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.

### Objective 1: Strengthen collaboration with other university departments and divisions.

<table>
<thead>
<tr>
<th>Action Items</th>
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<tbody>
<tr>
<td>1. Communication plan to department contacts that will improve timeliness of</td>
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<td>course material submissions</td>
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<td>2. Educate faculty and staff in Academic Affairs about the Follett Discover</td>
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<td>program</td>
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<td>3. Collaborate with Financial Aid, Finance &amp; Student Accounts to implement</td>
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<td>FA Link program</td>
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<td>4. Collaborate with Athletics &amp; Marketing to identify a wider selection of</td>
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<td>athletic apparel offerings</td>
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<td>5. Market &amp; implement the Follett Special Order program</td>
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<tr>
<td>6. Work with Alumni Affairs to market Bookstore Merchandise to alumni</td>
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### Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)

1. Accurate contact list for all department contacts;
2. GSU Bookstore manager and course material person will visit with each contact at least twice a month during fall and spring semesters;
3. Weekly reports with update on where we are in comparison to previous years;
4. Reports at close of FA link each semester (fall/spring/summer) identifying number of participants and amount spent;
5. Reports on Price Match program usage

### Responsible Person and/or Unit (Data collection, analysis reporting)

- Bernie Bolz
- Betsy Joseph

### Milestones (Identify Timelines)

- Midyear report (January 1)
- Spring report (June 1)

### Desired Outcomes and Achievements (Identify results expected)

1. 20% increase in number of course materials submitted by identified deadlines for fall, spring and summer courses over previous year.
2. Increased awareness of program options
3. 10% increase in revenue from FA Link purchases;
4. Wider selection of athletic apparel offerings
5. Increased awareness of Special Order program availability (100% increase in orders
6. Increased sales to GSU alumni
### Objective 2:

**Improve marketing and outreach to the university community about the products and services offered through the GSU Bookstore.**

**Action Items**

1. Develop marketing campaign about Higher End/Special Order gift program
2. Provide university marketing with information on sales, new merchandise that can be promoted in GSU View, on monitors, on Facebook, etc.
3. Strengthen promotion/communication about Price Match program
4. Provide all students attending FY orientation programs with packet of material about GSU Bookstore operations
5. Increase awareness of GSU Scholarship RoundUp Program
6. Add GSU to advanced online program allowing students/employees to purchase larger sizes; market program to students, staff and faculty.

**Indicators and Data Needed**

(Measures that will appraise progress towards the strategic objective)

- Track number of coupons used by Freshman in the bookstore
- Track number of higher end gifts purchased
- Track participation in Price Match program
- Track participation in FA Link program (numbers and amount)
- Track monies received from Scholarship RoundUp
- Track sizes and sales of advanced online program

**Responsible Person and/or Unit**

(Data collection, analysis reporting)

- Betsy Joseph
- Bernie Bolz

**Milestones**

(Identify Timelines)

- Midyear report (January 1)
- Spring report (June 1)

**Desired Outcomes and Achievements**

(Identify results expected)

- 50 students will use coupon insert in marketing materials shared with Freshman at orientation;
- Increase by 100% the number of higher end gifts purchased in 2016/2017 over 2015/2016
- $100 raised each semester in Scholarship RoundUp
- Increase sales due to new program ($2000/semester)

### Objective 3:

**Administer annual survey to solicit feedback from the university community regarding their satisfaction with the services and products available through the GSU bookstore.**

**Action Items**

1. Actively support participation in Follett Survey to university community members (AC)
2. Work with University Bookstore manager to analyze survey response and compare to 2015/2016 survey data (AC)

**Indicators and Data Needed**

(Measures that will appraise progress towards the strategic objective)

1. Survey created; university provided with link to online survey
2. Communication sent out to GSU community about survey (faculty/staff; enrolled students);
2a. Information/link reported in GSU View and on GSU Bookstore website

**Responsible Person and/or Unit**

(Data collection, analysis reporting)

- Betsy Joseph
- Bernie Bolz

**Milestones**

(Identify Timelines)

- April 2017 (survey administered and analyzed)

**Desired Outcomes and Achievements**

(Identify results expected)

1. 100 survey responses (33% increase over 2015/2016)
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.