

# Governors State University

Student Affairs and Enrollment Management: Reaching Vision 2020

**Focus Area: Auxiliary Services & University Housing**

**Leader(s): Mushtaq Choudhary & John P. Sublette from Follett Bookstore**

**Implementation Year: 2019/2020**

**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.**

<b>Objective 1:</b>	<b>Strengthen collaboration with university departments and academic division offices.</b>
<b>Action Items</b>	<ol style="list-style-type: none"> <li>1. Create communication plan with department administrative assistants regarding course material deadlines and online adoption processes.</li> <li>2. Provide support materials to administrative assistants and faculty for online adoption use and historic textbook information for reference.</li> <li>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.</li> <li>4. Present the new Follett Discover Adopt and Access program to the Bookstore Advisory Committee for feedback and discussion on timing of implementation.</li> </ol>
<b>Indicators and Data Needed</b> (Measures that will appraise progress towards the strategic objective)	<ol style="list-style-type: none"> <li>1. Accurate list of department contacts created/maintained (verified 3X per academic year)</li> <li>2. Communication sent out to all contacts 2 weeks prior to the deadline to submit course material information, with bi-weekly "missing" updates sent throughout the period prior to the start of the new term. Master listing to be sent to the campus liaison.</li> <li>3. Follow-up emails/meeting with department contacts to review status of concerning or challenging course material submissions.</li> </ol>
<b>Responsible Person and/or Unit</b> (Data collection, analysis reporting)	GSU Bookstore Manager University Liaison to Bookstore
<b>Milestones</b> (Identify Timelines)	<ul style="list-style-type: none"> <li>• Midyear Report (December 2019)</li> <li>• Spring Report (June 30)</li> </ul>
<b>Desired Outcomes and Achievements</b> (Identify results expected)	<ol style="list-style-type: none"> <li>1. 10% increase in number of course materials submitted before the start of each semester; as compared to same period LY.</li> <li>2. Increased used book availability from the targeted improvement in textbook adoption compliance. Result should also show increase in rental activity.</li> <li>3. Implementation of the Follett Discover Adopt and Access systems for use on the GSU campus for faculty, department admins and students. Improved system should assist with improvement in adoption compliance, and reporting capabilities.</li> </ol>
<b>Achieved Outcomes &amp; Results</b>	<ol style="list-style-type: none"> <li>1. Fall 2019 Semester saw an 8% increase in the number of adoptions entered over the same period in 2018. Spring 2020 saw a 4% increase in expected titles over the Spring 2019 semester.</li> <li>2. Follett Discover Adopt continues to be in the pipeline. Infrastructure is ready according to recent communications.</li> </ol>

<b>Analysis of Results</b>	<ul style="list-style-type: none"> <li>While the numbers have gone up. There should be even more compliance with adoption entries as this only helps the students be more prepared for class. Bookstore management will continue efforts to increase the rate of text adoptions with the ultimate goal of 100% compliance prior to the start of class.</li> </ul>
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<b>Objective 2:</b>	<b>Improve Bookstore relations with the GSU campus through the regular meetings of the Bookstore Advisory Committee (Fall / Spring / Summer). Committee to include representatives from staff, faculty, administration and students.</b>
<b>Action Items</b>	<ol style="list-style-type: none"> <li>1. Work with the campus liaison to meet 3 times a year with committee made up of faculty, administrators, students and academic division administrative assistants; in addition to bookstore management.</li> <li>2. Use 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. Bookstore to include relevant support of sales from each back-to-school period for committee to review and provide feedback.</li> <li>3. Educate the committee members on the bookstore in general, as well as solicit feedback on performance and desired needs.</li> <li>4. Demo the new Discover Adopt &amp; Access programs for potential implementation at GSU in the 2019/20 academic session.</li> </ol>
<b>Indicators and Data Needed</b> (Measures that will appraise progress towards the strategic objective)	<ol style="list-style-type: none"> <li>1. Adoption performance at key periods of time through the term.</li> <li>2. Number of out of stock and book issues during the first weeks of a new semester. Continue to share compliance information with the key individuals identified in each department.</li> <li>3. Develop a way to share the minutes from committee meetings through a shared file or something similar so all faculty and staff have access.</li> <li>4. Work through campus liaison to get GSU IT department support to implement Follett Discover Adopt and Access, and then develop marketing plan to share with campus – faculty &amp; students</li> </ol>
<b>Responsible Person and/or Unit</b> (Data collection, analysis reporting)	Bookstore Manager University Liaison to Bookstore
<b>Milestones</b> (Identify Timelines)	<ul style="list-style-type: none"> <li>• Mid-Semester Checkpoints – October, March, July for advisory meetings</li> </ul>
<b>Desired Outcomes and Achievements</b> (Identify results expected)	<ol style="list-style-type: none"> <li>1. Build stronger working relationships with the members of the committee.</li> <li>2. Make information about the bookstore transparent to the committee members and all academic division offices.</li> <li>3. Through inclusion in the committee, help students to understand the bookstore operation and our commitment to textbook affordability.</li> <li>4. Implementation of the Follett Discover Adopt and Access programs for GSU faculty and students. Goal is to have Adopt in place for summer textbook adoption season, and Access in place for the Fall 2020 semester.</li> </ol>
<b>Achieved Outcomes &amp; Results</b>	<ol style="list-style-type: none"> <li>1. Due to the COVID-19 Pandemic the committee meetings was held in February 2020. There are plans to resume via Zoom calls in Spring 2021</li> <li>2. Follett Discover Adopt is on schedule to be in place for the Summer 2021 adoption season.</li> <li>3. Follett Access has been successfully implemented since the Fall 2020 Semester</li> </ol>

