ACADEMIC DEVELOPMENT INITIATIVE

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ADI Goal 1: Proven academic success programs

Item 1: Developmental/Remedial Education

FY08 Performance Measure: 4% increase in the number of students exiting the developmental course sequence within one year (measured at the end of the 2007-2008 fiscal year) as compared to 2006-2007 fiscal year.

Status:

Completers at the end of FY2006-07: 133
Completers at the end of FY2007-08: 141
Increase/Decrease: +6%

Comments:
The goal was met. Every effort will be made to retain this level of improvement in FY09.

Item 2: Undergraduate Medical Academy

FY08 Performance Measure: 7% increase in the number of students accepted into medical school for Fall 2008 as compared to Fall 2007.

Status:

A 7% increase in the number of students accepted into medical school for Fall 2008 from the Undergraduate Medical Academy has been met.

Comments:
The fund balance is to be used in the following fiscal year to continue the progress made in medical school acceptances.

Item 3: University Scholars

FY08 Performance Measure: Add ten students to the University Scholars Program by Fall 2009 as compared to Fall 2008.

Status:

Status not applicable at this time (report for Fall 2009).

Comments:
Program expansion activities include better marketing, providing scholarship incentives, additional service and civic engagement activities, and a re-examination of the initial freshman requirements for membership.
FY08 funding that was originally shown for this item was redirected to First Time Full Time Freshmen and Undecided advising that was deemed a critical need. However, national concerns over Sophomores as indicated by the numerous publications in this area (the Consortium for Student Retention Data Exchange reports that while 80.4% of freshmen who enrolled in 2004 came back as sophomores in 2005, only 70.9% were still enrolled as juniors in fall 2006 (at four year institutions) and the development of programs focused on Sophomore Success across the country have encouraged this staff to look at critical interventions for this group. During the Spring 2009 term, the University will conduct activities such as:

1. Administration of a written survey and focus groups with students from the 2008 freshman class who are now Sophomores to determine what PV can do to improve their retention and graduation.
2. Review of the current program literature points to potential interventions and strategies that might be effective based on the students’ responses.
3. Provide more faculty and sophomore student interaction outside of the classroom.
4. Develop a residential community experience for Sophomores.
5. Develop a mentoring program utilizing faculty, senior staff and graduate students.
6. Host a reunion activity for returning Sophomores...a Rite of Passage.
7. Develop a Sophomore website.
8. Utilize Career Services heavily with Sophomores, especially relative to co-ops and career options.
9. Plan relevant Sophomore Service Learning activities.
10. Provide more Leadership Activities and use of Sophomores as special Recruiting Associates, as they know the university, but they are close enough in age to the recruits to relate to them.

Budgetary Note: The sophomore mentor/advisor program will be funded with $50,000 in carry forward funds from the licensure improvement initiative and $125,000 in carryforward funds from the gatekeeper course tutoring.

**Item 5: Mathematics**

**FY08 Performance Measure:** 5% increase in number of students exiting MATH 1113 with a grade ≥ C in Fall 2008 as compared to Fall 2007.

**Status:**
Not applicable at this time; will be reported for next reviewing period.

**Comments:**
Not applicable at this time; will be reported for next reviewing period.

**Item 6: Curriculum & Instruction**

**FY08 Performance Measure:** 6% increase in headcount in Fall 2008 as compared to Fall 2007.
made to improve the pass rates of these programs by conducting practice tests and study sessions.

2) Engineering Licensure:

The College of Engineering saw the pass rate on the FE Exam rise from 14% in FY2006-07 to 36% in FY2007-08. The College is continually offering its required Fundamental Engineering (FE) Review Course to all engineering majors. The College is also currently developing pre/post exams in all Fundamentals of Engineering (FE) related subjects. This will provide continual review for our students while they prepare for the FE Exam. The College will also use the proposed Engineering Success Center as a resource center for students preparing for the FE Exam. The Success Center will offer supplemental instruction for FE-related subject matter courses.

3) Nursing Licensure:

The College of Nursing has maintained a licensure pass rate of over 90% for a number of years.

Budgetary Note: $50,000 for FY09 will be left in this initiative for licensure improvement efforts in the College of Education. The Success Center in Engineering has been approved for Title III grant funds. Therefore, the $50,000 for FY08 will be transferred into the FY09 sophomore mentor/advisor program.

