

# 2017-2018 Assessment Cycle VPAF\_Auxiliary Operations: Bookstore

## Mission (due 12/4/17)

### 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 / VP and Program / Department Mission

#### Mission of College or VP-area

*Provide the mission for the College or VP-area in the space provided. If none is available, write "None Available in 2017-2018."*

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

#### Mission of Program / Department

*Provide the program / department mission in the space provided. The mission statement should concisely define the purpose, functions, and key constituents. If none is available, write "None Available in 2017-2018."*

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.

### Attachment (optional)

*Upload any documents which support the program / department assessment process.*

## Assessment Plan (due 12/4/17)

### Assessment Plan (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			
	<b>Assessment Measure</b>	<b>Criterion</b>	<b>Attachments</b>
	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			
	<b>Assessment Measure</b>	<b>Criterion</b>	<b>Attachments</b>
	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			
	<b>Assessment Measure</b>	<b>Criterion</b>	<b>Attachments</b>
	Direct - Project	Significantly expand the Ragin Cajuns Stores existing & new brand presence by establishing our brand.	

## Program / Department Assessment Narrative

The primary purpose of assessment is to use data to inform decisions and improve programs (student learning) and departments (operations); this is an on-going process of defining goals and expectations, collecting results, analyzing data, comparing current and past results and initiatives, and making decisions based on these reflections. In the space below, describe the program's or department's overall plan for improving student learning and/or operations (the "assessment plan"). Consider the following:

- 1) What strategies exist to assess the outcomes?
- 2) What does the program/department expect to achieve with the goals and objectives identified above?
- 3) How might prior or current initiatives (improvements) influence the anticipated outcomes this year?
- 4) What is the plan for using data to improve student learning and/or operations?
- 5) How will data be shared within the Program/Department (and, where appropriate, the College/VP-area)?

### Assessment Process

1) What strategies exist to assess the outcomes? Nebraska Book Company is our store's point-of-sale system. This POS system allows us to track the progress of all our stores as a whole, but also individually. We can track sales which gives us the opportunity to know how new stores are performing and how expanding the convenience department works with each location.

2) What does the program/department expect to achieve with the goals and objectives identified above? We expect to achieve a higher brand awareness through our multiple locations and higher impact through better / more items offered.

3) How might prior or current initiatives (improvements) influence the anticipated outcomes this year? We believe our current stores and planned new locations will increase our customer reach which will also help our expanding convenience department. Our website will continue to bring our brand directly in front of our customers, both in and out of town.

4) What is the plan for using data to improve student learning and/or operations? Our point-of-sale system allows to track inventory, sales & revenues. All of this information allows us to make better decisions giving our customers better options when they need/want them.

5) How will data be shared within the Program/Department (and, where appropriate, the College/VP-area)? Data from our POS will be discussed frequently within department greater than 4 times per cycle with store assessment committee & department head.

## Results & Improvements (due 9/15/18)

### Results and Improvement Narratives

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

Goal/Objective	Add another Physical Location	
Legends	OO - Outcome/Objective (administrative units);	
Standards/Outcomes		
Assessment Measures		
	Assessment Measure	Criterion

	Direct - Project	Significantly improve the Ragin Cajun Stores existing physical presence by opening up satellite locations.			
Assessment Findings	<b>Assessment Measure</b>	<b>Criterion</b>	<b>Summary</b>	<b>Attachments of the Assessments</b>	<b>Improvement Narratives</b>
	Direct - Project	Has the criterion Significantly improve the Ragin Cajun Stores existing physical presence by opening up satellite locations. been met yet? Met	We have opened another physical location of The Ragin' Cajuns Store at the newly renovated Ragin' Cajuns Soccer/Track Facility. This project was completed and open for sales for the first home soccer game in August.		- Assessment Process: Results Discussed / Shared: This new location has proven to be beneficial for game day sales thus far. We will continue to monitor sales throughout the soccer season and expect sales to increase as the public learns of our new location.

