

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

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. 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)	<ol style="list-style-type: none"> 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)	<ul style="list-style-type: none"> • Midyear Report (Jan 4) • 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 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	
Analysis of Results	

Objective 2:	Improve marketing and outreach to the university community about the products and services offered through the GSU Bookstore.
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Action Items	<ol style="list-style-type: none"> 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)	<ol style="list-style-type: none"> 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 collection, analysis reporting)	Bookstore Manager University Liaison to Bookstore
Milestones (Identify Timelines)	<ul style="list-style-type: none"> • Midyear Report (Jan 4) • Spring Report (May 31)
Desired Outcomes and Achievements (Identify results expected)	<ol style="list-style-type: none"> 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	
Analysis of Results	

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. 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)	<ol style="list-style-type: none"> 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)	<ul style="list-style-type: none"> • 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	
Analysis of Results	

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