Detailed Assessment Report for 2006-2007 Planning & Institutional Effectiveness

Mission

The Office of Planning and Institutional Effectiveness is responsible for compiling and certifying official University statistics, conducting institutional research designed to inform academic and administrative decision making, guiding and coordinating university-level and unit-level strategic planning processes, and coordinating and supporting assessment of academic programs and support services.

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

O 1: Reporting to external agencies.
Report accurate official university information to Texas A&M University System, State, and Federal agencies in an accurate and timely manner.

Associations:

Institutional Priorities:
1.5 Fostering an open, shared and participatory decision making process
1.6 Promoting efficient and effective use of time, resources and technology

Strategic Plans:

Texas A&M-Corpus Christi
4.4 Effectiveness

Related Measures:

M 4: Work order data base.
(obj.1.a.) Percent of external reports completed on or before submission deadline.
(obj.2.a.) Percent of internal information requests completed on or before submission deadline. (obj.2.b.) Annual number of information requests completed. (obj.6.) tracking of following survey-related requests: questionnaire development, survey data requests, survey data analysis, reports, meetings and presentations.

Source of Evidence: Activity Volume

Achievement Target:
(obj.1.a.) Work order data base records will show that 95% of required external reports will be submitted on or before the requested due date. (obj.2.a.) Work order data base records will show that 95% of internal requests for information will be submitted on or before the requested due date. (obj.2.b.) Work order data base records will show an increase of at least 5% in the number of completed information requests compared to the previous year. (obj.6.) records will reflect an increase of survey-related/ assessment related requests of 10% from the previous cycle year.

Findings (2006-2007) - Achievement Target Partially Met
• (Obj.1.a.) Work order database records reflected 97% of required external
reports were submitted on or before the requested due date.

- (Obj.2.a.) Work order database records reflected 96% of internal requests for information were submitted on or before the requested due date.
- (Obj.6) Survey-related requests increased by 36% from the previous year, with total survey-related requests increasing from 159 in 2006 to 217 in 2007.
- (Obj.2.b.) Work order database records reflected a decrease in the number of completed information requests compared to the previous year by 28% (05-06 cycle had 135 requests/ 06-07 cycle had 97 requests).

- A decrease in the number of completed information requests could be a result of internal stakeholders utilizing the drill-down excel data files contained within the department website. Stakeholders are now able to access information from the department’s database, whereas in previous years the stakeholders had to rely solely on reports queried by the department.
- Another possible cause for the decrease in requests could be related to the change in policy by Institutional Advancement- a charge for work involved in producing PIO requests. The implementation of the fee-for-work schedule has decreased the demand for requests, thus reducing the volume of contact between our office and the PIO office.

O 2: Providing internal information.
Responding to internal university requests for information in an accurate and timely manner.

Associations:

Institutional Priorities:

1.2 Establishing a culture of professionalism and responsibility
1.5 Fostering an open, shared and participatory decision making process
1.6 Promoting efficient and effective use of time, resources and technology

Strategic Plans:

Texas A&M-Corpus Christi
4.4 Effectiveness

Related Measures:

M 3: Web site hit counter.
Web site hit counter maintains detailed log of visitor visitation activity related to use of the office web site.

Source of Evidence: Activity Volume

Achievement Target:
Hit counter will show a 10% increase in use of the web site to view information provided by the department over the previous year’s activity.

Findings (2006-2007) - Achievement Target Not Met

- The hit counter reflected a 12% decrease in the use of the website to view provided department information (6140 visits in 06-07 versus 6950 visits in 05-06).
- Website page uploads decreased by 20% (7076 uploads in 06-07 versus 8847 uploads in 05-06).

- Possible cause for the decrease could be the result of website visitors having drill down/interactive access to data from the department database, via excel files, with the opportunity of said data being saved on personal computers. Saving data on personal files could minimize the need for additional viewing of information.
Related Action Plans:

**Hit Counter Monitoring**
The department will continue to monitor the visitor activity and use of the department website to determine whether or not the accessibility of drill down excel files has impacted the frequency of the website’s use. For more information, see the Action Plan Details section of this report.

**M 4: Work order data base.**
(obj.1.a.) Percent of external reports completed on or before submission deadline.
(obj.2.a.) Percent of internal information requests completed on or before submission deadline. (obj.2.b.) Annual number of information requests completed. (obj.6.) tracking of following survey-related requests: questionnaire development, survey data requests, survey data analysis, reports, meetings and presentations.

