



Service Self- Assessment Process

**Strategic Innovation and Research
Department**

Fall 2025

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Process Service Self- Assessment

I. Introduction

The Service Self-Assessment Process aims to provide functional areas at Southwest Texas College with a structured approach to identifying strengths and weaknesses in college services. This process supports the development of a clear improvement plan within a defined timeframe (one year for each cycle within the five-year Strategic Plan) and assigns responsibilities to ensure accountability.

Additionally, the assessment offers an opportunity to gather direct feedback from members of the unit under review, serving as the foundation for periodic service evaluations and continuous improvement.

Following the introduction, this document describes the steps and provides guidelines for functional areas to support direction and continuous improvement.

In the next pages the term “units under review” refers to all the organizational sections, directions or units that are assessing.

II. Objective of Service Self- Assessment process

Self- Assessment Process:

The purpose of this stage is to provide complete information about the importance of evaluating the organization. During this stage, the units under review attend presentations during staff convocation led by the President, Chief of Staff, Strategic Innovation and Research and the office of Grants Management, where they receive the latest updates on the Strategic Plan and its outcomes. The units received the details regarding the self- assessment process that includes:

- A. Communicate the objective of the self- assessment process to units
- B. Training and guidelines overview
- C. Formulate Strategic Plan Intervention
- D. Unit status and recommendations

The first general presentation during the staff convocation provided examples of Strategic Plan Interventions, while the second session presentation, in small groups, focuses on conducting a comprehensive SWOT analysis by unit members. In this session, participants completed the Strategic Planning Intervention self-analysis format in pairs, allowing them to discuss challenges they have faced. In the second part of the session, groups analyze internal and external factors, as well as positive and negative aspects affecting their units. After this session, the units have the foundation to develop their interventions for the current academic year. This step is carried out using a different format (Strategic Planning Intervention Development Worksheet Staff) and in the second part of the training.

Action A. Communicate the objective of self- assessment process services, units to assess

The **Strategic Innovation and Research (SIR) Office** coordinates the self-assessment process for services.

The first step is training for each Unit to ensure understanding of the process and the purpose of the assessment. This training begins during the Fall Staff Convocation. Additional training sessions will be conducted at the College in a one-day format to guarantee a thorough understanding of the standards before the assessment process begins.

The SIR Office will provide a calendar indicating the dates for each Unit's self-assessment (see part III. Calendar). This process includes two types of evaluations:

1. Internal review (annual):

This assessment examines current practices within the unit. The process is supported by the *Strategic Planning Intervention Self-Analysis* format, which helps guide units through their internal review. This cycle is launched during the Fall Convocation.

2. **Comprehensive Internal Review (Every three years):**

This in-depth evaluation covers the following areas:

- Part 1. Mission
- Part 2. Organization and Human Resources
- Part 3. Law, Policy, and Governance
- Part 4. Institutional and External Relations
- Part 5. Financial Resources
- Part 6. Technology, Facilities, and Equipment
- Part 7. Assessment and Evaluation

Departments Review Results and Plan Next Steps:

- Departments use results from the “Strategic Planning Intervention Self- Analysis format” to identify actions
- The units under review solve with the members of the unit the Strategic Planning Intervention Development Worksheet Staff that includes a develop follow-up plans, and create brief departmental SPIs for the following year.
- After completing the “Strategic Planning Intervention Self-Analysis” with their members, each unit will submit its proposal to the SIR Office, where the submission will be reviewed by the Division Chair, approved by the Vice President, and finalized by the SIR Office.

Action B. Training and Guidelines Overview

Training and guidelines will be provided prior to each Self-Assessment. Each unit or service under review will receive clear instruction to understand the purpose, timeline, and required actions for the process.

