

DIVISION *of*
STUDENT SUCCESS

annual report
2013-2014

TEXAS A&M INTERNATIONAL UNIVERSITY | LAREDO, TX

Our Mission

The Division of Student Success is dedicated to cultivating an environment of respect, integrity, service, and excellence. Through motivation, accessibility and support, we empower our diverse student population to develop their greatest potential that continues beyond graduation.

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The DIVISION *of* STUDENT SUCCESS *at a glance...*

The Division of Student Success is committed to student excellence and accomplishment through academic and personal development. The Division functions through the following Student Success Units: Admissions, Housing and Residence Life, Student Counseling & Disability Services, Financial Aid, Recreational Sports, Recruitment & School Relations, University Registrar, Student Affairs, Student Health Services, and Athletic Compliance.

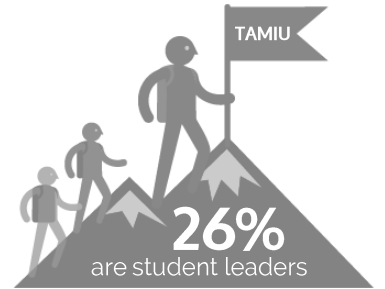
The Division of Student Success serves over 7,400+ students



7400+



600+
international
students



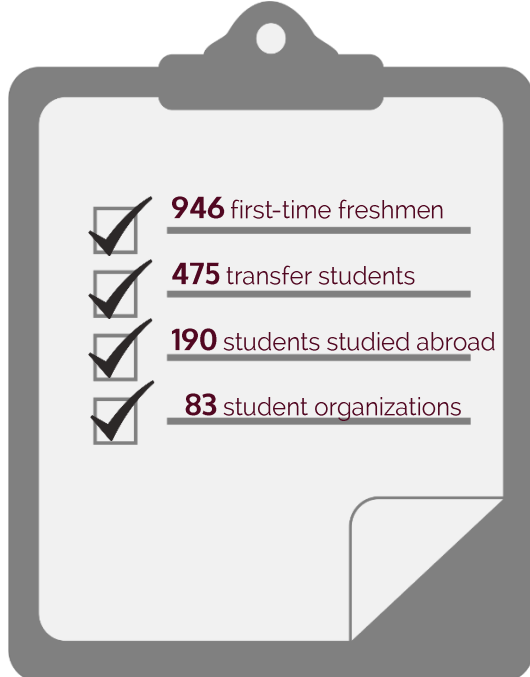
26%
are student leaders



250

student
athletes

2013-2014 STUDENT SUCCESS STATS



- 946 first-time freshmen
- 475 transfer students
- 190 students studied abroad
- 83 student organizations



we RISE with our values...



respect



integrity



service



excellence

STRATEGIC PLAN

Goals

The *goals* of the Division of Student Success always align with Texas A&M International University's (TAMIU) mission statement. The Division aims to uphold the institutional vision and value structure when developing a strategic plan. The organization of the strategic plan originates from TAMIU's 2011 – 2015 Strategic Plan adhering to the following imperatives:

Imperative 1: Students – Admit, retain, and graduate students who are prepared for successful leadership roles in a culturally diverse, global society.

Imperative 5: Service – Improve the quality of life for the University community and citizens of the region, state, nation, and world.

Imperative 6: Resources – Identify, obtain, develop, and retain the appropriate financial and physical resources to ensure continued growth and enhancement of the University.

Adjacent to the above imperatives, the Division of Student Success's goals for 2013-2014 were the following:

Goal 1: Increase enrollment by diversifying recruitment and retention practices.

Goal 2: Maximize student resources and office productivity using technology, social Media, and improving Institutional procedures.

Action Items

An *action item* identifies a procedure or activity that advances the associated goal. The action item is broad enough for any unit in the Division of Student Success to adopt yet specific enough to be applied to a variety of core functions within the Division.

Expected Outcomes

Expected outcomes identify the desired result(s) of executing the procedure or activity outlined in each action item. There may be more than one outcome as a result of an action item.

Accomplishments

After the year is completed, each Student Success Unit collects and releases their actual outcomes of that year. *Accomplishments* are recognized when comparing the expected outcomes with the actual information and data from each of the Student Success Units.

