

Governors State University
Student Affairs and Enrollment Management: Reaching Vision 2020

Focus Area: Auxiliary Services & University Housing

Leader(s): Betsy Joseph

Implementation Year: 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.

Objective 1:	Strategy # 1: Collaborate with other university departments and divisions																												
Action Items	<ol style="list-style-type: none"> 1. Communication plan 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. Collaborate with University Marketing to identify branding colors for higher end apparel including a GSU scarf and tie 7. 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. Ability for students to purchase course materials prior to aid disbursement; increased sales 4. Wider selection of athletic apparel offerings 5. Increased awareness of Special Order program availability 6. GSU scarf and tie available for purchase in store 7. Increased sales to GSU alumni 																												
Achieved Outcomes & Results	<ol style="list-style-type: none"> 1. Department list sent to Betsy on regular basis; missing list sent to department secretaries every Friday; in spring 2016 as of 1/9/16 only 36 missing sections of course materials identified compared to 213 on 1/11/15. This lead to 92% book availability the first day of class compared to 85% the prior year. Summer 2016 only had 5 missing book orders compared to 55 missing the prior year. There was 98% title availability compared to 86% the prior year. 2. Decision made to not pursue the Follett Discover Program at this time – will be considered as FY2017 goal. 3. The bookstore had a 23% increase in sales with the help of FA Link. For 2015/2016 school year there was a 9% increase in textbook units. <table border="1" style="margin: 10px auto; border-collapse: collapse; text-align: center;"> <thead> <tr> <th style="text-align: left;">FA Link Categories</th> <th>Fall 2015</th> <th>Spring 2016</th> </tr> </thead> <tbody> <tr> <td style="text-align: left;">Books</td> <td>\$ 275,441.94</td> <td>\$ 240,929.41</td> </tr> <tr> <td style="text-align: left;">Supplies</td> <td>\$ 5,527.22</td> <td>\$ 4,606.67</td> </tr> <tr> <td style="text-align: left;">Other</td> <td>\$ 32,363.18</td> <td>\$ 27,207.79</td> </tr> <tr> <td style="text-align: left;">Tax</td> <td>\$ 18,657.74</td> <td>\$ 16,381.01</td> </tr> <tr> <td style="text-align: left;">Total</td> <td>\$ 331,990.08</td> <td>\$ 289,134.95</td> </tr> </tbody> </table> 4. Follett is now selling NIKE and Under Armour athletic apparel since the addition of GSU athletic program and mascot. The chart below provides details about sells this year compared to last year when there was a very limited inventory of options. <table border="1" style="margin: 10px auto; border-collapse: collapse; text-align: center;"> <thead> <tr> <th style="width: 40%;"></th> <th>TY</th> <th>LY</th> <th>TY</th> <th>LY</th> </tr> </thead> <tbody> <tr> <td style="height: 20px;"></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> 	FA Link Categories	Fall 2015	Spring 2016	Books	\$ 275,441.94	\$ 240,929.41	Supplies	\$ 5,527.22	\$ 4,606.67	Other	\$ 32,363.18	\$ 27,207.79	Tax	\$ 18,657.74	\$ 16,381.01	Total	\$ 331,990.08	\$ 289,134.95		TY	LY	TY	LY					
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	TY QTY	LY QTY	TY Sales	LY Sales
Under Armour				
Short Sleeve Tshirt	28	11	\$744.95	\$300.80
Hood	5	0	\$352.00	0.00
1/4 Fleece Coat	47	0	\$1,416.00	0.00
Women's Tank	19	0	\$222.00	0.00
Women's Athletic Pants	45	0	\$1,175.00	0.00
Women's Tshirt	40	0	\$748.00	0.00
Nike				
Short Sleeve	20	0	\$585.00	0.00
Shorts	11	0	\$428.00	0.00
1/4 performance zip	15	0	\$1,056.91	0.00

The bookstore also has partnered with the athletic program to offer specific sports t-shirts to give to new student athletes.

- Special Order Program implemented; have brought in a Special Gift Glass Case; Displaying Cufflinks, Tie Tack, Wine Glasses, Clock, Coasters, and Paper Weight. Working towards getting pictures and items displayed on govstshop.com; Wine Glass and Paper Weight are currently displayed. Sales have been limited.

