

## UNIT EFFECTIVENESS PROCESS PHASE 1 – ASSESSMENT PLAN for ADMINISTRATIVE OUTCOMES 2006-2007

**Unit Name:** University Publications

### **Core Functions**

1. To provide editorial content, graphic design and photography for the following major publications:
  - UT Arlington Magazine (three times a year)
  - Research magazine (annually)
  - Graduate Catalog (biennially)
  - Undergraduate Catalog (biennially)
2. To provide Web design, content and maintenance for the UT Arlington Gateway page.
3. To help the campus community integrate the brand into their publications and Web sites.
4. To provide graphic design services for the campus community on a fee-for-services basis.
5. To provide photography and digital imaging services for the campus community on a fee-for-services basis.
6. To provide Web design services for the campus community on a fee-for-services basis.

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### **Intended Outcome 1**

1. 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 fund wages for a part-time student Web developer.

### **Related Core Function and/or Planning Priority Strategy**

Core Functions 4, 5 and 6

Planning Priority V, Goal 1, Objective 1, Strategies 1 and 2

Planning Priority V, Goal 2, Objective 1, Strategies 1 and 2

Planning Priority VIII, Goal 1, Strategies 1 and 2

### **Action Steps to Achieve Intended Outcome**

1. Produce an inexpensive and useful promotional giveaway (possibly a notepad) to distribute to the campus community.
2. Upgrade our office Web page to more accurately reflect the quality and breadth of our services.

### **Assessment Methodology Description**

*Include the following:*

- *full description of the planned assessment activity*
- *the criteria for success*
- *the timetable for assessment activity*
- *responsible persons (by job title, not name) and specific duty*

Total revenues generated during FY 2006-07 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 information from the University's Define accounting system.

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### **Intended Outcome 2**

2. A high percentage of clients will be satisfied with the quality of graphic design work they receive from the Office of University Publications.

### **Related Core Function and/or Planning Priority Strategy**

Planning Priority V, Goal 1, Objective 1, Strategies 1 and 2

Planning Priority V, Goal 2, Objective 1, Strategies 1 and 2

Planning Priority VIII, Goal 1, Strategies 1 and 2

### **Action Steps to Achieve Intended Outcome**

1. Purchase new Mac G5 computers and larger monitors for all design staff.
2. Transition from Adobe Pagemaker page layout software to Adobe InDesign page layout software.
3. Upgrade software for all designers to include the latest versions of Adobe InDesign, Adobe Photoshop and Adobe Illustrator.
4. Provide at least one professional development opportunity for all designers.

### **Assessment Methodology Description**

*Include the following:*

- *full description of the planned assessment activity*
- *the criteria for success*
- *the timetable for assessment activity*
- *responsible persons (by job title, not name) and specific duty*

95 percent of respondents will rate the quality of graphic design work they received during FY 2006-07 as satisfactory or better on a Web-based questionnaire developed by Office of University Publications staff and distributed in spring 2007. The director will tabulate the results.

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### **Intended Outcome 3**

3. A high percentage of clients will be satisfied with the quality of photography work they receive from the Office of University Publications.

### **Related Core Function and/or Planning Priority Strategy**

Planning Priority V, Goal 1, Objective 1, Strategies 1 and 2

Planning Priority V, Goal 2, Objective 1, Strategies 1 and 2

Planning Priority VIII, Goal 1, Strategies 1 and 2

### **Action Steps to Achieve Intended Outcome**

1. Increase our Photographer II position to 75 percent time from 50 percent time.
2. Continue our transition to an all-digital format by purchasing three professional level digital cameras with enhanced capabilities.
3. Develop an electronic filing system for digital photographs.
4. Add 10 new images per month to our online photo gallery.
5. Provide all photographers with at least one professional development opportunity.

### **Assessment Methodology Description**

*Include the following:*

- *full description of the planned assessment activity*
- *the criteria for success*
- *the timetable for assessment activity*
- *responsible persons (by job title, not name) and specific duty*

95 percent of respondents will rate the quality of photography they received during FY 2006-07 as satisfactory or better on a Web-based questionnaire developed by Office of University Publications staff and distributed in spring 2007. The director will tabulate the results.

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### **Intended Outcome 4**

4. 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.

### **Related Core Function and/or Planning Priority Strategy**

Planning Priority V, Goal 1, Objective 1, Strategies 1 and 2

Planning Priority V, Goal 2, Objective 1, Strategies 1 and 2

Planning Priority VIII, Goal 1, Strategies 1 and 2

### **Action Steps to Achieve Intended Outcome**

1. Upgrade hardware and software for the Web Site and Content Coordinator and Web Specialist positions.
2. Train clients to maintain the content of their own Web sites.
3. Provide all members of the Web team with at least one professional development opportunity.

### **Assessment Methodology Description**

*Include the following:*

- *full description of the planned assessment activity*
- *the criteria for success*
- *the timetable for assessment activity*
- *responsible persons (by job title, not name) and specific duty*

95 percent of respondents will rate the quality of Web design and site management work they received during FY 2006-07 as satisfactory or better on a Web-based questionnaire developed by Office of University Publications staff and distributed in

spring 2007. The director will tabulate the results.

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### **Intended Outcome 5**

#### **Related Core Function and/or Planning Priority Strategy**

#### **Action Steps to Achieve Intended Outcome**

#### **Assessment Methodology Description**

*Include the following:*

- *full description of the planned assessment activity*
  - *the criteria for success*
  - *the timetable for assessment activity*
  - *responsible persons (by job title, not name) and specific duty*
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### **Intended Outcome 6**

#### **Related Core Function and/or Planning Priority Strategy**

#### **Action Steps to Achieve Intended Outcome**

#### **Assessment Methodology Description**

*Include the following:*

- *full description of the planned assessment activity*
  - *the criteria for success*
  - *the timetable for assessment activity*
  - *responsible persons (by job title, not name) and specific duty*
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### **Intended Outcome 7**

#### **Related Core Function and/or Planning Priority Strategy**

#### **Action Steps to Achieve Intended Outcome**

#### **Assessment Methodology Description**

*Include the following:*

- *full description of the planned assessment activity*
  - *the criteria for success*
  - *the timetable for assessment activity*
  - *responsible persons (by job title, not name) and specific duty*
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## **Intended Outcome 8**

### **Related Core Function and/or Planning Priority Strategy**

### **Action Steps to Achieve Intended Outcome**

### **Assessment Methodology Description**

*Include the following:*

- *full description of the planned assessment activity*
- *the criteria for success*
- *the timetable for assessment activity*
- *responsible persons (by job title, not name) and specific duty*