Mission/Purpose
The mission of the Printing Department is to provide quality on campus photocopying, printing and other graphic arts services to the various departments of The University of West Alabama. By insuring that such services are provided promptly and efficiently, the Printing Department enhances the University's goals of providing effective administrative services to support the University’s mission of providing quality programs and services for the University community.

I. Goals and Outcomes/Objectives, with Any Associations and Related Measures, Achievement Targets, Findings, and Action Plans

A. Goal: Provide effective administrative services
Provide effective administration services to support the mission

1. Objective: Digital envelope printing
Move from offset to digital press for envelope printing

   a. Measure: Increase productivity
   Eliminate the printing of envelopes using the offset method. This process eliminates ink and chemicals and increases the turn around time when printing envelopes from 2 hours to 8 minutes.

      Source of Evidence: Service Quality

      1. Achievement Target:
         Increase the turn around time when printing envelopes from 2 hours to 8 minutes

      2. Findings (2010-2011) - Achievement Target: Met
         Eliminate the printing of envelopes using the offset method. This process eliminates ink and chemicals and increases the turn around time when printing envelopes from 2 hours to 8 minutes

2. Objective: Pursue more mail options
Continue to pursue more mail options and provide mail services

   a. Measure: Presorted first class mail
   Seek out more pre-sorted first class mail

      Source of Evidence: Service Quality

      1. Achievement Target:
         Increase amount of pre-sorted first class mail by 50%

      2. Findings (2010-2011) - Achievement Target: Met
         While we have been successful in bringing in more mailing jobs, we have secured all first bulk mailing with the Admissions Office and bby.
3. **Objective: Replace Xerox 5000 digital press**
   Replace the Xerox 5000 digital color press with the more advanced Xerox 700

   a. **Measure: Increase color printing efficiency**
   Replace Xerox 5000 with the Xerox 700 digital press. This will increase speed and productivity by 40%. Also has the ability to produce color copies by replacing the Xerox doc12. It also has an inline booklet maker which allows us to produce booklets in one step.

   Source of Evidence: Evaluations

   1. **Achievement Target:**
      Replace Xerox 5000 with the Xerox 700 digital press to increase efficiency by 50%

   2. **Findings (2010-2011) - Achievement Target: Met**
      Replaced Xerox 5000 with the Xerox 700 digital press to increase efficiency by 50%

II. **Analysis Answers**
   A. **What specific strengths did your assessments show? (Strengths)**
      We were able to implement and achieve all goals established.

   B. **What plans were implemented?**
      Installed new Xante Envelope Press. Secured all first class mailing with the Admissions Office and by Publications. Installed new Xerox 700 digital color printer.

   C. **How will assessment results be used for continuous improvement?**
      Allows us to assess our productivity and monitor our production turn around time.

III. **Annual Reports**
   A. **Key Achievements**
      Our department was featured in the January 2011 and August 2011 issue of In-plant Graphics, a national publication dedicated to In-plant Printers.