	QTY	Sales
Special Gifts		
Clock	1	\$19.80
Wine Glass	0	0.00
Cuff Links	0	0.00
Lapel Pin	2	\$38.00
Key Chain	1	\$19.80
Coaster	2	\$39.60
Paper Weight	2	\$81.00

- GSU Graphics designed tie and scarf that Follett was able to have specially made for GSU.
- Bookstore Manager working with Alumni Affairs to offer birthday coupon for purchase of merchandise. Alumni receive a 10% off coupon good towards apparel on their birthday.

Analysis of Results

- We continue to make steady progress in improving the timeliness of course materials being submitted by academic departments.
- Follett Discover Program – not pursued in 2015/2016 due to other priorities; this goal will be considered for continuation in FY17.
- In fall 2015 sales increased by \$116,778 and in the spring sales increased by \$149,731. Not all can be directly attributed to FA Link but since most schools are showing a declining sales in course materials in college run bookstores, it is safe to conclude that the addition of FA Link and the Follett Price Match program in the spring are why sales are UP and not down.
- NIKE and Under Armour are higher priced clothing items with limited market at GSU. However, to date we have over \$6,700 in sales. In addition, the GSU Bookstore is setting up at home basketball games that occur during the semester. This past year they sold 5 shirts, 2 pennants, and 3 hats.
- Special Gift program implemented – minimal success – I believe the current budget problems are contributing to lack of sales. However, we also need to do more marketing/advertising of these product offerings.
- A GSU tie and scarf are now available in the Bookstore. Scarf sales have been more successful than tie sales (3 ties sold; 45 scarves sold). This is because the price point for the scarf is more

	<p>realistic. The GSU tie that was manufactured retails at \$75. This was not the tie that was initially approved. When it arrived and it was discovered that the more expensive tie had been manufactured, the Bookstore manager received permission from the regional manager to immediately discount it by 40%. Even with that level of discount, only 3 ties have been sold so far.</p> <p>7. We need to do a better job working with Alumni Affairs to make alumni aware of the 10% off coupon towards apparel on their birthday.</p>
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Objective 2:	Strategy # 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. Communicate expectations to Follett leadership regarding marketing and outreach 2. Provide university marketing with information on sales, new merchandise that can be promoted in GSU View, on monitors, on Facebook, etc.
Desired Outcomes & Achievements	<ol style="list-style-type: none"> 1. Increased visibility of sales, specials, new products 2. Increased awareness of program options; increased sales
Achieved Outcomes & Results	<ol style="list-style-type: none"> 1. Expectations communicated; some progress noted 2. Information more routinely shared regarding sales; information posted on Facebook and on twitter by Prairie Place accounts; information about sales noted in GSU View. 3. Rotation of window displays; products also placed in the display case in the Hall of Governors.
Analysis of Results	We are more regularly using the GSU View, Facebook and twitter to share information with the university community about sales in the Bookstore. In addition, Follett is now providing a packet of material that will be distributed to all freshman at orientation that contains information about the bookstore books/course materials options (purchase – new or old; rentals). The packet also contains information about the Price Match program, and an opportunity to enter a contest to win up to \$500 in textbooks, and a coupon for 20% off one apparel or gift item (valid until 9/22/2016).

Objective 3:	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	<ol style="list-style-type: none"> 1. Actively support participation in Follett Survey to university community members 2. Report key finding on Bookstore website
Desired Outcomes & Results	<ol style="list-style-type: none"> 1. Increased participation in survey by university community 2. Awareness of success, concerns associated with the bookstore
Achieved Outcomes & Results	<ol style="list-style-type: none"> 1. Email with Follett survey link sent out on October 30. An ongoing survey that customers can take at the bottom of our receipt for an additional \$5 off a \$40 or more purchase. 2. Limited success in expanding knowledge of successes and concerns associated with Bookstore operations.
Analysis of Results	<ol style="list-style-type: none"> 1. 75 survey responses; GSU scores higher than other Chicago Area accounts and all Follett Higher Education accounts on all 6 major survey areas: Campus Store is Useful; Wide Clothing Size Selection Wide Clothing Color Selection; Wide Merchandise Assortment; Enough Staff to Assist me; offer good Value for Price. Survey comments indicated high satisfaction with staff being helpful and knowledgeable; convenience of store; and availability of course materials and supplies. Eighty percent of survey respondents find the bookstore useful. Some comments expressed dissatisfaction with pricing and unisex sizing. In addition, 70% of respondents would like a wider selection of clothing.