During Staff Convocation Day, the SIR Office will lead at least two targeted sessions with specific groups to ensure clarity, alignment, and familiarity with the required formats and expectations. Additionally, the SIR Office will share the calendar for follow-up review sessions—called Coffee Clubs—which are designed to address questions and verify the information that needs to be reported in both the midterm and final assessments. These are the actions in this process:

1. SIR Creates an Introductory Presentation:

- The SIR office writes a presentation explaining the purpose of the self-assessment process to Units.
- A printed format of self-assessment is distributed to each department’s members, covering the SWOT and 7 questions.

2. SIR organizes Coffee Club:

- **During the academic year** SIR will review progress of the Strategic Plan Initiatives and gather information to report.

Action C Formulate Strategic Plan Intervention

After attending the Fall Staff Convocation, the unit under review must develop a Strategic Plan Intervention outlining the necessary improvements, based on the “Strategic Planning Intervention Self-Analysis.” Following completion of the SWOT analysis, the primary objective of this stage is to identify specific actions

to be taken, assign responsibilities, and track results. The format that provides these guidelines is the *Strategic Planning Intervention Development Worksheet (Staff)*. These results must be submitted twice per year: The Midterm (Fall) Report, due no later than January, and the Final (Spring) Report, due in May.

Date	Actions (Corrective Actions)	Responsible	Date of corrections	

The midterm and final results will follow the next format:

Date	Actions (Corrective Actions)	Responsible	Date of corrections	Results
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Action D Unit Status and recommendations

After collecting the data from the Units in Fall and Spring, the following actions will be taken:

1. **SIR Prepares an Annual Report:** The Strategic Innovation and Research (SIR) office will prepare a final document Performance Unit Report, summarizing the findings based on the Strategic Plan Initiative.
2. **Service Operations Committee (SOC) prepares a Unit Report Document:** this report will be submitted to the Service Operations Committee (SOC), which will determine whether the unit has met the standards in each aspect. The SOC will then compile an Analysis of **Unit Report Document**, outlining areas of compliance and non-compliance, and categorizing the unit's status as Exemplary (Exceeds), Positive (Meets), or Conditional (Partly meets and Does Not Meet), based on the established **Rating Scale Format**
 - **Yes**, Exemplary (4) or Positive (3) units will have their next evaluation in the following 3 years.
 - **No**, Conditional Partly meets (2) and Does Not Meet (1) units must complete a Self-Assessment and provide more documentation **before** the next self-assessment, this documentation needs to provide the correct development of the Strategic Planning Initiative.

Rating Scale Levels

ND	1	2	3	4
Does Not Apply	Does Not Meet	Partly Meets	Meets	Exceeds

III. Unit Review Calendar

[illegible]

IV Formats

a) Strategic Planning Intervention (Self-Analysis)



SOUTHWEST TEXAS COLLEGE

Strategic Planning Intervention Self-Analysis

Complete with a partner this 10-15-minute self-assessment before continuing to the SPI Development workshop; this will help you in planning your new SPI.

1. What are my department's core strengths?

What do we consistently do well, and what makes us effective?

2. What internal challenges or roadblocks exist?

Where do our processes slow down? What is confusing, delaying, or underutilized?

3. What outside factors are affecting us right now?

What are some things impacting us that we can't directly control?

4. What are our opportunities for departmental growth?

How can we overcome the challenges we're facing?

5. What Strategic Plan Goal do we support?

What are we best suited to assist with?

- 1.Start/Enroll: SWTX will foster a sense of inclusivity and engagement for all students and stakeholders with empathy, care, and outreach.
- 2.Persist/Succeed: SWTX will champion opportunities for student success.
- 3.Complete/Ascend: SWTX will increase personal, professional, and community growth.
- 4.Develop/Innovate: SWTX will develop and sustain a culture of continuous improvement.

