ANNUAL ASSESSMENT REPORT  
AND  
STRATEGIC PLANNING UPDATE  
Year:  2008

Area or Unit Name:  STUDENT DIVERSITY RELATIONS  
Area or Unit Leader:  Rebecca Rodriguez  
Email:  sofia.rodriguez@ttu.edu  
Phone Number:  (806) 742-5777  
Ext:  
Mail Stop:  5027

Section 1. Goals and Accomplishments

Goal 1:  Goal 1. Access & Diversity: Recruit and retain and graduate a larger, more academically prepared and more diverse student body.

- Contribute to traditionally underrepresented student population via student recruitment: visited with over 100 students over the year.
- Contribute to traditionally underrepresented student population via student retention: met with over 100 students over the year providing mentorship, advice, advising to student organizations etc.....

Goal 2:  Goal 2. Human Resources and Infrastructure: Increase and use resources to recruit and retain quality staff to support an optimal work environment.

- Effectively manage resources to recruit and retain quality students and staff for Student Diversity Relations: held bimonthly staff meetings and twice a year staff retreats, participated in annual evaluations etc...

Goal 3:  Goal 3: Enhance the undergraduate, graduate and professional student learning experience.

- Promote academic success of Texas Tech students: not fully met but met with 13 academic deans to propose partnership programs etc...
- Provide timely educational programs to contribute to global awareness of all Texas Tech students: hosted 51 programs over the year.

Goal 4:  Goal 4: Engagement: Provide quality activities, programs, facilities and services that contribute to student learning and benefit local and campus community.

- Coordinate quality educational diversity programs that educate students about the campus community and global perspectives: Held 51 programs over the year.

Goal 5:  Goal 5: Partnerships and Collaborations: Build strategic partnerships and alliances with the local and campus communities.

- Partner with campus and community entities to foster programs that increase multicultural awareness, knowledge and interpersonal skills: met with 31 faculty members, 149 staff members, and 63 campus/community liaisons.
- Broaden the impact of the Office of Student Diversity Relations with cooperative partnerships with campus and community members for the greater good: formed partnerships with academic colleges, community members such as PFLAG etc....
Section 2. Universal Quantitative Data

There are no Universal Quantitative Data for this area/unit.
STUDENT DIVERSITY RELATIONS

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.
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Section 3b. Qualitative Information.

There is no qualitative information for the current year.
Commentary:
The Office of Student Diversity Relations continues to focus on the needs of students with respect to
diversity awareness and sensitivity. In regard to goal 3 in the area pertaining to promoting of academic
success of students, this goal was not fully met this year as this was the first year of operation for the
Office of Student Diversity Relations. However, the Director of Student Diversity Relations met with
various academic deans in regard to opportunities to partner with our office to assist our students. As a
result, Tech Wow (World On Wednesdays) began in the fall of 2008. The Office of Student Diversity
Relations opened in August of 2007 via the direction of Dr. Gregory Elkins, Associate Vice
President/Dean of Students for the Division of Student Affairs and Enrollment Management. The goal of
the department is aimed at creating a campus climate that strives to understand and appreciate
similarities and differences among individuals. As such, the Office of Student Diversity Relations staff
have made significant strides to accomplish such tasks and responsibilities as related to vision and
mission of the office. Moreover, our staff took this past year to serve as active listeners with regard to
student needs and have sincerely taken such desires and requests of our students to formulate programs
and services which are purposeful and intentional with respect to overall student development with a
particular focus on minority identity achievement. Furthermore, our staff worked diligently to establish
partnerships across campus and within the community to assist our students and have made significant
strides to gain the respect of our department from all factions of the campus community. The Office of
Student Diversity Relations staff has taken this past year to challenge students to think more globally in
terms of diversity and have established a culture within the office which is reflective of inclusivity for all
rather than one which fosters a mindset of special treatment for underrepresented student populations.
Additionally, the Office of Student Diversity Relations participated in a CAS (Council for the Advancement
of Standards in Higher Education) standards review initiative focusing on these standards and its
application pertaining to the goals, mission and vision of the office. Also, the Office of Student Diversity
Relations gave a number of presentations related to diversity to departments and organizations such as
Upward Bound, The American Bar Association of the Texas Tech Law School, and the Texas Tech
Leadership Academy.

Implementation Plan:
The Office of Student Diversity Relations will continue to implement programs and services to students,
faculty and staff with respect to diversity initiatives and programs. This year will focus on the collaborative
partnerships with both on campus and off campus entities as related to diversity services. Also,
collaborations will be fostered with the academic community via co-sponsorship of programs such as
Tech (WOW) World on Wednesdays and individual classroom presentations. A multicultural unity council
will be formulated to identify key student leaders to train to assist our office on issues of diversity within
the classroom and beyond. Also, as a result of participating in the CAS standards review the director will
implement the following: statement of ethics policy, training in regard to FERPA, establish an interactive
website for student use, and formulate pre and post assessment tools in regard to programs and services.