



**Sam Houston State University  
Office of Institutional Effectiveness  
ADMINISTRATIVE PROGRAM REVIEW**

September 28, 2015,

**EXECUTIVE SUMMARY**

The objective of Administrative Program Review (APR) is to foster continuous improvement in University administrative departments. The following is an account of the APR process within Sam Houston State University's Visitor Center.

In order to prepare for the APR process, a preliminary meeting was held on February 27, 2015. Attendees included the Vice President for Enrollment Management, Dr. Heather Thielemann; Associate Vice President for Enrollment Management, Scot Mertz; Director of the Visitor Center, Clint Lockwood; Assistant Director for APR, Jamie Stein; and representatives of the Visitor Center and Institutional Effectiveness (IE).

The Visitor Center team met throughout March, April and May 2015 to complete the Self-Study and submitted the final version to Institutional Effectiveness on May 4, 2015.

Representatives of University of Texas at Dallas and University of Texas at Arlington as well as Sam Houston State comprised the Peer Review Committee (PRC). On August 12, 2015, the PRC interviewed members of the SHSU Visitor Center and some toured the facility in order to complete the PRC rubric. After receiving the completed PRC rubrics on September 2, 2015, IE provided anonymized copies to the Visitor Center.

Completed rubrics included recommendations for improvement in the areas of:

- Re-organizing relationships with the Alumni Association, New Student Orientation and On-Campus Recruiting
- Creating a strategic plan for staffing in the summer months
- Developing a mission statement

Subsequently the SHSU Visitor Center submitted to IE a Five Year Action Plan addressing:

- Creating a mission and vision statement
- Increase Academic Affairs involvement with Saturdays@SAM
- Increase the number of academic summer camps
- Create a communication plan
- Increase services offered to Spanish-speaking population

The next step in the APR process will be to meet with the Visitor Center in 2017 to review progress in implementing the Action Plan and take any steps necessary to facilitate continuous improvement objectives.