Item 3: Gatekeeper Course Tutoring

**FY08 Performance Measure**: 5% increase in the number of students who earn A, B, or C in each gatekeeper course in Fall 2008 as compared to Fall 2007.

Status:

Not applicable at this time; grades for Fall 2008 will not be posted until late December 2008.

Comments:

Budgetary Note: These funds will be redirected to the Sophomore mentor/advisor program in FY09.

Item 4: Academic Advising

**FY08 Performance Measure**: 8% of sophomores participate in a mentor/advisor program in FY08.

Status:

In progress.

Comments:
Status:

Headcount Fall 2007: 572 (certified)
Headcount Fall 2008: 526 (preliminary)
Increase/Decrease: -8%

Comments:

As examination of the undergraduate teaching program indicates that numbers are much lower than they should be. The process to expand the program is:

1) The Whitlowe R. Green College of Education, Department of Curriculum and Instruction (CUIN) will work with the College of Arts and Sciences to develop degree plans where students can be trained to be teachers at the secondary level. For example, a History major could complete major requirements in his/her department and then complete 18 hours of professional education courses in CUIN which will lead to student teaching in History at the secondary level. Many students take advantage of this option rather than enrolling into alternative certification upon graduation.

2) Articulation Agreements with the community colleges where students could get credit for introductory courses in Education at the Freshman and Sophomore years will be pursued. This strategy will allow CUIN to introduce education as a major to students sooner, and students will get early observational experiences.

3) There will be an increase in recruitment at all conferences/professional meetings attended.

Item 7: College of Business

FY08 Performance Measure: 6% increase in undergraduate enrollment in Fall 2008 as compared to Fall 2007.

Status:

Headcount Fall 2007: 908 (certified)
Headcount Fall 2008: 1,161 (preliminary)
Increase/Decrease: +27.9%

Comments:

The College of Business developed an internal master ADI document that:

- Listed specific measurement methods for each performance measure.
- Defines specific action plans to attempt to meet or exceed each performance measure.
- Assigns responsibility to specific COB personnel to implement the components of each action plan.

Planned future strategies include:

- Continuing those actions mentioned above that require persistent application.
- Faculty visits to local high schools to build special relationships with them and leverage our proximity.
• Improving the appeal and usability of the COB portion of the PVAMU website to potential students.
• Meeting with Lonestar College's Cy-Fair campus tutoring administrator to strengthen COB’s tutoring program.
• Initiating improved tracking and monitoring of academically underperforming COB students, with personal interventions to improve success.
• Gathering data using SIS/Banner to carefully track COB student retention/persistence.
• Aggressive marketing of COB programs in heretofore untried venues, including Google and shopping malls, and targeting diverse ethnic groups.

**Item 8: Accounting**

**FY08 Performance Measure:** 4% increase in undergraduate enrollment in Fall 2008 as compared to Fall 2007.

**Status:**

| Headcount Fall 2007: 174 (certified) |
| Headcount Fall 2008: 214 (preliminary) |
| Increase/Decrease: +23% |

**Comments:**

**Actions related to Enrollment and Student Success (recruitment, retention):**

• Hired fulltime recruiter and retention officer.
• Initiating new contacts with local high schools.
• Initiating new marketing campaigns with $11,000 budget, including campaigns targeting Waller County residents and Asian residents of Greater Houston.
• Initiated Certificate Program in Entrepreneurship to attract non-business students to business courses.
• Prepared Entrepreneurship Minor proposal for submission to UAC.
• Initiated online faculty tutoring ("virtual tutors") via specialized email addresses.
• Assistant Dean visited retention specialist at Fisk University to learn about strengthening our retention processes.
• COB faculty met with University College director and her advisors for retention advice.
• Made the Major Field Test in business a portion of a course grade, to discourage shirking by students.
• Hired new tutors for COB subjects, preparing an overhaul of the COB tutorial program benchmarking best practices.

