

Administrative Program TIP SHEET: Outcomes and Measures

The difference between an outcome and a measure is that an outcome is an intended result while a measure provides a basis for evaluation. The following are *hypothetical examples* to help illustrate the difference between outcomes and measures for **Administrative units**. It is important to keep in mind that measures and action plans may apply to more than one Outcome/Objective.

Example 1:

Outcome/Objective Title: New Student Orientation

Outcome/Objective Full Description: Department will provide a thorough orientation to new students that provides information on Y and Z in a format that allows for retention of main principles of the University.

Measure Title: New Student Orientation Outcomes

Measure Source: Evaluations

Measure Full Description: New student orientation evaluations will be distributed during the orientation event. Event staff will collect orientations, and department staff will enter responses into statistical software.

Achievement Level: 90% of attendees will rate the information they received at the event as “Very Helpful” or “Helpful”.

Findings: 84% of attendees rated the information provided as “Very Helpful” or “Helpful”.

Action Plan: Review New Student Orientation Evaluations

Action Full Description: Review commentary provided by attendees to select out non-relevant materials and to acquire additional materials if needed.

Example 2:

Outcome/Objective Title: Customer Service

Outcome/Objective Full Description: Department will provide exceptional customer service.

Measure Title: Customer Satisfaction

Measure Source: Satisfaction

Measure Full Description: Customers will indicate their level of satisfaction with the quality of service that they received during contact with the department on an internal survey distributed after each transaction. Surveys are tallied and reviewed by head of the department on a bi-monthly basis.

Achievement Level: 95% of customers will indicate that they were satisfied with the quality of service that they received during contact with the department. Less than 1% of interactions will result in a customer complaint.

Findings: 96.8% of customers reported that they were satisfied with the services that they received during transactions with the department. We were unable to calculate the exact number of customer complaints, as we had no system to track verbal complaints, so the department is unable to report whether this goal was met at this time.

Action Plan: Develop tracking system for customer satisfaction

Action Full Description: A short internal survey will be developed and implemented at the beginning of this cycle so that the department will be able to track customer satisfaction. The survey will be brief to encourage participation, and tallied on a monthly basis.

Administrative Program TIP SHEET: Outcomes and Measures

Example 3:

Outcome/Objective Title: Timely Processing

Outcome/Objective Full Description: Outside requests will be processed in an efficient manner, and protocols will be observed to ensure compliance.

Measure Title: Processing Time of Requests

Measure Source: Efficiency

Measure Full Description: To ensure customers receive all services done in a timely manner, while still following compliance protocols, we will track on work logs the turnaround time for completion as well as noting on the same work log spreadsheet any follow up complaints about non-compliance.

Achievement Level: The vast majority of jobs (95%) will be processed in less than four business days, and less than 2% of the jobs will result in complaints about non-compliance.

Findings: The department processed 2,500 jobs during the program year. Of these, 2,352 jobs (94.1%) were completed within the four day time window. Only five of the jobs (0.2%) of the jobs resulted in complaints from clients regarding non-compliance.

Action Plan: Improve turnaround time of requests

Action Full Description: During the year 2006-2007, the department was averaging seven business days for turnaround time. Near the end of the year, however, a new software system was purchased by the department that allowed for speedier processing. Time for job completion began to decrease steadily, and the goal is for it to continue through this school year to the point where jobs take no longer than four business days to complete. New staff will need to be trained on the proper use of the software system, and two new computers are being added to allow for additional processing capability.

Example 4:

Outcome/Objective Title: Compliance

Outcome/Objective Full Description: Ensuring proper adherence to protocol at all times throughout the year will guarantee that the department receives high ratings and maintains compliance in the five major indicators that the department strives for.

Measure Title: External Audit

Measure Source: External Report

Measure Full Description: External audits are conducted in the fall and spring by the governing body. Auditors use a standard matrix for evaluation, and results are generally sent back to the department within two business weeks.

Achievement Level: Department will achieve 100% compliance on all of the five indicators of the audit in both the fall and the spring.

Findings: Department received 100% compliance on the audit in the spring. We received an additional rating of exceptional in two of these areas. The fall audit is due to occur in about a month, so there is currently nothing to report on this audit.

