

# University of Louisiana at Lafayette

## Detailed Assessment Report 2015-2016 University of Louisiana Press

As of: 11/22/2016 09:50 AM CENTRAL

(Includes those Action Plans with Budget Amounts marked *One-Time, Recurring, No Request.*)

### Mission / Purpose

The University of Louisiana at Lafayette Press publishes books that make significant contributions to the study of Louisiana's history and cultures.

### Other Outcomes/Objectives, with Any Associations and Related Measures, Targets, Findings, and Action Plans

#### **O/O 1: Publish Books on Louisiana History and Culture**

Publication of twelve books on Louisiana history and culture as part of the regular publications program.

#### Related Measures

##### **M 1: Publication Count**

Count the actual number of publications

Source of Evidence: Activity volume

##### **Target:**

10 Books

##### **Finding (2015-2016) - Target: Met**

The UL Press published 13 books.

#### Related Action Plans (by Established cycle, then alpha):

##### **Raise Achievement Target**

The Press hopes to increase production to 9-10 titles per year without an increase in staffing or funding.

**Established in Cycle:** 2009-2010

**Implementation Status:** In-Progress

**Priority:** High

##### **Relationships (Measure | Outcome/Objective):**

**Measure:** Publication Count | **Outcome/Objective:** Publish Books on Louisiana History and Culture

##### **increase number of publications per year to 12**

It is a goal of the UL Press to increase its publication number to twelve books per year.

**Established in Cycle:** 2011-2012

**Implementation Status:** Terminated

**Priority:** High

##### **Relationships (Measure | Outcome/Objective):**

**Measure:** Publication Count | **Outcome/Objective:** Publish Books on Louisiana History and Culture

**Implementation Description:** Increasing the number of publications will require stronger recruiting of manuscripts, which will result in higher numbers of submissions. It will also require that more of those

submissions are of a high quality and are suitable for the Press to publish. Finally, it will require an additional, full-time staff member to serve as a production/editorial assistant.

**Projected Completion Date:** 07/2014

**Responsible Person/Group:** Michael Martin, director James Wilson, associate director

**Additional Resources:** new workstation with Mac; Adobe Creative Suite software

**Budget Amount Requested:** \$41,000.00 (recurring)

### **increase submissions to increase production**

In order to increase the number of books published annually by the UL Press, it is necessary to increase submission and acquisition of manuscripts. The Press director and associate director will devote time to targeting potential authors, building relationships with them, and soliciting manuscripts from them. Assuming production increases, it will be necessary also to have more manpower on the Press staff. The current part-time production/editorial assistant will need to become a full-time position. Beyond that, the Press staff will need upgrades to its computer equipment in order to keep up with the latest software for book design and layout.

**Established in Cycle:** 2012-2013

**Implementation Status:** Terminated

**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** Publication Count | **Outcome/Objective:** Publish Books on Louisiana History and Culture

**Responsible Person/Group:** Michael Martin, director James Wilson, associate director

**Additional Resources:** Full time production/editorial assistant Upgraded computer equipment (3 Apple desktops) and software

**Budget Amount Requested:** \$25,000.00 (recurring)

### **make part-time staff full time and upgrade computer hardware and software**

The UL Press will produce more books in 2014 than it every has, which is taxing its manpower. Therefore, the current part-time production/editorial assistant will need to become a full-time position. Beyond that, the Press staff will need upgrades to its computer equipment in order to keep up with the latest software for book design and layout.

**Established in Cycle:** 2013-2014

**Implementation Status:** Finished

**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** Publication Count | **Outcome/Objective:** Publish Books on Louisiana History and Culture

**Implementation Description:** Increase hours from 20 to 40 for editorial/production assistant. Purchase two new Apple desktop computers and most recent versions of Adobe Creative Suite.

**Projected Completion Date:** 12/2014

**Responsible Person/Group:** Michael Martin

**Additional Resources:** Funding for computer hardware/software and salary adjustment for editorial/production assistant.

