

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.

Objective 1:	Strengthen collaboration with other university departments and divisions.						
Action Items	<ol style="list-style-type: none"> 1. Communication plan to department contacts that will improve timeliness of course material submissions 2. Educate faculty and staff in Academic Affairs about the Follett Discover program 3. Collaborate with Financial Aid, Finance & Student Accounts to implement FA Link program 4. Collaborate with Athletics & Marketing to identify a wider selection of athletic apparel offerings 5. Market & implement the Follett Special Order program 6. Work with Alumni Affairs to market Bookstore Merchandise to alumni 						
Desired Outcomes and Achievements (Identify results expected)	<ol style="list-style-type: none"> 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 						
Achieved Outcomes & Results	<ol style="list-style-type: none"> 1. Fall course materials – Fall 2016 as of 8/12/16: Received 1677; missing 67 sections;18 no instructor sections; On 8/11/15: Received 1775; 75 missing; 24 no instructor sections Spring 2017 as of 12/9/16: Received 1570; 172 missing; 64 no instructor sections. On 12/11/2015 1683 received; 190 missing; 37 no instructor sections 2. Bookstore manager and course material person visited designated contacts and are currently planning second visit to provide spring material information. Continue to visit and communicate via phone and email with department secretaries about Spring 2017 course materials. Missing lists started being emails to office secretaries on 10/14/16 3. FA Link FA16 – Increase of \$59,845.18 in sales using FA Link over FA15 (\$391,835.26); added computer purchases to FA link as option; 34 computers sold in fall (\$17,567); 18% increase over FA15 sales. 4. FA Link SP17 –Increase of \$39,565.46 in sales using FA Link over SP16 (\$328,689.51); 52 computers purchased in spring (\$26,220.77); 14% increase over SP16 sales. 5. Price Match Usage in Fall: 265 transactions; \$12,225.50 in Gift cards; Average Transaction: \$46.13; Spring 17 we had 148 transactions; \$7,083.14 in Gift cards; Average Transaction: \$47.86 6. GSU Alumni Birthday Coupon has been used 10 times for \$119.46 in sales. 						
Analysis of Results	<ol style="list-style-type: none"> 1. We improved the percentage of course materials submitted each semester before the start of each semester [Fall 15 (89.02%) vs Fall 16: (96.15%)]; [Spring 16 (89.86%) vs Spring 17 (92.13%)]; summer 16 (93.35%) vs summer 17 (98.52%)] 2. Revenue generated on FA Link for Fall and Spring semester = \$720,524.77. This was an increase of \$99, 409.74 for the previous fall and spring semesters (16% increase); 3. We did not see a significantly large increase in the types of athletic apparel offerings. 4. Our special order program increased in 2016/2017 by 150% <table border="1" style="margin-left: auto; margin-right: auto; border-collapse: collapse; text-align: center;"> <tr> <td style="width: 100px; height: 20px;"></td> <td style="width: 50px; font-weight: bold;">QTY</td> <td style="width: 50px; font-weight: bold;">QTY</td> </tr> <tr> <td></td> <td style="font-weight: bold;">15/16</td> <td style="font-weight: bold;">16/17</td> </tr> </table>		QTY	QTY		15/16	16/17
	QTY	QTY					
	15/16	16/17					

		Special Gifts		
		Clock	1	0
		Wine Glass	0	8
		Cuff Links	0	5
		Lapel Pin	2	3
		Key Chain	1	2
		Coaster	2	2
		Paper Weight	2	0
		TOTAL	8	20

Objective 2:	Improve marketing and outreach to the university community about the products and services offered through the GSU Bookstore.
Action Items	<ol style="list-style-type: none"> 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.
Desired Outcomes and Achievements (Identify results expected)	<ul style="list-style-type: none"> • 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)
Achieved Outcomes & Results	<ul style="list-style-type: none"> • Only 30 students used coupon - \$838.30 in purchases • 12 higher end gifts sold since 7/1/16. In 2015/2016 8 higher end gifts sold; currently 50% ahead of last year sales. 20 higher end gifts sold as of 5/11/2017, not including 7 GSU Ties. • Price Match program – Fall: 265 transactions; \$12,225.50 in gift cards issued Spring: 148 transactions, \$7,083.14 • Round up as of 9/11/16 = \$11.08; as of 10/26/16 = \$46.29; as of 12/13/16 = \$115.72; as of 5/11/2017 = \$238.50 • Improved marketing of SALES in store have increased traffic and purchases. In fall semester there were 3 two-day sales events. Sales exceeded goals established by Follett management: Goal: \$4078 Actual Sales: \$5629; In addition, the Faculty/Staff appreciation event at the end of the semester exceeded goal set (\$1400); Sales were \$2194. • Follett’s fiscal year ends in September. A 3 year comparison of sales shows continued growth in the bookstore in all categories except used textbooks. <u>12 month sales Ending September:</u> <ul style="list-style-type: none"> ○ 2016: \$1,328,847 ○ 2015: \$1,181,670 ○ 2014: \$1,039,782
Analysis of Results	<ul style="list-style-type: none"> • Price Match program generated \$19,308.64 in gift cards to GSU students; • Improved marketing of sales in the bookstore has generated more traffic; • \$238 was raised in Scholarship Roundup in 2016/2017; • Textbook sales in the Bookstore have increased over the past 3 years; • Advanced on line program was not implemented due to requirement to purchase minimum number of products in each category.

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	<ol style="list-style-type: none"> 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)
Achieved Outcomes & Results	<ul style="list-style-type: none"> • Follett did not offer the Campus Survey for 2016. However, in the fall semester a review of receipt surveys was conducted: 28 Receipt Surveys: Overall Satisfaction 29% = 5, 57%=4, 14%=2; Availability of Associates: 86%=5 14%=4; Availability of Merchandise 29%=5, 71%=4, Overall Value for Price Paid: 50%=5, 33%=4, 17%=2 • In the spring 2017 semester a GSU Bookstore survey was created for all GSU faculty, staff and students to respond to; 114 surveys were submitted (22 Faculty, 40 Staff, and 52 Students) exceeding our goal of 100 survey responses;
Analysis of Results	<ul style="list-style-type: none"> • 77% of GSU faculty prefer to use a physical textbook. Only 27% of faculty, direct their students to purchase books directly from the bookstore; 68% do not direct their students to purchase the books from any particular source. • Only 27% of faculty members are aware that submitting book orders in on time impacts the price of the textbook they choose for their class. When faculty, select a text most select their title by price or what is assigned to them. • 47% of students prefer to rent their textbooks and 82% prefer a physical textbook. Only 43% of students surveyed purchase their books from the GSU Bookstore or website. • 53% of students purchase their textbooks over a week before the start of class. When visiting the bookstore 85% of students came to purchase textbooks and 51% came to purchase apparel. While only 56% actually purchased textbooks and 22% purchased apparel. • 91% of people surveyed strongly agree or agree having a bookstore on campus is useful to them. 81% are aware the bookstore has a website to purchase items. • When asked about the GSU Bookstore clothing and merchandise 61% of surveyors find the bookstore to have adequate clothing sizes, 56% find there is a wide assortment of colors, and 56% agree there is a wide assortment of merchandise. Only 40% believe they receive a good value for the price they paid. • 74% of respondents find the GSU bookstore to have enough staff on hand to help them with their needs.