Livingston Press

Detailed Assessment Report
2011-2012

Mission/Purpose
As part of the University of Alabama, Livingston Press sees its mission as fourfold: first, to promote literature in the state of Alabama; second to promote literature regardless of boundary; third, to serve the immediate community by publishing historical material related to the surrounding counties; and fourth to provide on-hands experience to our students. The press expects that the four will and should overlap.

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

A. Goal: Address the major educational, social, cultural, and economic issues of the region
Address the major educational, social, cultural, and economic issues of the region and in doing so promote a positive image of the institution and the area

1. Outcome: Provide students with on-hand experience
Livingston Press will provide UWA students with on-hand experience in four fields, accounting, editorial work, web design, and graphic design. Students will work with computer programs specific to each of the four areas.

a. Measure: Initiate additional scholarships
The press will initiate additional scholarships to pay interns to work with either accounting, graphic design, web design, or editorial work.

1. Achievement Target:
$1,000/semester for 2 students equalling $4,000

2. Findings (2011-2012) - Target: Not Met
No scholarships were offered because of lack of funding.

3. Action Plans:
   a. Lower the amount of scholarships
      The amount of money offered for the internship scholarships at the Livingston Press will be lowered.
      Established in Cycle: 2011-2012
      Implementation Status: Planned
      Priority: High
      Implementation Description: Less money will be requested to fund the scholarships
      Responsible Person/Group: Dr. Joe Taylor
      Additional Resources Requested: $500 for 2 students per semester = $2000
      Budget Amount Requested: $2,000.00 (recurring)

   b. Work for new scholarships
      Will work with administration to fund scholarships for the new year.
      Established in Cycle: 2010-2011
      Implementation Status: Planned
2. **Outcome: Investigate starting a minor in publishing**
   Investigate developing a minor in publishing which would involve typesetting, designing books, web design, and publicity. Work with the Dean of the College of Liberal Arts on creating the minor.

   a. **Measure: Formulate required courses for a publishing minor**
      Formulate required courses for a publishing minor. Work with the Dean of the College of Liberal Arts to establish requirements for the minor.

      1. **Achievement Target:**
         Will formulate 20 hours for courses that meet requirements for the publishing minor.

      2. **Findings (2011-2012) - Target: Met**
         Course equalling 20 hours were formulated and turned over to the Dean of Liberal Arts.

II. **Goals and Other Outcomes/Objectives, with Related Measures, Targets, Findings, and Action Plans**

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

      1. **Objective: Publish national authors**
         Livingston Press will publish fiction by national authors.

      a. **Measure: Publish fiction by national authors**
         Livingston Press will publish fiction by national authors, as evidenced by the catalog and actual books.

         1. **Achievement Target:**
            Publish nine books by national authors.

         2. **Findings (2011-2012) - Target: Met**
            Twelve books written by national authors were published by the Livingston Press.

   B. **Goal: Improve financial status by seeking additional funding**
      The University will improve its financial status by increasing its efforts at productivity and by seeking additional funding from public and private sources.

      1. **Objective: Publish Black Belt related books**
         Livingston Press will publish, when possible, non-fiction or fiction books concerning either the Black Belt or Alabama in general.

      a. **Measure: Publish Black Belt books**
         The press will publish, when possible, books concerning either the Black Belt region or Alabama in general.

         1. **Target:**
            Publish at least one (1) book about the Black Belt or Alabama in general
2. Findings (2011-2012) - Target: Not Met
   No submissions met the standards of the Livingston Press.

3. Action Plan:
   Will change focus for search for Alabama Writers
   The Livingston Press will focus on getting a collection of Alabama writers' works instead of a single work.
   Established in Cycle: 2011-2012
   Implementation Status: Planned
   Priority: High
   Implementation Description: Contact 2 Alabama writers
   Responsible Person/Group: Dr. Joe Taylor
   Additional Resources Requested: $100 per author for 20 authors = $2000 $500 for 2 editors = $1000
   Budget Amount Requested: $3,000.00 (recurring)

2. Objective: Publish national authors
   Livingston Press will publish fiction by national authors.

   a. Measure: Publish fiction by national authors
      Livingston Press will publish fiction by national authors, as evidenced by the catalog and actual books.

