

## **Auxiliary Services & University Housing: Strategic Focus Areas 2015-2016**

**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.*

Strategy # 1 : Collaborate with other university departments and divisions.

ACTION ITEMS	Responsibility Party	Other Staff Involved	Target Implementation Date	Expected Outcome/Goal	Reported Progress to Goal (Deadline)	Budget Needs	Notes/Status
Communication plan that will improve timeliness of course material submissions	Follett bookstore management team	Betsy	August 1	20% increase in number of course materials submitted by identified deadlines for fall, spring and summer courses over previous year.			
Educate faculty and staff in Academic Affairs about the Follett Discover program	Follett bookstore management team	Betsy	February 1	Increased awareness of program options			
Collaborate with Financial Aid, Finance & Student Accounts to implement FA Link program	Follett bookstore management team	Betsy	July 1	Ability for students to purchase course materials prior to aid disbursement; increased sales			
Collaborate with Athletics & Marketing to identify a wider selection of athletic apparel offerings	Follett bookstore management team	Betsy	November 1	Wider selection of athletic apparel offerings			
Market & implement the Follett Special	Follett bookstore management	Betsy	December 1	Increased awareness of Special Order program availability	Identified special order merchandise that we want to		

Order program	team				display in store; being made as of 11/1/15		
Collaborate with University Marketing to identify branding colors for higher end apparel including a GSU scarf and tie	Follett bookstore management team	Betsy	December 1	GSU scarf and tie available for purchase in store	GSU Graphics designed tie and scarf; Scarf has arrived; tie to be on site in early spring		
Work with Alumni Affairs to market Bookstore Merchandise to alumni	Follett bookstore management team	Betsy	September 1	Increased sales to GSU alumni	Bookstore manager working with Alumni Affairs to offer birthday coupon for purchase of merchandise		

**Strategy # 2 : Improve marketing and outreach to the university community about the products and services offered through the GSU Bookstore.**

ACTION ITEMS	Responsibility Party	Other Staff Involved	Target Implementation Date	Expected Outcome/Goal	Reported Progress to Goal (Deadline)	Budget Needs	Notes/Status
Communicate expectations to Follett leadership regarding marketing and outreach	Betsy	Follett Bookstore Management Team	August 1	Increased visibility of sales, specials, new products			
Provide university marketing with information on sales, new merchandise that can be promoted in GSU View, on monitors, on facebook, etc	Follett bookstore management team	Betsy	December 1	Increased awareness of program options; increased sales	Information shared with Marketing – placed in GSU View; on monitors.		

**Strategy # 3: Administer annual survey to solicit feedback from the university community regarding their satisfaction with the services and products available through**

the GSU bookstore as well as their recommendations for the future.

ACTION ITEMS	Responsibility Party	Other Staff Involved	Target Implementation Date	Expected Outcome/Goal	Reported Progress to Goal (Deadline)	Budget Needs	Notes/Status
Actively support participation in Follett Survey to university community members	Betsy	Follett Bookstore Management Team	November 1	Increased participation in survey by university community	Email with follett survey link sent out on October 30th		
Report key finding on Bookstore website	Betsy	Follett Bookstore Management Team	January 1	Awareness of success, concerns associated with the bookstore			