

**Unit Effectiveness Plan for 2001-2002**  
**Department(Unit): General Publications**  
**College (Division): President**

<b>Unit Mission or Purpose:</b>						
To positively influence The University of Texas at Arlington's internal and external image by producing printed materials, photographs and Web pages that present the University in an accurate, consistent, professional and visually appealing manner and to provide high-quality graphic design, Web design, photography and digital imaging services for faculty, staff and students.						
<b>Articulation of how unit mission/purpose relates to University mission:</b>						
Producing quality printed materials, photographs and Web pages enhances the University's position as a comprehensive educational institution. The support services for students help foster a student-centered academic environment while those for faculty and staff help create a positive internal and external image.						
<b>Intended outcome</b>	<b>Related Institutional Goal/Objective/Strategy</b>	<b>Action Steps</b>	<b>Method of Assessment (Who, What, When)</b>	<b>Results of Assessment</b>	<b>Proposed Changes and Recommendations for Improvement</b>	<b>Resources Needed for Proposed Changes</b>
1. The Office of University Publications will increase its productivity in the areas of graphic design, Web design and photography.	Objective 6.2: To increase public awareness and promote an understanding of the role of U.T. Arlington as a major public teaching and research university.  Objective 7.2: To increase awareness of and advocacy for the University in general and for major funding priorities in particular.	1.1 Produce an annual office promotional piece to be distributed to all campus departments and offices.  1.2 Enhance our office Web page with the goal of attracting new clients.  1.3 Send a memo to all campus departments and offices detailing our services.  1.4 Institute weekly production meetings to more closely monitor the progress of projects.	The total number of graphic design, photography and Web design projects completed during AY 2001-2002 will exceed by 3 percent the total number of projects completed during the previous year. The director will make the final calculation based on reports submitted by the administrative assistant.	A. The Office of University Publications completed 571 projects during AY 2001-2002. This is a 4.77 percent increase over the previous year's total of 545.  B. The outcome was achieved.	A. Mark Permenter, Director of University Publications, evaluated the results and, with input from staff, developed the recommendations for improvement.  B. Although we achieved the outcome, there's still room for improvement. We plan to team with	No additional resources needed.

					Campus Printing to produce a promotional publication to be distributed throughout campus that will showcase the capabilities of both areas. We also plan to redesign our office Web site to more accurately reflect our enhanced Web services.	
2. The Office of University Publications will generate revenues sufficient to fund all maintenance, operation and equipment for the Photography/Graphic Design area as well as fund 50 percent of an administrative assistant's salary.	Objective 6.2: To increase public awareness and promote an understanding of the role of U.T. Arlington as a major public teaching and research university.  Objective 7.2: To increase awareness of and advocacy for the University in general and for major funding priorities in particular.	2.1 Produce an annual office promotional piece to be distributed to all campus departments and offices.  2.2 Enhance our office Web page with the goal of attracting new clients.  2.3 Send a memo to all campus departments and offices detailing our services.  2.4 Institute weekly production meetings to more closely monitor the progress of projects.	Total revenues generated during AY 2001-2002 will equal or exceed by no more than 5 percent the amount budgeted for the same time period. We begin each year with a negative balance in the 95 (revenue) category and work toward erasing that balance throughout the year. The director will make the final calculations based on reports submitted by the administrative assistant.	A. Total revenues generated (\$61,061) during AY 2001-2002 exceeded the amount budgeted (-\$59,899) by 1.94 percent. This is within the 5 percent range we set as a limit.  B. The outcome was achieved.	A. Mark Permenter, Director of University Publications, evaluated the results.  B. Assessment results do not indicate a need for improvement.	No additional resources needed.
3. A high percentage of clients will be satisfied with the quality of graphic design work they receive	Objective 1.31: Recruit, support and train all employees to enhance their ability to deliver quality	3.1 Keep pace with technological advancements by continuing to upgrade computer hardware and	All respondents will rate the quality of graphic design work they received during AY 2001-2002 as	A. Of the 33 clients who returned the surveys, all but	A. Mark Permenter, Director of University	No additional resources needed.

