

AC 2024-2025 Assessment

University Printing

Division or Department: N/A

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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: The Division of External Affairs was dissolved in 2024. Units in the Division were reassigned. Sports Information now reports to the Athletic Director. The WRAC and Rec Complex report to the Executive Director of Wellness & Recreation/Deputy Athletic Director. Alumni and Development report to the director of Economic Development and University Advancement. Public Information & Media Relations and the Office of Marketing & Branding now report to the Chief Marketing Officer.

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 gage satisfaction from both internal and external entities that utilize Print Shop services.

Finding: Target not met.

Analysis: In 2023-2024 the target was not met. The intent was to produce surveys to gauge 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 2024-March 2025, the Print Shop completed 253 university work orders with no reports of dissatisfaction. Non-departmental work orders of 178 netted \$19,582.74 for the university's General Fund.

Print Shop data is not yet available for April-June 2025.

Decision – Based on the analysis of 2024-25 results, in 2025-2026, 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 jobs with a 3- to 5-day turn-around, if not sooner or will work with customers who need quicker jobs or accommodate larger orders/requests, as needed.

Finding: Target met.

Analysis: In 2023-2024 the target was met. 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. The Print Shop director implemented measures to account for shortages of resources. The intent was for large volume jobs, such as commencement programs, to be coordinated with personnel to meet the commencement deadline. Small jobs were scheduled so that they could be completed

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as soon as possible. The Print Shop staff maintained an environment of professionalism and efficiency.

From July 2024-March 2025, the Print Shop completed 253 university work orders with no reports of dissatisfaction. Non-departmental work orders of 178 netted \$19,582.74 for the university's General Fund. Print Shop data is not yet available for April-June 2025.

Action - Decision or Recommendation: Based on the analysis of the 2024-2025 results, in 2025-2026 the Print Shop will maximize resources to 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 2024-2025. These changes are based on the knowledge gained through the analysis of AC 2023-2024 results.

NSU Print Shop did not distribute formal satisfaction surveys, but University Printing received positive feedback via e-mail and verbally.

The Print Shop established timelines for routine and urgent product requests.

Plan of action moving forward: The Print Shop examined the results of data analysis from AC 2024-2025 and will take actions to continue to improve the sponsored programs enterprise in AC 2025-2026.

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 conducted, 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.