Action Plan: Audit Preparation

Action Full Description: There were deficiencies found during the last program year that need to be addressed before the next audit to ensure we are meeting the guidelines and standards set forth by the governing body. Leadership both within the department and externally will conduct a series of meetings to address these deficiencies. Meeting minutes will show a plan of action to be taken to solve the problem, and implementation will begin by February 1, 2008. Committee will be able to provide a comprehensive framework as a starting point and benchmarks will be established.

Administrative Program TIP SHEET: Outcomes and Measures

Example 5:

Outcome/Objective Title: Increase interest and attendance of events

Outcome/Objective Full Description: We intend to provide well planned events in which there is a high interest, to ensure an increase in revenue to the department and a wider community awareness of the program. Department will aim to broaden its reach, involve more community members in events, and increase the numbers of students attending events.

Measure Title: Increase Ticket Sales

Measure Source: Activity Volume

Measure Full Description: Ticket sales will show an increase as a result of more targeted efforts to bring awareness to a variety of groups about the high quality events that the department is providing. The department compiles the number of ticket sales after each event.

Achievement Level: There will be a 15% increase in overall ticket sales compared to the sales for 2006-2007.

Findings: Marketing was expanded for two of the main events for the year, and several sponsors also worked in conjunction with the department to help bring awareness to the community. On campus advertisement also increased, via the website and school publications. As a result, we saw an increase of overall ticket sales by 25% for the year.

Action Plan: Increase local awareness of events

Action Full Description: In recent years, we have been struggling to reach the broader community in regards to the events that are held to allow our students the opportunity to showcase their talents. A combination of increased marketing, as well as community outreach, needs to be utilized to further the scope of the department's ability to bring attention to the program. The department will focus on the following mediums to increase local awareness of events: on campus media, off campus media, sponsorship events, and discussions with local groups with similar missions.

Example 6:

Outcome/Objective Title: Newsletter Distribution

Outcome/Objective Full Description: A newsletter will be distributed to provide a forum for staff and faculty to discuss University events and scholarly activity. This will help enhance unity and awareness.

Measure Title: Publication of Newsletter

Measure Source: Activity Volume

Measure Full Description: Newsletter will be prepared and printed on a monthly basis to ensure current information is available, and allow for more opportunities for involvement. A repository will be kept of completed newsletters for review.

Achievement Level: At least one newsletter will be distributed monthly. Increase sponsorship of the newsletter by 20% by the 12th distribution.

Findings: There was a turnover in staff that had been organizing the newsletter. The result was that the newsletter ran for three issues, took a two month hiatus, and then distributed two more newsletters before the project was abandoned. It was found that the newsletter was not cost effective, there were fewer article submissions than anticipated, and the time required to assemble the paper was taxing on the current number of staff in the department.

Action Plan: Creation and Distribution of a Newsletter

Action Full Description: There has been interest raised in providing a forum for faculty and staff to discuss University events and share scholarly and research activities. This will assist in providing a greater awareness within the University community. Duties for assembling and printing of the newsletter will be distributed among staff within the department.

Administrative Program TIP SHEET: Outcomes and Measures

Example 7:

Outcome/Objective Title: Creation and Implementation of Quality Workshops

Outcome/Objective Full Description: The department will facilitate, as well as host, valuable workshops for both the University and local community. Workshops will be given to promote shared learning experiences and increase skill sets in a variety of subject areas.

Measure Title: Workshop

Measure Source: Activity Volume

Measure Full Description: A variety of workshops will be offered to both the TAMU-CC community and local participants to provide an expanded learning community. Details of each workshop will be documented in the file for the event and reviewed by the director.

Achievement Level: (1) Department will conduct no less than five workshops on various topics throughout the year. (2) Workshops will be advertised internally and externally for at least a month before the event, as tracked by documentation of advertisement efforts. (3) At least half of the participants will come from outside of the University, as shown by sign in sheets.

Findings: (1) The department held a total of 11 workshops, two of which were repeat sessions. (2) Advertisement for events began six weeks from the date of each workshop, as noted on the documentation for each event, and efforts increased as event dates neared. (3) Only 25% of the participants came from organizations outside TAMU-CC.

