

University of Louisiana at Lafayette

Detailed Assessment Report

2015-2016 Bookstore

As of: 11/21/2016 01:30 PM CENTRAL

(Includes those Action Plans with Budget Amounts marked *One-Time, Recurring, No Request.*)

Mission / Purpose

The University Bookstore's mission is to support the educational experience by providing all course materials and related resources necessary for students, faculty and staff in a financially responsible manner.

Additionally, the Bookstore provides a wide variety of high-quality college insignia merchandise for all interested college customers that promotes the college name and image beyond the confines of campus. This is accomplished by employees working as part of a team in a supportive learning environment. The Bookstore is a self-supporting auxiliary service owned and operated by the University of Louisiana at Lafayette. The vision of the University Bookstore is to be an integral part of UL College Community and a leader within the college store industry. The University Bookstore will be THE source for branded clothing and imprinted products of value and quality which will spread the University of Louisiana at Lafayette name to all those interested in University of Louisiana at Lafayette.

Other Outcomes/Objectives, with Any Associations and Related Measures, Targets, Findings, and Action Plans

O/O 2: Improve Technological Presence

Significantly improve the bookstores existing technology presence by integrating the textbook/trade book stock items into the current college bookstore WinPRISM Inventory Management System by 100%.

Related Measures

M 2: WinPRISM Report

This objective is measured at the end of the spring semester via college bookstore management system (WinPRISM). In an effort to measure this goal we will continue to improve our technology presence, all in an effort to meet our mission of enhancing the educational experience and academic mission.

Source of Evidence: Administrative measure - other

Target:

We will gauge our success by integrating all 100% of the new and used textbook inventory along with all trade book inventories, as measured through the utilization of online/electronic data entry, order processing, and invoicing provided via the WinPRISM Inventory Management System.

Related Action Plans (by Established cycle, then alpha):

Inventory Integration into WinPRISM

Integrating all 100% of the new and used textbook inventory along with all trade book inventories through the utilization of online/electronic data entry, order processing, and invoicing provided via the WinPRISM

Inventory Management System has increased bookstore productivity and overall customer satisfaction.

Established in Cycle: 2009-2010

Implementation Status: Finished

Priority: High

Relationships (Measure | Outcome/Objective):

Measure: WinPRISM Report | **Outcome/Objective:** Improve Technological Presence

O/O 3: Improve Annual Textbook Revenue

Maintain and improve the increasing bookstore annual revenue associated with textbooks and trade books.

Related Measures

M 3: Business and Finance Report

This objective is measured at the end of the reporting period via Business and Finance report. In an effort to measure this goal we will continue to improve our annual revenue associated with textbooks and trade books, all in an effort to meet our mission of enhancing the educational experience and academic mission.

Source of Evidence: Existing data

Target:

We will gauge our success by increasing the financial outcomes of the textbooks/trade books revenue.

Finding (2015-2016) - Target: Met

Maintained and improved our annual revenue associated with new and used textbooks along with trade books by increasing the financial outcomes of both textbooks and trade books during this reporting period via Business and Finance yearly report.

Related Action Plans (by Established cycle, then alpha):

Maintain & Improve Annual Revenue

Maintain and improve the increasing bookstore annual revenue associated with all store departments by weekly sales reports.

Established in Cycle: 2014-2015

Implementation Status: Planned

Priority: High

Relationships (Measure | Outcome/Objective):

Measure: Business and Finance Report |

Outcome/Objective: Improve Annual Textbook Revenue

Implementation Description: Maintain and improve the bookstore annual revenue associated with all departments increasing the financial outcomes during the reporting period via WinPRISM's weekly reports.

Responsible Person/Group: Bookstore Management

Additional Resources: None

O/O 4: Improve Technological Presence Online

Significantly improve the bookstores existing technology online presence by integrating WebPRISM (*the leading online e-commerce website*) and make it possible for customers to purchase textbooks online by 100%. The e-commerce site will tie directly into the

current bookstore back-office inventory management control software WinPRISM.

Related Measures

M 4: WebPRISM Report - Technological Presence Online

This objective is measured at the beginning of a semester via the online e-commerce website solution (WebPRISM). In an effort to measure this goal we will continue to improve our online technology presence, all in an effort to meet our mission of enhancing the educational experience and academic mission.

Source of Evidence: Efficiency

Target:

In an effort to measure this goal we will continue to improve the bookstore online technology presence. We will gauge our success by integrating all 100% of the new and used textbook inventory, as measured through the utilization of online/electronic data entry, order processing, and invoicing provided via the WinPRISM Inventory Management System direct connection to WebPRISM.

