

Governors State University

Student Affairs and Enrollment Management: Reaching Vision 2020

Focus Area: Auxiliary Services & University Housing

Leader(s): Mushtaq & Jim Sexton from 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.

Objective 1:	Strengthen collaboration with university departments and academic division offices.
Action Items	<ol style="list-style-type: none"> 1. Create communication plan with department administrative assistants regarding course material deadlines and online adoption processes. 2. Provide support materials to administrative assistants and faculty for online adoption use and historic textbook information for reference. 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.
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	<ol style="list-style-type: none"> 1. Accurate list of department contacts created/maintained 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. 3. Follow-up emails/meeting with department contacts to review status of concerning or challenging course material submissions.
Responsible Person and/or Unit (Data collection, analysis reporting)	GSU Bookstore Manager University Liaison to Bookstore
Milestones (Identify Timelines)	<ul style="list-style-type: none"> • Midyear Report (December 2018) • Spring Report (May 31)
Desired Outcomes and Achievements (Identify results expected)	<ol style="list-style-type: none"> 1. 10% increase in number of course materials submitted before the start of each semester; as compared to same period LY.
Achieved Outcomes & Results	<ol style="list-style-type: none"> 1. Had consistent communication sent out every 2 weeks after an adoption due date 2. Provided information to support setting up an online adoption account and a “how to” QRG was sent out to the academic admins with the adoption due date announcements 3. Announcements about the due date sent 30 days before the due date, and bi-weekly reminders with missing lists were sent beginning 2 weeks post due date for each semester.
Analysis of Results	<ul style="list-style-type: none"> • Fall 2019 adoptions were behind due to arrival time of new SM. Did push in June to get caught up to LY by 7/1. • Spring adoptions were 20% higher than LY at adoption due date, and consistently remained there thru the end of the calendar year. Due to this, the bookstore had more used books available. • Summer adoptions were 22% higher than LY at adoption due date, and consistently ran

- about this rate thru mid-may when TY and LY adoptions were over 90% complete.
- As of 5/15, we are running 22% ahead of LY for Fall 2019 adoptions

Objective 2:	Improve Bookstore relations with the campus through the development/implementation of a Bookstore Advisory Committee
Action Items	<ol style="list-style-type: none"> 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. 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. 3. Educate the committee members on the bookstore in general, as well as solicit feedback on performance and desired needs.
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	<ol style="list-style-type: none"> 1. Adoption performance at key periods of time through the term. 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. 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.
Responsible Person and/or Unit (Data collection, analysis reporting)	Bookstore Manager University Liaison to Bookstore
Milestones (Identify Timelines)	<ul style="list-style-type: none"> • Mid-Semester Checkpoints – October, March, July
Desired Outcomes and Achievements (Identify results expected)	<ol style="list-style-type: none"> 1. Build stronger working relationships with the members of the committee. 2. Make information about the bookstore transparent to the committee members and all academic division offices. 3. Through inclusion in the committee, help students to understand the bookstore operation and our commitment to textbook affordability.
Achieved Outcomes & Results	<ol style="list-style-type: none"> 1. Held our first advisory meeting on 4/23/2019. Had 3 academic admins, 1 rep from student services, and 1 rep from Marketing. Will be looking to add Faculty, and students to the committee in 2019/20 academic year. 2. Have a set agenda for the meeting, and will flex to add items as deemed appropriate by the committee members. Set agenda includes bookstore operational updates by term, and provides opportunity for committee members to share experiences and feedback. 3. Minutes of our meetings will be compiled by the Auxiliary Services & University Housing Director's office and provided to committee members, and will look for venue to distribute throughout the campus. 4. Not able to make the October check-point, however did make the May check (held meeting in April) and plan to make the July check (in June 2019).
Analysis of Results	<ul style="list-style-type: none"> • Do need to add faculty and students to the committee to get feedback and input from those groups on campus. Feedback and participation from the current members was very useful, and the bookstore does plan to use this committee for feedback on future products and services we have available for the university.