GOAL 1: INCREASE ENROLLMENT BY DIVERSIFYING RECRUITMENT AND RETENTION PRACTICES.

Action Item 1.1: Increase visibility in new markets

Expected Outcome 1.1.1: Position recruiters in other Texas areas

Expected Outcome 1.1.2: Collaborate with TAMIU's academic sphere to reinstate articulation agreements with community colleges

Action Item 1.2: Rethink the current financial aid packaging philosophy

Expected Outcome 1.2.1: Finalize, package, and mail financial aid award letters to students in a timely matter

Expected Outcome 1.2.2: Diversify funding to meet the needs of qualifying students – as many as possible

Action Item 1.3: Offer students opportunities in social responsibility and leadership development

Expected Outcome 1.3.1: Increase the number of community service hours by 5%.

Action Item 1.4: Create national marketing pieces to target populations outside of the country

Expected Outcome 1.4.1: Increase international student population

Action Item 1.5: Establish MOUs with community partners

Expected Outcome 1.5.1: Develop participant base-line data

Action Item 1.6: Secure and continue external resources

Expected Outcome 1.6.1: Attempt to renew TG Grant for Freshman Leadership Organizing and Student Success Mentoring program.

Action Item 1.7: Offer increased support to students in regards to health and well-being

Expected Outcome 1.7.1: Run campaigns to raise awareness on available student health services on-campus

Expected Outcome 1.7.2: Continue TLC presentation series to inform students on mental and emotional issues

GOAL 2: MAXIMIZE STUDENT RESOURCES AND OFFICE PRODUCTIVITY USING TECHNOLOGY, SOCIAL MEDIA, AND IMPROVING INSTITUTIONAL PROCEDURES.

Action Item 2.1: Provide accessible and up-to-date University information for prospective students on a digital platform

Expected Outcome 2.1.1: Design and create a user-friendly website for prospective students

Action Item 2.2: Offer students the ability to check their TAMIU admissions status online

Expected Outcome 2.2.1: Create an “online admissions status” web tool

Action Item 2.3: Use innovative software to create an online orientation program

Expected Outcome 2.3.1: Provide an online option to non-traditional students and distance learners to complete TAMIU orientation program

Expected Outcome 2.3.2: Increase the number of students participating in TAMIU orientation program by 5%

Action Item 2.4: Expand social media presence and engagement

Expected Outcome 2.4.1: Increase Twitter customer service (i.e., Social Media Recruitment) by 5%

Expected Outcome 2.4.2: Establish presence on new social media platforms

Action Item 2.5: Develop an efficient electronic platform for Registrar’s Office processes and procedures

Expected Outcome 2.5.1: Create an online application for students to complete and submit graduation forms

Expected Outcome 2.5.2: Design a web tool for faculty-use to certify rosters

Action Item 2.6: Use existing online resources to assist students with financial aid procedures and education

Expected Outcome 2.6.1: Educate students on using the FAFSA IRS Data Retrieval Tool.

Expected Outcome 2.6.2: Run campaigns to raise awareness on financial literacy

ACCOMPLISHMENTS

GOAL 1: Increase enrollment by diversifying recruitment and retention practices.

Action Item 1.1: Increase visibility in new markets

Accomplishment 1.1.1: Positioned TAMIU recruiters in Houston, San Antonio, Corpus Christi, and the Rio Grande Valley regions

Accomplishment 1.1.2: Established an agreement with Southwest Texas Junior College to provide a seamless transfer transition for students residing in Southwest Texas (Eagle Pass, TX region)

Action Item 1.2: Rethink the current financial aid packaging philosophy

Accomplishment 1.2.1: Financial aid award letters for first-time freshmen were finalized and mailed 23 days earlier in comparison to previous year (2012-2013)

Accomplishment 1.2.2: Institutional grant funds were designated to different undergraduate Texas resident groups based on EFC range to offer free aid to students who do not qualify for the Federal Pell Grant but have unmet need

Action Item 1.3: Offer students opportunities in social responsibility and leadership development

Accomplishment 1.3.1: Increased student community service hours by 18% in comparison to previous year (2012-2013) – accumulating a total of 21,946 service hours

Accomplishment 1.3.2: Increased student organizations' community service hours by 27% % in comparison to previous year (2012-2013) – accumulating a total of 17,454 service hours

