

Administrative and Educational Support Report

University Press

Annual Action Plan
Annual Assessment Report

June 2004 – May 2005



Annual Action Plan: June 1, 2004–May 31, 2005

Unit: **University Press**

UTPA Mission: The University of Texas-Pan American (UTPA) serves the higher education needs of a rapidly growing, international, multicultural population in the South Texas Region. The University preserves, transmits and creates knowledge to serve the cultural, civic, and economic advancement of the region and the state. The University provides students advanced instruction in academic programs offered through innovative delivery systems that lead to professional certification, and baccalaureate, master's and doctoral degrees. Through teaching, research, creative activity and public service, UTPA prepares students for lifelong learning and leadership roles in the state, nation and world community.

Division: **Academic Affairs**

Unit Head: **Ms. Sandra Cararas**

Unit Mission:

Established in 1983 as an extension of the teaching mission of Pan American University, the University of Texas-Pan American Press serves both the academic community and the community at large. The Press is under the administration of the Academic Affairs Division/Graduate School. Through publication of research and materials of particular interest to the Southwestern region; borderland studies, economic, and cultural affairs; bilingual and bilingual studies; multilingual and multicultural studies; and Latin American business, economic, and cultural topics, the Press emphasizes research unique to the University's geographic, demographic, and cultural heritage.

In addition to publishing full-length manuscripts, the Press serves as publisher/distributor to monographs, collections, and other materials chosen and edited with the various divisions of the University. The Press is committed to supporting the faculty and its graduate students in their teaching, research, and scholarship. At present, the Press publishes and distributes *RiverSedge*, a semi-annual literary journal, and *Rio Bravo*, a semi-annual, bilingual publication of the center for International Studies, which includes a consortium of universities from the United States and Mexico.

Unit Goal:

Establish Regional and National Prominence for the University Press, 2003-2008

Link to UTPA Goal(s):

3: Improve UTPA's organizational effectiveness

Unit Objective (Action Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome for Unit Objective (AA-Measurable Objective)	Strategy(ies) to Achieve Expected Outcomes	Assessment Criteria, Evaluation Methods for Expected Outcome	New Resources Needed in FY05
Heighten community awareness (1)	7	Increase community interest in and participation in University Press activities by establishing a community organization known as "Friends of the U. T. Press".	Send letters of invitation to prospective members. Advertise on web site. Distribute flyers.	The Director will assess the total number of memberships activated in "Friends of U. T. Press" by the end of spring 2005 semester.	Funds for supplies and postage
Improve the role and scope of the governing board	7	Re-organize and expand University Press Board into	Review current memberships (executive	The Director of the U. T. Press and the Associate	None

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Unit Objective (Action Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome for Unit Objective (AA-Measurable Objective)	Strategy(ies) to Achieve Expected Outcomes	Assessment Criteria, Evaluation Methods for Expected Outcome	New Resources Needed in FY05
(2)		a super board of two categories: university faculty-scholars (executive committee members) and honorary members from the local and regional/statewide community (fund raisers and supporters of the press mission).	and honorary) for diversity regionally and nationally. Publish a campus-wide call for membership. Review the rotation of terms of committee members and eligibility requirements for executive members and community members and recommend improvements.	Vice-President for Academic Affairs/Graduate Program in consultation with the Provost and the President will establish a rotation of terms on Executive Committee of Press Advisory Board and number of new honorary members on expanded Press Board by the end of Spring 2005 Semester.	
Increase the number of manuscript submissions (3)	7	Solicit manuscripts from throughout the State.	Design advertising materials. Advertise in trade publications and on the web. Mail notices to writers' clubs and universities.	By the end of Spring 2005 semester, the Director of the U. T. Press will chart and report the number of inquiries from advertising sources.	Funds to cover advertising costs



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Unit Goal:

Establish Regional and National Prominence for the University Press, 2003-2008

Link to UTPA Goal(s):

3: Improve UTPA's organizational effectiveness

Unit Objective (Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome	Assessment Criteria, Evaluation Methods	Assessment Results (Use actual data to describe annual performance)	Use of Results (What change was made?)
Heighten community awareness (1)	7	Increase community interest in and participation in University Press activities by establishing a community organization known as "Friends of the U. T. Press".	The Director will assess the total number of memberships activated in "Friends of U. T. Press" by the end of spring 2005 semester.	Publication of <i>RiverSedge Journal</i> produced three Friends of the U. T. Press.	Began development of a marketing plan.
Improve the role and scope of the governing board	7	Re-organize and expand University Press Board into	The Director of the U. T. Press and the Associate	Not met for period of review.	One aspect of the marketing plan under

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(2)		a super board of two categories: university faculty-scholars (executive committee members) and honorary members from the local and regional/statewide community (fund raisers and supporters of the press mission).	Vice-President for Academic Affairs/Graduate Program in consultation with the Provost and the President will establish a rotation of terms on Executive Committee of Press Advisory Board and number of new honorary members on expanded Press Board by the end of Spring 2005 Semester.		development addresses the composition of the University Press Board.
Increase the number of manuscript submissions (3)	7	Solicit manuscripts from throughout the State.	By the end of Spring 2005 semester, the Director of the U. T. Press will chart and report the number of inquiries from advertising sources.	The National Advertising Campaign (Bowker) produced no measurable results. Press website produced 3 submissions of manuscripts. Two additional submissions were from within the University.	Two manuscripts sent out for reviews. One manuscript accepted for publication by Press Board. Second manuscript reviews received in May for action of Press Board.

Additional Resources Needed (if any) that were requested for FY06 during the budget cycle: funding for photocopier, increased funding for two manuscripts accepted for publication, and reprinting of one popular Press publication.