

AC 2023-2024 Assessment

University Printing

Division or Department: N/A

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Date: 6.17.24

Northwestern Mission: Northwestern State University is a responsive, student-oriented institution committed to acquiring, creating, and disseminating knowledge through innovative teaching, research, and service. With its certificate, undergraduate, and graduate programs, Northwestern State University prepares its increasingly diverse student population to contribute to an inclusive global community with a steadfast dedication to improving our region, state, and nation.

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 Alumni and Development, The Robert Wilson Recreation Complex; NSU Press/Publications, Marketing and Branding, 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.

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

Finding: Target not met.

Analysis: In AC 2023-2024 the target was to produce surveys to gage customer satisfaction. No surveys were conducted; however, University Printing received e-mail and verbal satisfaction from customers. No customers expressed dissatisfaction with the Print Shop's performance or the professionalism of the personnel.

From July 2023-March 2024, the Print Shop completed 491 work orders with no reports of dissatisfaction. Non-departmental work orders were 202 totaled \$37,942.34 for the university's General Fund.

One person was laid off due to budget cuts, resulting in a shortage of staff.

Action – Based on the analysis of AC 2023-24 results, in 2024-2025, University Printing will monitor customer satisfaction. University Printing personnel will continue to operate in an efficient and professional manner.

Measure 1.2.

The Print Shop will complete the jobs with a 3- to 5-day turn-around, if not sooner, or will work with customers who need quick jobs or accommodate larger orders/requests, as needed.

Finding: Target met.

Analysis: In AC 2023-2024, the target was to provide job completion in the shortest time possible, depending on the volume of the job. Based on the volume of work orders completed, the target was met. Large volume jobs, such as commencement programs, require coordination with personnel to meet the commencement deadline. Small jobs are scheduled so that they can be completed as soon as possible. The Print Shop staff maintains an environment of professionalism and efficiency.

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From July 2023-March 2024, the Print Shop completed 491 work orders with no reports of dissatisfaction. Non-departmental work orders were 202 totaled \$37,942.34 for the university's General Fund.

Action - Decision or Recommendation: Based on the analysis of the AC 2023-2024 results, in AC 2024-2025 the Print Shop will maintain an organized schedule and complete jobs in a timely and efficient manner.

Comprehensive summary of key evidence of improvement based on analysis of the results: The following reflects all the changes implemented to drive the continuous process of seeking improvement in AC 2023-2024. These changes are based on the knowledge gained through the analysis of AC 2022-2023 results.

University Printing received e-mail and verbal satisfaction from customers.

Established timelines for routine and urgent product requests.

Redistributed responsibilities to compensate for one person being laid off due to budget cuts, resulting in a staff shortage.

Plan of action moving forward: The Print Plant examined the results of data analysis from AC 2023-2024 and will take actions to continue to improve the sponsored programs enterprise in AC 2024-2025.

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.

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Verbal and email communication indicate that satisfaction with University Printing is very high. NSU Printing lost on full-time staff member during budget cuts.

Plan of action moving forward.

University Printing will work with internal and external stakeholders to complete printing projects in a timely and professional manner and will quantify customer satisfaction by creating satisfaction surveys. When necessary, they will hire extra workers through extra services contracts to help with high volume projects, such as commencement programs.