

# Institutional Effectiveness Report

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## Assessment Summary

**Administrative Unit:** Publication & Design Services (PDS)

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**Assessment Cycle** (academic or calendar year): 2008

**Mission** (related to VSU mission): To conceptualize, design and produce solutions that communicate Valdosta State University's message in the most effective and creative methods possible, while ensuring that the message is accurate, clear and concise; tailored to the intended audiences and supporting the mission, priorities, strategic planning goals and visual identity standards of Valdosta State University, the Division of University Advancement and the requirements of the University System of Georgia.

PDS designs advertisements, billboards, brochures, flyers, logos, magazines, multimedia presentations, newsletters, stationery, Web sites and other materials. Writing and editing for these projects is performed in collaboration with the Communications Unit and Marketing & Community Relations. More than 300 campus clients are assisted by this unit on an annual basis and it handles an average of 800 jobs annually as well. The unit also coordinates and/or collaborates with other campus units and off-campus vendors to facilitate the production and delivery of final products.

The unit is designated by the Office of the President to approve all external and limited internal communications to meet the stated mission/objective. (University System Policy Manual Section 1002.02 Institutional Publications) PDS services are free to the campus and primary to University Advancement and the President.

**Assessment History** (discuss here how and when the unit developed its current assessment program, what it used prior to starting that program to assess its effectiveness, etc.): In the summer of 2007, the Division of University Advancement's Office of University Relations, with two sub units of Media Relations/Public Information and Publication & Design Services, was reorganized into three separate units. Media Relations/Public Information was changed to the Communications Unit and made a direct report to the Office of the President. Marketing & Community Relations was a totally new unit and reports to the VP of University Advancement. Publication & Design Services was given a budget and made a direct report to the VP of University Advancement. PDS currently has a staff of four, which includes a director (chief designer/creative director), office coordinator, graphic designer (for print) and a Web designer/photographer. The manager was promoted to director, the office coordinator for University Relations was moved to PDS, and shared with Marketing & Community Relations. PDS lost one position to the Communications Unit, an information

specialist/designer, who served as the alumni publications editor and designer, and gained one new position, the Web designer & photographer. Both designers were hired within the last year.

Since the reorganization PDS has started using the Strategic Planning Database and setting goals relative to supporting University Advancement's goals, VSU's strategic goals and the needs of our campus customers. PDS is working in collaboration with Printing & Copying Services to implement a new Web based system that will improve workflow, speed and efficiency, and allow for the collection and analysis of data regarding publications and printing.

Prior to this, the only type of assessment was in the form of weekly progress reports about the number and type of jobs and staff meetings to discuss projects and plan for upcoming events or projects.

**Key elements in determining success—how PDS is evaluated.**

- Good communication, both internally with staff, and externally with campus constituents.
- Proper policies and procedures that ensure the stated mission/objective is met.

*(Policies and practices that promote efficiency allow the unit to handle the high volume of work and fulfill its mission.)*

- Regular staff meetings to evaluate progress on goals, review and evaluate jobs/work performed, address complaints and concerns, and implement creative solutions to continue progress in all areas.

**Areas of improvement PDS needs to undertake to be more productive in the future.**

- Continue the process of reconfiguring the office for better efficiency and customer service.
- Analyze current procedures to improve workflow and eliminate unnecessary steps/bottlenecks in the process.
- Increase the number of templates for generic type publications to improve consistency and continuity for visual identity and free up more time for custom publications.
- Implement a process for identifying outdated, inaccurate or visually inconsistent publications and replace with updated accurate and identity correct publications.
- Better utilization of the Web, creating a FAQ list for PDS, increasing information available on the Web, etc.
- Be an integral participant in the upcoming marketing & communications audit/review and facilitate the implementation of the recommendations.
- Please see PDS goals for additional improvements.

**Goals for Unit:**

1. Create a new Visual Identity Program Guide to address the new centennial logo and visual identity policies, replacing the outdated and retired Publication & Style Guide, contingent on recommendations from communication and marketing consultant. Recommend approval by University Council for University wide acceptance. Target Completion was date July 1, 2008. The majority of the guide has been completed. Waiting on input from the new president.

