



Planning and Evaluation Tracking

College Year: **2007-2008**

Division of: **Administrative Services**

Person Responsible: **LYNN THORNTON**

Department of: **AC Bookstores**

Person Responsible: **Dennis Leslie**

Purpose Statement: To provide a customer service oriented and profitable bookstore for students, faculty and staff.

Goal Statements	Objectives/Outcomes (including assessment tools and standards)	Results	Use of Results (including improvements and revisions)
1.To provide quality customer service by knowledgeable and efficient cashiers.	1. After being trained by an experienced cashier or supervisor, a bookstore cashier will understand POS policies and be able to perform a list of POS procedures in compliance with the POS Manual. This will be demonstrated by successfully completing a written and hands on, policy and skills test.	1.Procedures manual was created and used at POS Temporary Rush cashiers were trained by experienced head cashier.	1.Procedures manual has proven helpful, but needs some revision to make some instructions clearer and to add some new procedures. 2. Create a flip chart type manual to increase ease of use. 3. A training list was created by head cashier, but a skills test was not created. We still need to implement this part of our action plan.
2.To increase textbook sales by providing more purchasing options to our students.	2.Make textbooks available for purchase on-line; increase the selection of Used Textbooks; research other textbook formats, in order to encourage and facilitate students purchasing their textbooks from the AC bookstores. We expect to see a 1% increase in the sale of textbooks as measured on a	2.Work on an On-line bookstore should be complete and live by the end of this month Oct 07. Shipping has been set up to handle these orders. Each campus store will have its own web presence. We currently have 3 e-books and several custom paperback textbooks	2.No Data at this time for the on-line bookstore. E-books have not proven as popular as publishers expected ,mostly because there is no substantial savings and no buy back value. There are also inconveniences not inherent with the traditional textbook. Two classes offered only the e-book option so we sold the

	spreadsheet Nov. 06 thru Oct 07	<p>Having gone on the new system we only have 4 months of textbook sales to compare at this time June-Sept.</p> <p>(see below)</p> <p>Qty of used books sold increased 40%</p> <p>Sales \$ for used increased 56%</p> <p>Qty of New books sold increased 1%</p> <p>Sales \$ for new books decreased 2%</p> <p>Qty of textbooks sold for new and used increased 3.5% and Sales \$ increased 0.48%.</p>	<p>e-books by default One class, " Acct." offered a choice and the traditional textbook was the overwhelming choice.</p> <p>We will not aggressively pursue e-books at this time.</p> <p>Custom textbooks have worked well and are a little less expensive. They do offer some challenges due to limited return quantities. We will continue to purchase custom books due to instructor demand.</p>
3.To extend the boundaries of our brick and mortar bookstore and to offer better customer service to our students thru the development of services and products available through our On-line stores.	3.To explore service options for our on-line stores beyond just textbook sales via credit card. To develop an online catalog of gift and apparel items available from our brick and mortar store and develop links to 3rd party vendors.	3.	3.
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