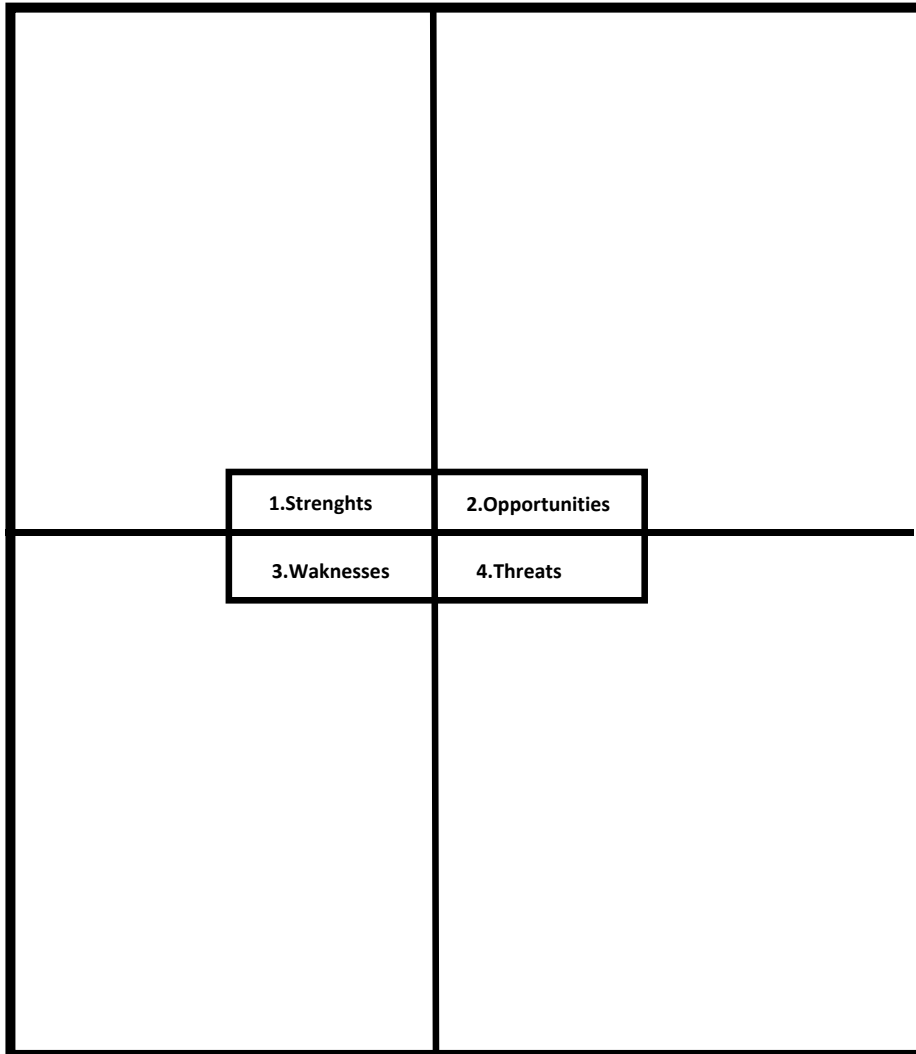
6. How does our work contribute to the Strategic Plan?

How do we promote student success or college operations?

7. How do my users (stakeholders) perceive the service our department provides?

How do we assess our services? How we communicate with them? How do we identify areas for improvement?

8. Complete the following diagram. Write in each segment what is being asked?



Conclusions: _____

b) Strategic Planning Intervention Development Worksheet (STAFF)



SOUTHWEST TEXAS COLLEGE

Strategic Planning Intervention Development Worksheet (STAFF)