Finding (2015-2016) - Target: Met

Website is now being updated and worked on a daily basis by our new Website Manager. The site has been redesigned for a new, updated look.

M 8: ECI Online Supply Ordering

Due to the Office of Purchasing doing away with the majority of Purchase Requisitions, we have transitioned our faculty and staff to ordering their office supplies through our new online site. This objective is measured through a third party online software. We will continue to improve our technology presence, all in an effort to meet our mission of enhancing the educational experience and academic mission.

Source of Evidence: Administrative measure - other

O/O 5: Improve GM Technological Presence

Significantly improve the bookstores existing technology presence by integrating the all GM stock items into the current college bookstore WinPRISM Inventory Management System by 100%

Related Measures

M 5: WinPRISM GM Report

This objective is measured at the end of the fall semester via college bookstore management system (WinPRISM). In an effort to measure this goal we will continue to improve our technology presence, all in an effort to meet our mission of enhancing the educational experience and academic mission.

Source of Evidence: Administrative measure - other

Target:

We will gauge our success by integrating the GM-apparel inventory, as measured through the utilization of online/electronic data entry, order processing, and invoicing provided via the WinPRISM Inventory Management System.

Finding (2015-2016) - Target: Met

Convenience goods, Art & Architecture supplies and Nursing supplies have been integrated through the utilization of online/electronic data entry, order processing, and invoicing provided via the WinPRISM Inventory

Management System.

O/O 6: Add Another Physical Location

Significantly improve the bookstores existing physical presence by opening up more than one location.

Related Measures

M 6: Union Store - Open

This objective is measured during the Spring 2015 semester. In an effort to measure this goal we will continue to improve our presence, all in an effort to meet our mission of enhancing the educational experience and academic mission

Source of Evidence: Administrative measure - other

O/O 7: Improve Online Imprinted Goods Presence

Significantly improve the bookstore's existing online presence by integrating WebPRISM (*the leading online e-commerce website*) and make it possible for customers to purchase imprinted goods in addition to textbooks online. The e-commerce site ties directly into the current bookstore back-office inventory management control software WinPRISM.

Related Measures

M 7: WebPRISM Report – Imprinted Goods Presence Online

This objective is measured at the beginning of every month via the online e-commerce website solution (WebPRISM). In an effort to measure this goal we will continue to improve our online technology presence, all in an effort to meet our mission of enhancing the educational experience and academic mission.

Source of Evidence: Efficiency

Target:

In an effort to measure this goal we will continue to improve the bookstore online imprinted goods presence. We will gauge our success by integrating the vast majority of imprinted inventory, as measured through the utilization of online/electronic data entry, order processing, and invoicing provided via the WinPRISM Inventory Management System direct connection to WebPRISM.

Finding (2015-2016) - Target: Met

Currently the online WebPRISM Imprinted Goods presence are added and modified daily due to new stock items or complete sell through.

Analysis Questions and Analysis Answers

How were assessment results shared and evaluated within the unit?

Weekly meetings are held by each department and results pertinent to that individual department are discussed and shared. Once a month, all managers meet and update on their departments results. Findings are reported to the Director who shares them with the Director of Auxiliaries. Evaluation reports are generated by our inventory control system and submitted to Administrative Services on a daily basis through deposits and once a year after inventory.

Identify which action plans [created in prior cycle(s)] were implemented in this current cycle. For each of these implemented plans, were there any measurable or perceivable effects? How, if at all, did the findings appear to be affected by the implemented action plan?

A third location was opened during the '15-'16 cycle and has thrived. Having a store back in the Student Union give us a more visible presence and is another perceived convenience for our students/customers. The hiring of a Website Manager and the updated look of the site has allowed the site to grow and significantly increase revenue and improving our online presence. Our office supply site through which our faculty and staff now order supplies has improved significantly and has made it easier for our customers to place orders. This site has improved our on-campus online presence.

What has the unit learned from the current assessment cycle? What is working well, and what is working less well in achieving desired outcomes?

We have learned to adapt to having three physical locations in various ways such as moving merchandise to "hot spots", ordering inventory according to the locations it will be displayed, and the disbursement of shipments from one store to two or three locations. We have learned which locations are ideal for certain services such as summer textbook buyback, grad expo, opening for preview days, and weekend hours. Our website has turned into it's own "mini-location" and continues to see significant growth. We continue to work on improving communication across all three locations.