

# 2017-2018 Assessment Cycle COLA\_University of Louisiana Press

## Mission (due 12/4/17)

### 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 / VP and Program / Department Mission

#### Mission of College or VP-area

*Provide the mission for the College or VP-area in the space provided. If none is available, write "None Available in 2017-2018."*

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.

#### Mission of Program / Department

*Provide the program / department mission in the space provided. The mission statement should concisely define the purpose, functions, and key constituents. If none is available, write "None Available in 2017-2018."*

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

### Attachment (optional)

*Upload any documents which support the program / department assessment process.*

## Assessment Plan (due 12/4/17)

### Assessment Plan (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.		
Legends	OO - Outcome/Objective (administrative units);		
Standards/Outcomes			
Assessment Measures			
	<b>Assessment Measure</b>	<b>Criterion</b>	<b>Attachments</b>
	Indirect - Activity Volume (Other)	List UL Press publications for 2016-2017.	
	Indirect - Activity Volume (Other)	List UL Press fiction titles (novels, works of poetry, collections of short stories, children's literature) published 2016-2017.	

Goal/Objective	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.		
Legends	OO - Outcome/Objective (administrative units);		
Standards/Outcomes			
Assessment Measures			
	<b>Assessment Measure</b>	<b>Criterion</b>	<b>Attachments</b>
	Indirect - Activity Volume (Other)	Count number of manuscripts submitted for 2016-2017 and compare to previous year's total. Increase number of submissions by two.	

Goal/Objective	Cooperate with agencies and institutions (public and private) to generate sales and brand recognition.		
Legends	OO - Outcome/Objective (administrative units);		
Standards/Outcomes			
Assessment Measures			
	<b>Assessment Measure</b>	<b>Criterion</b>	<b>Attachments</b>

	Indirect - Activity Volume (Other)	ist work done at book festivals/fairs, on media outlets, and in bookstores.	
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Goal/Objective	Increase sales revenue by \$5,000 from previous year.								
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Standards/Outcomes									
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Goal/Objective	Continue growth of distribution program and Sans Souci imprint publications for self-published works related to the Center for Louisiana Studies' mission as a way to offset costs associated with UL Press's imprints.											
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### Program / Department Assessment Narrative

The primary purpose of assessment is to use data to inform decisions and improve programs (student learning) and departments (operations); this is an on-going process of defining goals and expectations, collecting results, analyzing data, comparing current and past results and initiatives, and making decisions based on these reflections. In the space below, describe the program's or department's overall plan for improving student learning and/or operations (the "assessment plan"). Consider the following:

- 1) What strategies exist to assess the outcomes?
- 2) What does the program/department expect to achieve with the goals and objectives identified above?

- 3) How might prior or current initiatives (improvements) influence the anticipated outcomes this year?  
 4) What is the plan for using data to improve student learning and/or operations?  
 5) How will data be shared within the Program/Department (and, where appropriate, the College/VP-area)?

### Assessment Process

1. Records are kept of all UL Press recruitment, acquisition, production, sales, and distribution activities on an ongoing basis. These provide the foundation for regular reports to the Center director, as well as end-of-the-year cumulative reports used for assessing outcomes.
2. We expect to achieve the continued overall mission of the Press: Educating both academic and general audiences about Louisiana's history and cultures.
3. Our anticipated outcomes do not change from year to year because of our small staff and because our budget for book production is self-generated.
4. The plan for using the data collected and assessed is to gauge whether or not we are losing ground due to our staff and budget constraints.
5. Data is shared with individual staff members for their areas of responsibility and with the Press staff as a whole at a general Press staff meeting.

## Results & Improvements (due 9/15/18)

### 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 Measures	<b>Assessment Measure</b>		<b>Criterion</b>		
	Indirect - Activity Volume (Other)		List UL Press publications for 2016-2017.		
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Assessment Findings	<b>Assessment Measure</b>	<b>Criterion</b>	<b>Summary</b>	<b>Attachments of the Assessments</b>	<b>Improvement Narratives</b>
	Indirect - Activity Volume (Other)	Has the criterion List UL Press publications for 2016-2017. been met yet? Met	Martha Ambrose (1914-2000): The Rediscovery of a Southern Regional Artist An Extraordinary Life: Marqués de Casa Calvo Madame		- Assessment Process: Continuous monitoring: This goal/objective is the same every year and will not

