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 Student Learning Outcomes/Objectives, with Related Measures, Targets, Findings, and Action Plans

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

1. Objective: Copier/Printer Management Program
   Printing Services institutes a comprehensive copier/printer management program.

   a. Measure: Mainstream all copier/printers
      Provide University with one vendor for all copiers and printers. Printing will eliminate unnecessary machine duplication.

   1. Achievement Target:
      Printing Services will work with Information Systems to inventory, evaluate, and make recommendations to the Provost and Vice President of Financial Affairs to provide an internal print management system using one vendor.

   2. Findings (2011-2012) - Target: Not Met
      This is a large undertaking and will require more time and research.

   3. Action Plan:
      Inventory/Evaluate/Recommend
      Printing Services will continue working closely with Information Systems to research vendors and make recommendations to the Provost and Vice President of Financial Affairs to provide a internal print management system using one vendor.

      Established in Cycle: 2011-2012
      Implementation Status: In-Progress
      Priority: High

2. Objective: Digital Store Front
   Printing Services will establish a digital store front.

   a. Measure: Customer Convenience
A Digital Store Front will allow customers to easily and securely interact with the Printing Department over the web to procure printing and print related products.

1. **Achievement Target:**
   Printing Services will purchase software, set up system internally, and then make it available to the customers.

2. **Findings (2011-2012) - Target: Not Met**
   Printing Services is still researching different software and networking with other institutions that have implemented digital store fronts to see which version will be most effective.

3. **Action Plans:**
   **Research/Network**
   Printing Services will research different software and networking systems that have worked with other institutions that have implemented digital store fronts to see which version will be most effective.
   - **Established in Cycle:** 2011-2012
   - **Implementation Status:** Planned
   - **Priority:** High

3. **Objective: Pursue more mail options**
   Printing Services will continue to pursue more mail options and provide mail services.
   - **Measure: Presorted first class mail**
     Printing Services will seek out more pre-sorted first class mail.
     - **Achievement Target:**
       Increase amount of pre-sorted first class mail by 50%
     - **Findings (2011-2012) - Target: Met**
       100% successful in securing all print/mail requests with 200 or more addresses. While this generates money for Printing Services, it also saves the customer on average 50% in postage.

4. **Objective: Refurbish Offset Press**
   Printing Services will refurbish existing Offset Press.
   - **Measure: Provide Options based on needs/budget**
     Refurbish Offset Press to be able to offer our clients the option of offset printing based on the customers needs or cost.
     - **Target:**
       Printing Services will have press serviced.
     - **Findings (2011-2012) - Target: Met**
       Printing Services was able to refurbish the Hamada offset press which has
allowed us to increase production, remain cost effective and keep jobs inhouse.

II. Other Plans for Improvement

A. Move catalog data input to another department
   Move the input of the data of the undergraduate and graduate catalogs to Provost Office.
   Established in Cycle: 2011-2012
   Implementation Status: Planned
   Priority: High
   Implementation Description: The general updating of the catalog should not be the responsibility of Printing Services.
   Responsible Person/Group: TBD

III. Analysis Questions and Analysis Answers

A. What specific strengths did your assessments show? (Strengths)
   Printing Services was able to implement and achieve two of the established goals.

B. What specific weaknesses or challenges did your assessments show? (Weaknesses)
   Some Printing Services Goals, while attainable, are large undertakings and will require more time and research.

C. What plans were implemented?
   Printing Services were able to refurbish the Hamada offset press which has allowed us to increase production, remain cost effective and keep jobs inhouse. 100% successful in securing all print/mail request with 200 or more addresses. While this generates money for Printing Services, it also saves the customer on average 50% in postage.

D. What plans were not implemented?
   Printing Services is still working to implement a copier/printer management program and digital store front.

E. How will assessment results be used for continuous improvement?
   The results of this assessment are used to evaluate and assist in making changes necessary for continuous improvement in the Printing Services Department.

