

Unit Effectiveness Plan for 2003-2004
Department(Unit): General Publications
College (Division): President

Unit Mission or Purpose:

To enhance The University of Texas at Arlington's internal and external image by producing printed materials, photographs and Web sites that present the University in an accurate, consistent, professional and visually appealing manner and to provide high-quality graphic design, photography, and Web design and site management services for faculty, staff and students.

Articulation of how unit mission/purpose relates to University mission:

Producing quality printed materials, photographs and Web sites helps advance UTA as a nationally and internationally respected university and the best university in the region. The graphic design, photography, and Web design and site management services offered to students, faculty and staff create a supportive learning environment that contributes to student success.

Unit Functions:

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
1. The Office of University Publications will increase its productivity in the area of Web design and site maintenance.	Strategy 2.B.2. Strategy 3.E.3.	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 Institute weekly meetings of the Web team to improve efficiency and productivity.	The number of Web design and maintenance projects completed during FY 2003-04 will exceed by at least 5 percent the 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 57 Web projects in 2003-04. This represents a 26 percent increase over the previous year. Data were compiled by the administrative assistant from monthly Web project reports	\K? K£?more efficiently on existing projects. This can be accomplished by moving two of our Web team members into private offices. This change should be completed by the end of the fall 2004 semester. B. Continue to	A. No additional resources are needed to prepare two new offices. We have been given the space and are waiting for the Physical Plant to paint and carpet the areas at no cost to us. B. Funds to pay for a part-time student will come

				and reviewed by the director. B. The outcome was achieved.	increase our productivity by adding a part-time student to the Web team. We will be able to do this once space becomes available after the completion of item A above.	from existing resources within our budget.
2. The Office of University Publications will generate revenues sufficient to fund all maintenance, operation and equipment for the Photography/Graphic Design/Web Design areas, fund 33 percent of an administrative assistant's salary and help fund the production, printing and mailing of UTA Magazine, which sustained a 15 percent budget cut last year.	Strategy 2.B.2. Strategy 3.E.3.	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 Institute weekly meetings of the photography staff to improve efficiency and productivity. 2.4 Institute weekly meetings of the Web design staff to improve efficiency and productivity. 2.5 Upgrade our Xerox printer to expedite workflow and provide our clients with more accurate color proofs.	Total revenues generated during FY 2003-04 will equal or exceed by no more than 15 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 information from the University's Define accounting system.	A. Total revenues generated (\$65,775) during FY 2003-04 exceeded the amount budgeted (\$60,211) by 9.24 percent. This is within the 15 percent range we set as a limit. The director took the totals from data in the University's Define accounting system. B. The outcome was achieved.	Assessment results do not indicate a need for improvement.	No additional resources are needed.
3. A high percentage of clients will be satisfied with the quality of graphic design work they	Strategy 2.B.1. Strategy 3.D.3. Strategy 3.E.3. Strategy 4.A.3.	3.1 Keep pace with technological advancements by continuing to upgrade computer hardware and	95 percent of respondents will rate the quality of graphic design work they received during FY 2003-	A. Of the 31 respondents, 96.7 percent (all but one) indicated	A. Establish realistic deadlines for projects and meet those	No additional resources are needed.

<p>receive from the Office of University Publications.</p>		<p>software.</p> <p>3.2 Subscribe to selected periodicals in the graphic design field.</p> <p>3.3 Send all graphic designers to at least one professional development seminar/workshop/conference a year.</p> <p>3.4 Conduct quarterly reviews of publications we design with a goal of improving quality.</p>	<p>04 as satisfactory or better on a one-page questionnaire developed by Office of University Publications staff and distributed in summer 2004. The director will tabulate the results.</p>	<p>they were "satisfied" or "very satisfied" with the quality of graphic design work. One gave a "somewhat satisfied" rating. The director received all questionnaires and assessed the results.</p> <p>B. The outcome was achieved.</p>	<p>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>Strategy 2.B.1. Strategy 3.E.3.</p>	<p>4.1 Develop an intra-office system of cataloging photographs for quick reference and ease of use for print publications and on the Web.</p> <p>4.2 Develop an electronic library of campus photographs that faculty and staff can access via the Web.</p> <p>4.3 Institute weekly meetings of the photography staff to improve efficiency and productivity.</p> <p>4.4 Send all photographers to at least one professional development seminar/workshop/conference</p>	<p>95 percent of respondents will rate the quality of photography work they received during FY 2003-04 as satisfactory or better on a one-page questionnaire developed by Office of University Publications staff and distributed in summer 2004. The director will tabulate the results.</p>	<p>A. Of the 30 respondents, 93.3 percent (all but two) indicated they were "satisfied" or "very satisfied" with the quality of photography work. Two gave a "somewhat satisfied" rating. The director received all questionnaires and assessed the results.</p> <p>B. The outcome was not achieved.</p>	<p>A. Increase the number of photographs in the electronic library and organize them so that clients can easily find what they need. This requires devoting more of the photography supervisor's time to this task.</p> <p>B. Begin converting from film to digital photography to reduce costs and improve turnaround times.</p>	<p>A. No additional resources are needed to increase the number of images in our electronic database.</p> <p>B. Funds to purchase digital photography equipment will come from existing resources within our budget.</p>

		a year.			This requires purchasing equipment and becoming proficient with it.	
5. A high percentage of clients will be satisfied with the quality of Web design and site management work they receive from the Office of University Publications.	Strategy 2.A.3. Strategy 2.B.1. Strategy 3.D.3. Strategy 3.E.3. Strategy 3.G.2. Strategy 4.A.3.	5.1 Keep pace with technological advancements by continuing to upgrade computer hardware and software. 5.2 Subscribe to selected periodicals in the Web design and site management field. 5.3 Send all Web designers to at least one professional development seminar/workshop/conference a year. 5.4 Institute weekly meetings of all Web designers to improve efficiency and productivity.	95 percent of respondents will rate the quality of Web design and site management work they received during FY 2003-04 as satisfactory or better on a one-page questionnaire developed by Office of University Publications staff and distributed in summer 2004. The director will tabulate the results.	A. 100 percent of the 9 respondents indicated they were "satisfied" or "very satisfied" with the quality of Web design and site management work. The director received all questionnaires and assessed the results. B. The outcome was achieved.	Assessment results do not indicate a need for improvement.	No additional resources are needed.

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