Action Plan: Workshop Creation

Action Full Description: Because of the requests from outside agencies to participate in educational opportunities for professionals on campus, it has been decided that the department will serve as a facilitator for workshops, as well as recruiting speakers and creating groundwork for a format for successful workshops. The goal is to begin with five workshops this year, and eventually work up to bi-monthly training opportunities within three years.

Example 8:

Outcome/Objective Title: Expansion of services

Outcome/Objective Full Description: Ensure students have a variety of services to choose from that suit the unique needs of the diverse student body by evaluating the needs of the students and formulating new ideas to stay innovative and responsive.

Measure Title: Establishment of new student services

Measure Source: Service Quality

Measure Full Description: An internal survey administered in fall of 2006 indicated that 75% of students need services X and Y. Due to the demand and the importance of these services, the department decided it was critical to add these services. Implementation of the new services will be monitored on a document developed by the committee that sets forth timelines and benchmarks.

Achievement Level: Two new services, X and Y, will be established and functional by April 2007.

Advertisement of these services will start shortly before implementation and a concentrated effort at enrolling students in these services will commence one month before services begin.

Findings: Both services were fully functional by June 2007. Though the initial target date was missed by over two months, the delay was necessary for the hiring of three additional staff and obtaining resources that made implementation possible. Advertisement was accomplished as planned, with several mediums used to bring awareness, and there were a large number of positive responses to the campaign.

Action Plan: Create new student services X and Y

Action Full Description: It was indicated by 75% of students that they would benefit greatly from the addition of services X and Y. Support has already been garnered, and the services are in the formulation period, with expected functionality by April 2007.

Administrative Program TIP SHEET: Outcomes and Measures

Example 9:

Outcome/Objective Title: Grant Funding

Outcome/Objective Full Description: The department will obtain additional grant funding to allow for the purchase of new equipment to test XYZ.

Measure Title: Obtain Grant Funding

Measure Source: Other Admin

Measure Full Description: Grant funding is available and attainable using research that the University has already conducted using XYZ. This funding would allow the purchase of new equipment, in addition to the hiring of two new staff members, which would be invaluable to the University. It is a very competitive grant that will require a large commitment of resources and a concentrated effort to obtain. A deadline checklist provided by the grant administrators will be used to monitor target dates.

Achievement Level: Grant will be submitted by due date (February 1, 2008). TAMU-CC will obtain the grant funding and begin implementation of the program by December 1, 2008.

Findings: Through significant investment of time by staff and faculty, the Department finished the grant application by January 7, 2008 and submitted by the February 1, 2008 deadline. On May 1, 2008, the Department received notice that had been awarded the funding. However, implementation of the program will not begin until March 1, 2009.

Action Plan: Complete Grant Application for XYZ

Action Full Description: Research has already been conducted that will be important to the preparation of the grant application for XYZ. The application process, however, will call for a group effort from several departments to see the grant funding reach fruition. The deadline for the application is February 1, 2008.

Example 10:

Outcome/Objective Title: Increase Community Partnerships

Outcome/Objective Full Description: Unit will expand the variety of services they are able to offer students by forming partnerships within the community.

Measure Title: Community Partnerships

Measure Source: Benchmarking

Measure Full Description: The Department currently has ten community partners in the area of A, B, and C. However, there has been a large increase in the amount of community support for several of the programs, and there are community partners who have offered their support in several important aspects the Departments missions and long term goals. The head of the department will track all partnerships.

Achievement Level: The Department will increase community partnerships from ten organizations to fifteen organizations by the close of the year.

Findings: The Department was able to find roles for ten new organizations that fit into the mission and supported long term goals. At the end of the school year, there were twenty community partnerships.

Action Plan: Conduct Community Outreach

Action Full Description: The Department works very closely with community partners to assist in offering a wider variety of services to students and employees of TAMU-CC. Continued community outreach, particularly in the areas of A, B, and C, will allow visibility to the programs and bring essential resources to the Department. Representatives will be increasing their visibility at public meetings and established connections will be utilized to obtain additional support.