



TEXAS TECH UNIVERSITY

Operating Policy and Procedure

OP 10.13: Strategic Planning and Assessment Reporting for Texas Tech University, Including All Academic Programs and Support Operations

DATE: July 13, 2022

PURPOSE: The purpose of this Operating Policy/Procedure (OP) is to ensure compliance with university policy regarding strategic planning and assessment reporting of all academic programs and support operations.

REVIEW: This OP will be reviewed in August of odd-numbered years by the Provost and Senior Vice President (PSVP), the Vice Provost for Institutional Effectiveness, the Director of the Office of Planning and Assessment, and the Senior Vice President for Administration & Finance and Chief Financial Officer with substantive revisions presented to the President.

POLICY/PROCEDURE

1. Policy

- a. The university, including all colleges, departments, research centers and institutes, academic degree programs and administrative, academic, and student support operations, is engaged in an ongoing and comprehensive process of planning and evaluation. All areas (divisions and colleges) and units (departments, centers, and institutes within areas) must conform to the university policies as specified in this OP.
- b. All areas and units in the university are to have strategic plans and participate in the annual assessment of their plans. Assessments are to lead to improvements in student learning, programs, and/or services.
- c. The Office of the Provost and the Office of Planning and Assessment are responsible for coordinating and facilitating the planning and assessment process. Additionally, the Office of Planning and Assessment provides educational opportunities and resources related to planning, evaluation, and institutional effectiveness. Faculty and staff should participate in the educational opportunities to ensure compliance with planning and assessment expectations.
- d. The Office of Planning and Assessment, with support from the Information Technology Division, maintains the university's institutional effectiveness (IE) website. The IE website provides information on relevant deadlines and announcements related to institutional effectiveness.
- e. As necessary, the President will appoint a strategic planning committee that advises in the development and supervision of the strategic planning efforts and considers matters

- pertaining to strategic planning, including an ongoing review of and suggested revisions to the university's strategic plan and assessment procedures.
- f. The Vice Provost for Institutional Effectiveness advises the PSVP on matters pertaining to institutional effectiveness.
 - g. Academic programs, including program content, quality, and assessment, are the primary responsibility of the faculty within the academic disciplines. Assessments of course-level and program-level student learning outcomes are included in the departments' annual assessment reports.
 - h. The Core Curriculum Committee is responsible for planning and outcomes assessment of the general education core curriculum. The Office of Planning and Assessment supports the Core Curriculum Committee on assessment-related activities.
 - i. Academic department chairs, deans, and the PSVP are responsible for ensuring that academic programs are appropriately organized and outcomes of student learning are assessed annually for program improvement.
 - j. Academic department chairs, deans, and the PSVP are responsible for oversight of all budgetary and operational aspects of academic departments and/or colleges, including the strategic planning and assessment for those departments and/or colleges.
 - k. Vice presidents and other administrators for all support operations are responsible for ensuring that their areas and units are engaged in strategic planning and assessment on a regular and systematic basis, including assessment of expected outcomes associated with their operations.
 - l. Strategic planning and assessment are linked to budget and decision-making processes. The Chief Financial Officer advises the President on issues related to budget and planning and coordinates budget recommendations with planning and assessment outcomes.

2. Procedures

- a. Academic Assessment
 - By October 1 of each academic year, academic degree programs must update (1) results, (2) actions for improvement, (3) follow-up actions (evidence of improvement from actions in previous assessments), (4) revised student learning outcomes for subsequent years, and (5) revised means of assessment in the degree program's assessment account.
 - The timeline for annual assessment reporting is prepared by the Office of Planning and Assessment. A report to the PSVP will be prepared following the deadline with an update on reporting progress. This report will be delivered to the PSVP by February 1 of each academic year.
 - Once a degree program has submitted updated student learning outcomes assessment data, a member of the Office of Planning and Assessment will meet with the degree program coordinator or department chairperson to review data and provide feedback.

- Detailed information regarding the preparation and submission of assessment reports is posted on the IE website under Tools & Resources in the Institutional Effectiveness Handbook.

b. Non-Academic Assessment

- By October 15 of each academic year, applicable offices/units must update in their program's assessment account (1) outcomes/goals, (2) means to assess the achievement of the outcomes/goals, (3) thresholds for achievement of the outcomes/goals, and (4) analysis of assessment data to determine actions for improvement.
- The timeline for annual assessment reporting is prepared by the Office of Planning and Assessment. A report to the PSVP will be prepared following the deadline with an update on reporting progress. This report will be delivered to the PSVP by June 1 of each academic year.
- After an office/unit has submitted updated outcomes assessment data, a member of the Office of Planning and Assessment will meet with the office/unit coordinator to review data and provide feedback.
- Detailed information regarding the preparation and submission of assessment reports is posted on the IE website under Assessment under Tools & Resources in the Institutional Effectiveness Handbook.

c. Strategic Planning

- Strategic plans are regularly and systematically prepared and maintained by each college, academic department, and non-academic unit within the university.
- All strategic plans must be annually submitted to the Office of Planning and Assessment for archival for accreditation purposes.
- The timeline for annual reporting is prepared by the Office of Planning and Assessment. Area leaders may establish earlier internal deadlines for submission of their units' assessment reports.
- Administrators at each level are to ensure that strategic planning reports from all of their units have been completed and submitted.
- Strategic plan reports are used to improve the efficiency and effectiveness of programs and operations for all areas and units.

d. General

- Administrators (directors, deans, vice presidents, and the PSVP) are to provide feedback to units and/or areas within their administrative oversight and to use planning and assessment to direct decision making and budget allocations.
- The Office of Planning and Assessment, in coordination with the Vice Provost for Institutional Effectiveness, will review the planning and assessment process annually and

provide a report to the President and PSVP regarding the effectiveness of the process in advancing the work of the university.

- During budgetary planning processes, the area/unit strategic plans and assessment reports are integral parts of all presentations/discussions, decision processes, and budget allocations.
- Improvements made in programs, services, and budget allocations based on planning and assessment are to be reported in the next immediate annual assessment reports to document these changes.

e. Faculty Credentialing

- Faculty are responsible for retaining a record of credentials for Texas HB 2504 and SACSCOC Faculty Roster purposes. Credentials include full listing of all earned degrees, academic positions, significant publications, as well as awards and honors that showcase faculty qualifications to be a course instructor of record.
- Faculty maintain credentials by updating, on an annual basis, current academic achievements to ensure an accurate academic record.

f. SACSCOC Compliance

- Two years after the decennial reaffirmation and three years after the fifth-year interim report, the Office of Planning and Assessment will conduct an audit of relevant SACSCOC standards related to institutional effectiveness standards and report the findings to the PSVP.
- All programs that hold an independent accreditation with a discipline-specific entity or governmental office will annually participate in the Accreditation Across Campus assessment.