ANNUAL ASSESSMENT REPORT
AND
STRATEGIC PLANNING UPDATE
Year: 2008

Area or Unit Name: AEROSPACE STUDIES

Area or Unit Leader: DAVID LEWIS   Email: dave.lewis@ttu.edu

Phone Number: (806) 742 - 2143   Ext: 

Mail Stop: 5009

Section 1. Goals and Accomplishments

Goal 1: Goal 1: Recruit highest quality cadets: Become the Southwest Region's program of choice for students pursuing a commission in the US Air Force. Recognized Apr 08 by AFROTC SW region commander as best program in region. 2008 Air Education and Training Command Operational Readiness Inspection rated "Excellent" overall with education subarea rated "Outstanding." 110 generated contacts resulted in 31 freshman enrollments.

Goal 2: Goal 2: Commission exceptional quality 2nd Lieutenants for the US Air Force, consistent with the USAF core values. Meet or exceed national viability goal of 15 new 2Lts annually. Commissioned 21 new Lts in FY07.

Goal 3: Goal 3: Foster a spirit of jointness in cadet military training. Three combined leadership laboratory events held with Army ROTC counterpart. Commander's cup athletic competition continued with AFROTC winning for 6th straight year. Joint military spring ball accomplished.

Goal 4: Goal 4: Continue and expand partnership with the university and local area to instill a community mindset. Conducted 24 hour POW/MIA vigil; honor guard for Edwin Meese and Stephen Moore visit, Post centennial celebration, TTU hockey, Lubbock Centennial, and numerous others; accomplished leadership lab with Guadalupe Kids; provided security for all home TTU football games.

Goal 5: Goal 5: Institutional advancement: Become thoroughly immersed in all aspects of advancing the state of the art for ROTC programs. Reorganized under Institute for Modern Conflict, Diplomacy, and Reconciliation; Fully involved in promoting new IMCDR through membership in chancellor's working group, and new strategic studies academic program; taught military culture to 5 cultural anthropology courses. Highlighted future strategic studies goals to region commander and numerous USAF DVs.
Section 2. Universal Quantitative Data

There are no Universal Quantitative Data for this area/unit.
AEROSPACE STUDIES

Area/Unit Specific Information

Section 3a. Quantitative Information

There is No Area Specific Data in Calendar Year Section.
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:

We are a non-degree granting program with a fixed curriculum dictated by AFROTC headquarters. However, all instructors have modified the curriculum to include writing intensive designation and we are working toward oral communication areas as well. The AERS 4303/4304 curriculum is significantly modified to provide graduating officers with an enhanced perspective on regional/strategic/terrorism issues. Recruiting high quality students into the AFROTC program remains our biggest challenge, since we do not have the manning to make presentations in our major market areas such as Dallas Ft Worth, Houston, and San Antonio. A concerted effort must be made to partner with university recruiting events to get our programs visible to these markets. A successful partnership with the School of Nursing was achieved to grant ROTC cadets early admission into nursing school; recruiting cadets for this program remains a challenge.

Implementation Plan:

Recruiting students in the current political environment remains a challenge. Our biggest competitor is Texas A&M, which has an advantage based on long-standing traditions. Establishment of the IMCDR and remaining close to the strategic studies academic area will enhance our ability to attract new students. Pursuing room and board entitlement initiatives through the university will enhance our ability to compete with other TX schools. Better partnership with university recruiting teams and institutional advancement is critical to increase our enrollment in a declining military market.