<b>Analysis of Results</b>	<ul style="list-style-type: none"> <li>The more people involved in the committee the better for everyone involved. Resuming these sessions to gain ideas and input from staff, faculty &amp; students will greatly improve relations between us all.</li> <li>The expansion of Follett Access &amp; the launch of Follett Discover are major goals of bookstore management.</li> </ul>
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<b>Objective 3:</b>	<b>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.</b>
<b>Action Items</b>	<ol style="list-style-type: none"> <li>Continue to promote the use of financial aid in the bookstore and online.</li> <li>Bookstore support of university programs, such as new student orientation, student services and marketing.</li> <li>Continuous improvement on the library donation program, as well as the promotion of it to the students.</li> </ol>
<b>Indicators and Data Needed</b> (Measures that will appraise progress towards the strategic objective)	<ol style="list-style-type: none"> <li>Will continue to track the use of FA in the bookstore as compared to previous terms.</li> <li>Will continue to support the new student orientation through bookstore promotion and inclusion of specific promotions to the new students to the university.</li> <li>Will work with the dean of the library to track the use of the donated titles throughout the year.</li> </ol>
<b>Responsible Person and/or Unit</b> (Data collection, analysis reporting)	Bookstore Manager Campus Liaison Dean of Library
<b>Milestones</b> (Identify Timelines)	<ol style="list-style-type: none"> <li>Reporting on dollars spent and number of transactions via the FA Link system after each term.</li> <li>Tracking of the number of coupons redeemed by new students post-orientation events.</li> <li>Reporting of the usage of the donated titles by the Dean of the Library for the post fall and spring terms</li> </ol>
<b>Desired Outcomes and Achievements</b> (Identify results expected)	<ul style="list-style-type: none"> <li>10% increase in the number of students using FA through the bookstore each term</li> <li>Rate of usage on redeemed new student coupons for the current year as compared to the previous year (2019 and 2020 used the same format and discount offered).</li> <li>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 2018/19 which was the second year of this program.</li> </ul>
<b>Achieved Outcomes &amp; Results</b>	<ul style="list-style-type: none"> <li>Fall 2018 FA Link \$ Spent: \$313,234.52   # of Students: 1079   # of Transactions: 3021</li> <li>Fall 2019 FA Link \$ Spent: \$314,184.44   # of Students: 1107   # of Transactions: 3055</li> <li>Spring 2019 FA Link \$ Spent: \$293,717.69   # of Students: 896   # of Transactions: 2434</li> <li>Spring 2020 FA Link \$ Spent: \$304,826.35   # of Students: 908   # of Transactions: 2463</li> <li>Due to COVID pandemic no on-campus orientation event happened for 2020</li> <li>Library has not been open during pandemic</li> </ul>
<b>Analysis of Results</b>	<ul style="list-style-type: none"> <li>FA Link system did see an increase in transactions &amp; dollars spent. It remains to be where a majority of our sales are processed through both online and in-store.</li> <li>Plans are being made with Bookstore Management and the Library to resume donation program</li> <li>The bookstore will continue to support new student orientation, student services and marketing.</li> </ul>