IV. Annual Report Section Responses

A. Key Achievements
   Received a Gold Award (1st place) in the “In-Print” printing contest. On March 26, at the IPMA headquarters building in Kearney, Mo., five printing industry experts came from all around the country to judge “In-Print 2012”. “In-Print” is the only printing contest exclusively for in-plants. The judges spent a full day examining the 450+ entries, awarding 35 Gold.
B. Staff Achievements

- Jimmy Robinson, Director of Printing Services, attended the annual Southeastern University Printing & Digital Managers Conference in Nashville, Tennessee October 9-13, 2011. The entire idea for the annual conference is for the attendees to have the opportunity to seek information from their peers about various operational issues and network so that the sharing of information could be continuous throughout the year.

- Jimmy Robinson was recognized for his 30 years of service with the University of West Alabama on April 19, 2012 at the Annual Pinning Ceremony.

- Jimmy Robinson attended the ACUP 2012 annual conference in Harrisburg, Pennsylvania April 22 - 26, 2012. ACUP is the keystone that holds university in-plants together, through knowledge sharing, networking, support and collegiality. The annual conference encompassed educational sessions, vendor exhibits with industry partners, and toured the Bucknell University office of Publications, Print and Mail.

- Jimmy Robinson was one of a dozen in-plant managers selected to serve on the Ricoh Customer Advisory Council and will travel to St. Louis July 24, 2012 to attend a two day meeting, during which he will be asked for opinions and feedback on new Ricoh products, services and strategic directions.

- Tommy Hutchins, Press Operator, was recognized for his 15 years of service with the University of West Alabama on April 19, 2012 at the Annual Pinning Ceremony.
Department or Division: Printing/Financial Affairs  
Chair or Director: Jimmy Robinson  
Dean or Vice President: R. Noland

### ANNUAL PLAN

<table>
<thead>
<tr>
<th>Item</th>
<th>Approved</th>
<th>Remarks</th>
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</table>
| **Goals**  
Goals are broad statements describing what the unit wants to accomplish. Goals relate to both the unit's mission and the University's mission. The goal(s) is stated as the University goal(s) a unit is attempting to meet. | YES |  
NO |  
Remarks |
| **Outcomes/Objectives**  
Outcomes and objectives are statements that describe in some detail what the unit plans to accomplish. Outcomes/objectives are associated with all applicable goals, strategic plans, standards, and institutional priorities. | YES |  
NO |  
Remarks |
| Objectives are active-verb descriptions of specific points or tasks the unit will accomplish or reach. Outcomes are active-verb descriptions of a desired end result related to student learning and the unit's mission. | YES |  
NO |  
Remarks |
| **Measures**  
Measures are statements to judge success in achieving the stated outcome or objective. Measures contain information on the type of evidence and assessment tool that a unit will use to verify if stated outcome/objective has been met. | YES |  
NO |  
Remarks |
| **Achievement Targets**  
Achievement targets are the thresholds that the measures must meet for the unit to determine that it has been successful in meeting its specified outcomes/objectives. Achievement targets are measurable statements. | YES |  
NO |  
Remarks |
### SELF-STUDY

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<thead>
<tr>
<th>Item</th>
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<tr>
<td><strong>Findings</strong></td>
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<td>Findings are indications whether an outcome/objective was met or not. Findings are put into the system under each achievement target. Findings include an interpretation of results, possible uses of results, reflection on problems encountered, indicated improvements/changes and strengths or weakness.</td>
<td>YES</td>
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<td><strong>Action Plans</strong></td>
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<td>Action plans are detailed plans created by the unit to meet an outcome/objective that was only partially met or not met or to make improvement to those outcomes/objectives that were met but still need some strengthening. The plan includes a projected completion date, implementation description, responsible person(s)/group, resources required, and budget amount (if applicable).</td>
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<td><strong>Annual Report</strong></td>
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<td>The Annual Report section contains information on key achievements, faculty and/or staff achievements, and community/public.</td>
<td>YES</td>
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<tr>
<td><strong>Analysis Report</strong></td>
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<td>The unit has reflected on and created narratives for each of the following areas: specific strengths and progress made on outcomes/objectives, specific weaknesses or challenges, plans that were and were not implemented, and how assessment results will be used for continuous improvement.</td>
<td>YES</td>
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Approved by: [Signature of Dean or Vice President]

Approved by OIE: [Signature of Coordinator of Planning and Assessment]

Date: 7-13-14

Date: 8-10-12