

Assessment: Assessment Plan



Operational (Student Services) - Media Services

GBC Mission: Great Basin College enriches people's lives by providing student-centered, post-secondary education to rural Nevada. Educational, cultural, and related economic needs of the multicounty service area are met through programs of university transfer, applied science and technology, business and industry partnerships, developmental education, community service, and student support services in conjunction with certificates and associate and select baccalaureate degrees.

Unit Mission: Media Services endeavors to maintain the image and standards befitting visual and printed GBC materials, ensuring standards and styles are strictly adhered to--graphically and editorially--all while providing fast and reliable service, quality finished products, and fine workmanship.

Outcome: Generated Revenue

Generated revenue for external jobs adequately supports the resources needed for those jobs.

Outcome Status: Active

Assessment Year: 2015-2016, 2019-2020

Start Date: 09/01/2015

Assessment Measures

Internal Tracking - Evaluate the percent of income generated by external jobs over time; review new and returning customers, review charges. (Active)

Criterion: Customers are happy and return for repeat business. The % of income generated from external jobs is maintained or increases over time.

Outcome: Images

Images are legal and within copyright.

Outcome Status: Active

Assessment Year: 2016-2017

Start Date: 12/07/2015

Assessment Measures

Internal Tracking - Evaluate images requested for use in all jobs. Check for Google images, textbook copies, other images and copies. Ensure that all are within copyright. (Active)

Criterion: 100% of images and copies are legal and within copyright.

Notes: Evaluate 123rf.com and photo release process and documentation. Do these work as effectively as they can?

Outcome: Copiers

On-campus copiers are cost effective and useful.

Outcome Status: Active

Assessment Year: 2014-2015, 2017-2018

Start Date: 07/10/2014

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Assessment Measures

Internal Tracking - Tabulate information on all copiers and printers - location, usage, and cost effectiveness. (Active)

Criterion: 100% of printers are located centrally and strategically and are used effectively.

Notes: Are they located where they need to be located? Is their usage cost-effective?

Outcome: Quality of Services

High quality services are provided quickly and accurately.

Outcome Status: Active

Assessment Year: 2018-2019

Start Date: 07/09/2018

Assessment Measures

Survey - Develop and administer a customer satisfaction survey. (Active)

Criterion: 80% of our customers are satisfied or very satisfied with their projects.

Notes: Include questions on creativity, time of completion, and overall satisfaction. Consider whether or not to include both external and internal customers.