Accomplishment 1.3.3: 116 students participated in The Big Event – TAMIU's Annual Day of Service

Accomplishment 1.3.4: Completed third student development cohort of Leadership Journey with 30 student employees

Accomplishment 1.3.5: Completed second cohort of SLiC (*Sophomore Leaders Involved in Change*) – an organization dedicated to social change

Action Item 1.4: Create national marketing pieces to target populations outside of the country

Accomplishment 1.4.1: Developed MOUs with three Nuevo Laredo, MX high schools: Instituto America de Estudios Superiores, Preparatoria Royal, and Colegio Irlandes

Accomplishment 1.4.2: Joined the Generation Study Abroad Challenge (Institute of International Education)

Accomplishment 1.4.3: Became participants in the Brazil Scientific Mobility Program initiative

ACCOMPLISHMENTS *continued*

GOAL 1: Increase enrollment by diversifying recruitment and retention practices.

***Action Item 1.4: Create national marketing pieces to target populations outside of the country
(continued)***

Accomplishment 1.4.4: Participated in Education USA (Columbia) college fairs and events through Study Texas

Accomplishment: 1.4.5: Reaffirmed two MOUs with continuing international partners

Action Item 1.5: Establish MOUs with community partners

Accomplishment 1.5.1: Launched the Partnership TAMIU program

Action Item 1.6: Secure and continue external resources

Accomplishment 1.6.1: Renewed TG Grant (\$241,577.88) to sustain Freshman Leadership Organization and Student Success Mentoring program

Action Item 1.7: Offer increased support to students in regards to health and well-being

Accomplishment 1.7.1: Experienced 3,865 student visits to Student Health Services

Accomplishment 1.7.2: Over 550 students participated in educational presentation series (TLC) on mental health topics

ACCOMPLISHMENTS *continued*

GOAL 2: Maximize student resources and office productivity using technology, social media, and improving Institutional procedures.

Action Item 2.1: Provide accessible and up-to-date University information for prospective students on a digital platform

Accomplishment 2.1.1: Designed and launched a user-friendly website for prospective students using an intuitive web framework called Twitter Bootstrap

Action Item 2.2: Offer students the ability to check their TAMIU admissions status online

Accomplishment 2.2.1: Created and launched a user-friendly web tool that allows TAMIU applicants to view their admissions status online – 24/7

Action Item 2.3: Use innovative software to create an online orientation program

Accomplishment 2.3.1: Using Comevo software, launched Online Orientation for Transfer students entering in the summer and fall 2014

Accomplishment 2.3.2: Increased student participation in new student orientation and transfer student orientation

Action Item 2.4: Expand social media presence and engagement

Accomplishment 2.4.1: Based on @FutureDustdevil account, Social Media Recruitment (SMR) on Twitter increased from 82 to 974 Tweets, Retweets, and Quote Tweets in comparison to previous year (2012-2013)

Accomplishment 2.4.2: Established presence in a trending social media platform among students (Instagram) for TAMIU Study Abroad, TAMIU Rec Sports, Future Dustdevils, TAMIU Leadership & Engagement, and TAMIU Community Service

Accomplishment 2.4.3: Launched a Twitter account for TAMIU Community Service: @iServeTAMIU

Accomplishment 2.4.4: After launching on Instagram, TAMIU Study Abroad experienced a “Followers” rate of 10 new followers per week; TAMIU Rec Sports “Followers” rate of 19 new followers per week; Future Dustdevils “Followers” rate of 14 new followers per week; TAMIU Leadership & Engagement “Followers” rate of 21 new followers per week; TAMIU Community Service “Followers” rate of 25 new followers per week

Accomplishment 2.4.5: After launching on Twitter, @iServeTAMIU experienced a “Followers” rate of five new followers per week

Action Item 2.5: Develop an efficient electronic platform for Registrar’s Office processes and procedures

ACCOMPLISHMENTS *continued*

GOAL 2: Maximize student resources and office productivity using technology, social media, and improving Institutional procedures.
online for graduation fees

Action Item 2.5: Develop an efficient electronic platform for Registrar's Office processes and procedures (continued)