   1. Achievement Target:
      Publish nine books by national authors.

   2. Findings (2011-2012) - Target: Met
      Twelve books written by national authors were published by the Livingston Press.

III. Other Plans for Improvement
A. Search for authors
   The Livingston Press will continue to search for authors to publish.
   Established in Cycle: 2010-2011
   Implementation Status: Planned
   Priority: High

IV. Analysis Answers
A. What specific strengths did your assessments show? (Strengths)
   Livingston Press is able to attract national authors and has the ability to formulate courses.

B. What specific weaknesses or challenges did your assessments show? (Weaknesses)
   Getting money from the University has proven to be difficult for the needs of the Press. Also, Livingston Press has discovered that changes to the process of finding and publishing state authors must be made.

C. What plans were implemented?
   Livingston Press was able to publish national writers and was able to formulate courses as requested.

D. What plans were not implemented?
Livingston Press did not publish an Alabama author and scholarships were not funded.

E. How will assessment results be used for continuous improvement?
Livingston Press will continue to use planning and assessment to target goals and try to achieve funding for scholarships.

V. Annual Report Section Responses
A. Key Achievements
Livingston Press published the following novels:

- *The Made-up Man* by Karen Heuler, a teacher in the Gotham Writers Project from New York. This novel was reviewed in Booklist and New York Journal of Books.
- *Everybody Says Hello* by Michael Kun, a novelist from Los Angeles, CA.
- *Margins of Tolerance* by Eric Sasson from New York City.
- *We Have A Pie* by Robert McVey from New York City.
- *The Galaxie and Other Rides* by Josie Sigler from Seattle, WA.
- *Deep Tissue* by Jeff Tapia, a teacher from Austria was reviewed in the New York Journal of Books.

Livingston Press published one memoir:

- *The Lonesome Low Down Long Gone Outbound Scootertrash Blues* by Mark Tiger Edmonds, from Tampa, FL. This was reviewed in BMW Rider magazine and The St. Petersberg Times.

Livingston Press published two following short story collections:

- *Married But Looking* by Daniel S. Lidman, from Chicago, IL. This collection was reviewed in Booklist, Publishers Weekly and New York Journal of Books.
- *The Brick Murder: A Tragedy* by Kurt Jose Ayau, from Virginia. This collection was reviewed in Booklist.

B. Staff Achievements
Edie Caver graduated in May with a BS in English. Jim Carroll graduated in May with a BS in English.

C. Public/Community Service
The Livingston Press had its annual booth at the Sucarnochee Folk Festival and sold Livingston Press books.
## Annual Plan

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<tr>
<th>Item</th>
<th>Approved</th>
<th>Remarks</th>
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<tbody>
<tr>
<td><strong>Goals</strong>&lt;br&gt;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.</td>
<td>YES ✓</td>
<td></td>
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<td><strong>Outcomes/Objectives</strong>&lt;br&gt;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.</td>
<td>YES ✓</td>
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<td>Outcomes are active-verb descriptions of a desired end result related to student learning and the unit’s mission.</td>
<td>YES</td>
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<tr>
<td>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.</td>
<td>NO</td>
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<td><strong>Measures</strong>&lt;br&gt;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.</td>
<td>YES ✓</td>
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<td><strong>Achievement Targets</strong>&lt;br&gt;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.</td>
<td>YES ✓</td>
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<td>Item</td>
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<tr>
<td><strong>Findings</strong></td>
<td>YES</td>
<td>Additional funding for scholarships will be sought.</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>NO</td>
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<td><strong>Action Plans</strong></td>
<td>YES</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>
<td>NO</td>
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<td>Action plans created in previous cycles have been updated with implementation notes.</td>
<td>YES</td>
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<td><strong>Annual Report</strong></td>
<td>YES</td>
<td>Despite funding issues, the Press continues to publish quality work and greater and greater national exposure.</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>NO</td>
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<td><strong>Analysis Report</strong></td>
<td>YES</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>NO</td>
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Approved by: [Signature]

Date: [July 30, 2012]

Received by OIE: [Signature]

Date: [8-10-12]