



Non-Instructional Program Review 2015-2016

Bookstore:

Date: 05/13/2016

- Program Review Non-instructional Cycle F 2015_Bookstore

Sorted by: Program

SI Section Templates: PR Section 1.0, PR Section 4.1 - 4.2, PR Section 4.3 - 4.6, PR Section 6.0 SAP w/o Resource Requests

Bookstore

PR Section 1.0

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1.0

Mission, Vision, Core Values and College Goals drive all college activities. The Program Review committee would like to understand the connection of your department/office to the Mission, Vision, Core Values and College Goals. Summarize how your department/office supports each area.

Mission: The Fullerton College Bookstore’s mission is to help students succeed by providing a source for course materials, supplies, and related materials needed to be successful.

Vision: The Bookstore will serve as a source of course material related information that will allow students to pursue their chosen field of study.

Core Values: The Fullerton College Bookstore seeks to embody the values of the campus community by insuring that the store is open and transparent to the campus community and offers products that not only serve students educational needs but help to foster a sense of community.

College Goals: The Bookstore strives to encourage student success by insuring that required course materials are available at the best possible prices. The Bookstore will also endeavor to offer other merchandise and services that promote a sense of community.

PR Section 4.1 - 4.2

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4.1 - 4.2

4.1 List your SAOs and complete the expandable table below.

	Service Area Outcomes (SAO)	Date Assessment Completed	Date(s) Data Analyzed	Date(s) Data Used For Improvement	Number of Cycles Completed

1.	Achieve cost savings without sacrificing customer service.	ongoing			
2.	Manage vendor, partner, and affiliate relationships to help reduce the costs of course materials and general merchandise.	ongoing			

4.2 Assessment: Complete the expandable table below.

Service Area Outcomes Assessment for the Administrative/Operations Division of Fullerton College			
Intended Outcomes	Means of Assessment & Criteria for Success	Summary of Data Collected	Use of Results
1. Achieve cost savings without sacrificing customer service.	Consideration of new lower cost product and freight delivery methods. Goal of lowering costs by 2% -3%. Will be performing NACS customer satisfaction survey again in the near future.	ongoing	Have run several test freight shipments with alternate 3PL and started using CA state small package freight contract. Have attended industry conferences to learn about latest customer services best practices in the college bookstore industry.
2. Manage vendor, partner, and affiliate relationships to help reduce the costs of course materials and general merchandise.	Analyze existing relationships to ensure we are receiving the best possible costs and explore other relationships with cost saving potentials.	ongoing	Have attended industry conferences to learn about latest cost saving trends in the college bookstore industry. Have increased purchases through the online marketplace and continue to promote digital and rental textbooks as lower

			cost alternatives.
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PR Section 4.3 - 4.6

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4.3 - 4.6

4.3 How has assessment of SAOs led to improvements in services provided to the consumer by this department/office?

Analysis of SAO's has allowed the bookstore to identify areas in need of improvement and learn of methods and relationships that may lead to cost savings. This has permitted the bookstore to offer better customer service while exploring methods of cost reduction.

4.4 What challenges remain to make your SAOs more effective?

Remaining challenges include the ever rising costs associated with the acquisition of textbooks coupled with the student demand for lower cost textbook options and the need to provide even greater levels of excellent customer service. A challenge also faced by the bookstore that makes cost cutting difficult is the bookstore's high personnel costs to net revenue.

4.5 Describe how the SAOs are linked to the college's goals. (See <http://programreview.fullcoll.edu/>)

Providing excellent customer service and working to provide course materials at the lowest possible cost to students insures that more students have the course materials needed to succeed in their educational goals. The bookstore's offerings in the way of branded general merchandise helps to instill a sense of community among the college's population strengthening engagement of the college with the community.

4.6 A. What methods are used to assess the department/office's effectiveness to the population that interacts with your department/office?

The bookstore analyzes sales and cost data to see where we can possibly improve and offer better service to the student, faculty and staff community we serve. In the past the bookstore has conducted the NACS customer satisfaction survey and used results from the annual associated students survey to help identify areas where we can improve our customer service.

B. What do the results of the above methods of assessment indicate about the effectiveness of the department/office?

For the most part the bookstore is effective in serving our target population but improvements in customer service can always be made. In the matter of cutting costs is more problematic given the bookstore's high fixed costs but we continue to explore methods that may lead to cost savings.

C. How were the assessment results used to make improvements to services provided by this department/office? Please provide examples.

The self assessment data has been used to identify areas where customer service can

be improved which has resulted in a change in our student staff customer service training materials and methods. This has also helped us to identify possible cost saving areas leading the bookstore to more aggressively pursue lower cost course materials through the online marketplace.

PR Section 6.0 SAP w/o Resource Requests

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Action Plans

SAPs for this three-year cycle:

STRATEGIC ACTION PLAN # 1	
Strategic Action Plan Name: (formerly called short-term goal)	Increase bookstore participation in on campus and community events.
List College goal/objective the plan meets:	College Goal #: 3 Objective #: 5
Briefly describe the SAP, including title of person(s) responsible and timeframe, in 150 words or less.	The bookstore will participate / volunteer at all campus events where practical where the opportunity exists.
What <i>Measurable Outcome</i> is anticipated for this SAP?	That the bookstores message will become more widely distributed across the campus community which will manifest in increased customer traffic in the bookstore.
What specific aspects of this SAP can be accomplished without additional financial resources?	This goal should require little in the way of additional resources as what is required is a presence at campus events. Existing bookstore resources can be deployed to facilitate this goal.

STRATEGIC ACTION PLAN # 2	
Strategic Action Plan Name:	Increase non-peak traffic in the bookstore through increased promotional and marketing initiatives.

(formerly called short-term goal)	
List College goal/objective the plan meets:	College Goal #: 3 Objective #: 5
Briefly describe the SAP, including title of person(s) responsible and timeframe, in 150 words or less.	The store plans to: produce more marketing materials for placement around campus and in campus publications, expand bookstore participation in campus events and to continue working with A.S. to spread the word regarding what the bookstore has to offer for students and staff alike. The bookstore intends to acquire a door counter to measure traffic in the store.
What <i>Measurable Outcome</i> is anticipated for this SAP?	A noticeable increase in store traffic and hopefully item sales
What specific aspects of this SAP can be accomplished without additional financial resources?	Working with A.S. and greater participation in will help the bookstore spread its message without expending additional resources.

STRATEGIC ACTION PLAN # 3	
Strategic Action Plan Name: (formerly called short-term goal)	The bookstore will strive to provide all required course materials on time at the best possible cost and provide the students with easily accessed information on course materials.
List College goal/objective the plan meets:	College Goal #: 1 Objective #: 2
Briefly describe the SAP, including title of person(s) responsible and timeframe, in 150 words or less.	This goal can be achieved through active participation of all staff in the bookstore but will be an ongoing endeavor as the store strives to adapt to the changing course materials marketplace.
What <i>Measurable Outcome</i> is	An increase in course material sales and reported satisfaction among

anticipated for this SAP?	the student body and wider campus community will help to indicate if we are reaching the goal of insuring students have access to required materials.
What specific aspects of this SAP can be accomplished without additional financial resources?	All aspects of this goal should be achievable without additional resources and if done correctly may actually lead to decrease expenditures.