			<p>Grand Doigt An Untractable Country: The History of Kenner, Louisiana Legacy Preserved: Contemporary Louisiana Decoy Carvers Revitalizing Cities: The HRI Vision Jean la Chasseur: Un Conte Cadien Ghost of Good Times: Louisiana Dance Halls Past and Present Land South of the Clouds Creolization in the French Americas Preventing Lethal Violence in New Orleans A Visonary Adventurer: Arsene Lacarriere Latour Bayou Sara Spirit of the Gods Come Sunday: A Young Reader's History of Congo Square L'il Red in the Great White North In the Time of Joy and Wonder A Tip Tap Tale From the Kingdom of Kongo to Congo Square Anthologie de litterature francaise New Orleans Snowballs Snippets of New Orleans Scopena: A Memoir of Home Angels in the Wilderness That Was Then: Memories of Cane River Marfa and the Mystique of Far West Texas Arrete pas la Musique: Portraits of South Louisiana</p>		change.
	Indirect - Activity Volume (Other)	Has the criterion List UL Press fiction titles (novels, works of poetry, collections of	<p>Madame Grand Doigt Jean la Chasseur: Un Conte Cadien Land South of the Clouds L'il Red in the Great White North In the Time of Joy and</p>		- Assessment Process: Continuous monitoring: This goal/objective is the same every year and will not

	short stories, children's literature) published 2016-2017. been met yet? Met	Wonder A Tip Tap Tale		change.
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**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.**

Goal/Objective	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 Count number of manuscripts submitted for 2016-2017 and compare to previous year's total. Increase number of submissions by two. been met yet? Met	UL Press received 60 submissions.		- 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 Cooperate with agencies and institutions (public and private) to generate sales and brand recognition.**

Goal/Objective	Cooperate with agencies and institutions (public and private) to generate sales and brand recognition.			
Legends	OO - Outcome/Objective (administrative units);			
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Assessment Findings	<b>Assessment Measure</b>	<b>Criterion</b>	<b>Summary</b>	<b>Attachments of the Assessments</b>
	Indirect - Activity Volume (Other)	Has the criterion ist 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.

**Assessment List Findings for the Assessment Measure level for Increase sales revenue by \$5,000 from previous year.**

Goal/Objective	Increase sales revenue by \$5,000 from previous year.			
Legends	OO - Outcome/Objective (administrative units);			
Standards/Outcomes				
Assessment Measures	<b>Assessment Measure</b>		<b>Criterion</b>	
	Indirect - Volume Activity (Other)		Assess 2017-2018 sales revenue and compare to previous year.	

Assessment Findings					
	<b>Assessment Measure</b>	<b>Criterion</b>	<b>Summary</b>	<b>Attachments of the Assessments</b>	<b>Improvement Narratives</b>
	Indirect - Volume Activity (Other)	Has the criterion Assess 2017-2018 sales revenue and compare to previous year. been met yet? Met	Sales Revenue Increased by approximately \$11,000.		- 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 Continue growth of distribution program and Sans Souci imprint publications for self-published works related to the Center for Louisiana Studies' mission as a way to offset costs associated with UL Press's imprints.**

Goal/Objective	Continue growth of distribution program and Sans Souci imprint publications for self-published works related to the Center for Louisiana Studies' mission as a way to offset costs associated with UL Press's imprints.				
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Assessment Findings					
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	Indirect - Activity Volume (Other)	Has the criterion Assess sales of non-UL Press titles through distribution program. been met yet? Met	Total sales revenue for Sans Souci titles added this cycle was \$2,327.10 at a cost of \$1,092.47, generating a profit of \$1,234.63.		- Assessment Process: Continuous monitoring: This goal/objective is the same every year and will not change.

	Indirect - Activity Volume (Other)	Has the criterion List titles added to Sans Souci Books imprint. been met yet? Met	The Aesthetics of Mandé Hunting Tradition in African Fiction The Architecture of Cybersecurity Madame Gigi Mademoiselle Gigi		- Assessment Process: Continuous monitoring: This goal/objective is the same every year and will not change.
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## Reflection (Due 9/15/18)

### Reflection

The primary purpose of assessment is to use data to inform decisions and improve programs and operations; this is an on-going process of defining goals and expectations, collecting results, analyzing data, comparing current and past results and initiatives, and making decisions based on these reflections. Recalling this purpose, respond to the questions below.

#### 1) How were assessment results shared in the program / department?

*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?

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) Consider the impact of prior applied changes. Specifically, compare current results to previous results to evaluate the impact of a previously reported change. Demonstrate how the use of results improved student learning and/or operations.

The Press met its goal of growing its Sales Revenue this cycle. However, expenses also increased.

**5) Over the past three assessment cycles, what has been the overall impact of "closing the loop"? Provide examples of improvements in student learning, program quality, or department operations that are directly linked to assessment data and follow-up analysis.**

In general, strategic choices made in past assessment cycles (such as growing manuscript recruitment efforts and developing profitable imprints to offset costs) have allowed UL Press to grow sales revenue.

**Attachments (optional)**

*Upload any documents which support the program / department assessment process.*