Governors State University

Student Affairs and Enrollment Management: Reaching Vision 2020

Focus Area: Auxiliary Services & University Housing

Leader(s): Betsy Joseph/Follett Bookstore Manager

Implementation Year: 2017/2018

<table>
<tr><td colspan="2">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.</td></tr>
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Objective 1:	Strengthen collaboration with other university departments and divisions.
Action Items	1. Create communication plan with department liaisons regarding course material deadlines 2. Collaborate with Alumni Affairs to market bookstore merchandise to Alumni 3. Implement the Library Textbook program with Follett and GSU Library staff;
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	1. Accurate list of department contacts created 2. Communication sent out to all contacts with deadline to submit course material information 3. Follow-up meeting with department contacts to review status of course material submissions; 4. Meeting with Director of Alumni Relations to develop plan of communication about GSU Bookstore and Alumni discount program; 5. Identify top required textbook titles in Fall and spring semesters as measured by class enrollment; 6. Develop communication to all faculty teaching courses that have these textbooks to make sure they are aware the library has copy of textbook on reserve; 7. Develop textbook inventory tracking procedure with Follett and Library staff.
Responsible Person and/or Unit (Data collection, analysis reporting)	GSU Bookstore Manager University Liaison to Bookstore Dean of GSU Library
Milestones (Identify Timelines)	• Midyear Report (Jan 3) • Spring Report (May 31)
Desired Outcomes and Achievements (Identify results expected)	1. 10% increase in number of course materials submitted before the start of each semester 2. 10% increase in number of alumni taking advantage of the alumni discount program in the Bookstore 3. Inventory tracking procedure created; 4. Reports showing number of time textbooks are checked out created and shared with impacted areas;
Achieved Outcomes & Results	1. As of 9/6/17, 91% of fall course materials had been submitted to GSU bookstore; In August 2016 96% of all fall course materials had been submitted. There were several different issues that impacted submissions, including inaccurate data as to what courses were being offered this semester, an interim director for most of the summer, and lack of appropriate follow-up with departmental contacts. Currently 18% behind LY (Fall 2017) at this time, however working to get caught up and surpass – new management team in place for 2018/19. 2. Did not happen in timely manner 3. Did not happen in timely manner

	4. The Dean of the Library provided report that indicated 21 of the 50 course materials on reserve in the Library were checked out in the fall 2017 semester. A total of 90 usages was reported for the fall.
	5. Fall 2017: Course materials for top 50 enrolled courses were identified. Twenty-one different departments had courses that were in the top 50. Two hundred and fifty sections of courses were impacted. The course materials given to the Library Reserve desk had retail price totaling $6,813.05 in the fall.
	Spring 2018: Course materials for top 50 enrolled courses were identified. Twenty-one different departments had courses in the top 50. Two hundred and fifty sections of courses were impacted. In addition there were sixteen donated books from fall 2017 that were used in courses in the spring semester. These 16 items, impacted eleven departments and 45 sections of courses. In total, for the spring 2018 semester there were 298 sections of courses impacted by having a copy of the course material on reserve in the library for student use.
	6. The Dean of the Library sent email communication to all faculty teaching courses that had a copy of the course material on reserve in the Library. In the spring 2018 semester she also sent out communication to students enrolled in each of the courses/sections.
Analysis of Results	1. Need to set up a more consistent follow up process for text adoptions to be direct to coordinators. Can and will send update to campus contact, however need to work more directly with departments to achieve better results. Continued action item for 2018/19 academic year. 2. This did not happen in 2017/18 due to changes in management at bookstore. Should be a focus for 2018/19 with new management team. 3. Books were sent in Fall 2017 and again in Spring 2018. Dean of Library to provide details on how the program worked from the school stand-point, and bookstore will plan to continue to review and provide books that change for the 2018/19 academic year 2 weeks prior to the start of the fall and spring terms respectively. Would like to look at the possibility of adding a bookstore advisory committee in 2018/19. Should include faculty, staff, and administration and student representation. Meet 2x per academic year to review the current term and share info for the upcoming term.

