

Administrative and Educational Support Report

University Press

Annual Action Plan
Annual Assessment Report

June 2006 – May 2007



Annual Action Plan: June 1, 2006–May 31, 2007

Unit:

U.T. 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: Dr. Douglas E. LaPrade

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.

UTPA Goal:

Become an outstanding research institution, emphasizing collaborative partnerships and entrepreneurship.

**Academic
Affairs
Objective:**

Establish a framework for external support of research and entrepreneurial activities.

**College/AVP
Objective:**

Collaborate with cultural and diplomatic agencies to garner financial support for its publishing ventures.

Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY07
Heighten university awareness. (1)	Increase faculty/staff/administration interest in the University Press.	Inform faculty of opportunities for publication through UTPA Press Invite UTPA Press author	By May 31, 2007, have one book in progress. By May 31, 2007, conduct	Funding to invite noted authors for book signings

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Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY07
		(s) to conduct a lecture and book signing.	one author lecture and book signing	

UTPA Goal: Enhance UTPA's engagement with the community to meet challenges and maximize opportunities.

Academic Affairs Objective: Promote faculty and staff engagement in identifying and developing partnerships with external constituencies.

College/AVP Objective: Develop more fundraisers for UT Press

Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY07
Establish Regional, National, and International Prominence for the University Press. (2)	Establish baseline of contacts with universities, writers' clubs, and authors based on data from 2005-2006	Flyers sent to universities and writers' clubs throughout U.S.	The Press office will compile the number of inquires from advertising in 2006-2007. By May 31, 2007, UTPA Press office will show a 25% increase over baseline in contacts to universities, writers' clubs, and authors	
	Increase UTPA Press presence in the community	Schedule book signings and sales of UTPA Press inventory at school, museums, and other cultural venues	The Press office will compose a list of book sales and compare with past revenues, with to-date sales, which will demonstrate the extension of book sales, plus revenue.	Funds to schedule book signings at various community venues

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Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY07
			By July 31, 2007, UTPA book sales will show a 10% increase over previous fiscal year sales	
	Expand clientele base through in-person contacts with international authors	Plan international trips for UTPA Press Director for in-person contacts with international authors	By May 31, 2007, propose at least one international trip for Press Director to establish contacts with international authors	Travel funds
Re-organize and expand the University Press Board into a super board of two categories: university faculty-scholars (executive committee members) and honorary members from the local and regional community (fundraisers and supporters of the press mission). (3)	Restructure the Press Advisory Board to make it more representative of the community.	Establish rotation of terms on the UTPA Press Executive Committee of Press Board and propose honorary member positions for community representatives	By May 31, 2007, UTPA Press Executive Board is restructured to create rotating memberships and to include honorary members from the community	No funding necessary
Increase community interest and appeal from abroad toward participation in University Press activities. (4)	Increase funds donated to Friends of the Press account	Advertising on Press website, flyers in community places, letters of invitation sent to faculty, community, and alumni, to donate during or after a new publication is released.	By May 31, 2007, Friends of the Press revenues will increase by 10%.	No funding necessary

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UTPA Goal: Infuse Inter-American and global perspective throughout the University community.

Academic Affairs Objective: Increase the number of study abroad and exchange programs involving students and faculty.

College/AVP Objective: Correspond with cultural and diplomatic agencies from other countries to solicit sponsorship of publications emanating from those countries.

Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY07
Establish Regional, National, and International Prominence for the University Press. (5)	Establish international clientele	Press Director contacts international authors and agencies through e-mails/conference calls/visits.	By May 31, 2007, UTPA Press office shows 10% increase in prospective clients	Increase travel funding for possible trips to international locations.
	Solicit new manuscripts from international authors	Press Director contacts international authors and agencies through e-mails/conference calls/visits.	By May 31, 2007, UTPA Press shows 25% increase in numbers of manuscripts submitted	Increase travel funding for possible trips to international locations.



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Academic Affairs Objective: Establish a framework for external support of research and entrepreneurial activities.

College/AVP Objective: Collaborate with cultural and diplomatic agencies to garner financial support for its publishing ventures.

Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	Assessment Results (Use actual data to describe annual performance)	Use of Results (What change was made?)
Heighten university awareness. (1)	Inform faculty of opportunities for publication through UTPA Press Invite UTPA Press author	By May 31, 2007, have one book in progress. By May 31, 2007, conduct	Dr. Mejias, <i>Prestamos de Lenguas Indigenas</i> manuscript in progress.	Press is waiting for approval to print. We are pending signatures from Dr. Brown and Dr. Ozuna.

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Establish Regional, National, and International Prominence for the University Press. (2)	Flyers sent to universities and writers' clubs throughout U.S.	The Press office will compile the number of inquires from advertising in 2006-2007. By May 31, 2007, UTPA Press office will show a 25% increase over baseline in contacts to universities, writers' clubs, and authors	Distributed 500 flyers for advertisement out of state and throughout Texas to libraries and bookstores.	Positive feedback as a result of flyers has not been met. An increase in book sales was not accomplished with this trial.
	Schedule book signings and sales of UTPA Press inventory at school, museums, and other	The Press office will compose a list of book sales and compare with past revenues, with to-date	A list was generated, but there was no immense increase in revenue due to stagnant book sales.	In order to have the best results, we need to produce new books to update our library of

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	cultural venues	sales, which will demonstrate the extension of book sales, plus revenue. By July 31, 2007, UTPA book sales will show a 10% increase over previous fiscal year sales		inventory and interest.
	Plan international trips for UTPA Press Director for in-person contacts with international authors	By May 31, 2007, propose at least one international trip for Press Director to establish contacts with international authors	The Press was not allotted sufficient funding for an international trip.	The need for an increase in travel funds is necessary.
Re-organize and expand the University Press Board into a super board of two categories: university faculty-scholars (executive committee members) and honorary members from the local and regional community (fundraisers and supporters of the press mission). (3)	Establish rotation of terms on the UTPA Press Executive Committee of Press Board and propose honorary member positions for community representatives	By May 31, 2007, UTPA Press Executive Board is restructured to create rotating memberships and to include honorary members from the community	A complete restructure of the Press Executive Board was not accomplished.	Only one new member was added; Dr. Elvia Garcia-Ardalani.
Increase community interest and appeal from abroad toward participation in University Press activities. (4)	Advertising on Press website, flyers in community places, letters of invitation sent to faculty, community, and alumni, to donate during or after a new publication is	By May 31, 2007, Friends of the Press revenues will increase by 10%.	The Friends of the Press account has increased.	Dedicated contributors of <i>RiverSedge</i> have donated generous amounts, hence increasing our revenue to this particular account.

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	released.			

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Establish Regional, National, and International Prominence for the University Press. (5)	Press Director contacts international authors and agencies through e-mails/conference calls/visits.	By May 31, 2007, UTPA Press office shows 10% increase in prospective clients	The press did obtain one national author, James Lehrer, book titled <i>Viva Max</i> .	Press has been waiting for approval, which was received June 2007. This book will be completed by Spring 2008.
	Press Director contacts international authors and agencies through e-mails/conference calls/visits.	By May 31, 2007, UTPA Press shows 25% increase in numbers of manuscripts submitted	A 25% increase was not met.	No change has been made due to insufficient resources.