Department:
1 Which Strategic Plan Goal will we be working on (mark an X):
○ 1 Start/Enroll: SWTX will foster a sense of inclusivity and engagement for all students and stakeholders with empathy, care, and outreach. ○ 2 Persist/Succeed: SWTX will champion opportunities for student success. ○ 3 Complete/Ascend: SWTX will increase personal, professional, and community growth. ○ 4 Develop/Innovate: SWTX will develop and sustain a culture of continuous improvement.
2 Which Objective will we be working on? IE. "Objective 1-2a: Increase participation rates in student programs."
3 What is the current baseline for this objective (numbers, accounts)
4 What will our Strategic Plan Intervention be? IE. "Launch student testimonial videos featuring student engagement and success stories."
5 How/why are we well-positioned for this SPI? IE. "We help students register for classes, so after midterms and finals we can 'interview' them to create 30-60 second clips on their success and goals."
6. How will we measure it? IE. "We'll coordinate with our Social Media team to track engagement and views on the posted videos"
7 What is our target measurement? IE. "We are targeting at least 1,000 views and/or engagements per testimonial videos."
8 What is our Intervention timeline? How you'll achieve the objective? IE. "We will post 4 videos after each Midterm season, and 8 after each final season. Views and engagement will be tracked for two months after testimonial release."
9 Who is responsible for what, and when? IE. "Tammy will schedule the interviews and recordings the week after each exam season; Rodrigo will check testimonial engagement every Friday."
10 What other departments will we be collaborating or coordinating with for this SPI? IE. "We'll need to coordinate with our Student Engagement team to record the videos, and with our Social Media staff to publish them."

Interventions Timeline (question 9 - 10)

[illegible]

***** To report in January (Midterm – Fall) and May (Final Results – Spring), please complete the last column:

[illegible]

c) Rating Scale Format



SOUTHWEST
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Rating Scale Format
Service Operation Committee

Instructions: All members of the Service Operation Committee must complete the sections based on the **Unit Report Document**.

Section I

Service Unit:			
Director/Coordinator Name and Title:			
Date:			
List of services:	Responsible	Years working in SWTX	Education Level
1			
2			
3			
4			
5			
6			

Section II

The Unit Service:					
1 SWOT Analysis Component:	ND	1	2	4	Observations/ Recommendations
	Does Not Apply	Does Not Meet	Partly Meets	Exceeds	
1.1 Identify the core strengths					
1.2 Identify the internal challenges					
1.3 Outside factors affecting its performance					
1.4 Opportunities for departmental growth					
Overall:					
2 Strategic Plan Component:	ND	1	2	4	Observations/ Recommendations
	Does Not Apply	Does Not Meet	Partly Meets	Exceeds	
2.1 Identify the Strategic Goal that the Unit supports is aligned with the services the Unit provides					
2.2 Identify the objective supported by the Unit is consistent with the goal and the services it provides					
Overall:					

4.3 Described how the results of this intervention impacted the Unit's services and the College					
4.4 Identify needs and interests in revising and improving programs and services					
Overall:					

Section III According to the information in Section II, mark an "X" in the column that applies

Areas	Compliance	Non-compliance
1 SWOT Analysis		
2 Strategic Plan		
3 Strategic Plan Initiative		
4 Analysis		
Write the number that applies in each case		
Number or areas in compliance		
Number or areas in not compliance		

Final Overall Unit Status

Unit Status:

Yes, exceeds (4) or Meets (3) units will have their evaluation in the next 3 years.

No, partly meets (2) Does Not Meet (1)

According to the information in Section III, mark an "X" section that applies.

