ANNUAL ASSESSMENT REPORT
AND
STRATEGIC PLANNING UPDATE
Year: 2008

Area or Unit Name: INTERNATIONAL CULTURAL CENTER OPERATIONS
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Section 1. Goals and Accomplishments

Goal 1: Access and Diversity: To promote diversity among our students, faculty, and community.

- Exhibited "TTU Faculty Fulbright Photos": images by Joseph Aranha, Laura Beard, Gary Elbow, Susan Fortney, Lorenz Lutherer and James Watkins that illustrated the diversity of their Fulbright experiences.
- Supported African American History month events and exhibited "Women's Work": photographs of African Women by Roger Moore.
- Held Sri Lanka Independence Flag Ceremony.
- Exhibited "Cambios: Holy Week Celebrations of the Yaqui and Mayo Nations of Sonora" (photos by Mexican photographer Alejandra Platt).
- Celebrated Cinco de Mayo with two exhibitions of photographs from Mexico: "Viajes: Images of Baja, Oaxaca, and Taxco" by Hershel Womack; and "La Tierra del Sol: Photographs of Mexico" by community members.
- Hosted community events that celebrated Lubbock's diversity as part of the Lubbock Centennial celebrations.
- Hosted tenth annual "Dia de los Muertos" community procession and exhibits.
- Exhibited "Adventures in Study Abroad": group photo show featuring work by TTU students.
- Hosted "World Showcase," a "bazaar" organized by TTU's international students and featuring programs from around the world.

Goal 2: Excellence: To achieve the highest standards of excellence in all facets of our division's mission.

- Awarded Georgia Dingus Scholarship money to three students.
- Advised 34 students about Fulbright opportunities; 10 applied.
- Secured three recommendations for U.S. Student Fulbright applicants from Fulbright National Committee; one awarded Fulbright.
- Received 593 images for our eighth annual "High and Dry" juried photo exhibit (D. Clarke Evans, juror).
- Featured 13 art exhibits over the course of the calendar year (January-December 2008).
- Booked 368 events at ICC from January-December 2008.
- Generated funds in the amount of $30,382.50 for events booked at the ICC from January-December 2008.
- Secured Lubbock Avalanche-Journal Vista cover story for Dia de los Muertos procession and coverage about international speakers.
- Featured on front page of West Texas Hispanic News for Dia de los Muertos programming.
- Held U.S. Student Fulbright recruitment sessions at main library.

Goal 3: Build community connections that enhance the quality of life for students and the community.

- Hosted community-wide receptions for 13 internationally themed art exhibits.
- Hosted talks by six internationally known speakers.
- Sought press coverage for all major events.
- Listed all major events on TechAnnounce.
- Improved efforts to keep website current and up-to-date.
- Continued promotion of Study Abroad opportunities by exhibiting sixth annual juried student photo exhibit featuring photographs taken while on approved study abroad programs.

Goal 4: Information Technology: To maximize the ICC's effective use of technology.

- Updated class ASP codes into ASP.NET codes on the ICASALS faculty associate database login page.
Migrated three OIA servers (PowerEdge 4600, PowerEdge 2600, and PowerEdge 2800) from ICC building to TOSM.
Updated all computers to logon to TTU domain.

Goal 5: Partnership: To collaborate with academic and community entities locally and abroad.
- Produced tenth annual community Dia de los Muertos Procession with Buddy Holly Center, Underwood Center, and TTU School of Art.
- Operations Director served as juror for all K-12 art submitted to Lubbock Arts Festival.
- Collaborated with departments and colleges across campus to facilitate or generate cultural and educational programming at ICC.
- Worked with international student associations to bring cultural programming to ICC.
- Continued collaboration with Southwest Collection, TTU School of Art, TTU Museum, Underwood Center, and Buddy Holly Center on joint Lubbock Centennial celebrations that took place in 2008-09.
- Operations Director served as juror for annual City Parks photo show at Garden and Arts Center.

Goal 6: Human Resources: To enhance the quality of the work environment.
- Nominated Kim Brock, Unit Coordinator, for Quality Service Award, which she won at the Chancellor’s Award level—she was ultimately named TTU’s State Employee of the Year.
- Completed staff evaluations in a timely manner.
- Continued efforts to make Operations staff efficient, transparent, and accountable.

Goal 7: Tradition and Pride: Projecting a strong image locally, regionally, and nationally.
- Continued efforts to provide first-rate art exhibits and cultural programming.
- Continued annual student photo exhibits highlighting study abroad programs.
- Continued successful annual Dia de los Muertos exhibits and procession
- Continued successful annual High and Dry photo competition—-attracting photographers from across the U.S. and Canada.

Goal 8: Institutional Advancement and Accountability: To strengthen fiscal responsibility and accountability.
- Applied for $20,000 in grant funding in 2008.
- Received $20,000 in grant funds for 2008.
Section 2. Universal Quantitative Data

There are no Universal Quantitative Data for this area/unit.
### Section 3a. Quantitative Information

<table>
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- Grants
- Student Fulbrights
- Georgia Dingus Scholarship Recipients
- Willie Enriquez, Jr., Memorial Scholarship Fund
There is No Area Specific Data in Fall Section.
There is No Area Specific Data in Fiscal Year Section.
Section 3b. Qualitative Information.

There is no qualitative information for the current year.
Commentary:

The Division of Operations continues to forge strong bonds on campus and within the Lubbock community, booking 368 events in 2008. Three students were recommended for Fulbright Grants by the National Fulbright Committee; one received a Fulbright; three students were awarded Georgia Dingus Memorial Scholarships; Operations was notified that their $20,000 CH Foundation grant for programming in 2009 was approved; Jane Bell, Director of OIA Operations, continues to serve on the Board of Directors for SOFA (Supporters of the Fine Arts) and continues to serve on the University Public Art Committee.

Implementation Plan:

We are pleased with the increased number of cultural programs within Operations, but we realize that such programming requires increased support. The relatively new “heads in beds” emphasis of Civic Lubbock, Inc’s Cultural Grants Program has made it all but impossible for events other than large-scale festivals to receive grant funding. We have been fortunate to receive CH Foundation program support for the last three years, but know that grant support cannot be counted on indefinitely.