Section 1. Goals and Accomplishments

Goal 1: Conduct research and provide timely information on Texas Tech students.

- 1,209 students participated in the CIRP Freshman survey contributing to eleven consecutive years of longitudinal results that help project the student profile of Texas Tech students.
- 588 students participated in the National Survey of Student Engagement (NSSE) contributing to the second non-consecutive year of results which measure student satisfaction about their college experience.
- The CIRP Freshman Survey and the National Survey of Student Engagement (NSSE) further developed academic and student affairs collaborations as it was implemented within Honors College, College of Human Sciences, College of Engineering, IS1100 classes, and the College of Business.
- The CIRP Freshman Survey and the National Survey of Student Engagement (NSSE) provided the campus community with valuable student life research through two newsletters, two executive summaries, and numerous individual reports which were used for division wide decision making.
- The National Survey of Student Engagement (NSSE) provided valuable national benchmarking results which were reported in the USA Today Big 12 Comparison.
- Results from all surveys conducted by the Office of Planning and Assessment for Student Affairs are online giving instant access to students, faculty, student affairs professionals, the campus community, and other interested parties about student life at Texas Tech.
- 1,182 students participated in the College Senior Survey (CSS) contributing to the fourth non-consecutive year of results which measure student satisfaction about their college experience.

Goal 2: Support Division of Student Affairs assessment and strategic planning initiatives.

- The Office of Planning and Assessment for Student Affairs took on an increased role with assessment as by becoming the primary contact within the division for developing the divisional annual report.
- The role of the Office of Planning and Assessment for Student Affairs required the development and implementation of 15 workshops and 28 individual consultations to assist the division departments with aligning their strategic planning and assessment.
- The Office of Planning and Assessment for Student Affairs assisted individual departments with various assessment studies including Parent Relations, Recreational Sports, and the Center for Campus Life.

Goal 3: Incorporate technological methods for information management.

- The Planning and Assessment website is used for distributing information to the division of student affairs and community. Updates include findings from the Cooperative Institute Research Program Freshman Survey, the longitudinal Trend Report, the National Survey of Student Engagement and the College Senior Survey.
- In addition to surveys conducted by the Planning and Assessment strategic planning and assessment literature, PowerPoints and worksheets are provided for division departments at the website.
- The Council for the Advancement of Standards self-evaluation materials were provided for student affairs departments undertaking the CAS review.

Goal 4: Successfully recruit, select and retain high quality employees in the department.
Section 2. Universal Quantitative Data

There are no Universal Quantitative Data for this area/unit.
### PLANNING & ASSESSMENT FOR STUDENT AFFAIRS

#### Area/Unit Specific Information

**Section 3a. Quantitative Information**

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<td>Number of students participating in National Survey of Student Engagement (NSSE) survey</td>
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<td>Number of students participating in College Senior Survey (CSS)</td>
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Section 3b. Qualitative Information.

- The Planning and Assessment Office for Student Affairs coordinated and facilitated the Council for the Advancement of Standards (CAS) Self-Assessment for the Division of Students Affairs. This was the first year of a five year rotation of CAS for all departments within the Division of Student Affairs. The other three participating departments were Recreational Sports, University Career Center, and Student Judicial Programs.

- The Planning and Assessment Office for Student Affairs completed the Council for the Advancement of Standards (CAS) Self-Assessment for Student Judicial Services, University Career Center, Student Recreational Sports and Planning & Assessment. All areas completed with good to excellent ratings from both the self-assessment and external reviewer portion of the CAS.
Commentary:
The Planning and Assessment Office for the Division of Student Affairs (PASA) uses results from nationally benchmarked surveys to create a comprehensive Texas Tech student profile. Specific results from the research studies help provide direction for student affairs programs, services and facilities. PASA also contributed to division quality enhancement by helping division departments implement the Council for the Advancement of Standards (CAS) self-evaluations, along with strategic planning and assessment. The greatest obstacle that PASA has faced and can anticipate facing in the future is the multiple demands made on the office. As planning and assessment becomes increasingly important to higher education the office must juggle the conflicting demands of accountability hopefully without losing the valuable contribution that student life research has historically provided the division and campus community.

Implementation Plan:
As demands on the Planning and Assessment for Student Affairs (PASA) continue to increase, the PASA office is eager to see the what new requests to support the division present themselves. However, in order to meet these opportunities effectively the office must adjust to a number of influences. An external evaluation presented during PASA’s CAS self-assessment made recommendation for the following improvements: specific and detailed operational expectations for the area, a realignment of PASA’s organizational structure, and updated job titles with more defined responsibilities. The productivity of the PASA Office would be enhanced from these improvements, and in turn the improvements would directly benefit the division.