

# Governors State University

Student Affairs and Enrollment Management: Reaching Vision 2020

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

**Leader(s): Mushtaq Choudhary/Follett Bookstore Manager**

**Implementation Year: 2018/2019**

**Goal: 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 university departments and academic division offices.</b>
<b>Action Items</b>	<ol style="list-style-type: none"> <li>1. Create communication plan with department administrative assistants regarding course material deadlines and online adoption processes.</li> <li>2. Provide support materials to administrative assistants and faculty for online adoption use and historic textbook information for reference.</li> <li>3. Ensure missing course listings are sent out regularly to division offices to provide clear updates on information received by the bookstore beginning at the adoption due date deadlines.</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 list of department contacts created/maintained</li> <li>2. Communication sent out to all contacts 2 weeks prior to the deadline to submit course material information, with bi-weekly updates sent throughout the period prior to the start of the new term. Master listing to be sent to the campus liaison.</li> <li>3. Follow-up emails/meeting with department contacts to review status of concerning or challenging course material submissions.</li> </ol>
<b>Responsible Person and/or Unit</b> (Data collection, analysis reporting)	GSU Bookstore Manager University Liaison to Bookstore
<b>Milestones</b> (Identify Timelines)	<ul style="list-style-type: none"> <li>• Midyear Report (December 2018)</li> <li>• Spring Report (May 31)</li> </ul>
<b>Desired Outcomes and Achievements</b> (Identify results expected)	<ol style="list-style-type: none"> <li>1. 10% increase in number of course materials submitted before the start of each semester; as compared to same period LY.</li> </ol>
<b>Achieved Outcomes &amp; Results</b>	
<b>Analysis of Results</b>	

<b>Objective 2:</b>	<b>Improve Bookstore relations with the campus through the development/implementation of a Bookstore Advisory Committee</b>
<b>Action Items</b>	<ol style="list-style-type: none"> <li>1. Work with the campus liaison to put together a committee made up of faculty, administrators, students and academic division administrative assistants; in addition to bookstore management.</li> <li>2. Develop a set agenda to review key indicators regularly, in addition to agenda items that are relevant to that period of time of the academic year.</li> <li>3. Educate the committee members on the bookstore in general, as well as solicit feedback on performance and desired needs.</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. Adoption performance at key periods of time through the term.</li> <li>2. Number of out of stock and book issues during the first weeks of a new semester. Can/will develop a plan to share this information with the key individuals identified.</li> <li>3. Develop a way to share the minutes form these committee meetings (recommend meetings 3X per year around the mid-term of each semester) through a shared file or something similar.</li> </ol>
<b>Responsible Person and/or Unit</b> (Data collection, analysis reporting)	<p>Bookstore Manager University Liaison to Bookstore</p>
<b>Milestones</b> (Identify Timelines)	<ul style="list-style-type: none"> <li>• Mid-Semester Checkpoints – October, March, July</li> </ul>
<b>Desired Outcomes and Achievements</b> (Identify results expected)	<ol style="list-style-type: none"> <li>1. Build stronger working relationships with the members of the committee.</li> <li>2. Make information about the bookstore transparent to the committee members and all academic division offices.</li> <li>3. Through inclusion in the committee, help students to understand the bookstore operation and our commitment to textbook affordability.</li> </ol>
<b>Achieved Outcomes &amp; Results</b>	
<b>Analysis of Results</b>	

<b>Objective 3:</b>	<b>Promotion of the bookstore on campus throughout the year. This includes the financial aid options for students, marketing to the student for our promotions, as well as the Library book donation program.</b>
<b>Action Items</b>	<ol style="list-style-type: none"> <li>1. Continue to promote the use of financial aid in the bookstore and online.</li> <li>2. Bookstore support of university programs, such as new student orientation, student services and marketing.</li> <li>3. Continuous improvement on the library donation program, as well as the promotion of it to the students.</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. Will continue to track the use of FA in the bookstore as compared to previous terms.</li> <li>2. Will continue to support the new student orientation through bookstore promotion and inclusion of specific promotions to the new students to the university.</li> <li>3. Will work with the dean of the library to track the use of the donated titles throughout the year.</li> </ol>
<b>Responsible Person and/or Unit</b> (Data collection, analysis reporting)	Bookstore Manager Campus Liaison Dean of Library
<b>Milestones</b> (Identify Timelines)	<ol style="list-style-type: none"> <li>1. Reporting on dollars spent and number of transactions via the FA Link system after each term.</li> <li>2. Tracking of the number of coupons redeemed by new students post-orientation events.</li> <li>3. Reporting of the usage of the donated titles by the Dean of the Library for the post fall and spring terms</li> </ol>
<b>Desired Outcomes and Achievements</b> (Identify results expected)	<ul style="list-style-type: none"> <li>• 10% increase in the number of students using FA through the bookstore each term</li> <li>• Rate of usage on redeemed new student coupons for the current year as compared to the previous year (2017 and 2018 used the same format and discount offered).</li> <li>• Increase in usage of the reference titles within the library as reported by the Dean of Library ... no set percentage, looking for increase overall from 2017/18 which was the first year of this program</li> </ul>
<b>Achieved Outcomes &amp; Results</b>	
<b>Analysis of Results</b>	