

Significant Educational, Student Services, & Administrative Support Outcome Achievements

Following our broad-based planning process, *A Plan for Reinventing Prairie View A&M University – Strategic Plan 2016-2021*, became effective during the Fall of 2016. As the University prepares for its reaffirmation of accreditation and continues implementation of its strategic plan, it is essential that stakeholders assess their areas’ progress in achieving goals and objectives designed to promote quality, efficiency, and effectiveness. Toward this end, reflect on your unit’s progress and respond to the items below. You may use as many sheets as you need to.

- 1.) What were your unit’s performance outcomes during 2016-2020? Discuss any data you used to evaluate these outcomes and where it is located. *List each outcome and describe how your unit measures its performance in achieving the outcome in Column A.* Measures may include: survey results, internal/external audits, published ratings, statistical comparisons, focus groups, etc.
- 2.) In *Column B*, indicate whether your unit’s performance outcome was met (M), not met (NM), or is still in progress (IP).
- 3.) In *Column C*, identify any strategies your unit used to improve performance in the identified area. Strategies may include: hiring additional staff, adding additional operating hours, specific trainings, etc.
- 4.) For each performance outcome, align it with any applicable strategic plan categories listed below. Some outcomes may fit multiple categories. *Place the numeric code in Column D, below:*

<p style="text-align: center;"><u>ACCESS & QUALITY</u></p> <p>1.1 Enroll Underserved Populations 1.2 Enroll Academically Competitive Students</p>	<p>5.3 Developing More International and Regional Partnerships 5.4 Expand Internationalization/Globalization</p>
<p style="text-align: center;"><u>STUDENT SUCCESS</u></p> <p>2.1 Provide Supportive College Experience 2.2 Provide an Engaging College Experience</p>	<p style="text-align: center;"><u>FINANCIAL & PHYSICAL RESOURCES</u></p> <p>6.1 Ensure Financial Security 6.2 Continued Investment and Improvement in Facilities 6.3 Increase External Funding 6.4 Avoid Financial Waste 6.5 Improve Facilities Maintenance</p>
<p style="text-align: center;"><u>ATHLETICS</u></p> <p>3.1 Promote Success of Student Athletes</p>	<p style="text-align: center;"><u>OPERATIONAL ACCOUNTABILITY & EFFECTIVENESS</u></p> <p>7.1 Maintain a High Level of Customer Service 7.2 Maintain or Effect Compliance with all State, Federal, and System Policies 7.3 Manage and Mitigate Risk</p>
<p style="text-align: center;"><u>RESEARCH & INNOVATION</u></p> <p>4.1 Enhance Research Infrastructure 4.2 Broaden Information Technology for Research 4.3 Stimulate Research Innovation 4.4 Increase Scholarly Productivity</p>	<p style="text-align: center;"><u>INSTITUTIONAL IMAGE</u></p> <p>8.1 Magnify University’s Image and Brand</p>
<p style="text-align: center;"><u>GLOBALIZATION & OUTREACH</u></p> <p>5.1 Expand Extension and Outreach Activities 5.2 Broaden K-12 Support</p>	

- 5.) Discuss any findings from your assessments. In what way(s) did the performance achieved on a particular outcome contribute to student success and/or improved institutional quality, effectiveness, or efficiency? *Discuss your specific insights in Column E “Estimation of Impact”.*
- 6.) What did your unit do with your findings? Did your unit institutionalize new practices or hire more staff? Did the unit expand the services that it offered? What will you do differently during the next reporting cycle to better meet your goals? Include the years of any substantive changes. *Reflect on these questions in Column F “Use of Results”.*

Email completed worksheet and justifying documentation to assessment@pvamu.edu by 5:00PM on June 5, 2020.

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EXAMPLE

Title of Unit/Area/Function: Recruitment and Marketing Executive Officer: Willis Reporter: Smith

Outcome and Source of Evidence (A)	M, NM, IP (B)	Strategies (C)	Strategic Plan Area (D)	Estimation of Impact (E) Or Findings of Data	Use of Results (F)
<p><i>We will increase our enrollment of Latinx students by 20 percent.</i></p> <p><i>Measured By: # of Information Requests, # of Applications Received, # Enrolled Students by Official Day of Record.</i></p> <p><i>All data are available by request from Institutional Research.</i></p>	<p><i>IP</i></p>	<p><i>Hired recruiters with Spanish language experience.</i></p> <p><i>Attended the Houston Hispanic Forum to meet with potential students and their parents.</i></p>	<p><i>1.1</i></p> <p><i>1.2</i></p> <p><i>8.1</i></p>	<p><i>In 2017, the number of information requests by Latinx students was 400. The number of applications was 250. The number of enrolled students was 200.</i></p> <p><i>Our interest and applications by Latinx students increased by 20 percent in 2018 to 480 information requests and 300 applications, but our enrollment of these students only increased by 10 percent to 220 students.</i></p> <p><i>These results indicate that we may be less effective in meeting our overall enrollment targets, which were agreed upon at the THECB, unless we make a change.</i></p>	<p><i>Marketing seems to have generated interest in our programs, but we need to engage in additional outreach to reach potential students.</i></p> <p><i>We will continue outreach efforts and hiring staff with language experience.</i></p> <p><i>We will bring more Latinx students to campus for a visit or a summer program.</i></p>

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EXAMPLE

Title of Unit/Area/Function: Business Affairs Executive Officer: Bradford Reporter: Jones

Outcome and Source of Evidence (A)	M, NM, IP (B)	Strategies (C)	Strategic Plan Area (D)	Estimation of Impact (E)	Use of Results (F)
<p><i>We will decrease the number of complaints relating to customer service by 20 percent.</i></p> <p><i>Measured by: #Unit Complaint Logs.</i></p>	<p><i>M</i></p>	<p><i>We changed the operating policy to mandate customer service training for all faculty, staff, and hiring managers.</i></p>	<p><i>2.1 7.1 8.1</i></p>	<p><i>In 2017, we received 200 complaints about customer service. In 2018, our complaints have dropped by 25 percent to, 175. This means that we are improving our services to students, being more responsive, and being more effective.</i></p>	<p><i>The data show that the strategies we instituted had a positive impact on performance.</i></p> <p><i>We will continue to mandate customer service training and will add an advanced course to further develop the skills of our faculty, staff, and managers.</i></p>

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Outcome and Source of Evidence (A)	M, NM, IP (B)	Strategies (C)	Strategic Plan Area (D)	Estimation of Impact or Discussion of Findings (E)	Use of Results or Future Strategies/Actions (F)

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