2. Conduct one educational and informational workshop on the Visual Identity Program Guide each semester starting the first semester after approval of the VIP Guide.

3. PDS will recommend to the president the creation of a University Image Council, based on the current Web Editorial Board and expanded membership, to meet on a regular (quarter, semester, or annual) basis to review marketing, publications and advertising direction and projects; and to assist/work in conjunction with the marketing and communications consultants. Time frame by June, 2009.
4. Create better efficiency, speed of process and quality control of VSU print standards for on-campus print buying and design services by July 1, 2009. This goal is in collaboration with Printing & Copying Services.
5. PDS will search out all uses of the Centennial logo dated with 1906-2006 and replace with non-dated Centennial logos. On going until June 2009 or until all are replaced.
6. PDS in collaboration with the Communications Unit and Information Technology will create a new design (within the current design parameters of the Contribute templates) for the VSU Homepage for implementation by June 2008. New design completed July 2008. On going improvements to continue.
7. PDS will research a Digital Asset Management (DAM) electronic database/filing system to file and maintain digital assets (graphics, layouts, media, photographs, etc.) for the unit. Recommendation by March 2009. Implementation by Oct. 2009 if funding allows.
8. PDS will compile an office procedures manual written by each team member for their respective duties. This manual will be for cross-training purposes and serve as a backup resource for covering unexpected team member absences, etc. (Examples: file preparation for sending a job to print, uploading a news release, adding a link to the VSU Homepage or posting an Announcement via email). Completion by June 2009 and updated on an as needed basis.
9. Complete the reconfiguration of the PDS office, surplus unnecessary furniture and equipment, send historic and/or outdated files and publications to archives, and facilitate the integration of Marketing & Community Relations into the office space of PDS. Completion by October 2008. Almost complete as of November 08.
10. Hire an additional graphic designer position (for print related design) to assist with the increased work load caused by the loss of an information specialist/designer position in 2007 to the Communications Unit as well as the anticipated increased workload associated with a capital campaign. A Salary of \$30,000 is recommended for this position. Waiting on BAC approval and funding.
11. Hire an additional Web designer & videographer position to assist with the increasing work load, expanding VSU's use of the Web, new opportunities to increase video usage and assisting with the increased work load associated with a capital campaign. A Salary of \$30,000 is recommended for this position. Waiting on BAC approval and funding.
12. Revise and refine the University Advancement Web site, the Publication & Design Services Web site and create a new Web site for the Alumni Voice magazine online, to assist with the anticipated communication and marketing needs associated with a capital campaign by February 2009. In progress.
13. PDS will identify photographic equipment needs (lenses, lighting and accessories) and replace/expand inventory as needed through purchases using departmental budget funds on an annual/ongoing basis. One specific need for year-end consideration is to upgrade the current semi-professional system with a heavy duty professional digital camera at an estimated cost of \$4500.

14. PDS will identify all Apple Macintosh computers and needed software that will be out-dated by 2010, and estimate the cost of replacements or upgrades to be purchased by 2010. Funding may be either internal departmental budget or BAC.

15. PDS will assess the office furniture and equipment needs of the unit and recommend replacements or upgrades before April 2009 utilizing departmental budget funds.

16. Hire a Licensing and Trademark Coordinator/Manager position. Location of position in University Advancement and position description to be determined as well as salary needs. Waiting on BAC approval and funding.

**Assessments** (include when and to whom these are administered, and align goals with specific assessments):

**2007-2008 (or 2007)**

- Assessment Results (submit an electronic file of the data collected): None at this time.
- Discussion/Dissemination of Results: None at this time.
- Modifications Made: None at this time.

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**Unit Director**

**Date**

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**President/VP for Unit**

**Date**

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Adapted from: University of Alabama SACS site (<http://sacs.ua.edu/degreeInfo2.cfm?college=2&dept=50>);

University of Western Kentucky SACS Accreditation Review Process (<http://www.wku.edu/sacs/assessmentmanual.htm>) ; and

Mrs. Marila D. Palmer, VP-Executive Affairs & Planning, LeTourneau University, Presentation to 2008 SACS-COC Institute