**Budget Amount Requested:** \$25,000.00 (recurring)

### **make part-time staff full time paid through regular CLS budget (5005)**

The UL Press will produce more books than it ever has, which is taxing its manpower. Therefore, the current part-time production/editorial assistant will need to become a full-time position. Beyond that, the Press staff will need the position's salary to be included in the regular CLS Budget (5005)

**Established in Cycle:** 2014-2015

**Implementation Status:** Terminated

**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** Publication Count | **Outcome/Objective:** Publish Books on Louisiana History and Culture

**Implementation Description:** redundant

**Projected Completion Date:** 05/2016

**Responsible Person/Group:** Michael Martin

**Budget Amount Requested:** \$33,000.00 (recurring)

### **M 3: Title count of works of fiction**

Publish one work of fiction per year.

Source of Evidence: Activity volume

#### **Target:**

Publish novels, short stories, poetry, or other works of fiction.

#### **Finding (2015-2016) - Target: Met**

The UL Press published 2 collections of short stories and its first work of children's literature.

#### **Related Action Plans (by Established cycle, then alpha):**

##### **continue to solicit high quality works of fiction**

The Press will continue to solicit high quality works of fiction by building relationships with authors.

**Established in Cycle:** 2012-2013

**Implementation Status:** Planned

**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** Title count of works of fiction | **Outcome/Objective:** Publish Books on Louisiana History and Culture

**Responsible Person/Group:** Michael Martin, director James Wilson, associate director

##### **continue recruitment of selected works of fiction**

The UL Press will continue to recruit only the best quality works of fiction by Louisiana authors or about Louisiana.

**Established in Cycle:** 2013-2014

**Implementation Status:** Terminated

**Priority:** Medium

**Relationships (Measure | Outcome/Objective):**

**Measure:** Title count of works of fiction | **Outcome/Objective:** Publish Books on Louisiana History and Culture

**Implementation Description:** replaced with other fiction manuscript publication goals

**Responsible Person/Group:** Michael Martin, director James Wilson, associate director

### **O/O 2: Increase Manuscript Submissions**

Increase the number and quality of manuscripts submitted to the Press for possible publication. In terms of author recruitment, UL Press staff members plan to meet with potential authors at the La. Book Festival, the New Orleans Book Fair, the annual meeting of the La. Historical Association, and a few other events that the press will have a presence at. The staff plan to have several specific meetings with potential authors outside of these formally scheduled events and will discuss new book ideas with potential authors on an almost daily basis.

### Related Measures

#### **M 2: Manuscript Submission Count**

Count of the number of manuscripts submitted and compare to previous year's total.

Source of Evidence: Activity volume

#### **Target:**

Increase number of submissions by 3 per year.

#### **Finding (2015-2016) - Target: Not Met**

The UL Press received 32 manuscript submissions, 5 less than the preceding year.

### Related Action Plans (by Established cycle, then alpha):

#### **Increase submissions**

The Press will recruit new authors while maintaining working relationships with authors for whom it has previously published books.

**Established in Cycle:** 2009-2010

**Implementation Status:** Planned

**Priority:** High

#### **Relationships (Measure | Outcome/Objective):**

**Measure:** Manuscript Submission Count |

**Outcome/Objective:** Increase Manuscript Submissions

**Implementation Description:** Increasing manuscript submissions will be done through networking at book festivals/fairs and other large-scale public venues, through personal correspondence and other forms of direct communication, and through personal meetings.

**Responsible Person/Group:** UL Press staff.

#### **increase submissions**

The director and associate director of the Press will develop strategies to increase author awareness and build relationships with potential authors to promote manuscript submissions to meet our target.

**Established in Cycle:** 2012-2013

**Implementation Status:** Terminated

**Priority:** High

#### **Relationships (Measure | Outcome/Objective):**

**Measure:** Manuscript Submission Count |

**Outcome/Objective:** Increase Manuscript Submissions

**Implementation Description:** redundant with other goal; terminated

**Responsible Person/Group:** Michael Martin, director James Wilson, associate director

#### **increase submissions**

The director and associate director of the Press will continue to develop strategies to increase author awareness and build relationships with potential authors to promote manuscript submissions to meet our target. The reality of the situation is that without a staff member dedicated to author recruitment and relations, this task will always be a low priority, especially considering that we are currently at our limits of production.

