

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

**Unit Name:** Student Publications

### **Core Functions**

- Provide training and professional support for publication of The Shorthorn, the official UT Arlington student newspaper
  - Provide experience and training for students planning careers in journalism and related fields
  - Provide employment and leadership opportunities for students
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### **Intended Outcome 1**

Student, faculty and staff usage of The Shorthorn Web site will increase.

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

- Provide training and professional support for publication of The Shorthorn, the official UT Arlington student newspaper
- Provide experience and training for students planning careers in journalism and related fields

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

- Create working group of both students and professional staff to develop online enhancement and print/online integration plan. The group's charge will include but not be limited to the following:
  - Utilizing targets of opportunity, implement enhancements as feasible during the fall 2006 semester, to both begin the process and make "thinking convergence" part of the ongoing planning process.
  - Survey print-digital integration efforts at other college newspapers (Director)
  - Enlist active participation of Shorthorn editors and other student managers (Shorthorn Adviser, Advertising Manager, Production Manager)
  - Conduct technical research and training necessary for this project. (Production Manager)

### **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*

Monitoring by the Director will verify the following:

- By mid-semester fall 2006, at least three daily enhancements linking the print and online editions will have been implemented.
- By the end of the fall 2006 semester, the working group's plan, outlining enhancements for the spring 2007 semester, will be completed.
- By the end of the spring 2007 semester, at least three more enhancements will have been completed.
- Tracking of Web hits will confirm that usage of The Shorthorn Web site ([www.theshorthorn.com](http://www.theshorthorn.com)) will increase 15 percent from 9/1/06 to 8/1/07, as measured by data collected by the Production Manager.