**Division Strategic Plan Alignment:** Initiative 4 (Action Step 2): Provide comprehensive programs and services for all students that are recognized for excellence. (Utilize research and best practices to implement new programs and services that meet the needs of off campus students, international students, transfer students, distance education students, graduate students, and other underserved groups as needs arise.)

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| Readership and use of The Shorthorn’s website and e-newsletter will increase. | - With student editors, develop and implement a content plan at the beginning of the fall and spring semesters that emphasizes “best practices” in using digital tools for reporting and diverse coverage of campus issues and news.  
- Professional staff will work with student employees in each area of Student Publications at the start of each semester to develop and implement a content distribution plan that provides a service to each platform’s unique audience. | Website: Google Analytics (produced and distributed weekly)  
E-newsletter: Open rates provided by Constant Contact (produced and distributed biweekly) | Statistics assessed in April 2014 will show usage and readership will have grown by 8 percent of over Spring 2013 stats. |
- The marketing manager will develop and implement, with student employee input, a comprehensive marketing plan to cover fall through summer publication (by Sept. 15).

- Provide a minimum of three training sessions per semester for all areas of Student Publications (ad sales, newsroom, digital development, ad production, marketing) related to using specific platforms to reach audiences. Such training can be job specific or could be for the entire department; training calendars will be submitted within the first two weeks of orientation each semester.

- Devote portion of biweekly management group meeting to reviewing use of each platform and successful efforts.

- As warranted, plan “mini-events” throughout the semester to respond to needs or highlight the two products.

- Fully integrate Digital Development Team into Student Publications workflows; the team will provide support for developing content unique
to The Shorthorn's individual platforms as well as improve their functionality.

**Mid-Year Report:** Please consult with your AVP to determine how s/he prefers to receive a mid-year update.

**Results of Assessment:**

**Future Plans for Outcome:**
### Division Strategic Plan Alignment: Initiative #1 (Action Step 1): Implement strategies that will foster student success and result in an effective transition to college and timely graduation; implement student development and academic success plans for student employees, leaders, and volunteers across the Division.

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| Student employees will be retained in their positions throughout the semester. | - Review and, if needed, adjust student staff hiring practices to place more control of “vetting” candidates in hands of professional staff members. (by August)
- Revise and update competencies grid to include all student positions and clarify expected outcomes as they relate to digital initiatives.
- Create, maintain and share a Student Publications master training and conference calendar to encourage cross-training and emphasize opportunities to grow after one semester.
- When budget allows, provide financial incentive (i.e. raises) for hourly employees who work more than one semester.
- Research and implement similar incentives for casual employees.
- Use off-campus learning/training | Payroll documents
Staff lists | Payroll documents will indicate that at least 70 percent of students who were on staff in the third week of the fall and spring semesters remained on staff at the end of that semester. Payroll documents will indicate that at least 70 percent of students who did not graduate remained on staff from the fall semester to the spring semester. |
opportunities as incentives for veteran staffers.
- Review and revise action steps at mid-year to ensure they are aiding retention of staff in key areas.

**Mid-Year Report:** Please consult with your AVP to determine how s/he prefers to receive a mid-year update.

**Results of Assessment:**

**Future Plans for Outcome:**
**Division Strategic Plan Alignment:** Initiative 2 (Action Step 2): Intentional student learning and personal development - Provide quality co-curricular educational programming that relates to classroom and career readiness.

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| Student Publications special projects (Maverick Connection, Student Directory, Apartment Guide, and Special Sections) will be profitable. | - Assess student staffing in all areas prior to the start of fall and spring semesters, reorganizing to create additional positions as needed. For example, in advertising, create a student sales position that focuses on sales related to the Maverick Connection directory.  
- Business manager will review and amend all reports (sales, student payroll, etc.) to include special projects as separate, trackable items.  
- Business manager also will identify department needs and opportunities to improve efficiencies in record retention, such as creating and maintaining a centralized file of all contracts, agreements and purchases for individual special projects.  
- Marketing manager will develop specific plans to market special projects that go beyond marketing plans for daily and weekly Shorthorn products. | End-of-year revenue and ad sales reports for Student Publications “special projects” (Shorthorn special sections, Maverick Connection and the apartment guide)  
DDT project log (to be developed by Sept. 1) | 85% of “special projects” will reflect a profit.  
DDT log will show each special section produced included publication of a microsite. |
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<td>- Provide training to student staff in key areas on best practices for special projects (such as content development, ad sales, marketing of special projects).</td>
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<td>- With student editors, the Digital Development Team will produce a microsite for each special section (added value to advertisers).</td>
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**Mid-Year Report:** Please consult with your AVP to determine how s/he prefers to receive a mid-year update.

**Results of Assessment:**

**Future Plans for Outcome:**