Source of Evidence: Activity Volume

**Achievement Target:**
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**M 5: User satisfaction survey.**
Web-based survey includes questions designed to measure the user’s level of satisfaction on each of the relevant objectives.

Source of Evidence: Satisfaction

**Achievement Target:**
75% of survey respondents will report their level of satisfaction related to each objective as “satisfied” or “very satisfied”

**Findings (2006-2007) - Achievement Target Met**
91.7% of survey respondents reported a level of satisfied/very satisfied on the
website user satisfaction survey. Items assessed included:

- ability to navigate within the website,
- accessibility of information,
- organization of information,
- appearance of the website, and
- overall impression of the website.

O 3: Using web technology effectively.
Use web technology effectively to provide information to increasing numbers of users.

**Associations:**

**Institutional Priorities:**

1.5 Fostering an open, shared and participatory decision making process
1.6 Promoting efficient and effective use of time, resources and technology

**Strategic Plans:**

*Texas A&M-Corpus Christi*

4.4 Effectiveness

**Related Measures:**

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Web site hit counter maintains detailed log of visitor visitation activity related to use of the office web site.

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**Findings (2006-2007) - Achievement Target Not Met**

- The hit counter reflected a 12% decrease in the use of the website to view provided department information (6140 visits in 06-07 versus 6950 visits in 05-06).
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**Related Action Plans:**

**Hit Counter Monitoring**
The department will continue to monitor the visitor activity and use of the department website to determine whether or not the accessibility of drill down excel files has impacted the frequency of the website’s use.

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

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- organization of information,
- appearance of the website, and
- overall impression of the website.

O 4: Guiding strategic planning.
Provide leadership in university and unit level strategic planning processes.

Associations:

Institutional Priorities:
- 1.2 Establishing a culture of professionalism and responsibility
- 1.5 Fostering an open, shared and participatory decision making process
- 1.9 Involving the university community and other publics in the TAMU-CC mission and vision

Strategic Plans:

Texas A&M-Corpus Christi
- 1.1 Excellence
- 2.2 Engagement
- 3.3 Expansion
- 4.4 Effectiveness

Related Measures:

M 1: Strategic Planning meetings
Documented meetings of formal meetings related to strategic plan development.

Source of Evidence: Other Admin

Achievement Target:
Strategic Planning Steering Committee will meet at least quarterly.

Findings (2006-2007) - Achievement Target Met
Strategic planning steering committee met on the following dates: 3/20, 6/15, 7/20, 7/27, 8/3, 8/10. Ten strategice goals and associated measures were developed.

M 2: Outlook appointment calendar.
Outlook appointment calendar entries document the number of assessment related meetings, and the personnel involved.

Source of Evidence: Activity Volume

Achievement Target:
Calendar data will document at least one assessment or planning consultation per year with each academic and administrative department.

Findings (2006-2007) - Achievement Target Met
- Academic departments were contacted by Ms. Gale Stuart at least once during the cycle year.
- Administrative departments were contacted by Dr. Bridgette Hardin and Ms. Gale Stuart at least once during the cycle period
  - Contact was made to collect unit plans and to advise departments of upcoming changes in reporting, i.e. WEAVEOnline.

O 5: Supporting assessment.
Guide and facilitate the unit-level assessment process.

**Associations:**

**Institutional Priorities:**
1.2 Establishing a culture of professionalism and responsibility
1.5 Fostering an open, shared and participatory decision making process
1.6 Promoting efficient and effective use of time, resources and technology

**Strategic Plans:**

*Texas A&M-Corpus Christi*

4.4 Effectiveness

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Web site hit counter maintains detailed log of visitor visitation activity related to use of the office web site.

Source of Evidence: Activity Volume

**Achievement Target:**
Hit counter will show a 10% increase in use of the web site to view information provided by the department over the previous year’s activity.

**Findings (2006-2007) - Achievement Target Not Met**
- The hit counter reflected a 12% decrease in the use of the website to view provided department information (6140 visits in 06-07 versus 6950 visits in 05-06).
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**Related Action Plans:**

**Hit Counter Monitoring**

The department will continue to monitor the visitor activity and use of the department website to determine whether or not the accessibility of drill down excel files has impacted the frequency of the website’s use. For more information, see the *Action Plan Details* section of this report.

**M 5: User satisfaction survey.**

Web-based survey includes questions designed to measure the user’s level of satisfaction on each of the relevant objectives.