	<ul style="list-style-type: none"> Do feel that 3 X a year to meet should be sufficient at this time, however will remain flexible if the committee believes that an additional meeting should be added moving forward. Goal is to meet around mid-semester to review the term to date, and discuss the upcoming events and opportunities.
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Objective 3:	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.
Action Items	<ol style="list-style-type: none"> Continue to promote the use of financial aid in the bookstore and online. Bookstore support of university programs, such as new student orientation, student services and marketing. Continuous improvement on the library donation program, as well as the promotion of it to the students.
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	<ol style="list-style-type: none"> Will continue to track the use of FA in the bookstore as compared to previous terms. Will continue to support the new student orientation through bookstore promotion and inclusion of specific promotions to the new students to the university. Will work with the dean of the library to track the use of the donated titles throughout the year.
Responsible Person and/or Unit (Data collection, analysis reporting)	Bookstore Manager Campus Liaison Dean of Library
Milestones (Identify Timelines)	<ol style="list-style-type: none"> Reporting on dollars spent and number of transactions via the FA Link system after each term. Tracking of the number of coupons redeemed by new students post-orientation events. Reporting of the usage of the donated titles by the Dean of the Library for the post fall and spring terms
Desired Outcomes and Achievements (Identify results expected)	<ul style="list-style-type: none"> 10% increase in the number of students using FA through the bookstore each term 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). 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
Achieved Outcomes & Results	

FA Link Usage								
	<u>Students</u>	<u>Transactions</u>	<u>Books</u>	<u>Supplies</u>	<u>Other</u>	<u>Technology</u>	<u>Tax</u>	<u>Total</u>
Fall 2017	1165	2769	\$ 262,644.67	\$ 7,815.79	\$ 38,339.24	\$ 15,885.39	\$ 18,594.59	\$ 343,279.68
Fall 2018	1079	3021	\$ 211,968.65	\$ 8,449.24	\$ 36,447.19	\$ 41,934.80	\$ 15,803.62	\$ 314,603.50

FA Link Usage								
	<u>Students</u>	<u>Transactions</u>	<u>Books</u>	<u>Supplies</u>	<u>Other</u>	<u>Technology</u>	<u>Tax</u>	<u>Total</u>
Spring 2018	1009	2750	\$ 221,915.00	\$ 6,518.09	\$ 37,406.86	\$ 28,482.19	\$ 15,965.50	\$ 310,287.64
Spring 2019	896	2434	\$ 195,831.98	\$ 5,554.64	\$ 27,110.86	\$ 50,501.25	\$ 15,072.40	\$ 294,071.13

FA Link Usage								
	<u>Students</u>	<u>Transactions</u>	<u>Books</u>	<u>Supplies</u>	<u>Other</u>	<u>Technology</u>	<u>Tax</u>	<u>Total</u>
Summer 2018	147	323	\$ 23,649.84	\$ 926.73	\$ 3,732.24	\$ 5,277.96	\$ 2,001.48	\$ 35,588.25
Summer 2019	141	302	\$ 20,932.85	\$ 1,130.14	\$ 3,566.28	\$ 6,694.85	\$ 1,841.65	\$ 34,165.77

Analysis of Results

- Did see a drop in textbook sales thru the academic year, however the 19% decrease in fall was followed by 11% decreases in both spring and summer. Enrollment was down for all terms, however overall text sales improved in Sp/Sum due to larger availability of used books ... mostly due to improved adoption compliance.
- Technology sales experienced huge improvement in all three terms, and we also saw supplies increase in sales, and believe that is due to the store reset, as well as ease of online shopping experience for product.
- Although overall sales were down each term, we did see the gap close each term, from fall to summer in overall sales. We feel this was due to more used book availability (adoption compliance), better floor plan in the store (reset of all areas), and quicker online service for filling orders (kept up to date daily).
- We promoted the rental program, digital book options and price match throughout the year, and the new student orientation promotion in the 2018/19 year was updated to be more streamline and user-friendly for students. Unable to get the actual count on number of coupons used from this program, however was honored through the spring term. We did see dollar and unit increases in used and digital books sales in this past academic year.
- Have not yet received an update on the use of books donated by the bookstore thru the library donation program, however did spread the word in our advisory committee and word of mouth to faculty. This usage update will need to come from our library liaison.