

2016-2017 Assessment Cycle COLA_University of Louisiana Press

Mission (due 1/20/17)

University Mission

The University of Louisiana at Lafayette offers an exceptional education informed by diverse worldviews grounded in tradition, heritage, and culture. We develop leaders and innovators who advance knowledge, cultivate aesthetic sensibility, and improve the human condition.

University Values

We strive to create a community of leaders and innovators in an environment that fosters a desire to advance and disseminate knowledge. We support the mission of the university by actualizing our core values of equity, integrity, intellectual curiosity, creativity, tradition, transparency, respect, collaboration, pluralism, and sustainability.

University Vision

We strive to be included in the top 25% of our peer institutions by 2020, improving our national and international status and recognition.

College / Department / Program Mission

College Mission

Provide the college mission in the space provided. If none is available, write "None Available in 2016-2017."

The College of Liberal Arts is dedicated to the advancement of knowledge through teaching, research, and service. The College teaches students to think critically, applying scientific principles and intellectual schema to understand human behavior and society in a diverse world, to express ideas and ideals in a variety of forms, and to understand themselves and others as members of regional and global communities. The intellectual and creative foundations of this enterprise are written and oral communication, analytical and reasoning skills, and the ability to solve problems creatively. Each departmental curriculum presents perspectives from the past, provides an understanding of the present and directs attention to the challenges of the future. As active researchers, faculty in the College work to advance the frontiers of knowledge and our understanding of humanity and the world we live in, and to use that knowledge and understanding to improve the human condition.

Department / Program Mission

Provide the department / program mission in the space provided. If none is available, write "None Available in 2016-2017".

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

Assessment Plan (due 1/20/17)

Assessment List (Goals / Objectives, Assessment Measures and Criteria for Success)

Assessment List

Goal/Objective	Publication of twelve books on Louisiana history and culture, including at least one work of fiction, as part of the regular publications program.
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Legends	OO - Outcome/Objective (administrative units);											
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Results & Improvements (due 9/15/17)

Results and Improvement Narratives

Assessment List Findings for the Assessment Measure level for Publication of twelve books on Louisiana history and culture, including at least one work of fiction, as part of the regular publications program.

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Assessment Findings	Assessment Measure	Criterion	Summary	Attachments of the Assessments	Improvement Narratives
	Indirect - Activity Volume (Other)	Has the criterion List UL Press publications for 2016-2017. been met yet? Met	UL Press published 17 new books and reprinted 6 older titles that had been out of print for a long time.	UL_Press_Titles_2016_17.docx	- Assessment Process: Continuous monitoring: This goal/objective is the same every year and will not change.
	Indirect - Activity Volume (Other)	Has the criterion List UL Press fiction titles (novels, works of poetry, collections of short stories, children's literature) published 2016-2017. been met yet? Met	UL Press published one novel and three works of children's literature.		- Assessment Process: Continuous monitoring: This goal/objective is the same every year and will not change.

Assessment List Findings for the Assessment Measure level for Increase the number and quality of manuscripts submitted to the Press for possible publication through recruiting efforts at gatherings such as the Louisiana Book Festival, the New Orleans Book Fair, and the annual meeting of the Louisiana Historical Association, and hold meetings with potential authors outside of these formally scheduled events.

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	Indirect - Activity Volume (Other)	Has the criterion List work done at book festivals/fairs, on media outlets, and in bookstores. been met yet? Met	The UL Press was featured at the Louisiana Book Festival, held multiple author events and books sales in Lafayette, and coordinated author signings across Louisiana.		- Assessment Process: Continuous monitoring: This goal/objective is the same every year and will not change.

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Reflection (Due 9/15/17)

Reflection

1) How were assessment results shared in the unit?

Please select all that apply. If "other", please use the text box to elaborate.

Distributed via email

Presented formally at staff / department / committee meetings (selected)

Discussed informally (selected)

Other (explain in text box below)

2) How frequently were assessment results shared in the unit?

Frequently (>4 times per cycle)

Periodically (2-4 times per cycle) (selected)

Once per cycle

Results were not shared this cycle

3) With whom were assessment results shared?

Please select all that apply.

Department Head

Dean / Asst. or Assoc. Dean

Departmental assessment committee

Other faculty / staff (selected)

4) What were the measurable or perceivable effects on your current (2016-2017) findings based on prior action plans (created in 2015-2016)?

The UL Press functions like a non-profit business, in the sense that all of our profits from book sales are used for production costs of other books. In order to attempt to maximize profits, and thus be able to produce more books, the Press underwent a shift in job responsibilities for its three full-time employees. That shift created a lag in all areas of the Press for a brief period mid-year, a lag that was further compounded by a staff member's resignation and the more than three months that it took to replace her. As a result, we did not reach out goals for sales.

5) What has the unit learned from the current assessment cycle?

The unit has learned that staff turnover, particularly when there is such a small staff to begin with, can cause deleterious effects on production, marketing, and sales of books.

Attachments