ANNUAL ASSESSMENT REPORT
AND
STRATEGIC PLANNING UPDATE
Year: 2004

Area or Unit Name: TEACHING, LEARNING, AND TECHNOLOGY CENTER
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Section 1. Goals and Accomplishments

Goal 1: Access and Diversity: Contribute to the retention of students and the diversity of the University.
  - Black History Month: Ambassador Edward J Perkins Diversity Workshop: Diversity in Your Classroom: Your Students, Your Lecture
  - Developed and sponsored roundtable for IS1100 instructors to incorporate the Freshman Reading Program into courses
  - Developed and Sponsored a Roundtable on Disability Awareness: Best Practices for Teaching Students with Disabilities
  - Collaborate with New Student Orientation to improve student retention

Goal 2: Academic Excellence: Assist the faculty, teaching assistants, and instructional staff in acquiring and/or enhancing knowledge, skills, and techniques for improving student learning.
  - TLTC staff conducted and collaborated on research projects with faculty
  - Organized 60 teaching/learning workshops, 492 faculty/doctoral students attended these events
  - Added a full time service learning coordinator and a full-time assessment staff member
  - Organized and sponsored the John Burns Conference on the Scholarship of Teaching and Learning (SoTL), featuring nationally recognized expert, Brian Coppola Pew Scholar-Carnegie Foundation
  - Continued the TEACH program for 20 doctoral students
  - Organized a service-learning forum on the importance of reflection in service learning
  - Awarded Faculty Incentive grants in the amount of $46,891 to promote excellence in teaching and learning at TTU
  - Conducted faculty consultations on service learning for a total of 71 hours
  - Texas Tech University continues to participate as one of the 12 Cluster leaders in the U.S. for the Carnegie Academy for the Scholarship of Teaching and Learning

Goal 3: Engagement: Build community connections that enhance the quality of life for students and the community.
  - TLTC staff participated in 15 national/regional conferences on teaching and learning
  - Sponsored and participated in national teaching/learning forums with the Carnegie Foundation and the American Association for Higher Education
  - TLTC staff collaborated with 15 Lubbock community organizations
  - The TLTC built community and campus partnerships for service learning
  - The TLTC coordinates the work of The University of Massachusetts at Lowell, Indiana State University, Florida Atlantic University, Clayton College and University and the Citadel, in the Cluster Program
  - Developed and delivered customized courses for CMLL Spanish Department
  - Made presentations at the Arts and Sciences TA training and at the Graduate School orientation
  - Continued to support the activities of the Teaching Academy
Goal 4: Technology: Promote the integration of technology into instruction.

- Provided system support for electronic and distance learning courses
- Provided 213 technology short courses for faculty, teaching assistants, and staff
- Working to continuously improve course offerings by changing the curriculum and class styles
- Provided system support for electronic and distance learning courses
- Conducted 452 technology consultations for individual faculty
- Provide countless hours of telephone support
- We have been very active in server management and security issues
- Hosted 63 proctored exams for Thermodynamics and Music Appreciation
- New technologies in active use: Select Survey ASP- On-line system; vBulletin - Bulletin board system; QuestionMark - Testing software; Respondus - Test authoring software; Windows Server 2003; OES Portal Version 1 completed
- New technologies in testing phases: Windows Media Server; Macromedia Breeze-webseminar & conferencing software; Wimba-Web conferencing software; Moodle - Open Sources Course Management Software; PRS Self Registration Server and classroom systems
- Continue efforts to develop course templates for DL/OES

Goal 5: Partnerships: Build strategic partnerships and alliances.

Goal 6: Human Resources: Maintain a quality workforce and work environment.

- Director Rosslyn Smith assumed the position of Vice-Provost. Edward Anderson was promoted to the Director's position. Debra Laverie was appointed as the Associate Director
- Restructure and reorganize to provide more efficient delivery of services
- Managed the transition and reclassification of 12 employees, with one staff member being retained as a consultant
- Staff participated in 75 professional development and training activities

Goal 7: Tradition and Pride: Contribute to the national image of TTU through the work of the Teaching, Learning, and Technology Center.

- TLTC staff had 6 publications and 3 presentations at conferences/meetings
- National leader in SoTL through AAHE/Carnegie

Goal 8: Financial Stability: Strengthen financial resources.

