Annual Assessment Report
And
Strategic Planning Update
Year: 2004

Area or Unit Name: INTERNATIONAL CULTURAL CENTER OPERATIONS
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Section 1. Goals and Accomplishments

Goal 1: Access and Diversity: To promote diversity among our students and faculty.

- Featured the photography of Tony Gleaton in the ICC galleries during African American History Month (exhibit dates: Jan. 20-March 4). The exhibit, Tengo Casi 500 Años: Africa’s Legacy in Mexico, Central, and South America, focused on African diasporas throughout the New World.
- Supported African American History month events and collaborated with African American faculty and staff on events at the ICC: A. Reception for Tony Gleaton’s photographic portfolios; B. Dunbar Jazz Band in Hall of Nations; C. Does Africa Really Matter?, an address by Ambassador Tibor P. Nagy, Jr.; D. The African American Role in Influencing U.S. Policy—Especially in Regards to the Diaspora, a lecture by U.S. Ambassador Edward J. Perkins; E. Closing ceremony for African American History Month held in ICC Auditorium.
- Mounted two major art exhibits in celebration of Cinco de Mayo: A. Cultural Refractions: Border Life en la tierra de la nadie (by Xalapa photographer Byron Brauchli); B. Ten Images from the TX/MX Border (by Tony Gleaton).
- Received $10,000 Helen Jones Foundation grant for an interdisciplinary Border Conference on May 3.
- Hosted Border Conference that featured the following speakers: Chancellor David Smith, introductory remarks; Oscar Casares, “Brownsville: Living Between Two Worlds”; Dr. Antonio Zavaleta, “Curanderismo and Brujeria: Understanding Latino Health, Illness, and Spirituality; and Dr. Deborah Paredes, “Becoming Selena, Becoming Latina.”
- Featured art exhibit by Indian international student Shreepad Joglekar entitled Non-Resident Aliens.
- Focused on Asian art and peoples during our summer art exhibits: Vietnam Works, 1993-2004, photographs by Peter Steinhauser; and Fusion: Time and Space, featuring the edgy high-tech digital photography of Chen Wang and the Old World calligraphy of his father, Huicqi Wang.
- Received LAA Cultural Arts grant for the seventh annual Dia de los Muertos procession and exhibit. Music provided by Mariachi Amistad. Maximum attendance.
- Laid groundwork and formed committee for an international student reunion in 2007.

Goal 2: Excellence: To achieve the highest standards of excellence in all facets of our division’s mission.

- Awarded scholarship money from the Georgia Dingus Memorial Scholarship Fund to eight students.
- Advised twenty-three students on Fulbright opportunities.
- Helped three students from TTU secure Fulbright Scholarships (in our role as Fulbright Program Advisor).
- Received well over 300 slides for our annual “High and Dry” juried exhibit (Patrick Nagatani, juror); now in its fourth year, it just keeps getting bigger and better. Picked up for free publicity by Access Arts, an internet source for exhibition opportunities.
- Delivered the fifty best of “High and Dry” from the past four years to the Witte Museum in San Antonio. We are now a major presence on their web site: http://www.wittemuseum.org/
- Featured thirteen art exhibitions over the course of the past calendar year (1/04-12/04).
Booked 114 paying events at the ICC from Jan. 04-Dec. 04, totaling $20,226.18 in revenue, up dramatically from past years.

Goal 3: Build community connections that enhance the quality of life for students and the community.

- Continued excellent working relationship with the AJ, UD, KTXT, and KOHM. In an effort to bring more attention to TTU and the ICC, we have begun advertising our cultural events in newspapers outside of Lubbock when our budget allows.
- Realized our goal of an improved and enhanced office web site; the new web design and organization make it much easier to find out about our facility and everything that takes place here.
- Increased recruitment efforts for Lubbock International Friends Together; as a result, membership is up.
- Promoted Study Abroad opportunities by exhibiting students’ SAB photography and providing a reception which many parents and professors attend.

Goal 4: Information Technology: To maximize the ICC’s effective use of technology.