<p>from the Office of University Publications.</p>	<p>service to students, faculty, staff and members of the community.</p>	<p>software.</p> <p>3.2 Institute a quality control measure whereby the assistant director reviews all projects before the client receives them.</p> <p>3.3 Institute weekly production meetings where progress is monitored and projects are reviewed by the entire staff.</p> <p>3.4 Subscribe to selected periodicals in the graphic design field.</p>	<p>satisfactory or better on a short questionnaire developed by Office of University Publications staff and distributed in June 2002. The director will tabulate the results.</p>	<p>one indicated they were "satisfied" or "very satisfied" with the quality of graphic design work. One respondent gave a "somewhat satisfied" rating.</p> <p>B. The satisfaction rate was 97 percent. Since we were striving for 100 percent satisfaction, this outcome was not achieved.</p>	<p>Publications, evaluated the results and, with input from staff, developed the recommendations for improvement.</p> <p>B. Improvements include establishing realistic deadlines for projects and meeting those deadlines. This involves educating new clients on the time it takes to design an effective publication and establishing a timeline agreed upon by both parties. This can be done at the initial meeting between client and designer.</p>	
<p>4. A high percentage of clients will be satisfied with the quality of photography work they receive from the Office of University Publications.</p>	<p>Objective 1.31: Recruit, support and train all employees to enhance their ability to deliver quality service to students, faculty, staff and members of the community.</p>	<p>4.1 Maintain an updated electronic library of campus photographs for faculty and staff use.</p> <p>4.2 Schedule initial planning meetings with clients to include a designer and photographer.</p>	<p>All respondents will rate the quality of photography work they received during AY 2001-2002 as satisfactory or better on a short questionnaire developed by Office of University Publications staff and distributed in June 2002. The director will</p>	<p>A. Of the 33 clients who returned the surveys, all but one indicated they were "satisfied" or "very satisfied" with the quality of photography</p>	<p>A. Mark Permenter, Director of University Publications, evaluated the results and, with input from staff, developed the recommendations</p>	<p>No additional resources needed.</p>

		4.3 Institute weekly production meetings between the photographers and the assistant director where progress is monitored and assignments are made.	tabulate the results.	work. One respondent gave a "somewhat satisfied" rating.  B. The satisfaction rate was 97 percent. Since we were striving for 100 percent satisfaction, this outcome was not achieved.	for improvement.  B. Improvements include increasing the number of photographs in the electronic library and organizing them so that clients can easily find what they need.	
5. The Office of University Publications will enhance its ability to produce high-quality, effective publications, Web sites and photographs.	Objective 1.31: Recruit, support and train all employees to enhance their ability to deliver quality service to students, faculty, staff and members of the community.	5.1 Graphic designers, Web designers and photographers will attend workshops to improve their skills.  5.2 Periodic staff development sessions will include a review of publications, Web sites and photography generally recognized as superior.  5.3 Subscribe to selected periodicals in the graphic design, Web design and photography fields.  5.4 Managers will attend seminars to enhance their supervisory abilities.	We will reallocate existing funds to achieve at least a 15 percent increase in spending on professional development activities during AY 2001-2002 over the previous year. During the same time period, we will attend 50 percent more seminars, workshops, conferences, etc. The administrative secretary will monitor the spending and the number of workshops attended with final review by the director.	A. By reallocating existing funds, we achieved a 37.6 percent increase in spending on professional development and activities related to professional development (i.e., travel) during AY 2001-2002. We increased the number of conferences, workshops and seminars attended from 12 to 23, a 92 percent increase.	A. Mark Permenter, Director of University Publications, evaluated the results and developed the recommendations for improvement.  B. Although we achieved our goal, we must continue to improve as professionals. We will strive to provide even more opportunities for professional development next year.	No additional resources needed.

				B. This outcome was achieved.		
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