**Established in Cycle:** 2013-2014  
**Implementation Status:** Terminated  
**Priority:** Medium

**Relationships (Measure | Outcome/Objective):**  
**Measure:** Manuscript Submission Count |  
**Outcome/Objective:** Increase Manuscript Submissions

**Implementation Description:** redundant with other ongoing goal; terminated

**Responsible Person/Group:** Michael Martin, director James Wilson, associate director

**Additional Resources:** A staff member devoted to author recruitment, retention, and relations would be nice.

**continue to increase submissions**

The director and associate director of the Press will continue to develop strategies to increase author awareness and build relationships with potential authors to promote manuscript submissions to meet our target. The reality of the situation is that without a staff member dedicated to author recruitment and relations, this task will always be a low priority, especially considering that we are currently at our limits of production. Increase submissions will, however, allow for higher selectivity in publishing projects.

**Established in Cycle:** 2014-2015  
**Implementation Status:** Terminated  
**Priority:** High

**Relationships (Measure | Outcome/Objective):**  
**Measure:** Manuscript Submission Count |  
**Outcome/Objective:** Increase Manuscript Submissions

**Implementation Description:** redundant

**Projected Completion Date:** 05/2016

**Responsible Person/Group:** Michael Martin, James Wilson

**Additional Resources:** A staff member devoted to author recruitment, retention, and relations--among other responsibilities--would be nice.

**O/O 5: Establish Partnerships**

Establish partnerships with agency and institution (public and private) that will help underwrite publishing ventures.

**Related Measures**

**M 5: Establish Partnerships**

Number of partnerships proposed and created.

Source of Evidence: Activity volume

**Target:**

To promote its books and increase sales, the UL Press will establish or maintain partnerships with external entities. Such entities will include book festivals/fairs, media outlets, and bookstores.

**Finding (2015-2016) - Target: Met**

UL Press authors had more than 40 individual public books signings and 4 school talks/signings. They also participated in the Press's New Orleans and Lafayette Fall Book Release Parties and its Holiday Book Sale. 7 UL Press authors participated in the Louisiana Book Festival: Cheryl Gerber, Todd Mouton, Anne Butler & Henry Cancienne, John Slaughter, David Langlinais, Norman German, and Zachary Richard. The UL Press underwrites WWNO's "The Reading Life with Susan Larson."

**Related Action Plans (by Established cycle, then alpha):**

### **expand partnerships**

The UL Press will seek ways to expand its partnerships, particularly in the realm of promotion of its books.

**Established in Cycle:** 2012-2013

**Implementation Status:** Planned

**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** Establish Partnerships | **Outcome/Objective:**  
Establish Partnerships

**Responsible Person/Group:** Michael Martin, director James Wilson, associate director Mary Duhe, production manager

### **Expand partnerships**

The UL Press will seek ways to expand its already successful activities in developing partnerships, particularly in the realms of promotion and production of its books.

**Established in Cycle:** 2013-2014

**Implementation Status:** Terminated

**Priority:** Medium

**Relationships (Measure | Outcome/Objective):**

**Measure:** Establish Partnerships | **Outcome/Objective:**  
Establish Partnerships

**Implementation Description:** replaced with other partnership goal

**Responsible Person/Group:** Michael Martin, director James Wilson, associate director Melissa Teutsch, sales & marketing

### **M 7: count number of self-published books distributed and how much funding generated**

Assess by counting sales of non-UL Press titles through distribution program. Note funds generated.

Source of Evidence: Activity volume

#### **Target:**

Promote works of Louisiana writers and on Louisiana subjects through distribution of no less than 400 copies total, with 10 titles available for distribution.

#### **Finding (2015-2016) - Target: Not Met**

The program has been mired in bureaucratic red tape.

### **O/O 6: Increase Sales**

Increase sales revenue by \$5,000 from previous year.

#### **Related Measures**

#### **M 6: Sales**

Assess sales revenue.

Source of Evidence: Activity volume

#### **Target:**

The UL Press will increase its sales by \$5,000 from the previous year.

#### **Finding (2015-2016) - Target: Not Met**

For FY 2015-2016, UL Press made \$188,499, down by \$3,527 from the previous year's total of \$192,026.

#### **Related Action Plans (by Established cycle, then alpha):**

#### **increase sales**

The UL Press will seek way to produce books that will generate higher revenue and to increase the marketing of those books.

**Established in Cycle:** 2012-2013

**Implementation Status:** Planned

**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** Sales | **Outcome/Objective:** Increase Sales

**Responsible Person/Group:** Michael Martin, director James Wilson, associate director Melissa Teutsch, sales and marketing director

**increase sales by dividing sales and marketing positions**

In order to allow for the devotion of more time to marketing UL Press book, the responsibilities of sales and marketing should be divided among two staff members. Currently a single staff member is responsible for both. Hiring a part-time sales/distribution fulfillment staff member would allow for the current staff member to work full time on marketing our books, thus increasing revenue.

