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Program Review

Form for External Review Committee

Non-Instructional

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Your form has been submitted. Thank you.

Division	Finance and Administrative Services
Department	Business Office
Program	Bookstore
Review Year	2007-2008
Names of the External Review Committee Members	Lou Ann Seabourn
Division Overview Comments From External Review Committee	

Questions and answers from the program review appear in the gray boxes. Use this information to answer the questions on the form.

I. Office's/Department's Purpose

State the purpose of the office/department. How is this purpose within the mission of Amarillo College?

The purpose of the Amarillo College Bookstore is to provide a customer service oriented and profitable bookstore for students, faculty, and staff.

A: Customer service: provide necessary educational materials (textbooks, online access and school supplies).

B: Profitable bookstore: The bookstores have produced \$535,000 revenue annually, the last 3 years. This was returned to the community by AC thru it's educational services.

C: For students, faculty, and staff: The AC Bookstore provides educational materials (textbooks, ebooks, access codes, & CD's & school supplies) necessary for Amarillo College to provide its educational services to the community, and for students to succeed. The Bookstore also provides apparel and gift items bearing the Amarillo College name and logo which promotes community awareness of the college and its services and enhances school pride. The Bookstore also acts as an approachable and visible contact point between the students and other departments for general information.

Does the answer include a purpose statement for the office/department?
Does the answer indicate how this office/department is within the mission of Amarillo College?

Acceptable

Recommendation

CONTEXT ISSUE: The purpose of the AC Bookstore is clearly stated. However, in this dialog the Bookstore purpose is not directly related to the AC mission. The answer can be strengthened by adding a couple of sentences showing how the Bookstore purpose and the AC mission tie together.

STYLE ISSUE: Correct sentence mistakes, such as replacing "thru" with "through."

When was the last time the office's/department's purpose statement was reviewed/revised by faculty/staff in the office/department?

This purpose statement was in place at that time the current manager was hired 31/2 years ago and has not been revised.

Does the answer indicate the last time the office's/department's purpose statement was reviewed/revised by faculty and staff in the office/department?

Acceptable

Concern

CONCERN: The answer can be enhanced by stating why the purpose statement was not changed with new management. The External Review Committee assumes the purpose statement still fits the goal of the operation but would like to see that clearly stated.

Is this office/discipline required to receive approval from an external agency or organization in order to offer courses?

Not Answered

Identify any external approvers for the office/department.

IF the office/discipline is required to receive approval from an external agency or organization (other than the Texas Higher Education Coordinating Board),

Was (were) the external approver(s) for the office/department identified?

Not Applicable

What approval schedule is required by the external approver(s)?

Was the approval schedule required by the external approver(s) identified?

Not Applicable

When did the office/department last receive approval?

When did the office/department last receive approval?

Not Applicable

Is the reason why the office/department is required to receive this approval clear?

Not Applicable

II. Office's/Department's Improvements Based on Planning, Evaluation and Assessment

Identify at least one example of an improvement/revision which resulted from the past five-years' annual PET forms.

The AC Bookstore has 3 years annual Pet forms, 2005/2006 to present. The following is a list of improvements which have resulted in our planning and evaluation.

(1) Replace current POS and textbook management system. A more efficient and user friendly POS and textbook management system was purchased and installed May of 2006. Results: The speed and efficiency of sales transactions was greatly increased, reducing the time students wait in line. The Inventory management features, allow us to track inventory more accurately, thereby operating more profitably.

(2) We have increased the used textbooks available by 40% to prior year. The bookstore is now supplying some Ebooks and custom editions of textbooks reducing the educational costs to students.

(3) It was a bookstore goal to provide more knowledgeable cashiers. A procedures manual was created for cashiers increasing accuracy and efficiency.

After reviewing the minimum of at least one example of an improvement/revision which resulted from the annual PET forms for the last five years, determine the extent that this department/office has used the PET forms to make improvements/revisions. Does this meet the minimum expectations for using PET forms to make improvements/revisions to the department/office?

Acceptable

Concern

CONCERNS:

To make your improvements based on PET more visible, they need to be tied to the PET. Tell the reviewer which PET you are citing and what prompted the change. The changes listed are excellent. The reviewer just needs to be able to track them to a specific PET with results. Link the Committee to your PET form.

This is a picky point, but please explain what POS stands for. It would be good to have that spelled out the first time the initials are used.

The reviewer is uncertain about your answer in #3.. Has the manual produced results? If there is no data, there is no proof of results. Reviewers need to see that cashiers were give a pre and post test or assessed in some other way.

Identify at least one example of an improvement/revision which resulted from the last Program Review.

