengths or progress you made on outcomes/objectives?
  Audits performed by the Dept of Veterans Affairs and Texas Veterans Commission resulted in zero to minimum deficiency. Annual State Approving Agency application for approval of degrees and programs offered at Texas A&M University-Corpus Christi was approved and the University received continued authorization to train veterans. The number of veteran students certified for Montgomery GI Bill benefits and Hazlewood has steadily increased. Dept of Veterans Affairs workstudy students have been cross-trained to apply VA and University policies to all veteran students equally and effectively.

What specifically did your assessments show regarding any outcomes/objectives that will require continued attention?
  The Veterans Affairs Office is critically understaffed. The Education Liaison Representative (ELR) of Texas recommendation is one full time employee for every 100 veteran students. We are currently understaffed by 3 employees. To continue with benefits counseling, certifications, Hazlewood processing, recruitment, and other duties assigned, the VA Office will need to request additional staffing.