

## AC 2020-2021 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:** 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.

### 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 2020-2021 the target was to produce surveys to gage customer satisfaction. No surveys were created; 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 2020-April 2021, the Print Shop completed 617 work orders with no reports of dissatisfaction. During the COVID-19 pandemic, normal job/production reduced as events were cancelled. In September 2020, a new policy was enabled that prohibits the Print Shop from doing work from private groups/individuals not affiliated with the university. Since personnel have returned to campus and more events and activities are taking place, production has risen to more normal levels.

**Action** – Based on the analysis of 2020-21 results, in 2021-2022, University Printing will monitor customer satisfaction. University Printing personnel will continue to operate in an efficient and professional manner.

### Comprehensive summary of key evidence of improvement based on analysis of the results:

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 hired extra services as needed during peak times to complete high-volume projects.

### **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.