**Item 9: Management & Marketing**

**FY08 Performance Measure:** 4% increase in undergraduate enrollment in Fall 2008 as compared to Fall 2007.

**Status:**

| Headcount Fall 2007: 544 (certified) |


Headcount Fall 2008: 572 (preliminary)
Increase/Decrease: +5.1%

Comments:

Actions related to Enrollment and Student Success (recruitment, retention):
- Hired fulltime recruiter and retention officer.
- Initiating new contacts with local high schools.
- Initiating new marketing campaigns with $11,000 budget, including campaigns targeting Waller County residents and Asian residents of Greater Houston.
- Initiated Certificate Program in Entrepreneurship to attract non-business students to business courses.
- Prepared Entrepreneurship Minor proposal for submission to UAC.
- Initiated online faculty tutoring ("virtual tutors") via specialized email addresses.
- Assistant Dean visited retention specialist at Fisk University to learn about strengthening our retention processes.
- COB faculty met with University College director and her advisors for retention advice.
- Made the Major Field Test in business a portion of a course grade, to discourage shirking by students.
- Hired new tutors for COB subjects, preparing an overhaul of the COB tutorial program benchmarking best practices.

Item 10: Nursing

FY08 Performance Measure: Maintain licensure rate in the 90th percentile.

Status:

98.18% pass rate reported for Fall 2008 L3B performance measures.

Comments:

The College of Nursing continues to maintain a licensure rate of over 90% annually.

Carryover funds will be utilized to support these additional activities.

Item 11: Construction Science

FY08 Performance Measure: 6% increase in headcount in Fall 2008 as compared to Fall 2007.

Status:

Headcount Fall 2007: 52 (certified)
Headcount Fall 2008: 66 (preliminary)
Increase/Decrease: +26.9%

Comments:
The School is now recruiting for the Construction Science program/major from all incoming freshmen as well as transfer and change-of-major students. Promotion of the opportunity for students to obtain a second degree or a minor in Construction Science was pushed during the 2007-08 academic year. PVAMU is one of only eighteen universities where this option exists. The Director of the Construction Science program focused during Fall 2007 on advising students, addressing the curriculum changes approved in Spring 2006, began program accreditation with the ACCE, addressed faculty recruiting, and worked with the program’s Construction Industry Advisory Council. An outreach program was also begun to Lonestar College in Cypress, TX to recruit students directly into the program. New scholarships will be distributed in Fall 2008.

Item 12: Juvenile Justice

FY08 Performance Measure: 7% increase in headcount in Fall 2008 as compared to Fall 2007.

Status:

Criminal Justice – juvenile justice specialization
Headcount Fall 2007: 135 (certified)
Headcount Fall 2008: 125 (preliminary)
Increase/Decrease: -7.4%

Criminal Justice major
Headcount Fall 2007: 250 (certified)
Headcount Fall 2008: 303 (preliminary)
Increase/Decrease: +21.2%

Comments:

Although the criminal justice—juvenile justice specialization program has seen a modest decline in enrollment (7.4%, from 135 to 125), the criminal justice bachelors degree program has conversely seen a dramatic rise in enrollment, 21.2% (303, up from 250). This increase is due in part increased awareness of the part of students of the viability of a criminal justice major when deciding on a career.
Item 4: ACCESS

**FY08 Performance Measure:** 5% increase in the number of students participating in the ACCESS Summer 2008 bridge program as compared to Summer 2007.

**Status:**

Number of participants, Summer 2007: 96  
Number of participants, Summer 2008: 101  
Increase/Decrease: +6.3%

**Comments:**

The goal has been met, but in the future, funding at a level to provide parallel programs is needed to avoid loss of program results.

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Item 5: University College

**FY08 Performance Measure:** 4% increase in the persistence rate of fulltime freshmen in Fall 2008 as compared to Fall 2007.

**Status:**

LBB YTD 2007: 75.70% (certified)  
LBB YTD 2008: 74.62% (preliminary)  
Increase/Decrease: -1.08%

**Comments:**

University College is immediately addressing some factors towards freshman persistence:

- Direct interaction/intervention with probationary students.
- Study halls formed at UC geared for classes identified as high loss.
- Absenteeism interventions with assistance from DE teachers.
- IT production of lists based on needed information.
- Contacting students who did not return for Spring 2008 and encouraging them to return.
- Encouraging and recognizing better students.
- Providing assistance with Financial Aid and Housing paperwork for Fall 2008.
- Formation of UC Retention Committee to develop and implement other strategies.
- Identification of commuter students and development of retention strategies geared towards this group.
- Utilization/sharing of information gathered from students who have left to encourage other units to make appropriate changes in processes, policies, and customer service strategies.