Objective 2:	Improve marketing and outreach to the university community about the products and services offered through the GSU Bookstore.
Action Items	1. Provide information to all students attending summer and fall orientations marketing material outlining the opportunity to sign up with GSU Bookstore and received a coupon for 30% off apparel or gift in the GSU Bookstore or online. 2. Provide information about GSU Bookstore events and promotions to the GSU community via Facebook, twitter, GSU View, and the Campus Life channel. 3. Increase participation in FA Link by sharing information about the program with students at orientation and also via the website and signage;
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	1. Students submit coupon for purchase in Bookstore or on line 2. Increased revenue from sales during special events and/or promotions over 2016/2017 sales 3. Increase dollar amount of FA Link expenditures
Responsible Person and/or Unit (Data	Bookstore Manager University Liaison to Bookstore

collection, analysis reporting)	
Milestones (Identify Timelines)	• Midyear Report (Jan 3) • Spring Report (May 31)
Desired Outcomes and Achievements (Identify results expected)	1. At least 50 students submit 30% off coupons for purchases 2. Increased expenditures during Bookstore events/promotions 3. Expenditures via FA Link increase by 10% over 2016/2017 revenue
Achieved Outcomes & Results	1. All orientations – information presented to students and families attending about services & programs of the GSU Bookstore and information about WelcomeSignUp.com/0372 that was in their packet of materials. 2. --- 3. Usage of FA Link in Fall 2017 and Spring 2018 declined in comparison to Fall 2016 and Spring 2017.

FA LINK USAGE

	Students	Transactions	Books	Supplies	Other	Computers	Tax	Total
Fall 2016	1179	2879	$299,057.78	$6,498.53	$47,389.08	$17,567.00	$21,322.87	$391,835.26
Fall 2017		2769	$262,644.67	$7,815.79	$38,339.24	$15,885.39	$18,594.59	$343,279.68

FA LINK USAGE

	Students	Transactions	Books	Supplies	Other	Computers	Tax	Total
Spring 2017	1087	2572	$249,177.31	$6,498.53	$30,268.84	$26,220.77	$16,751.94	$328,689.51
Spring 2018	1009	2750	$221,915.00	$6,518.09	$37,406.86	$28,482.19	$15,965.50	$310,287;64

FA LINK USAGE

	Students	Transactions	Books	Supplies	Other	Computers	Tax	Total
Summer 2017		293	$23,706.43	$408.70	$3,209.74	$1,459.99	$1,510.44	$30,295.30
Summer 2018	147	323	$23,649.84	$926.73	$3,732.24	$5,277.96	$2,001.48	$35,588.25

Analysis of Results	1. Do not have specific results to share in regards to success of the NSO coupon at GSU specifically, however the program was an overall success to Follett and do plan to keep in place for the 2018/19 academic year at GSU – have seen some usage in June 2018 already from incoming freshman – after first orientation had 4 students come in to use the coupon provided at orientation. 2. Do not know how this was handled in the 2017/18 academic year, however do plan to partner with the university to share key initiatives in 2018/19 about the bookstore in order to expand our reach to the campus and specifically students. Do have signage in the bookstore and around campus. Would like to look at the possibility of Financial Aid messaging to students to expand on the reach of access to FA and ability to use online and in-store. Results above show an increase in transactions and overall sales as compared to 2017.

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. Administer GSU Bookstore survey to faculty, staff & students by April 10, 2018.
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	1. Survey developed in 2016/2017 will be re-administered in Spring 2018 2. Information/link to survey will be sent out to all faculty & staff and enrolled students 3. Analysis of 2017/2018 survey responses against 2016/2017 responses
Responsible Person and/or Unit (Data collection, analysis reporting)	Bookstore Manager
Milestones (Identify Timelines)	May 2018 (survey administered and analyzed)
Desired Outcomes and Achievements (Identify results expected)	• 10% increase in the number of students, faculty, and staff who complete survey • Comparison of 2017/2018 survey responses against 2016/2017 survey responses will show improved performance and satisfaction with Bookstore services & programs on key indicators
Achieved Outcomes & Results	With loss of Bookstore manager in early spring semester, the survey developed in 2016/2017 was not administered in the spring 2018 semester.
Analysis of Results	Provided the results of the Fall survey to the campus contact as part of this update. The results are compared to Follett averages as we do not have a GSU survey to compare results. Follett plans to conduct another survey in Fall 2019 (and we could then have a comparison survey).