

Administrative and Educational Support Report

University Press

Annual Action Plan
Annual Assessment Report

June 2005 – May 2006



Annual Action Plan: June 1, 2005–May 31, 2006

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

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 FY06
Increase community	7	New memberships in	Establish community	Director (May 2006)	Advertising on website,

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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 FY06
interest in and participation in University Press Activities by establishing a community organization known as “Friends of the U. T. Press” in 2005-2006. (1)		2005-06 by end of May 2006(Friends of UT Press).	interest in and participation in Press activities – establish “Friends of UT Press”	assess number of memberships in “Friends of UT Press” in 2005-06 in May 2006.	flyers in community places, letters of invitation sent to community and alumni
The Associate Vice President for Academic Affairs/Graduate Program and the Director of the University Press will establish rotation of terms on Executive Committee of Press Board and number of new honorary members on Press Board in 2005-2006. (2)	7	Board reconstituted in 2005-06.	<ul style="list-style-type: none"> • Review current memberships (executive and honorary members) for diversity regionally and nationally • Campus-wide call for membership • Establish rotation of terms of committee members 	Composition of Board and number of new and continuing members (executive and honorary) on the expanded board.	<ul style="list-style-type: none"> • Memorandum to faculty and email notice to faculty; rotation of terms (3 year terms) for Executive Committee • Send out letters to community leaders interested in Press
Solicit manuscripts from throughout the State in 2005-2006. (3)	7	2-3 new manuscripts considered for publication.	Advertise in trade publications and notices sent to writer’s clubs and universities and electronic-web sources	The Press Office will compile the number of inquiries from advertising sources in FY06.	Design flyers to be bulk mailed to universities and colleges and writers’ clubs in state and electronic advertisements for the web sources.



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Division: Academic Affairs **Unit Head:** Douglas E. LaPrade, Ph. D.

Unit Mission: Established in 1983 as an extension of the teaching mission of Pan American University, the 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, bilingual and bicultural 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. At present, the Journals Division of 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, National, and International Prominence for the University Press

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?)
Increase community	7	New memberships in	Director (May 2006)	4 new memberships in	Opened Friends of UT

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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?)
interest in and participation in University Press Activities by establishing a community organization known as “Friends of the U. T. Press” in 2005-2006. (1)		2005-06 by end of May 2006 (Friends of UT Press).	assess number of memberships in “Friends of UT Press” in 2005-06 in May 2006.	2005-06 for Friends of UT Press.	Press account in August of 2005 for receiving membership funds.
The Associate Vice President for Academic Affairs/Graduate Program and the Director of the University Press will establish rotation of terms on Executive Committee of Press Board and number of new honorary members on Press Board in 2005-2006. (2)	7	Board reconstituted in 2005-06.	Composition of Board and number of new and continuing members (executive and honorary) on the expanded board.	Reconstituting of Board was delayed until 2007 since previous Director of Press retired August 31, 2005 and new Director took office in January 2006. Associate Vice President-Graduate Studies authorized the delay of implementation of changing membership on the Board.	Delay of Board changes authorized and suggested by Associate Vice President for Academic Affairs-Graduate Studies.
Solicit manuscripts from throughout the State in 2005-2006. (3)	7	2-3 new manuscripts considered for publication.	The Press Office will compile the number of inquiries from advertising sources in FY06.	Two manuscript submissions during time period; both were rejected by the Director.	Design flyers to be bulk mailed to universities and colleges and writer’s clubs in state and electronic advertisements for the web sources.