This is the first time the bookstore has been included in the program review process.

After reviewing the minimum of one example of an improvement/revision which resulted from the last Program Review, determine the extent to which this program/department values the Program Review process to make improvements/revisions.

Acceptable

Identify at least one example of an improvement/revision that is a response to accomplish a strategy or tactical objective within the Strategic Plan through 2010.

Strategy 1.1.3.4 financial services to provide online bookstore. Strategic objective - in order to support the online courses provided by Amarillo College. An Online bookstore has been created for both West Campus and Washington Street Campus stores and was available for students to order textbooks for Spring 2008. No data was available at the time of this review concerning sales and use of site by students.

Strategy 2.1.4: In order to help reduce cost of textbooks for students the bookstore has utilized other sources for used textbooks. This has resulted in an increase of used books available by 40%.

After reviewing a minimum of one example of an improvement/revision that is a response to accomplish a strategy or tactical objective within the *Strategic Plan through 2010*, determine the extent to which this office/department has contributed to the implementation success of the Strategic Plan. Does this office/department lack an understanding of how it relates to the institution's future based on the Strategic Plan?

Acceptable

Concern

CONCERN: The first point is easy to follow. But, Strategy 2.1.4 does not tell what the Strategic Plan states. Reviewers are unaware of how lower textbook prices accomplished the goal of the Strategic Plan. Is there data to show the increase in used textbook sales?

Does this committee have recommendations as to how this office/department may contribute to the implementation of the Strategic Plan?

Acceptable

Provide names and titles of those who determined the process used to assess the outcomes of the office/department.

Terry Berg, Dean of Finance and Administrative Services; Lynn Thornton, Director of Administrative Services; Dennis Leslie, Bookstore Manager; Dale Kerbs, Assistant Bookstore Manager.

Has the office/department had a broad base of involvement from a majority of the staff within the office/department regarding implementation of student/client service or learning outcomes of the office(s) or department(s)? What recommendations does the Committee have for increasing involvement?

Acceptable
For client/student outcome assessments, review the five-year graph(s) <i>quantitative</i> results or provide a brief narrative summary of <i>qualitative</i> results.
The bookstores do not have any graphs, however we have outline improvements above in parts A and C.
What changes have been made in the services of the office/department because of the analysis of these results?
See parts A and C above.
For client/student service or learning outcomes, review the five-year graph(s) quantitative assessment results or provide a brief narrative summary of <i>qualitative</i> assessment results.
Have any changes been made in the services of the office/department because of the analysis of these results?
Acceptable
Concern
CONCERN: The External Review Committee must have evidence-to-date based on PET form analysis. Again, reviewers are not directed to the PET forms and the Objectives and Goals within those PET forms.
Provide the five-year graph(s) indicating the demand for the office's/department's services.
Assess the need for the office/department.
Amarillo College has seen substantial increases in enrollment over the past 5 years. The bookstores have successfully met this challenge of supplying textbooks for the larger student population. The bookstore has also been able to contribute to the revenue needs of the college every year (see partPart A under purpose), despite increased competition from online textbook providers.
Does the review of the five-year graph(s) of the office's/department's services demonstrate that an analysis has been used to make action plans for the future?
Will the program's/department's plan of action for improving any identified problem or results directly improve demand for the office's/department's services?
Unacceptable
Recommendation
RECOMMENDATION: Use available statistical information to answer the question. The Extenal Review Committee needs to see statistical information. There should be Colleague data that support your statements on revenue, number of students served, and/or sales. This information can be put in a five year graph and used as evidence.

III. Resources

Library

Which of the following library collections/resources/services have been used by the staff and/or students within the past five years? (Select all that apply.)

Not Answered

The Bookstore provides textbooks for the Adult Student Program and the Ace student program, which are housed in the library, to be checked out by qualifying students.

Does it appear that the library collections/resources/services used by the staff and/or students within the past five years is accurate and thorough?

Acceptable

Which 2 or 3 collections/resources/services should be improved to support Amarillo College's mission regarding teaching and service?

The library could keep at least one copy of required textbooks on the shelves to be checked out for two weeks or to copy chapters from if there is a shortage at the bookstores. This would help students until additional textbooks could be purchased and received at the bookstore(s).

Has the office/department identified why 2 or 3 collections/resources/services should be improved to support Amarillo College's mission regarding teaching and service?

Acceptable

Concern

CONCERN: Provide a history of how important this can be. How often is the college short books? How many students are affected?

Does your office/department have an external approver (other than the Texas Higher Education Coordinating Board)?

Not Answered

How has the library participated in the approver's evaluation?