Source of Evidence: Satisfaction

**Achievement Target:**

75% of survey respondents will report their level of satisfaction related to each objective as "satisfied" or "very satisfied"

**Findings (2006-2007) - Achievement Target Met**

91.7% of survey respondents reported a level of satisfied/very satisfied on the website user satisfaction survey. Items assessed included:

- ability to navigate within the website,
- accessibility of information,
- organization of information,
- appearance of the website, and
- overall impression of the website.

**Related Action Plans:**

**Upgrade Inquisite software**

Department will upgrade the Inquisite online survey software as part of the upgrade assurance policy with Inquisite Incorporated. For more information, see the *Action Plan Details* section of this report.

**M 6: Training effectiveness survey.**

Training effectiveness feedback survey administered to participants in WEAVEonline training classes.

Source of Evidence: Evaluations

**Achievement Target:**

90% of the respondents to the training feedback survey will rate the effectiveness if the instruction they received as "good" to "excellent." 90% of the respondents to the training feedback survey will rate the quality and usefulness of the training materials they received as "good" to "excellent."

**Findings (2006-2007) - Achievement Target Met**

96% of the respondents rated the quality of WEAVE training as "good" to "excellent"; with 85% of the response reflecting a rating of "very good" or higher.

93% of the respondents rated the effectiveness of WEAVE training as "good" to "excellent"; with 78% of the response reflecting a rating of "very good" or higher.

89% of respondents rated the training materials received as being effective.
However, 93% of the respondents rated the quality of training materials as "good" to "excellent". Commentary suggests that users of WEAVE like face-to-face or phone contact when learning WEAVE.

**Related Action Plans:**

**Upgrade Inquisite software**
Department will upgrade the Inquisite online survey software as part of the upgrade assurance policy with Inquisite Incorporated.
For more information, see the *Action Plan Details* section of this report.

**O 6: Conducting survey research.**
Conducting survey research in support of university assessment and administrative decision-making.

**Associations:**

**Institutional Priorities:**

1.2 Establishing a culture of professionalism and responsibility
1.5 Fostering an open, shared and participatory decision making process

**Strategic Plans:**

*Texas A&M-Corpus Christi*

4.4 Effectiveness

**Related Measures:**

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Web site hit counter maintains detailed log of visitor visitation activity related to use of the office web site.

Source of Evidence: Activity Volume

**Achievement Target:**
Hit counter will show a 10% increase in use of the web site to view information provided by the department over the previous year’s activity.

**Findings (2006-2007) - Achievement Target Not Met**

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**M 4: Work order data base.**

**(obj.1.a.)** Percent of external reports completed on or before submission deadline.

**(obj.2.a.)** Percent of internal information requests completed on or before submission deadline. (obj.2.b.) Annual number of information requests completed. (obj.6.) tracking of following survey-related requests: questionnaire development, survey data requests, survey data analysis, reports, meetings and presentations.

Source of Evidence: Activity Volume

**Achievement Target:**

**(obj.1.a.)** Work order data base records will show that 95% of required external reports will be submitted on or before the requested due date. (obj.2.a.) Work order
data base records will show that 95% of internal requests for information will be submitted on or before the requested due date. (obj.2.b.) Work order data base records will show an increase of at least 5% in the number of completed information requests compared to the previous year. (obj.6.)records will reflect an increase of survey-related/ assessment related requests of 10% from the previous cycle year.

Findings (2006-2007) - Achievement Target Partially Met

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- Another possible cause for the decrease in requests could be related to the change in policy by Institutional Advancement- a charge for work involved in producing PIO requests. The implementation of the fee-for-work schedule has decreased the demand for requests, thus reducing the volume of contact between our office and the PIO office.

Related Action Plans:

Upgrade Inquisite software
Department will upgrade the Inquisite online survey software as part of the upgrade assurance policy with Inquisite Incorporated.
For more information, see the Action Plan Details section of this report.

M 5: User satisfaction survey.
Web-based survey includes questions designed to measure the user’s level of satisfaction on each of the relevant objectives.

Source of Evidence: Satisfaction

Achievement Target:
75% of survey respondents will report their level of satisfaction related to each objective as "satisfied" or "very satisfied"

Findings (2006-2007) - Achievement Target Met
91.7% of survey respondents reported a level of satisfied/very satisfied on the website user satisfaction survey. Items assessed included:
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- overall impression of the website.

