END OF YEAR REPORT FORMAT FOR ANNUAL ASSESSMENT 2015-2016

Unit Name	Bookstore
Goal 1	Increase Brand Awareness of Bookstore
Strategic Initiative(s) (Choose from priorities 1-5)	3,4
Time Frame	Ongoing
Objective	Increase Faculty and Staff Promotional Items
Measures	Have sale items throughout the semester for ALL items to help promote the Gordon bookstore by getting Faculty and Staff into the store.
Target (Desired Performance and Deadline)	100%
Data Collection (Who/Where/When)	Bookstore staff reviews sales figures periodically to see which product sold through.
Findings & Status	Fall update - The bookstore designated a clearance section in the store for discounted items. Quarterly, sales for departmental polo shirts go on sale to encourage faculty and staff to purchase a collared shirt with the Gordon logo on the chest. The next one is in December 2015. Spring update - Sales have increased for collared shirts by 15%.
Discussion of Results and Action Plan	Collared shirts will continue to be a popular item for faculty and staff. Dedicated bookstore staff providing personalized customer service to each customer interested in a shirt was a key part of this goal. The Bookstore will look into a broader range of color combinations and shirt type for the future. This goal will continue to be ongoing.
Goal 1	Increase Brand Awareness of Bookstore
Strategic Initiative(s) (Choose from priorities 1-5)	3,4
Time Frame	Ongoing

Objective 2	Increase participation for National Student Day (10/8/15)
Measures 1	Increase branding by offering more merchandise with logo/name.
Target (Desired Performance and Deadline)	90%
Data Collection (Who/Where/When)	Bookstore staff reviews sales figures periodically to see which product sold through.
Findings & Status	Fall update - Inventory levels for apparel remain moderate throughout the semester to continuously have items available as well as having the ability to purchase new items for the upcoming semester. Spring update - Bookstore Staff attended a CAMEX conference to get better deals and new ideas for merchandise to carry in the store. Because inventory levels are not constantly high, there is room to bring in new items for the start of Summer semester.
Discussion of Results and Action Plan	By attending trade shows, the staff can bring new ideas and trending styles to the store. Not every school is the same, so the staff will continue to seek input from regular customers in future semesters.
Measures 2	Have promotional contests outside of the regular contests we currently host. Currently, we offer prizes ranging from $10-$20. This contest will require us to offer prizes ranging from $20-$50.
Target (Desired Performance and Deadline)	50%
Data Collection (Who/Where/When)	Bookstore staff monitored number of participants in contests
Findings & Status	Fall update - National Student Day allowed the Bookstore to host many difference carnival type games and contests. Smaller value gift cards were issued to the winners to allow for more participation and more winners. The gift cards were for local restaurants in Barnesville and the surrounding areas. A total of 300 participants were a significant increase from last year, which had 75. Along with the gift cards, the Bookstore gave away 144 t-shirts to students who participated in the National Student Day social media contest. Spring update - Bookstore won a gift card provided by the National Association for College Stores for its participation in National Student Day. The gift card will be given away during the Spring grad fair as a

	door prize.
Discussion of Results and Action Plan	This has been the most successful National Student Day promoted by the bookstore. Each year proves that this event is continuously expanding. For future events the Bookstore will need to partner with Student Activities and SGA to gain input from students as how to make a bigger impact on campus during this event.
Goal 2	Increase Market Share of Textbooks Sold
Strategic Initiative(s) (Choose from priorities 1-5)	3,5
Time Frame	Ongoing
Objective	Increase number of books sold per student
Measures 1	Total number of books sold/student increases. In 2004, it was 3.19/student. In 2014, it was 2.28.
Target (Desired Performance and Deadline)	2.5 – 3 books sold per student
Data Collection (Who/Where/When)	Bookstore manager reviews data after each semester
Findings & Status	Total number of Books sold per student enrollment for Fall 15, Spring 16, and Summer 16 was 2.55.
Discussion of Results and Action Plan	The total books sold per student has increased in recent years and the Bookstore met its goal for 2016. This goal is one that will need to continue for future semesters. The bookstore wants to be sure the students receive the correct textbook in the most-timely way possible. Buying from outside sources will continue to be a popular option to students but they take on the risk of not having the correct edition or title by the first few days of class.
Measures 2	Increase availability of used books and rentals. Currently, used books represent about 33% of total book sales.
Target (Desired Performance and Deadline)	Increase used books percentage of total book sales from 33% to 38%

Data Collection (Who/Where/When)	Bookstore manager reviews data after each semester
Findings & Status	Used books sold were 32% of total books sold during Fall 15, Spring 16, and Summer 16.
Discussion of Results and Action Plan	The students should have access to the least expensive options in terms of purchasing books from the bookstore. To do this the store needs to be able to offer as many used books as possible. With schools across the country competing for the used books, the open market place is not ideal in searching for mass quantities of used books of decent quality. Therefore, the store uses the best resource available to them: the student. By offering the most competitive price to the student, the bookstore can be sure it has enough stock to meet the demand for the following semesters.
Goal 3	Increase Market Share of Textbooks bought at buyback
Strategic Initiative(s) (Choose from priorities 1-5)	3,5
Time Frame	Ongoing
Objective	Increase number of books bought at buyback
Measures	Increase number of books purchased per student. In 2014 is was 0.69/student.
Target (Desired Performance and Deadline)	0.75 – 1.0 per student
Data Collection (Who/Where/When)	Bookstore manager reviews data after each semester
Findings & Status	The number of books bought per student dropped to 0.40/student during Fall 15, Spring 16, Summer 16.
Discussion of Results and Action Plan	The bookstore did not meet its goal for 2016. With schools across the country competing for the used books, the open market place is not ideal in searching for mass quantities of used books of decent quality. Therefore, the store uses the best resource available to them: the student. By offering the most competitive price to the student, the bookstore can be sure it has enough stock to meet the demand for the following semesters.