Accomplishment 2.5.2: A total of 1,398 classes were certified via an online platform from spring 2014 – summer 2014; increased the turnaround time for roster certification by two weeks

Accomplishment 2.5.3: Students were notified earlier if they were classified as “non-attending”

Action Item 2.6: Use existing online resources to assist students with financial aid procedures and education

Accomplishment 2.6.1: Out of 11,090 FAFSA applicants, 43% used the IRS Data Retrieval Tool

Accomplishment 2.6.2: 53% of verified applications used the IRS data retrieval tool which reduced the need for FAFSA corrections

Accomplishment 2.6.3: The SALT™ Ambassador Program experienced a 9% increase in active users participating in financial literacy courses and exercises online in comparison to previous year (2012-2013)

IN PURSUIT *of* STUDENT SUCCESS

Office of Admissions

The Office of Admissions is organized to provide a smooth and easy admittance into Texas A&M International University to all eligible persons interested in pursuing studies, for professional preparation or self-enrichment. This office's goal is to always impart service in a cheerful and respectful manner, and to provide fast and comprehensive response to all requests.

Office of Housing & Residence Life

Our on-campus residential communities provides students with outstanding living and dining facilities, a staff devoted to students success, and easy access to university resources and services. Academic achievement and personal development are objectives of the Office of Housing and Residence Life program, but personal success and development depends mostly on a student's commitment to their future.

Office of Financial Aid

The mission of the Office of Financial Aid is to serve students and parents by providing them with information to secure the necessary financial resources to meet their educational goals and financial obligations to the University. This is accomplished by informing them of types of financial assistance available and assisting them through the process to obtain it.

Recreational Sports

The Department of Recreational Sports provides programs, facilities, and services that promote active participation allowing the opportunity to achieve individual potential while having fun, relieving stress, and promoting community and spirit. The Department offers informal recreation at the Kinesiology & Wellness Recreational Center, organized competitions and learning environments (Intramurals and Sport Clubs), structured group/personnel fitness opportunities (Fitness), & healthy lifestyle habits seminars (wellness). Through participation, students, faculty, staff, alumni, & university affiliates are provided an opportunity to relieve stress, be fit and have fun!

Office of Recruitment & School Relations

The Office of Recruitment and School Relations plans, coordinates, and implements recruitment strategies. The services we provide are: campus tours and visits, enrollment information, enrollment presentations, special events, publications, awareness within the community, and liaison with school district administrators, faculty, and student body.

IN PURSUIT *of* STUDENT SUCCESS *continued...*

Office of the University Registrar

The Office of the University Registrar is dedicated to providing professional, efficient and courteous administrative services to all students, faculty and staff by administering fair and consistent practice of institutional policies and procedures while maintaining the integrity of our student records.

Office of Student Affairs

The Office of Student Affairs strives to promote and encourage students to foster skills essential to their ethical, intellectual, social, and personal development. Student Affairs prepares students to become engaged and constructive members of a diverse, dynamic global society. Using the principles of discover, learn, serve, lead, succeed, the Office of Student Affairs is able to offer students a deliberate means of campus involvement centered on the Honor Pledge, internationalization, multiculturalism, student life, self-awareness and community engagement. Truly preparing student to GO GLOBAL!

Office of Student Counseling & Disability Services

Student Counseling Services contributes to the overall mission of the Texas A&M International University's Division of Student Success within the context of Campus Wellness. Our purpose is to facilitate student success by providing students in our unique multilingual, multicultural, and international context with the appropriate counseling, testing, advocacy, psycho-education, training, and referral services. Promotes a supportive learning community to empower students with disabilities to accomplish their academic goals by ensuring accessibility to university programs. We aim to foster greater awareness both of, and for, persons with disabilities in our multilingual, multicultural international environment.

Office of Student Health Services

The mission of the department of Student Health Services is to enhance the educational experience of TAMIU students by reducing student risks for injury and illness, providing episodic care, referrals, and health education.

Athletic Compliance

Athletic Compliance is committed and obligated to the standard of institutional control in operating its athletics program in a method that is consistent with the letter and the spirit of NCAA Division II, the Heartland Conference and the Texas A&M University System.



TAMIU

TEXAS A&M INTERNATIONAL UNIVERSITY

Division of Student Success

www.tamiau.edu/studentsuccess