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

Goal/Objective	Expansion of Convenience Goods				
Legends	OO - Outcome/Objective (administrative units);				
Standards/Outcomes					
Assessment Measures	<b>Assessment Measure</b>	<b>Criterion</b>			
	Direct - Project	Significantly improve the Ragin Cajun Stores convenience goods presence by offering more.			
Assessment Findings	<b>Assessment Measure</b>	<b>Criterion</b>	<b>Summary</b>	<b>Attachments of the Assessments</b>	<b>Improvement Narratives</b>
	Direct - Project	Has the criterion Significantly	We have partnered with Cajun Market		- Assessment Process: Results Discussed / Shared:

		improve the Ragin Cajun Stores convenience goods presence by offering more. been met yet? Met	Donuts to offer donuts, kolochies and milk to our customers at our Student Union location Spring 2018. At the beginning of the Fall 2018 semester we started selling Edwards Turtle & Key Lime Pies and newly added coke product offering at both Union & St. Mary locations.		With the additional donuts, kolochies, and milk being offered at the Union location, as well as pies and new coke products at both locations we feel this gives our customers a larger convenience offering. This will also help in generating additional revenue.
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**Assessment List Findings for the Assessment Measure level for Expand Brand Presence**

Goal/Objective	Expand Brand Presence				
Legends	OO - Outcome/Objective (administrative units);				
Standards/Outcomes					
Assessment Measures	<b>Assessment Measure</b>		<b>Criterion</b>		
	Direct - Project	Significantly expand the Ragin Cajuns Stores existing & new brand presence by establishing our brand.			
Assessment Findings	<b>Assessment Measure</b>	<b>Criterion</b>	<b>Summary</b>	<b>Attachments of the Assessments</b>	<b>Improvement Narratives</b>
	Direct - Project	Has the criterion Significantly expand the Ragin Cajuns Stores existing & new brand presence by establishing our	We have designed a new imprinted web order Return/Exchange form which also includes a return label. This makes it very easy for customers to send merchandise	Return_Exchange_Form.pdf	- Assessment Process: Results Discussed / Shared: With our newly branded Return/Exchange Form and packing tape we feel our brand is more visible to our customers

		<p>brand. been met yet? Met</p>	<p>back in the same box as well as helps with questions. The Return/Exchange form design includes our primary logo so that our customers may recognize our brand on a more consistent basis. The customer contact section on the form for questions or concerns includes our secondary logo. We now also have new web order box packing tape which has our primary logo to help keep up our store brand awareness.</p>		<p>than ever before.</p>
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**Reflection (Due 9/15/18)**

**Reflection**

The primary purpose of assessment is to use data to inform decisions and improve programs and operations; this is an on-going process of defining goals and expectations, collecting results, analyzing data, comparing current and past results and initiatives, and making decisions based on these reflections. Recalling this purpose, respond to the questions below.

**1) How were assessment results shared in the program / department?**

*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?**

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) Consider the impact of prior applied changes. Specifically, compare current results to previous results to evaluate the impact of a previously reported change. Demonstrate how the use of results improved student learning and/or operations.**

By the expansion of our convenience department, we have increased the number of items we can offer students, faculty and staff in both of our on-campus locations. We have seen a great impact in expanding to our Union store location after testing and starting in our St. Mary store location. We believe our multiple locations are of greater convenience to our students, therefore making their day easier.

With every change, we make, (i.e. website additions and upgrades, new store locations, expansion of departments) our students, our faculty, staff, and our fans are always top of mind. We strive to make changes to improve everyone's customer experience.

**5) Over the past three assessment cycles, what has been the overall impact of "closing the loop"? Provide examples of improvements in student learning, program quality, or department operations that are directly linked to assessment data and follow-up analysis.**

In the past few years, we have "closed the loop" on such projects as opening new store locations, utilizing the website store for increased sales for students, faculty, staff and fans, and expanding department offerings. These improvements have led to increased store productivity and overall customer satisfaction. New store locations give us a more visible presence and is a convenience for our students/customers. The hiring of a Website Manager and the updated look allowed the website to grow and has significantly increased revenue and improved our online presence. Our office supply site through which our faculty and staff order supplies has made it easier for our customers to place orders.

**Attachments (optional)**

*Upload any documents which support the program / department assessment process.*