Section 1. Goals and Accomplishments

Goal 1: Maximize available resources to recruit and retain quality staff to support an optimal work environment.
- We consistently review our organization chart for maximum efficiencies and support of best practices. Several organizational changes have been made to improve our management and reporting structure. Three positions have been reclassified to accurately reflect the responsibilities and expectations of these positions.
- Turnover rate of full time, benefits eligible staff was below our 15% goal.
- Five staff members participated in training opportunities offered by QSPD, including sessions on Customer Service.

Goal 2: Enhance the student learning environment by producing esthetically pleasing publications for support of recruitment, academic programs and student services within the Texas Tech University System.
- In FY 2007-2008 University Printing Services produced 40 orders totaling 644,000 pieces for Admissions in support of their recruiting and admitting efforts.
- Support materials were produced for a number of departments, including Student Financial Aid, University Student Housing, Hospitality Services, Law School, College of Human Sciences, College of Engineering and Campus Life.
- University Printing Services submitted printed samples of projects to the InPlant Printing and Mailing Association print competition, and 2 projects were awarded Silver Medals, while 1 project was awarded a Bronze Medal for quality. Over 500 projects were submitted by other university printing operations for judging.
- University Printing Services sent Customer Satisfaction Surveys to every customer after completion of each project. 98% of all comments received regarding job quality were positive.

Goal 3: Build strategic partnerships and alliances within the Texas Tech Community.
- University Printing Services produced 3,916 print projects for 311 customers in FY 07-08. This compared to 4,111 projects for 319 customers in FY 06-07. Our top 3 customers were Human Sciences, Admissions and Communications & Marketing for the TTUHSC.
- University Printing Services produced 480,000 Achieve Texas Career Guides for Human Services. These guides were distributed to Independent School Districts across Texas to assist High School Counselors in their efforts to advise students regarding career choices.
- University Printing Services hosted classes from both Mass Comm and Art for plant tours and seminars on the printing process.
- University Printing Services employees did exceed their goal for participation in the SECC campaign.
Section 2. Universal Quantitative Data

There are no Universal Quantitative Data for this area/unit.
UNIVERSITY PRINTING SERVICES
Area/Unit Specific Information

Section 3a. Quantitative Information

There is No Area Specific Data in Calendar Year Section.
There is No Area Specific Data in Fall Section.
Section 3b. Qualitative Information.

- University Printing Services experienced a great year in FY 2007-2008. Sales growth was good, and with cost controls and production efficiencies, a fair profit was generated.

- The quality of our work has never been better. As members of a large group of university printers called the "Inplant Printing and Mailing Association", we submitted several of our printed projects for judging by our peers. Over 500 entries were submitted, and 2 of our pieces won Silver Medals while 1 won a Bronze Medal for print quality. Two other pieces were awarded Gold Medals in the Lubbock Advertising Federation Addy competition.
Commentary:
Although we have little direct contact with students, and therefore few learning outcomes, we see our mission as one of support to the groups and departments who do impact students. Our goal is to offer exceptional customer service in every customer contact. We are committed to making the process of graphic design and print production seamless and easy for our customers. We support the Texas Tech Visual Identity efforts, and freely offer suggestions and consultation to those with questions on compliance. Only the highest quality of print production is acceptable and we deliver that at competitive prices. High quality printed pieces, delivered on time and at competitive costs is our contribution to the TTU and Student Affairs Mission. The trend in printing is toward full color pieces, but shorter run lengths. These do not lend themselves to traditional offset printing, which is not cost effective in small quantities. Digital presses are filling this void, and University Printing Services has now acquired a digital printing press. In addition to producing high quality color images in small quantities at cost effective prices, it also affords the opportunity for variable data and variable content printing. This makes it possible to personalize each individual printed piece with names and other specific text, as well as varying the content of photos, etc. This technology is now in place and in use extensively by Admissions. In mid 2007, we began to experience an onslaught of pressure from our competitors in the private sector. Two of our employees were hired by a competitor expressly for the purpose of gaining access to our customers. Both had extensive knowledge of our customers and our pricing strategies, and they have had a negative impact on our business. We have had to restructure and lower our pricing to compete. This will narrow our gross margins and our abilities to purchase new equipment. Finding skilled labor continues to be an issue, so we are focusing on internal training and cross training opportunities. We must maintain an environment where our skilled employees want to work and grow in their skills. We may add some positions as business conditions dictate, and funds are in place now to accomplish this.

Implementation Plan:
We have begun an intensive, deliberate effort at cross training our employees to expand their skills and their value to our department. The department has been, and will continue to be restructured to best deliver the quality of products and services we offer. Management will be reevaluated in the near future to determine if our business model is efficient and cost effective.