

# **Administrative and Educational Support Report**

**College of Arts and Humanities**

**Annual Action Plan  
Annual Assessment Report**

**June 2006 – May 2007**



**Annual Action Plan: June 1, 2006–May 31, 2007**

**Unit:** College of Arts and Humanities

**UTPA Mission:** The University of Texas-Pan American (UTPA) serves the higher education needs of a rapidly growing, international, multicultural population in the South Texas Region. The University preserves, transmits and creates knowledge to serve the cultural, civic, and economic advancement of the region and the state. The University provides students advanced instruction in academic programs offered through innovative delivery systems that lead to professional certification, and baccalaureate, master’s and doctoral degrees. Through teaching, research, creative activity and public service, UTPA prepares students for lifelong learning and leadership roles in the state, nation and world community.

**Division:** Academic Affairs      **Unit Head:** Dr. Wallace Tucker

**Unit Mission:** THE COLLEGE OF ARTS AND HUMANITIES will provide academic excellence in all of its undergraduate and graduate programs to sustain the mission of the Division of Academic Affairs and thus, the University of Texas-Pan American. Excellence in the College is driven by a faculty that is committed to high standards of teaching, professional achievement and professional service. The curriculum across the College has been developed to produce a spirit of critical and independent thinking in each of the department’s majors and minors. Important to the success of the mission in the College is an educated corps of students who are committed to sharing their learning experience with the state community, in particular the populace of South Texas.

**UTPA Goal:** Become an outstanding research institution, emphasizing collaborative partnerships and entrepreneurship.

**Academic Affairs Objective:** Establish a research environment that is student-learner centered.

**College/AVP Objective:** Establish a research environment that is student-learner centered.

Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY07
Establish a research environment that is student-learner centered. (1)	Hire strong research faculty who are student-learner centered.	2006-2007 tenure-track job searches in all college departments establish research potential and	By Dec. 31, 2006, 100% of posted job announcements for tenure-track positions include research potential	New positions to meet COAH departments’ program goals.

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Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY07
		strong commitment to teaching as minimum required criteria.	and strong commitment to teaching as minimum required criteria.	

**UTPA Goal:** Enhance UTPA’s engagement with the community to meet challenges and maximize opportunities.

**Academic Affairs Objective:** Promote engagement with existing organizations to address challenges and opportunities.

**College/AVP Objective:** Promote engagement with existing organizations to address challenges and opportunities.

Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY07
Promote engagement with existing organizations to address challenges and opportunities. (2)	Expand FESTIBA promotion and participation.	Participation in FESTIBA increased across COAH departments.  FESTIBA events promoted in UTPA and external community.	25% increase in FESTIBA participation across the college (presentations, preparation activities, and/or on-site activities) by March 3, 2007.  Radio spots, press releases, internal communication, UTPA web site advertise FESTIBA events by Feb. 15, 2007.	Funding for new and expanded FESTIBA events.

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**UTPA Goal:** Collaborate with P-12 schools to enlarge the pool of applicants who are personally prepared and academically qualified for higher education.

**Academic Affairs Objective:** Establish expectations/standards that define students who are personally prepared and academically qualified for college.

**College/AVP Objective:** 1. Support the Early College-High School (ECHS) project and concurrent enrollment initiatives.  
2. Develop field trips and on-campus programs for K-12 students.

Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY07
Develop field trips and on-campus programs for K-12 students. (3)	COAH faculty investigate opportunities, venues, community collaboration, and dates for open college day.	Develop proposal for open college day.	By end of Spring 2007, proposal for open college day presented to COAH faculty.	

**UTPA Goal:** Infuse Inter-American and global perspectives throughout the University community.

**Academic Affairs Objective:** Infuse International and Inter-American content into the curriculum.

**College/AVP Objective:** Infuse Inter-American and global perspectives throughout the University community.

Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY07
Infuse Inter-American and global perspectives throughout the University community. (4)	Establish baseline of faculty expertise, interest, and experience in Inter-American and global teaching, professional, and service opportunities.	Increase COAH faculty participation in Inter-American and global teaching, professional, and service opportunities.	By May 11, 2007, there is a 5% increase in faculty involved in Inter-American and global teaching, professional, and service opportunities.	



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**Division:** Academic Affairs      **Unit Head:** Dr. Dahlia Guerra

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Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	Assessment Results (Use actual data to describe annual performance)	Use of Results (What change was made?)
Establish a research environment that is student-learner centered.	2006-2007 tenure-track job searches in all college departments establish research potential and	By Dec. 31, 2006, 100% of posted job announcements for tenure-track positions include research potential	All positions were posted by December 31 and offers were made and accepted by June 31, 2007	Because of the early postings, we were able to hire very qualified faculty for all vacant positions.

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	strong commitment to teaching as minimum required criteria.	and strong commitment to teaching as minimum required criteria.	<p>100% of new tenure-track faculty demonstrated high levels of research potential and excellent student-learner centered teaching.</p> <p>Research has expanded on the graduate level 100%.</p> <p>A faculty research initiative was created funding 14 faculty to be involved in research.</p> <p>100% of faculty participated in the planning, production, and presentation of department sponsored conferences as organizers, panel chairs, and presenters.</p>	<p>Faculty development workshops throughout the year strengthened the department's culture of pedagogy.</p> <p>Faculty research and scholarly activities have been recognized and rewarded as stipulated by revisions in the annual evaluation document.</p>

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Promote engagement with existing organizations to address challenges and opportunities. (2)	Participation in FESTIBA increased across COAH departments.  FESTIBA events promoted in UTPA and external community.	25% increase in FESTIBA participation across the college (presentations, preparation activities, and/or on-site activities) by March 3, 2007.  Radio spots, press releases, internal communication, UTPA web site advertise FESTIBA events by Feb. 15, 2007.	100% of departments in college increased participation by 25% or more in FESTIBA.  Attendance in FESTIBA grew from 2,000 in 2006 to 20,000 in 2007.	FESTIBA events promoted in UTPA and external community.  FESTIBA events promoted in UTPA and engaged the community, including the International Women's Board.

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Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	Assessment Results (Use actual data to describe annual performance)	Use of Results (What change was made?)
Develop field trips and on-campus programs for K-12 students. (3)	Develop proposal for open college day.	By end of Spring 2007, proposal for open college day presented to COAH faculty.	Two new graduate courses are offered as a high school-university collaboration-based	On-going contact with students in pedagogy-based graduate courses has been maintained via a

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			<p>courses.</p> <p>FESTIBA activities brought over 1,000 K-12 students to campus through Gear Up and the mariachi workshop. A Communications workshop was held in June.</p>	<p>listserv, visits to campus, and extensive email exchanges with local public school teachers who were enrolled in pedagogy classes.</p> <p>On campus activities in the COAH for K-12 increased and plans to expand activities for 2007-2008 have been established.</p>

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Infuse Inter-American and global perspectives throughout the University community. (4)	Increase COAH faculty participation in Inter-American and global teaching, professional, and service opportunities.	By May 11, 2007, there is a 5% increase in faculty involved in Inter-American and global teaching, professional, and service opportunities.	New courses were presented in Medical Spanish, Portuguese and Chinese. Participation in international teaching opportunities has increased by over 100%, with a formal faculty exchange	<p>Increased participation of faculty in international conferences and in Study Abroad.</p> <p>Faculty continue to explore new opportunities and venues for international</p>

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			<p>program between UTPA and a university in China, the Chair's attendance at the Consortium for North American Higher Education Collaboration, and a Fulbright award recipient.</p>	<p>teaching, scholarship, and service opportunities</p>