**Budgetary Note:** FY09 sophomore mentor/advisor funds were used to prevent further decline.
ADI Goal 2: Proven graduate programs

Item 1: Electrical Engineering

FY08 Performance Measure: 4% increase in headcount in Fall 2008 as compared to Fall 2007.

Status:

Headcount Fall 2007: 35 (certified, MS and PhD programs)
Headcount Fall 2008: 18 (preliminary, MS and PhD programs)
Increase/Decrease: -48.6%

Comments:

Accomplishments:

- Dr. John Fuller was appointed as Graduate Programs Coordinator in the Department of Electrical and Computer Engineering.
- MS students that graduated from the MSEE program during the FY07 academic year are all gainfully employed within the technology sector or attending PhD programs.
- Both PhD graduates in the FY07 academic year are gainfully employed in industry or academia.

Strategies for Improvement:

- Visit universities in Texas and outside the state to recruit students.
- Use funded projects to attract graduate students into the graduate programs.
- Recruit and attract NSF bridge-to-doctorate and GEM students.
- Write proposals for graduate student support.
- Provide five $1000 scholarships to graduate students.
- Recruitment team formed to help with recruitment.
- Implement five-year BS/MSEE program.
- Advertise the graduate programs.

Carryover funds will be utilized to support these additional activities.

Item 2: MS-Accounting

FY08 Performance Measure: 7% increase in headcount in Fall 2008 as compared to Fall 2007.

Status:

Headcount Fall 2007: 17 (certified)
Headcount Fall 2008: 27 (preliminary)
Increase/Decrease: +58.8%

Comments:

Actions related to growing graduate enrollments:
Outreach by Director of Graduate Programs to large businesses in the Hwy. 290 corridor to
directly showcase our strengths and appeal for students.
Closing-the-loop meetings among faculty and using results of the program review to strengthen
the offerings in the discipline.
Initiated five-year program review of MSA program.

Carryover funds will be utilized to support these additional activities.

Item 3: Community Development

FY08 Performance Measure: 5% increase in headcount in Fall 2008 as compared to Fall 2007.

Status:

Headcount Fall 2007: 38 (certified, MS and PhD programs)
Headcount Fall 2008: 35 (preliminary, MS and PhD programs)
Increase/Decrease: -7.9%

Comments:
The Community Development program is using its Capital Development class as a means to seek and
secure funding to cover the cost to perform activities to enhance enrollment in the program. The program
has also committed to:

- Invite program graduates and existing students to a networking reception during Homecoming
  week.
- Attend the 2008 Texas Community and Economic Development Summit in Austin, TX to
  promote the program.
- Meet with representatives from the Nigerian government to discuss an exchange program with
  Nigerian universities.
- Sponsor a Community Art Festival in April 2009 to promote the CD and art programs.
- Provide opportunities for students and faculty to attend conferences in the Houston area to expose
  the existence of the program.
- Arrange information meetings with Houston area school districts to discuss the program.
- Mail brochures to Houston area school counselors to promote awareness of the program.
- Offer courses offsite to attract new students.
- Offer courses online to attract new students.

Carryover funds will be utilized to support these additional activities.

Item 4: Educational Leadership

FY08 Performance Measure: 7% increase in external funds as compared to 2006-2007.

Status:

In Fall 2008, the department received a Title III Grant for $35,000, which is an increase of 14% in
external funding.
Comments:

During 2008 and 2009 faculty will be encouraged to collaborate current research with other disciplines and identify external funds. Faculty who have received grants will also be asked to develop a grant workshop for colleagues.

Item 5: Educator Preparation

FY08 Performance Measure: 3% increase in program completers TExES pass rates for 2007-2008 as compared to 2006-2007.

Status:


Comments:

Pass rate for 2007-2008 is currently being computed.
ADI Goal 3: Undergraduate Education

Item 1: Assessment

FY08 Performance Measure: Administration of CLA to incoming freshmen.

Status: Everything is set for November examination.

CLA will be administered to first-time freshman in November 2008.

Comments:
CLA will be administered to first-time freshman in November 2008.

Item 2: Licensure Improvement

FY08 Performance Measure: Competitive grant program to improve pass rate by 10% in the following fiscal year as compared with pass rates in the 2006-2007 fiscal year.

