

University Publications

Unit Mission Statement

Educational Support or Administrative Unit Mission Statement

To enhance the University's overall image through the writing, design and production of visual communication materials that recruit students, promote academic programs, support fundraising goals and provide information to a variety of constituents.

Expanded Statement of Institutional Purpose

Institutional Mission Reference

Institutional Advancement promotes the academic purpose and strategic initiatives of Old Dominion University among its many constituents by communicating the University's accomplishments, sharing its vision for the future and engaging these publics in partnerships to achieve its goals. University Publications supports this effort through the production of periodicals, recruitment and informational pieces and other publications that promote academic programs and provide information to a variety of constituents.

Institutional Goal(s) Supported

To support Old Dominion University's mission of promoting the advancement of knowledge, while providing leadership to the state and nation in teaching, research and service, the office of University Publications provides comprehensive publication services to the campus.

Intended Objectives, Methods for Assessment, Criteria for Success, Assessment Results, and Use of Results

Intended Objective 1

Continue to design promotional materials for the University community, that support recruitment, academic programs, special events and media relations.

Method for Assessing Objective 1 and Criterion for Success: All jobs are accompanied by a publications requisition and are assigned a job number for tracking purposes. Approximately four months after completion of a job a University Publications survey card (designed to assess the effectiveness of the publication as well as our services) is sent out. We receive valuable feedback to help us improve our services and publications.

Summary of Assessment Data Collected for Objective 1: This process is on going. The survey response rate has been about 70 percent. To enhance our service, we developed a Publications web site, that provides information on how to use our services, the forms needed to request our services and how to contact us.

Intended Objective 2

Continue to art direct, design and layout the research magazine, Quest and the Old Dominion University (alumni magazine).

Method for Assessing Objective 2 and Criterion for Success: They are both available in print as well as on the Web. A readership survey and WWW responses provide valuable feedback to help improve the product.

Summary of Assessment Data Collected for Objective 2: This process is on going. The survey response rate has been less than 10 percent. We continue to research ways to improve the readership survey and investigate ways to increase the response rate.

Intended Objective 3

Encourage the University community to utilize the internet to access established Old Dominion University Web Policies, and Editorial and Graphic Guidelines for use in printed materials and Web presentation, ensuring that all present a consistent and accurate written and graphic message.

Method for Assessing Objective 3 and Criterion for Success: Marketing and Publications Guidelines published on Old Dominion University's Web site.

Summary of Assessment Data Collected for Objective 3: Ongoing, we continue to direct clients to the web site via the campus-wide Web announcement system.