Related Action Plans:

Upgrade Inquisite software
Department will upgrade the Inquisite online survey software as part of the upgrade assurance policy with Inquisite Incorporated.
For more information, see the Action Plan Details section of this report.
Details for Action Plans Established This Cycle

**Upgrade Inquisite software**
Department will upgrade the Inquisite online survey software as part of the upgrade assurance policy with Inquisite Incorporated.

- **Priority:** High
- **Target Date:** 01/2008
  - January 2008
- **Responsible Person/Group:** Bridgette Hardin
- **Additional Resources Needed:** License renewal of Inquisite software. Oracle server support from Media Services
- **Budget Amount Requested:** $3000

**Hit Counter Monitoring**
The department will continue to monitor the visitor activity and use of the department website to determine whether or not the accessibility of drill down excel files has impacted the frequency of the website’s use.

- **Priority:** Medium
- **Target Date:** 12/2008
  - Ongoing
- **Responsible Person/Group:** Paul Orser/ Srikanth Kasha
- **Additional Resources Needed:** update in hit counter/ more sophisticated line of product.

### Analysis Answers

**What specifically did your assessments show regarding proven strengths or progress you made on outcomes/objectives?**
- The Office of Planning and Institutional Effectiveness has positioned itself as the authority of unit assessment for academic and administrative programs. With the implementation of WEAVE Online, the department provided a valuable service to the institution by way of streamlining unit assessment. The organized structure of accountability provides the institution’s upper administration a detailed status report of the university, at all levels.
- In addition to the assessment consultation services offered by the Office of Planning and Institutional Effectiveness, the department continued to provide valuable online survey and evaluation services for many of the departments/divisions on campus.
- The department continued to serve the institution through its active involvement with BANNER and campus councils and committees (President’s Council, Strategic Planning Committee, Integrated Marketing Council and University Technology Council).

**What specifically did your assessments show regarding any outcomes/objectives that will require continued attention?**
The department’s website will require a more sophisticated hit counter, allowing the determine to ascertain the cause for the decreased visitation of the website and decreased percentage of internal information requests.

### Annual Reports

**Executive Summary**
The Office of Planning and Institutional Effectiveness is responsible for
- compiling and certifying official University statistics,
- conducting institutional research designed to inform academic and administrative decision
making,
• guiding and coordinating university-level and unit-level strategic planning processes, and
• coordinating and supporting assessment of academic programs and support services.

The office has a full-time staff of four, plus one additional temporary, one-year appointment. Briefly, Paul Orser directs the office and is responsible for a variety of executive-level planning and analytical activities. He also serves as chair of the University Technology Council. Susan Mitchell is the department's administrative assistant responsible for coordinating office business operations, classroom scheduling, and assisting with assessment reporting, state reporting, and facilities inventory. Bridgette Hardin is responsible for the multitude of assessment related survey research projects the office conducts, as well as maintaining webpages affiliated with assessment and survey research. Srikanth Kasha is responsible for state and federal reporting and maintaining office web site content. Gale Stuart is in the temporary position and is responsible for coordinating the academic program assessment process in association with the Provost’s office, as well as other assessment and accreditation related tasks.

Contributions to the Institution
Academic Year 2006-07 was an exceptionally busy and productive one for our office.

(1) In addition to our routine ongoing activities, the implementation of the new Banner student information system has involved a large commitment of Srikanth Kasha's time as a member of the implementation team. In addition, he has attended a number of technical training programs on management of Oracle data base systems (Banner sits on an Oracle database), as well as specialized training on Coordinating Board reporting using Banner.

(2) In the area of professional staff development: One or more of us attended the Texas Association for Institutional Research annual meeting, the national Assessment Institute in Indiana, and the national Association for Institutional Research conference.

(3) Switching to our role in assessment, we purchased and implemented WEAVEOnline, and are pilot testing the WEAVEonline assessment management software system. We have over 140 unit level academic and administrative programs that conduct annual assessments, and this software system is invaluable in managing the huge volume of information involved in such a complex task. Once testing and training materials are complete, we will release the system for assessment and unit planning by the campus community at the beginning of fall term.

(4) We also made progress on enhancing the usefulness of our web site to support user “drill down” data delivery and more customized presentation of survey data results in support of unit assessment.

(5) On strategic planning, we made some, albeit halting, progress. The steering committee met several times to consider how to integrate the large-scale vision of Momentum 2015 with the university mission and to develop short-term to mid-term goals and metrics. The direction that has been established is to use the large-scale themes Excellence, Engagement and Expansion, plus Efficiency and Effectiveness, to shape strategic goals. The university mission has also been revised to be less generic, more focused, and to reference the Momentum themes. With this as a foundation, the process now has much more coherence and is poised to pick up speed this summer.

