

Support Unit Taxonomy of Goals

This taxonomy can be used to consider what actions the support unit may engage in and what indicators of the effectiveness of those actions they may wish to measure to assess desired outcomes – answering the questions: What do we do and what would it look like to do it more effectively? These categories are intended to be representative of but not exclusive to all of the processes, services, and experiences of support units.

OUTPUTS: What is your unit going to do?			
<i>Areas of Action</i>	<i>Definition</i>	<i>Sample Verbs</i>	<i>Sample Behaviors</i>
Maintain records, processes, or facilities	Processes overseen or monitored by the unit	Maintain, monitor, collect, oversee, manage, comply	Maintain faculty records
Perform tasks	Tasks performed by the unit	Submit, record, track, enroll, process, complete, implement, prepare, organize	Process financial transactions
Provide services and resources	Services developed and offered by the unit to constituents	Develop, offer, provide, advise, train, instruct, educate, counsel, assist	Provide assistance to graduate students in the enrollment process
Resolve problems	Efforts to resolve complaints, disputes, or problems for constituents	Resolve, adjudicate, improve, support	Resolve customer service complaints
Communicate information	The communication, distribution, and promotion of relevant information to constituents	Communicate, promote, market, publicize, share, distribute	Promote unit services to the university community
Create relationships and partnerships	Efforts to bring in new constituents and stakeholders to serve or to partner with in unit activities	Recruit, establish, partner with, network, create, build, cultivate	Establish partnerships with industry internship providers

OUTCOMES: What is the desired impact or quality of your unit's action?

<i>Effectiveness Indicators</i>	<i>Definition</i>	<i>Key Question</i>	<i>Sample Behaviors</i>
Quality	Improvements in the quality of the process/experience/service – flaws or errors resolved and value improvements made	How will the process/experience/service have more value because of this?	The error rate will be reduced
Efficiency	Processes are streamlined, resources are conserved, and productivity is increased	How will the process/experience/service operate more efficiently because of this?	The application process will be streamlined to eliminate redundancies
Timeliness	Time to completion is reduced and timeframes or relevant deadlines are achieved	How will relevant timeframes be positively impacted by this?	The report will be submitted prior to the agency deadline
Cost	Operating or student costs are reduced or optimized	How will costs be positively impacted by this?	Expenditures will be reduced by 5%
Reach	Increases are made in the number of people reached, impacted, or served by the process/experience/service	How many people/processes/entities will be impacted by this?	The number of student research presentations will increase by 15%
Perceptions	Changes are made in perceptions of or attitudes about the unit's processes/experiences/services	How do constituents view the process/experience/service?	95% of students will rate the academic advising they received as "Satisfactory" or "Very Satisfactory"
Behavioral changes	Services offered produce intended behaviors	What student/faculty/staff behaviors will change because of this?	Staff will follow safety procedures when operating university equipment
Learning outcomes	Services offered produce intended learning outcomes	What knowledge should students/faculty/staff be able to demonstrate because of this?	Students will be able to apply money management principles to their personal finance