

Unit Effectiveness Plan for 2003-2004
Department(Unit): Student Publications
College (Division): Vice President for Student Affairs

Unit Mission or Purpose:

The people and resources of the Division of Student Affairs at The University of Texas at Arlington are directed to developing the talents and potential of individual students and stimulating the growth of a lively and dynamic campus community. To achieve these ends, our students are encouraged to become active participants in campus activities and organizations, contributing citizens in their communities, and, eventually, dedicated and enthusiastic alumni. Student Affairs is committed to physical and psychological wellness, offering specialized problem-solving services that allow students to concentrate on their studies. We promote the accessibility of every student to University facilities and programs. We welcome students from a variety of backgrounds because they strengthen and enhance the campus environment and provide insights into other cultures. Our out-of-class learning opportunities complement the formal curriculum and provide chances to acquire leadership skills and competencies, professional acume

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

The Student Publications Department provides training and professional support for publication of The Shorthorn, the official UTA student newspaper; Renegade, the student magazine, and other publications. In doing so, the department also provides training for students planning careers in journalism and related fields, enhances the college experience for all UT-Arlington students by providing information about their community, increases the feeling of community on this diverse campus, provides on-campus employment and extracurricular activity that embraces academic fields of study, aids UT Arlington recruitment and retention efforts by providing the visibility of high-quality publications to high school and community college students, and maintains contact with the Metroplex professional journalism community.

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
Shorthorn campus readership will increase. (Student Affairs functions 1, 3)	2,B,2 2,B,8 2,B,9	1. Implement at least three content recommendations from Shorthorn readership survey conducted spring semester 2003. 2. Implement at least three marketing initiatives based in part on findings of Shorthorn readership	Circulation reports 5/31/04 will show daily campus circulation increased by 10% compared to 5/31/03. (Brian Schopf)	Substantial (9%) circulation increase achieved, but that was short of the goal.	Marketing efforts will be more focused toward the outcome of increasing circulation and readership.	To increase marketing efforts, additional funding would be needed for student marketing assistant(s).

		<p>survey and marketing project conducted for The Shorthorn by UTA marketing class developed spring semester 2003.</p> <p>3. Determine actual usage of Shorthorn online edition through Student Publications analysis of raw data collected by OIT.</p>				
<p>Shorthorn staff members will demonstrate improved skill levels because of their Student Publications training and experience. (Student Affairs functions 1, 3)</p>	<p>1,A,5 2,B,1 2,B,8 2,B,9</p>	<p>1. Training will be provided for all students on the staff of The Shorthorn, including at least three specialized training sessions per semester for smaller, specialized skills areas (e.g., page design, ad design, photo, copy editing).</p> <p>2. Critiques of current work will be posted, including explanations of comments by professional staff and other critiquers; comments will be utilized in training.</p> <p>3. Professional staff will develop and update technical competencies needed to provide training, support and ongoing advice to student staffs.</p>	<p>A modified pre-test/post-test method will be utilized to assess training in selected areas: Work produced by students will be evaluated by professional, non-Student Publications personnel using criteria provided by Student Publications personnel. Criteria for selection of students whose work will be evaluated will include being on staff for the full semester. End-of-semester evaluation will show increased skills levels by 80% of students in at least 75% of areas evaluated. (Chris Whitley, Janette Beal, Brian Schopf; 8/1/04)</p>	<p>Outcome for student staff achieved: Assessment by journalism professionals verified improvement in student work in these areas: reporting, writing, copy editing, page design, ad design, overall content.</p> <p>Outcome for professional staff (Action Step 5) partially achieved but verified only anecdotally.</p>	<p>Additional off-site training for professional staff.</p>	<p>Additional funding would be required in order to increase training for professional staff.</p>

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