Status:
See Comments section.

Comments:

1) Education Licensure:

Analysis of the period from the Fall 2005 semester until the Fall 2007 semester shows an aggregate pass rate on the state certification TExES examinations for the Unit’s advanced programs for approximately 90.1%. For the Counseling program, 135 candidates took the test with 127 passing, resulting in a 94.1% pass rate. For the Principal program, 139 candidates took the test with 121 passing, resulting in an 87.1% pass rate. For the Superintendent program, only one candidate took the test but did not pass, resulting in a 0.0% pass rate. For the Educational Diagnostician program, 21 candidates took the test with 18 passing, resulting in an 85.7% pass rate. These pass rates suggest that our advanced programs’ candidates are well-prepared in their respective content areas. However, the Superintendent program’s low number of candidates merits an evaluation of the viability of the program.

Pass rate data shows that of the unit’s initial programs’ overall pass rates on the TExES examination were approximately 88%, and 50% of the programs (n=22) had pass rates greater than 80%. Nine other programs (40%), including Science (4-8), Superintendent, Life Science (8-12), Mathematics (8-12), Music (EC-12), Social Studies (4-8), English Language Arts and Reading (4-8), Generalist (4-8), and Physical Education (EC-12) fell below an 80% pass rate. Moreover, four programs—Secondary Art, Generalist ESL (EC-4), Physics/Mathematics (8-12), and Secondary Spanish had no candidates take the test during 2006-07. Consequently, several of the unit’s programs have some areas that are in need of improvement, and efforts need to be
**AD1 Goal 4: Initiatives to target enrollment growth**

**Item 1: NW Houston Expansion**

**FY08 Performance Measure:** Add five course offerings at the NW site in FY08.

**Status:**

- Sections Taught AY2006-07 (Fall/Spring/Summer): 81
- Sections Taught AY2007-08 (Fall/Spring/Summer): 67
- Increase/Decrease: -17.3%

**Comments:**

Prairie View A&M University submitted an expansion plan to the Chancellor and received System approval but had to wait for the Chancellors of the Texas A&M University System, the University of Houston System, and the Texas State Systems to agree upon a course of action for programs in the Northwest Houston area. Verbal agreement has been received that will allow site procurement, but program selection is deferred pending a meeting between the institutional Presidents and Provosts. Possible locations have been identified. It is critical to move soon due to the fact that the Northwest Houston lease is set to expire at the end of the summer session.

**Item 2: Enrollment Management Graduate School**

**FY08 Performance Measure:** 4% increase in headcount enrollment in Fall 2008 as compared to Fall 2007.

**Status:**

- Headcount Fall 2007: 2,262 (certified)
- Headcount Fall 2008: 1,946 (preliminary)
- Increase/Decrease: -14%

**Comments:**

The university made a decision to cease offering graduate classes in the Dallas area, which has resulted in a decrease in counseling and educational administration students. Those programs are being moved to an online format which is ultimately expected to result in an enrollment increase.

**Item 3: Information Technology Services**

**FY08 Performance Measure A:** 70% increase in information access time in SIS system for administrators, faculty, and students as compared to FY07.

**Comments:**
The data files installation is complete resulting in one gig of interface speed for current needs and future growth.

Status:

Access time was increased by 102 mbs, or 227% as of Fall 2008.

Item 3: Benchmarks

FY08 Performance Measure B: 100% increase in the exposure of PVAMU to alumni via web presence.

Status:

In progress.

Comments:

During the month of October 2008, between 1000-2000 PVAMU alumni visited the website, mostly due to Homecoming activities. Additionally, between April and June 2008, approximately 200 alumni updated their personal records. The web presence for Alumni Affairs has been greatly enhanced by the transition to Banner, which has made it easier for alumni to check their personal information and change it as necessary. The unit will continue to upgrade the website with pertinent information.

Carryover funds will be utilized to support these additional activities.

Item 4: Technology Enhancements

FY08 Performance Measure C: 100% tracking of student athletes by sport by Fall 2008.

Status:

In progress.

Comments:

The University is currently in the process of switching over from SIS to Banner which will allow for improved tracking of student athletes' academic progress. Staff has had initial training in the Banner system, and the focus over the next year will be how to best utilize the technology.