

Assessment Cycle Academic Year 2016 – 2017

Office of Institutional Effectiveness and Human Resources

Division or Department: N/A

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Date: 6.15.17

Northwestern Mission. Northwestern State University is a responsive, Student-oriented institution that is committed to the creation, dissemination, and acquisition of knowledge through teaching, research, and service. The University maintains as its highest priority excellence in teaching in graduate and undergraduate programs. Northwestern State University prepares its Students to become productive members of society and promotes economic development and improvements in the quality of life of the citizens in its region.

External Affairs: External Affairs provides multimedia services to promote a positive image of Northwestern State University through relationships with the local community, the media, our alumni, prospective students, donors and government and civic leaders. These offices units play an important role in showcasing the university and impacting enrollment, fundraising, alumni and community involvement, and other goals. The Division is directly involved in promoting a learning-centered environment, improving retention and graduation rates and maintaining a positive, student-oriented atmosphere. External Affairs includes a diverse segment of the university that includes Athletics, Alumni and Development, Wellness, Recreation and Activities Center (WRAC); The Robert Wilson Recreation Complex; NSU Press/Publications, Marketing and Branding, NSU TV, University Printing, the News Bureau (Office of Communications), Photo Services and Sports Information.

University Printing Mission: To support Northwestern State University by producing printed materials utilized by virtually all areas of the University in a timely, efficient and quality manner.

Methodology: The assessment process includes:

- (1) Data from assessment tools (both direct – indirect, quantitative and qualitative) are collected and returned to the executive director;
- (2) The executive director will analyze the data to determine whether the applicable outcomes are met;
- (3) Results from the assessment will be discussed with the appropriate staff;
- (4) Individual meetings will be held with staff as required (show cause);

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(5) The executive director, in consultation with the staff and senior leadership, will determine propose changes to measurable outcomes, assessment tools for the next assessment period and, where needed, service changes.

University Printing

Service Outcomes:

SO 1. University Printing works efficiently with departments and individuals to meet their printing needs with 100 percent customer satisfaction in quality and turnaround.

Measure 1.1.

The print shop will gauge efficiency by measuring client satisfaction through surveys, counting the degree/volume/level of service. The surveys will gauge satisfaction from both internal and external entities that utilize Print Shop services.

Finding: This goal has not been met; no surveys, other than word of mouth, have been conducted. In 2016, University Printing completed 1,562 internal jobs and 423 external jobs with no reports of dissatisfaction. The external jobs generated \$35,893 in revenue.

Analysis: No customers have expressed dissatisfaction with the Print Shop's performance or the professionalism of the personnel.

Action – University Printing will create and distribute annual surveys to continue to ensure customer satisfaction.

Summary of key findings and or decisions.

The NSU Print Shop is a well-organized and efficient unit that is a valuable resource to the university. Although no formal satisfaction surveys have been produced, verbal satisfaction is very high.