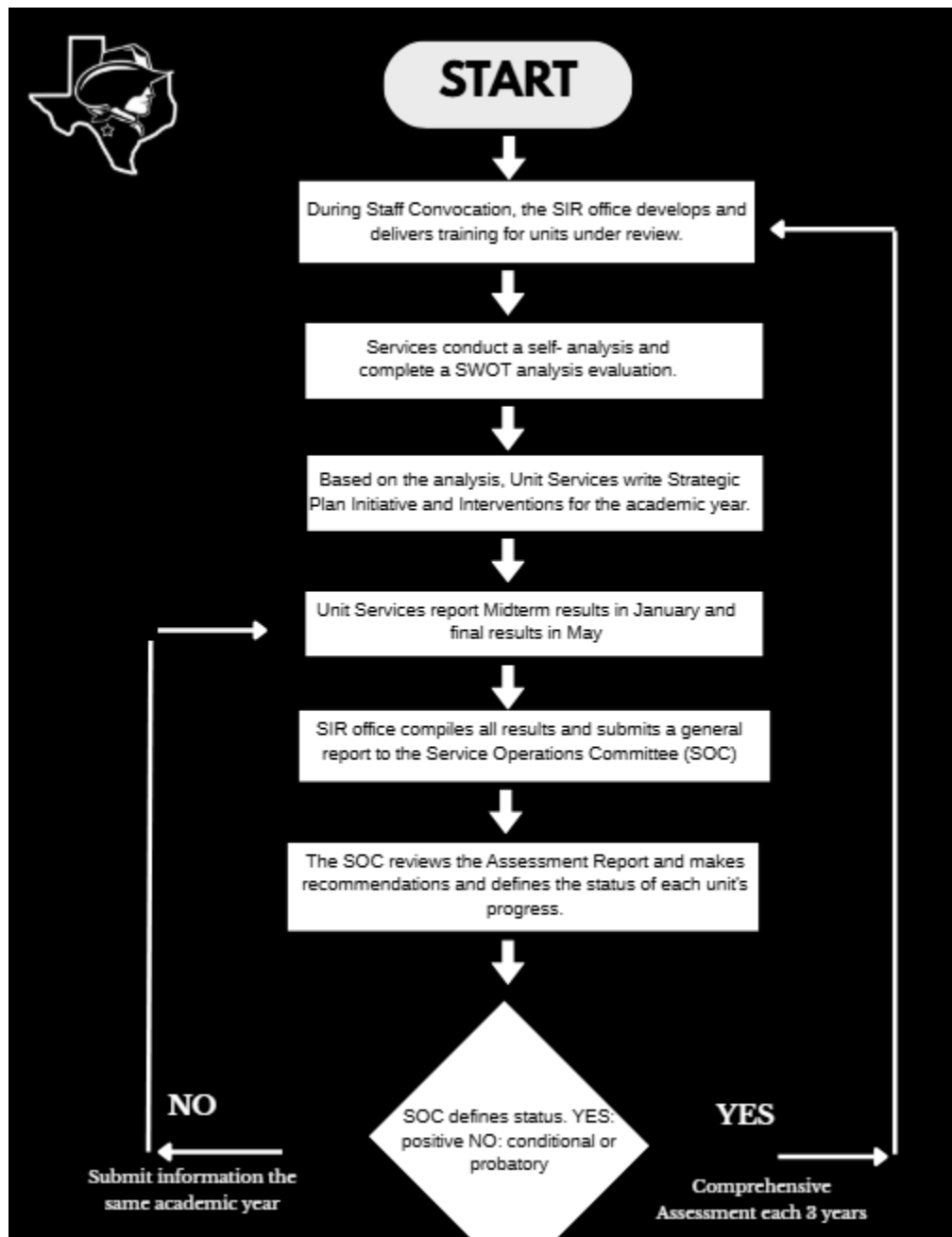
	ND	1	2	3	4
Final Overall Score:	Does Not Apply	Does Not Meet	Partly Meets	Meets	Exceeds

Final Recommendations and results:

1. Unit **Report Document**, outlining areas of compliance and non-compliance, and categorizing the unit's status as Exemplary (Exceeds), Positive (Meets), or Conditional (Partly meets and Does Not Meet), based on the established rating scale.
 - **Yes**, Exemplary (4) or Positive (3) units will have their evaluation in the next 3 years.
 - **No**, Conditional Partly meets (2) and Does Not Meet (1) units must complete a Self-Assessment and provide more documentation before the next self-assessment.

V. Flowcharts

Service-Self Assessment Process



References

Southwest Texas College. (2025). Strategic Plan 2025-2030.

<https://www.swtxc.edu/about/office-of-the-president/institutional-goals.html>