(6) On the hardware technology front, in keeping with the university effort to consolidate servers, we moved our server and web site technology to Computer Services to manage. This transition took some time, but we are now running smoothly, without the extra technical burden of managing our own server.

(7) The University Technology Council, in addition to its upgrade and replacement resource allocation role, has three achievements of note. First, working with the
university security officer, a full set of computer security procedures was developed, approved, and sent to the President’s Cabinet and ultimately the President for approval. These procedures bring us in line with all the legal and administrative mandates. Second, the Council reviewed a number of electronic classroom quiz device systems, and recommended "Quizdom" as the university standard system to be used for that purpose. Finally, the Council allocated funds to underwrite the first year cost of "Communicator NXT", a web-based, externally hosted emergency communication system.

(8) With the sudden departure of the Provost, Paul Orser temporarily filled Interim Provost position during the month of April until Dr. Kirby could rejoin the institution in the Interim Provost position.

**Highlights**

(1) Srikanth Kasha received his MBA degree from Texas A&M University-Corpus Christi in December 2006, Bridgette Hardin received her Doctorate in Educational Leadership/Higher Education Administration from this institution in August 2007. Gale Stuart is currently pursuing her doctorate in Social Research Methodology from UCLA and intends to graduate in 2008. This will position us as one of the most highly credentialed offices of our kind in the state.

(2) Working with the Registrar, Financial Aid, and Bursar’s office, we received a completely clean on-site enrollment audit by the state auditor’s office related to our statistical reporting to the Coordinating Board.

(3) Purchase and installation of WEAVEonline allows us to replace our home-designed assessment system, and should position us very well when it comes to meeting SACS requirements related to documenting a systematic assessment process. By the way, this annual report is being written using the built-in annual reporting capability of the WEAVEonline assessment system. When fully operational, the system will be capable of capturing and electronically storing and retrieving individual assessment plans and annual reports from the unit level up through the Vice Presidential level. I included all of the built-in sections of the annual reports by way of illustration, although some are not applicable to my office.

(4) Our office continues to provide online survey and evaluation services to a variety of departments/divisions on campus, using Inquisite software. The online software is compatible with Outlook, allowing for paperless administrations of many surveys and evaluations to satisfy a multitude of university assessment needs. This year, Bridgette Hardin administered the Camden Housing Survey, Department Chair evaluations, Dean Evaluations, Graduating Student Survey, Alumni Survey, Core Curriculum Evaluation, First Year Learning Program Survey, GISC Survey, RTA Bus Survey, Physical Plant Customer Satisfaction Survey and General Library Instruction evaluation using the online instrument software.

**Teaching Activities**

Not applicable.

**Research and Scholarly Activities**

Not applicable.

**Public/Community Service**

Not applicable.

**International Activities**

Not applicable.

**Anticipated Challenges**

Goals for 2007-08 include:
- Maintaining regularly scheduled reporting and surveying tasks.
- Converting the temporary position now held by Gale Stuart to a permanent position at an appropriate salary. This position is critical to furthering the academic assessment process and in preparing for the compliance section of the accreditation reaffirmation process.
- Training and implementing WEAVEonline for use by the entire campus.
- Implementing "Ad Astra" software to automate and manage classroom assignment. Our role will be to work with deans and department chairs to write rules that will allow for fair allocation of classroom space. We hope to have the system operational for Spring 2008 implementation.
- Completing and implementing the university strategic plan.
- Redesigning the office web site to contain information that is more customizable and be easier to use.
- Updating the Inquisite software for online surveys and evaluations for campus stakeholders. The biggest challenges facing us next year appear to be
- Staffing, if the current temporary position is not upgraded and funded,
- Overcoming the data challenges presented by conversion of the student information system. Fundamentally, all of our information queries that have been developed over the past ten years will have to be rewritten to talk to the new system, and because of the inevitable problems inherent in implementing large and complex information systems, we expect a large quantity of "dirty data" flowing our way as bugs are fixed and staff learn how to use the system. I anticipate that this problem will be of major proportions, and could take enormous amounts of time and energy.
- As assessment processes are more fully implemented, we are becoming victims of our own success in helping to generate assessment information. In particular, the workload on the survey/evaluation side of our activities is becoming too big to keep up with, and we will have to find ways to alter the way we do business and/or not be able to keep up with demand for our services.