**Established in Cycle:** 2013-2014

**Implementation Status:** Finished

**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** Sales | **Outcome/Objective:** Increase Sales

**Implementation Description:** Completed.

**Responsible Person/Group:** Michael Martin, director

**Additional Resources:** New unclassified staff line.

**Budget Amount Requested:** \$20,000.00 (recurring)

**increase sales by dividing sales and marketing positions**

In order to allow for the devotion of more time to marketing UL Press book, the responsibilities of sales and marketing should be divided among two staff members. Currently a single staff member is responsible for both. Hiring a part-time sales/distribution fulfillment staff member would allow for the current staff member to work full time on marketing our books, thus increasing revenue.

**Established in Cycle:** 2014-2015

**Implementation Status:** Terminated

**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** Sales | **Outcome/Objective:** Increase Sales

**Implementation Description:** redundant

**Projected Completion Date:** 05/2016

**Responsible Person/Group:** Michael Martin

**Additional Resources:** New unclassified staff line

**Budget Amount Requested:** \$20,000.00 (recurring)

**increase marketing efforts**

Devote one staff member to the full-time marketing of UL Press books in order to spread brand recognition and increase sales.

**Established in Cycle:** 2015-2016

**Implementation Status:** Planned

**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** Sales | **Outcome/Objective:** Increase Sales

**Implementation Description:** make personal sales calls; increase communication with booksellers and distributors; devote more time to author events



**Responsible Person/Group:** Michael Martin, director; James Wilson, associate director

**O/O 7: Publish new works of fiction**

Publish works of fiction in short story, novel, and poetry categories.

**Related Measures**

**M 3: Title count of works of fiction**

Publish one work of fiction per year.

Source of Evidence: Activity volume

**O/O 8: expand capacity for attaining mission by implementing distribution program for self-published works**

The UL Press will implement a distribution program for self-published works related to the Center for Louisiana Studies' mission as a way to offset costs associated with UL Press's imprints.

**Related Measures**

**M 7: count number of self-published books distributed and how much funding generated**

Assess by counting sales of non-UL Press titles through distribution program. Note funds generated.

Source of Evidence: Activity volume

**Target:**

Return funds generated from distribution program to budget for production of UL Press books. List total amount raised and show proportion that proceeds from distribution program add up to.

**Finding (2015-2016) - Target: Not Met**

The program has been mired in bureaucratic red tape.

**Related Action Plans (by Established cycle, then alpha):**

**locate storage facility**

Locate suitable University-owned storage facility for excess inventory.

**Established in Cycle:** 2015-2016

**Implementation Status:** Planned

**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** count number of self-published books distributed and how much funding generated | **Outcome/Objective:** expand capacity for attaining mission by implementing distribution program for self-published works

**Implementation Description:** Work with Assistant VP for Academic Affairs and Dean of Liberal Arts to scout and secure suitable storage.

**Responsible Person/Group:** Michael Martin, director

**Analysis Questions and Analysis Answers**

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**How were assessment results shared and evaluated within the unit?**

Assessments were shared and evaluated through:

1. regular staff meetings
2. compiling of information for monthly newsletters
3. one-on-one meetings between director and staff
4. compilation of reports for WEAVE



**Identify which action plans [created in prior cycle(s)] were implemented in this current cycle. For each of these implemented plans, were there any measurable or perceivable effects? How, if at all, did the findings appear to be affected by the implemented action plan?**

The activities of the UL Press are ongoing, regular programs that are not implemented newly from year to year. That said, the Press and its staff showed qualitative and quantitative improvement in many of its activities.

**What has the unit learned from the current assessment cycle? What is working well, and what is working less well in achieving desired outcomes?**

In general, because of the regular, ongoing nature of what the Center for Louisiana Studies does, we have fine-tuned what works well, so it is difficult to say that anything is working less well.

One issue that is in need of addressing is increasing revenue through higher sales figures. In order to do so, the staff of the Press has been reorganized so that a single individual will focus on marketing, while another will handle sales and distribution. In the past, those responsibilities were combined, resulting in an overtaxed staff member not being able to devote enough time to either.