- Submitted, participated in, and administered external grants
- Applied for Fund for Improvement in Post-Secondary Education grant and an Institute Of Education Science grant
- Obtained donation from Thomson Learning for $2000 annually for the TEACH program
- Experienced a 10% budget reduction

Goal 9: Accountability: Enhance planning, performance, and assessment of Teaching, Learning, and Technology Center services and programs.

- Continue data collection processing for planning and accountability
- Regular tracking and evaluation of staff activities and facilities usage for continuous quality improvement
- Rely more heavily on the University data system
- Update services evaluation format
Section 2. Universal Quantitative Data

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

- Participated in and supported participation at AAHE 2004 Summer Conference, AAHE Spring Colloquium, Teaching Academy Spring Conference, and Wakonse South Conference on College Teaching
- Discontinued the Faculty Fellow Program because of budget constraints
- TLTC provided Technology Tools guest lectures for IS 1100 courses and at New Student Orientation
- Organized, hosted, and co-sponsored GPGSA research poster session with the Graduate School
- As the TEACH program has gained in reputation, the number of applicants has grown approximately 17% from the 2003 to 2004 academic years. The program had its third cohort of 20 fellows from 14 departments
- The TEACH Program was recognized by the Graduate School as a significant component of teaching assistant development at TTU and our fellows were recognized at the annual GPTA award ceremony
- The second annual TEACH Poster Session was held in the spring of 2004
- Presentation at the Arts and Sciences TA Orientation to introduce the TLTC and TEACH program to incoming TA's
- Produced the President's Excellence in Teaching Photo Exhibit
- Staff continue to meet with new faculty and we provide all new faculty a book on teaching excellence
- Staff provided significant administrative and computer support to TTU Distance Learning programs
- TLTC data systems continue to be refined and improved to provide better service to the faculty and provide improved capture of staff activities
- Installed a new video production studio
- Decreased equipment support in Faculty Multimedia Lab
Section 4. Strategic Planning Update.

Goal: Academic Excellence Goal

- For objective 2.1: Add assist faculty with assessment and service learning.

Commentary:

In AY 2003-2004 and Fall 2004, the TLTC made progress on several of its strategic goals and objectives. There are four themes that are present in the goals and objectives for the TLTC. First, staff are extremely active participants in campus committees and activities. For example, the TLTC staff maintained the TTU Distance learning software and collaborated with the IT division on course management software. The TEACH program has now impacted each College at TTU and continues to grow and assist TEACH Fellows in their academic pursuits and career placement. Second, there is significant collaboration between the TLTC and other units on campus that results in important contributions to access and diversity, retention, academic excellence, recruiting and other campus programs. For example, one of the TLTC’s most important partnerships is with the Teaching Academy. The TLTC provides staff, marketing, and financial support for the Teaching Academy operations, funding and travel. The result of this long-term support has brought national recognition to TTU with the Cluster Leader appointment by AAHE and the Carnegie Foundation. The TLTC also provides technology orientation for IS 1100 faculty. Similarly, the TLTC offers consultations, roundtables, workshops, and short courses for faculty and graduate students. The participation in these events maintained its momentum during the last year. There has been healthy growth in the number of faculty and teaching assistants authoring courses and course modules on TLTC servers. The staff spends considerable time assisting faculty and teaching assistants with these efforts. There are over 37,393 enrollments in WebCT courses on TLTC servers. The TLTC continued its Faculty Incentive Grant program and awarded nearly $50,000. These grants focus on incorporating technology, engaging students, and the scholarship of teaching and learning. We have experienced an increase in equipment check-out, facility laboratory visits and poster printing.

Implementation Plan:

The past year has seen a large turn-over in the TLTC staff and a change in its Director. As a consequence of these changes and the fact that the TLTC was founded in 1995 and is now in a mature rather than in a growth mode, it is thoroughly reviewing its mission, strategic plan, and assessment processes. Some of this is reflected in the strategic planning updates of Section 4. Additional changes can be expected in future reports. Fundamentally, the Center wishes to become more involved with service-learning, assessment, and production of electronic course materials. To accompany these changes without any increase in resources, the Center plans to eliminate or reduce its low-demand services.