

		# to print		Comments
		<u>2010-11</u>	<u>2011-12</u>	
<b>UO General Catalog</b>	<i>estimate, final due 1-1-10</i>	12,000	0	Transition to paperless for UO general catalog. With a decrease by about 50 percent of print orders for all catalogs. Retains periodical rate, cuts minimal printing and proportional mailing costs.
<b>Admissions Viewbook</b>	<i># approved by Admissions</i>	40,000	40,000	
<b>Law Catalog</b>	<i># approved by Law</i>	2,000	0	
<b>Summer Session Catalog</b>	<i># approved by SS</i>	8,000	0	
			<u>2011-12</u>	
<b>Replace UO General Catalog with one or more course listing type catalog(s) from UO school(s)</b>			?	Goal is to retain periodical rate for all. Creates potential for high quality marketing tool of twenty-four minimum page course listing-catalog. If postal approved, the new cataloglike publications will be a viewbooklike marketing tool. Printing costs could vary, mailing costs proportional. Print numbers are estimates.
<b>Admissions Viewbook</b>			40,000	
<b>Law Catalog</b>			3,000	
<b>Summer Session Catalog</b>			12,000	

### General Information:

Periodical rules: Twenty-four page minimum, no advertising, need four publications minimum.

When the UO general catalog is paperless:

Short Term Plan: Departments can order black-and-white version from Printing and Mailing Services for \$25 unbound, \$40 bound for each copy.

Long Term Plan: Create module that allows people to print all or part(s) of catalog directly from website.

Archives accepts electronic versions.

Registrar's Office will have electronic version.

### Working Action Plans:

- o How and where do we share the timeline plan with the UO and community?
- o 2010-11 paper catalog, include a notice to inform users of this being the last year it is in print.
- o How do we market the contents of the catalog and direct people to the website, now and in the future?
- o Create an action plan for notifying the UO community that the 2011-12 online catalog is the only version and will be updated regularly. Catalog editor will inform departments annually with instructions included with the annual update.