Section 1. Goals and Accomplishments

Goal 1: Awareness and Growth: Increase awareness of the services provided by the department among the entire student body, faculty and staff.
- A new tracking system was developed in January 2004 thus enhancing the department's ability to accurately assess student awareness.
- From January, 2004 to August, 2004, 432 students were assisted, advised, and/or represented by Student Legal Services.

Goal 2: Mediation: Increase the use of mediation as a method of dispute resolution among students.
- Included information regarding mediation services in outreach activities.
- SLS is currently assessing student demand/need for in-house mediation.

Goal 3: Partnership: Increase the number of partnerships with other entities on campus as well as with entities outside the campus community.
- SLS presented information regarding services provided by the department at various events hosted by Housing and Residence Life.
- SLS collaborated with Roosevelt High School on a grant-funded Crime Scene Investigations project.
Section 2. Universal Quantitative Data

There are no Universal Quantitative Data for this area/unit.
### Area/Unit Specific Information

#### Section 3a. Quantitative Information

<table>
<thead>
<tr>
<th></th>
<th>Calendar Year</th>
<th>1999</th>
<th>2000</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Awareness</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student Contacts</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Health Sciences Center</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Education</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ASNR</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ARCH</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>VPA</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Source</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friend/Family</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Orientation/Lecture</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student/Faculty/Staff Member</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>University Daily</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Classification</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Freshman</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Mediation</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Referrals</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To Ombudsman</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>From Ombudsman</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Partnerships</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>On-Campus</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Off-Campus</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
There is No Area Specific Data in Fall Section.
There is No Area Specific Data in Fiscal Year Section.
Section 3b. Qualitative Information.

- SLS successfully litigated all of the students' cases that were presented before Lubbock County Courts.
- A Unit Assistant Director/ Attorney at Law position was created and Brit Swanson, J.D. currently occupies that position.
- Jim Aldridge, J.D. attended the Southwest Region of Student Legal Services Providers Association Conference in January, 2004.
- Jim Aldridge, J.D. maintained his active membership status with the State Bar of Texas and the Lubbock County Bar Association.
- Jill Taylor-McCall, J.D. was reclassified to Unit Associate Director/Attorney at Law.
- Jill Taylor-McCall, J.D. presented "A Journey Through Affirmative Action Decisions: Where have we been and where are we headed?" at the Texas Association of College and University Student Personnel Administrators conference in October, 2003 and attended the conference in its entirety.
- Jill Taylor-McCall, J.D. presented "A Journey Through Affirmative Action Decisions: Where have we been and where are we headed?" at the Southwest Region of Student Legal Services Providers Association Conference in January, 2004 and attended the conference in its entirety.
- Jill Taylor-McCall, J.D. maintained her membership with the College of the State Bar of Texas.
- Jill Taylor-McCall, J.D. maintained her active membership status with the State Bar of Texas, Lubbock County Bar Association, and Lubbock County Young Lawyers Association.
- Katherine Taylor maintained her membership with the State Bar of Texas Legal Assistants Division.
- Brit Swanson, J.D. became a member of the Lubbock County Bar Association and the Lubbock County Young Lawyers Association.
Section 4. Strategic Planning Update.

**Goal:** Partnerships: Maintain involvement in organizations and events both on campus and within the legal community.
- Encourage service by staff in leadership capacities in organizations on campus and within the legal community.

**Goal:** Partnerships: Increase the number of partnerships with other entities on campus as well as with entities outside the campus community.
- Create a partnership with the Lubbock County Bar Association for attorney referrals.
- Create a partnership with Lubbock County Young Lawyers Association for attorney referrals.
- Create a partnership with Lubbock Criminal Defense Lawyers Association for attorney referrals.

**Goal:** Engagement: Increase the campus community’s recognition and awareness of the services provided by the department.
- Increase the number of students utilizing this service from the College of Architecture by 5%.
- Increase the number of students utilizing this service from the College of Education by 5%.
- Increase the number of students utilizing this service from the College of Visual and Performing Arts by 5%.
- Continue assessing student demand for mediation services and adjust marketing tactics and outreach accordingly.
- Increase the number of Freshmen and Sophomores utilizing the service by 10%.

**Goal:** Academic Excellence: Further law students academic and practical training by participating in the law school's externship program.
- Continue promoting SLS as an externship opportunity to students at TTU School of Law.

**Goal:** Engagement: Develop additional outreach programs to further engage the department with other areas of the university.
- Integrate outreach development and departmental promotion responsibilities with the attorney at law position.

**Goal:** Technology: Improve and update the department’s website to assist in providing easily accessible information regarding the services provided by the department.
- Utilize on campus resources to train staff in website management.

**Goal:** Human Resources and Infrastructure: Redefine/clarify the duties assigned to staff members in order to improve the quality of service students receive from the department.
- Equitably divide administrative, clerical, and legal responsibilities between the clerical staff.
- Equitably divide administrative, advising, representation, outreach responsibilities and the like between senior staff members.

**Goal:** Accountability: Increase the department’s accountability to students served by SLS.
- Create and distribute a student response survey assessing customer satisfaction.

**Goal:** Mediation: Goal will be removed pending the results of focus groups assessing need for the program. Services will continue to be offered.

**Commentary:**
Completing the strategic planning and assessment process has provided Student Legal Services with the opportunity to reframe existing goals and set additional ones. Not all of the goals are numerically
quantifiable, but are essential to achieve the overall departmental purpose as outlined in the Mission and Vision Statements for Student Legal Services. The 2004 Quantitative Data reflects the tracking system implemented in January, 2004. Actual students utilizing the department's services were counted rather than student contacts. Accordingly, comparison between previous years and this year will not produce an accurate assessment of an increase and or a decrease of student utilization of the department. Certain trends remain evident regardless of the tracking mechanism used. For example, the three colleges that are not actively utilizing the department's services did not change from last year to this year.

Implementation Plan:

Achieving each of SLS's strategic goals will require different approaches. The Academic Excellence goal will be reached with both cooperation between the law school externship program and the department and a participation by law students in the law school's program. The Engagement and Partnership goals will require SLS staff to maintain a visible presence within the TTU community and the legal community in general. The Technology goal will likely require additional staff training to make the necessary changes to the departmental website. Human Resources and Infrastructure will be addressed through modifying existing job description and filling all vacancies within the department. Finally, additional Accountability will be achieved by developing customer satisfaction surveys and modifying the department's procedures as required by student response.