

Unit Effectiveness Plan for 2001-2002
Department(Unit): Student Publications
College (Division): Vice President for Student Affairs

Unit Mission or Purpose:						
The Student Publications Department provides training and professional support for publication of The Shorthorn, the official UTA student newspaper, and other publications. In doing so, the department also provides training for students planning careers in journalism and related fields.						
Articulation of how unit mission/purpose relates to University mission:						
The Shorthorn and other SP projects enhance the college experience for all UT-Arlington students by providing information about their community and increasing the feeling of community on this diverse campus; and by providing on-campus employment and extracurricular activity that embraces academic fields of study. The department also aids UT Arlington recruitment and retention efforts by providing the visibility of high-quality publications to high school and community college students, and maintaining contact with the Metroplex professional journalism community.						
Intended outcome	Related Institutional Goal/Objective/Strategy	Action Steps	Method of Assessment (Who, What, When)	Results of Assessment	Proposed Changes and Recommendations for Improvement	Resources Needed for Proposed Changes
Unit Function: Improving the Quality of Student Life Shorthorn staff will demonstrate increased skills levels because of training received in Student Publications.	A.1.1.f.7. A.1.1.f.8. A.1.1.g.5.	1. Training component will be included with each weekly staff meeting of all Shorthorn departments. 2. At least three specialized training sessions per semester will be provided for smaller, specialized skills areas (page design, ad design, photo, online, copy editors) 3. One-on-one coaching will be provided as needed for selected entry-level students. 4. Critiques of current work will be posted,	1. Using self-reporting, 85% of Shorthorn staff in each area will report improved skills levels attributable to training. 2. Using source questionnaire forms, 85% of respondents will report that articles contained no inaccuracies and that they consider The Shorthorn "above average" or better.	1. Using self-reporting, 95% of 65 Shorthorn newsroom and ad sales staff members responding report improved skill levels attributable to training. Outcome met. 2. 77% of 54 respondents report that articles contained no inaccuracies; 81%	Department director evaluated results and developed these recommendations: 1. Weekly training for newsroom and ad sales staffs will continue. (Assistant Director, Advertising Manager, Production Manager). However, no completed surveys were received from	1. Funds to fill the Production Manager position. 2. No additional resources needed.

		including explanations of comments by professional staff or other critiquers		rated The Shorthorn "above average" or better. Outcome not met. (Footnote: Fewer than 50% of persons receiving the "feedback" form used for this assessment completed and returned the form.)	Ad Production or Photo staffs, suggesting training in those areas may have been lacking. Training for ad designers and photographers will be scheduled. (Advertising Manager, Assistant Director, Production Manager) 2. Training of reporters and editors on accurate notetaking methods and editing methods to increase accuracy will be increased. (Assistant Director)	
Unit Function: Supporting a Culture of Student Achievement 1. Increase the effectiveness and efficiency of operations that provide the framework for students working on The Shorthorn and other SP publications and projects.	A.1.1.i.1:	1. Develop and implement annual schedules and timelines for major tasks performed by each professional staff member. 2. Update staff manuals for each position. 3. Train for and inaugurate use of new Baseview system for advertising operations.	1. Evaluation will show that 100% of tasks for fall 2001 and spring 2002 semesters were completed by dates established on the timeline. 2. Staff manuals updated by 9/1/01 will be effective and complete when used to cross-train staff. 3a. Accounts receivables will be reduced by 50%. 3b. Makeover/make good	1. Tasks completed on schedule. Outcome met. 2. Three of six manuals updated by deadline. Two others (Assistant Director/Shorthorn adviser and Advertising Business Manager)	Department director evaluated results and developed recommendations for improvement. 2. will be completed in the new AY. Remaining staff manuals will be updated by 12/31/02 (Assistant	Additional resources needed only for 5b. Director of Student Publications will monitor revenues during first half of AY 2002-03 and fill the position in the second half if feasible.

		<p>4. Better train and utilize student support staff for clerical-type functions.</p> <p>5. Increase professional staff capability in technology-related areas.</p>	<p>ads will be reduced by 50%.</p> <p>3c. Time required to produce reports will be reduced by 25%</p> <p>3d. Time spent on system maintenance/tweaking will be reduced by 75%.</p> <p>4a. By 9/1/01, all professional staff will compile list of tasks that could be performed by student support staff (receptionists, news clerk, couriers, etc.)</p> <p>4b. By 11/1/01, tasks will be assigned and students will be trained to perform these tasks.</p> <p>5a. Appropriate staff will be able to train students and produce projects using all hardware and software used by students.</p> <p>5b. If financially feasible, fill the position of Student Publications Production Manager.</p>	<p>postponed to allow new staff members to become familiar with positions before updating existing manuals. Outcome partially met.</p> <p>3a. Accounts receivables reduced by 10%. Outcome not met.</p> <p>3b. Makegood ads reduced 62%. Outcome met.</p> <p>3c. Outcome not met: A gap in the critical staff position of Advertising Business Manager due to a staff resignation without notice necessitated a shift in priorities and energies after the position was filled: Catching up and correcting errors made by an interim temp during the time the position was open became the priority, rather</p>	<p>Director/Shorthorn adviser, Advertising Business Manager) 3c. will be carried over into the new AY. (Advertising Manager, Advertising Business Manager) 5a. will be completed in the new AY. (Assistant Director/Shorthorn adviser, Advertising Manager) 5b. position still essential to efficient operation of department and maximum development of departmental revenue potential and student development.</p>	
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<p>Unit Function: Create Academic/Student Affairs' Collaborations</p> <p>1. Students will receive academic credit and develop sought-after skills in the journalism profession while filling chronically understaffed areas of The Shorthorn.</p>	<p>A.1.1.f.7.</p> <p>A.1.1.g.5.</p>	<p>Director of Student Publications will continue development of a proposal with the UTA Communication Department and Curriculum Committee.</p>	<p>At least three students will be enrolled for practicum for fall 2002 semester.</p>	<p>Practicum proposal rejected by Communication Department Curriculum Committee. Concerns about faculty involvement expressed.</p>	<p>Assessment by department director:</p> <p>No additional efforts to achieve this outcome planned unless interest is shown by Communication Department. Similar proposal may be pursued with other academic departments.</p>	

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