

Institutional Effectiveness Report

Assessment Summary

Administrative Unit: Satellite Services

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Assessment Cycle (academic year): 2007 - 2008

Mission:

To provide video production services which support the University's commitments to excellence, a technologically-enhanced learning community, and technical assistance within the university's scope of influence.

Assessment History:

Prior to 2009, assessment has been based on a count of the number of services performed for the various needs of the University. The department has maintained a significant level of services despite a drastic decrease in staff.

Assessments:

1998 - Satellite Services began operations in January of 1998 providing satellite uplinks, recording of programs being distributed by satellite, and video production services for all areas of Valdosta State University. In that first half-year, a staff of three performed 56 services.

1999 - 298 services were performed during this first full year of operations.

2000 - Staff declined from 3 to 2.5 as one of the staff took on additional duties in another area. 264 services were performed which was a decrease of 11%.

2001 - 137 services were performed which was a decline of 48%. Satellite uplink services were discontinued due to Georgia Public Broadcasting implementing a large fee for satellite use.

2002 - Services increased 20% to 164. Non-satellite video production services became most all of the departments work.

2003 - Services increased 12% to 183. The increase was made possible by the change from satellite-based services to a wide range of video production services and an increase in the use of student workers.

2004 - Staff declined from 2.5 to 2. Services increased 37% to 250. Student workers continued to be one of the keys to the department's success.

2005 - Staff declined to half of one person's time but the continued use of student workers resulted in a 20% increase to 301 services.

2006 - Services declined by 2% to 275.

2007 - Services were up 8% to 298.

2008 - Services were up 3% to 307.

The above numbers include only services performed for various departments of Valdosta State University. More annual detail is attached including the number of services performed for the community which average of an additional 5%.

Goals for Unit:

In FY 2009, Satellite Services will implement an annual assessment of quality of services and client satisfaction in addition to tracking quantity of services.

In FY 2009, the number of services is expected to decrease due to (1) increased administrative demands reducing the production time available for the one staff person remaining in Satellite Services who also serves as the Director of Public Services and (2) anticipated work on a new Admissions Video during Spring, 2009, which will require a large amount of effort for one single project and (3) a continued decrease in Satellite downlink recordings as those programs move to online delivery. The overall workload of the department, however, will remain close to that of recent years.

William R. Muntz 12/10/2008
Director of Satellite Services
and Director of Public Services

Dr. Louis Levy 12/10/2008
Provost
and Vice President for Academic Affairs

Unit Director

Date

President/VP for Unit

Date

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

**Satellite Services
Number of Services Performed
FY1998 to FY2008**

FY	# of VSU Departments Served	# of Services for VSU	% change in # of services for VSU	# of Community Services	# of full-time Staff	Student Payroll
1998	11	56	(partial year)	3	3.0	
1999	17	298	(first full year)	12	3.0	
2000	17	264	down 11%	8	2.5	
2001	17	137	down 48%	9	2.5	
2002	17	164	up 20%	4	2.5	\$1,936
2003	19	183	up 12%	8	2.5	\$5,884
2004	23	250	up 37%	23	2.0	\$3,328
2005	20	301	up 20%	13	0.5	\$5,248
2006	23	275	down 9%	7	0.5	\$8,082
2007	25	298	up 8%	14	0.5	\$10,117
2008	20	307	up 3%	11	0.5	\$9,663

These numbers may differ from previous reports because all the activities for all the years have been reviewed using the same criteria for what is considered a "service" and a "department".

Student Payroll includes Student Assistants and Casual Labor.