

# Governors State University

Student Affairs and Enrollment Management: Reaching Vision 2020

**Focus Area: Auxiliary Services & University Housing**

**Leader(s): Betsy Joseph/Bernie Bolz**

**Implementation Year: 2016/2017**

**Goal 7: Develop and sustain a climate of continuous improvement within the University Bookstore that supports student success, academic excellence and the University's transformation into a comprehensive public institution.**

<b>Objective 1:</b>	<b>Strengthen collaboration with other university departments and divisions.</b>
<b>Action Items</b>	<ol style="list-style-type: none"> <li>1. Communication plan to department contacts that will improve timeliness of course material submissions</li> <li>2. Educate faculty and staff in Academic Affairs about the Follett Discover program</li> <li>3. Collaborate with Financial Aid, Finance &amp; Student Accounts to implement FA Link program</li> <li>4. Collaborate with Athletics &amp; Marketing to identify a wider selection of athletic apparel offerings</li> <li>5. Market &amp; implement the Follett Special Order program</li> <li>6. Work with Alumni Affairs to market Bookstore Merchandise to alumni</li> </ol>
<b>Indicators and Data Needed</b> (Measures that will appraise progress towards the strategic objective)	<ol style="list-style-type: none"> <li>1. Accurate contact list for all department contacts;</li> <li>2. GSU Bookstore manager and course material person will visit with each contact at least twice a month during fall and spring semesters;</li> <li>3. Weekly reports with update on where we are in comparison to previous years;</li> <li>4. Reports at close of FA link each semester (fall/spring/summer) identifying number of participants and amount spent;</li> <li>5. Reports on Price Match program usage</li> </ol>
<b>Responsible Person and/or Unit</b> (Data collection, analysis reporting)	<ul style="list-style-type: none"> <li>• Bernie Bolz</li> <li>• Betsy Joseph</li> </ul>
<b>Milestones</b> (Identify Timelines)	<ul style="list-style-type: none"> <li>• Midyear report (January 1)</li> <li>• Spring report (June 1)</li> </ul>
<b>Desired Outcomes and Achievements</b> (Identify results expected)	<ol style="list-style-type: none"> <li>1. 20% increase in number of course materials submitted by identified deadlines for fall, spring and summer courses over previous year.</li> <li>2. Increased awareness of program options</li> <li>3. 10% increase in revenue from FA Link purchases;</li> <li>4. Wider selection of athletic apparel offerings</li> <li>5. Increased awareness of Special Order program availability (100% increase in orders</li> <li>6. Increased sales to GSU alumni</li> </ol>

<b>Objective 2:</b>	<b>Improve marketing and outreach to the university community about the products and services offered through the GSU Bookstore.</b>
<b>Action Items</b>	<ol style="list-style-type: none"> <li>1. Develop marketing campaign about Higher End/Special Order gift program</li> <li>2. Provide university marketing with information on sales, new merchandise that can be promoted in GSU View, on monitors, on Facebook, etc.</li> <li>3. Strengthen promotion/communication about Price Match program</li> <li>4. Provide all students attending FY orientation programs with packet of material about GSU Bookstore operations</li> <li>5. Increase awareness of GSU Scholarship RoundUp Program</li> <li>6. Add GSU to advanced online program allowing students/employees to purchase larger sizes; market program to students, staff and faculty.</li> </ol>
<b>Indicators and Data Needed</b> (Measures that will appraise progress towards the strategic objective)	<ul style="list-style-type: none"> <li>• Track number of coupons used by Freshman in the bookstore</li> <li>• Track number of higher end gifts purchased</li> <li>• Track participation in Price Match program</li> <li>• Track participation in FA Link program (numbers and amount)</li> <li>• Track monies received from Scholarship RoundUp</li> <li>• Track sizes and sales of advanced online program</li> </ul>
<b>Responsible Person and/or Unit</b> (Data collection, analysis reporting)	<ul style="list-style-type: none"> <li>• Betsy Joseph</li> <li>• Bernie Bolz</li> </ul>
<b>Milestones</b> (Identify Timelines)	<ul style="list-style-type: none"> <li>• Midyear report (January 1)</li> <li>• Spring report (June 1)</li> </ul>
<b>Desired Outcomes and Achievements</b> (Identify results expected)	<ul style="list-style-type: none"> <li>• 50 students will use coupon insert in marketing materials shared with Freshman at orientation;</li> <li>• Increase by 100% the number of higher end gifts purchased in 2016/2017 over 2015/2016</li> <li>• \$100 raised each semester in Scholarship RoundUp</li> <li>• Increase sales due to new program (\$2000/semester)</li> </ul>

<b>Objective 3:</b>	<b>Administer annual survey to solicit feedback from the university community regarding their satisfaction with the services and products available through the GSU bookstore.</b>
<b>Action Items</b>	<ol style="list-style-type: none"> <li>1. Actively support participation in Follett Survey to university community members (AC)</li> <li>2. Work with University Bookstore manager to analyze survey response and compare to 2015/2016 survey data (AC)</li> </ol>
<b>Indicators and Data Needed</b> (Measures that will appraise progress towards the strategic objective)	<ol style="list-style-type: none"> <li>1. Survey created; university provided with link to online survey</li> <li>2. Communication sent out to GSU community about survey (faculty/staff; enrolled students);</li> <li>2a. Information/link reported in GSU View and on GSU Bookstore website</li> </ol>
<b>Responsible Person and/or Unit</b> (Data collection, analysis reporting)	<ul style="list-style-type: none"> <li>• Betsy Joseph</li> <li>• Bernie Bolz</li> </ul>
<b>Milestones</b> (Identify Timelines)	<ul style="list-style-type: none"> <li>• April 2017 (survey administered and analyzed)</li> </ul>
<b>Desired Outcomes and Achievements</b> (Identify results expected)	<ol style="list-style-type: none"> <li>1. 100 survey responses (33% increase over 2015/2016)</li> <li>2. GSU scores continue to be higher than other Chicago Area accounts and all Follett Higher Education accounts on all 6 major survey areas: Campus Store is Useful; Wide Clothing Size Selection Wide Clothing Color Selection; Wide Merchandise Assortment; Enough Staff to Assist me; offer good Value for Price.</li> </ol>