

2016-2017 Assessment Cycle VPAF_Auxiliary Operations: Bookstore

Mission (due 1/20/17)

University Mission

The University of Louisiana at Lafayette offers an exceptional education informed by diverse worldviews grounded in tradition, heritage, and culture. We develop leaders and innovators who advance knowledge, cultivate aesthetic sensibility, and improve the human condition.

University Values

We strive to create a community of leaders and innovators in an environment that fosters a desire to advance and disseminate knowledge. We support the mission of the university by actualizing our core values of equity, integrity, intellectual curiosity, creativity, tradition, transparency, respect, collaboration, pluralism, and sustainability.

University Vision

We strive to be included in the top 25% of our peer institutions by 2020, improving our national and international status and recognition.

College / Department / Program Mission

College Mission

Provide the college mission in the space provided. If none is available, write "None Available in 2016-2017."

We provide high-quality, cost-effective services in support of the research, education, and service missions of the University of Louisiana at Lafayette.

The Division is responsible for the University's physical environment and business operations that contribute to providing exceptional experiences for our students, faculty, staff, and visitors.

Department / Program Mission

Provide the department / program mission in the space provided. If none is available, write "None Available in 2016-2017".

The Ragin' Cajuns Store'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 Ragin' Cajuns Store 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 Ragin' Cajuns Store is a self-supporting auxiliary service owned and operated by the University of Louisiana at Lafayette. The vision of the Ragin' Cajuns Store is to be an integral part of UL College Community and a leader within the college store industry. The Ragin' Cajuns Store 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.

Assessment Plan (due 1/20/17)

Assessment List (Goals / Objectives, Assessment Measures and Criteria for Success)

Assessment List

Goal/Objective	Add another Physical Location		
Legends	OO - Outcome/Objective (administrative units);		
Standards/Outcomes			
Assessment Measures			
	Assessment Measure	Criterion	Attachments
	Direct - Project	Significantly improve the Ragin Cajun Stores existing physical presence by opening up satellite locations.	

Goal/Objective	Expansion of Convenience Goods		
Legends	OO - Outcome/Objective (administrative units);		
Standards/Outcomes			
Assessment Measures			
	Assessment Measure	Criterion	Attachments
	Direct - Project	Significantly improve the Ragin Cajun Stores convenience goods presence by offering more.	

Goal/Objective	Expand Brand Presence		
Legends	OO - Outcome/Objective (administrative units);		
Standards/Outcomes			
Assessment Measures			
	Assessment Measure	Criterion	Attachments
	Direct - Project	Significantly expand the Ragin Cajuns Stores existing & new brand presence by establishing our brand.	

Results & Improvements (due 9/15/17)

Results and Improvement Narratives

Assessment List Findings for the Assessment Measure level for Add another Physical Location

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Assessment List Findings for the Assessment Measure level for Expansion of Convenience Goods

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	Direct - Project	Has the criterion Significantly expand the Ragin Cajuns Stores existing & new brand presence by establishing our brand. been met yet? Met	We have redesigned our store merchandise bags to have our new logo so that our customers may recognize our brand on a more consistent basis. We now have a new uniform shirt which has our primary logo to keep with that branding, but now also includes our secondary logo to further our brand awareness.		- Assessment Process: Results Discussed / Shared: With our newly branded merchandise bags and uniforms we feel our brand is more visible to our customers than ever before.

Reflection (Due 9/15/17)

Reflection

1) How were assessment results shared in the unit?

Please select all that apply. If "other", please use the text box to elaborate.

Distributed via email

Presented formally at staff / department / committee meetings

Discussed informally (selected)

Other (explain in text box below)

2) How frequently were assessment results shared in the unit?

Frequently (>4 times per cycle) (selected)

Periodically (2-4 times per cycle)

Once per cycle

Results were not shared this cycle

3) With whom were assessment results shared?

Please select all that apply.

Department Head (selected)

Dean / Asst. or Assoc. Dean

Departmental assessment committee (selected)

Other faculty / staff

4) What were the measurable or perceivable effects on your current (2016-2017) findings based on prior action plans (created in 2015-2016)?

Having a location at Russo Park will benefit us greatly in the coming years during both football and baseball seasons. It gives us more of a visible presence and is another perceived convenience for our fans and customers. Expanding our convenience section has improved our in-store selections and has allowed us to increase revenue while our students and customers benefit. We only stand to prosper by making our brand more visible to our customers. If we increase our top of mind awareness, our customers will think of us as a first choice when purchasing.

5) What has the unit learned from the current assessment cycle?

We have learned that adaption is key. On game days for any sport, we may have 2 or more locations open. This means that our customers have more choices, that our brand must be strong and that our employees must be willing to accommodate. We have learned a few lessons through our Convenience Department. We have tried items that have not worked, and other products that have taken off very quickly. We will continue to try selling new products that we feel might cater to our students and customers wide variety of tastes.

Attachments