- Designed facility rental web page that allows clients to access room and price information online.
- Designed a monthly event database to keep an accounting of income from rental fees and returning customers.
- Designed monthly spread sheets for grant accounts to monitor outgoing expenses and keep an accurate balance.
- Designed a monthly income/expense spread sheet to access revenues and expenses to the building maintenance account.
- Designed online registration form for the Lubbock International Friends Together (L.I.F.T) Program.
- Re-design of Office of International Affairs homepage. Created Division of Operations Website to present information on upcoming and current events and art exhibits.
- There is continuous communications with alumni abroad via the Internet and the website. Extended the Alumni Abroad website to include International Alumni living in the states. International Alumni & Alumni Abroad database was updated continuously. International Alumni & Alumni Abroad website is maintained at http://alumniabroad.ttu.edu. International Alumni & Alumni abroad may register on-line using the International Alumni & Alumni Abroad website. International Alumni & Alumni Abroad website is linked to the Office of International Affairs, Undergraduate & Graduate Admissions, Texas Tech Alumni Association, Nationality Associations, and Alumni Abroad Chapters.

Goal 5: Partnership: To collaborate with academic and community entities locally and abroad.

- Continued successful Dia de los Muertos Procession with Buddy Holly Center, Lubbock Regional Arts Center (now L.H.U.C.A.), and School of Art.
- Began Lubbock’s first multi-gallery/center art trail, “Summer Lubbock Art Trail,” a collaboration that resulted in the First Friday Art Trail. Received grant funding for the project.
- Collaborated with TTU’s African American Faculty and Staff Association on programming during African American history Month, 2004.
- Collaborated with faculty from Geography, English, Anthropology, and Sociology and formed committee to plan multi-disciplinary Border Conference. Chaired committee and secured grant funding.
- Started correspondence with long-lost international alumni and updated data-base.
- Collaborated with the following to facilitate or generate programming at ICC: Women’s Studies, Black Faculty and Staff, Political Science (visiting Fulbright lecturer from Bangladesh), Fulbright Hays delegation and Vietnam Center, Dr. Mark Stoll (during preparations for the Wood Lecture, an annual lecture also sponsored by Provost’s Office, Ag Sciences, History, SWColI/Special Collections Library, and ICASALS), Southwest Collection/Special Collections Library, History, School of Art, Alliance Francaise (primarily composed of TTU faculty and staff), and Center for Global Culture.

Goal 6: Human Resources: To enhance the quality of the work environment.

- Completed staff performance evaluations in a timely manner.
- Reorganized Operations staff, a move that has led to increased efficiency and cost cutting.
• Helped ensure optimum job performance by instituting weekly staff meetings.

Goal 7: Tradition and Pride: Projecting a strong image locally, regionally, and nationally.

• Realized goal of bringing more prestigious roster of speakers and lecturers to ICC. Tony Lake, former National Security Advisor, brought in record crowds. Njuki Njehu from Kenya (on globalization - "50 years is enough"). Plans to bring Ambassador George Obiozor of Nigeria.

• Saw greatest number of Fulbright scholarships be awarded to TTU students in the past fifteen years.

• Sent two art exhibits curated by ICC Operations Director to venues throughout the state, thus generating positive publicity for TTU and the ICC.

• The Office of International Affairs hosted an annual reception for graduating foreign students. President Whitmore, Ambassador Nagy, Associate Vice Provost for International Affairs, and Dr. William Dean, CEO of the Texas Tech Alumni Association, promoted the graduating foreign students’ life-long relationship to Texas Tech as Texas Tech alumni.

Goal 8: Institutional Advancement and Accountability: To strengthen fiscal responsibility and accountability.

• Received $20,600 in grant money from January through December 2004.

• Reorganized Operations staff results in a reduction of over $60,000 in annual salary payments.

• Sponsored Student's Fees Generated $19,450 in 2004.
Section 2. Universal Quantitative Data

There are no Universal Quantitative Data for this area/unit.
### Section 3a. Quantitative Information

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There is No Area Specific Data in Fall Section.
There is No Area Specific Data in Fiscal Year Section.
Section 3b. Qualitative Information.

- Director of Operations was elected to serve on the Board of S.O.F.A. (Supporters of Fine Arts), the support board for the Buddy Holly Center.
- Special Projects Coordinator formed committee for International Alumni Relations, which she also chairs.
Section 4. Strategic Planning Update.

There is no strategic plan update for the current year.

Commentary:

There is no commentary for the current year.

Implementation Plan:

There is no implementation plan for the current year.