If the office/department has an external approver (other than the Texas Higher Education Coordinating Board), has the library participated in completing the approver's evaluation?

Unacceptable

Concern

CONCERN: Provide an answer of 'yes' or 'no.'

What approval schedule is required by the external approver?

Did the office/department identify the approval schedule that is required by the external approver?

Not Applicable

When did the office/department last receive approval?

Did the office/department indicate when the last approval was received?

Not Applicable

Technology and Security/Privacy

After assessing the strengths and weaknesses of the office's/department's access to technology, what improvements would ensure that the students have access and training in the use of technology?

The bookstore has a user friendly online store. No training is necessary. However contact information is given in case a student has a question or problem concerning the online bookstore.

The bookstore is also a source for educational access codes needed for certain classes. Although the bookstore is not involved with the use of this software, we do sometimes assist students in contacting the proper people on campus or with publishing representatives when problems are encountered.

Does the office's/department's assessment of strengths and weaknesses of students' access to technology and training use of technology include ways to improve both?

What improvements would ensure that students use technology?

No data is available for the online stores at this time. The Bookstore will be able to assess needed improvements after a year of data has been collected.

Does the office's/department's answer include the improvements that would ensure students use technology? Are the recommendations of this office/department feasible?

Acceptable

Recommendation

STYLE ISSUE: Please rewrite to get rid of 'we.'

Review office/department operations. Does any operation present the possibility for violations of security, confidentiality, or integrity of student records?

Not Answered

After a review of this office's/department's operations based on this Self-Study and any other information available to this Committee, does any operation present the possibility for violations of security, confidentiality, or integrity of student records? If so, describe those operations and identify the violation possibility in detail.

Unacceptable

Concern

CONCERN: This answer is inconsistent with the information below. The Bookstore needs to address that student social security numbers are sent to the bookstore to set up accounts.

What changes need to be made to prevent violations of this nature?

Possibilities where a student's identity is at risk:

Social Security numbers are given to the bookstore by other Amarillo College departments and third parties in order to process third party charges for textbooks and supplies (i.e. DARS, VA, WIA,). However the bookstore only uses student IDs in its POS system. After creating a student 's account forms containing Social Security numbers are shredded. Student ID numbers are used to place and make Hereford and Moore County Campus charges and for financial aid charges instead os Social Security numbers. Copies of Receipts with student's ID # are filed at bookstore(s). After one year documents are shredded.

Credit card #'s: In the past the parent of a student could give credit card information to bookstore to be kept on file and used for that student's book purchases. This practice was discontinued this past semester due to the security risk involved. At this time, all register functions mask all but last 4 digits of credit card number on receipt, reports and internal records.

Distance ed. students will now be able to order online on a secured site, using a credit card.

What changes need to be made to prevent violations of this nature?

Acceptable

Which support services need to be strengthened to better serve the students in or served by this office/department? Explain what aspects of the services need to be strengthened.

Advising and counseling needs to improve the information given to students. Students are given incorrect advice resulting in dropping and adding classes after school starts and having to return textbooks and purchase new textbooks for classes (i.e. developmental classes). Suggestion: Assessment scores in developmental classes need to have standardized placement levels. These levels need to be communicated accurately by advisors and departments so that students are placed in correct classes when registering. Otherwise students in those classes should be advised to wait in purchasing these books until class placement is certain, prehaps after attending class.

Do the Self-Study recommendations of this office/department for support services which need to be strengthened to better serve the students appear to have merit?

Acceptable

Recommendation

Should all students wait until they attend class before purchasing books?

Describe any indicators or problems that prevent a healthy, safe and secure environment for staff and students of this office/department.

More signage in public areas designated for storm shelters is needed. The bookstore staff are unaware of any campus wide system to alert all personel and students, on campus, of impending severe weather. It would also seem advisable to have training as to what to do in the case of a natural disaster or physical threat - i.e. gunman on campus, or bomb threat.

Are recommendations to assure a healthy, safe and secure environment for staff and students of this office/department valid? Are any of these recommendations more significant and/or urgent?

Acceptable

Recommendation

STYLE ISSUE: Correct spelling of "personnel."

Describe any indicators or problems that hamper adequate physical facilities, both on and off campus, to meet the needs of the office/department.

If the college continues to see increased enrollment, space will become a problem at both campus bookstores. We have met the challenge to this point by trying to maintain lower inventory levels and reorganizing storage areas.

Do any of the problems or concerns regarding adequate physical facilities, both on and off campus, to meet the needs of the office/department appear to be significant and/or urgent? Are there any other needs of this nature which this Self-Study didn't cite but which this Committee feel are critical based on other information? Which of these does this Committee deem most significant and/or urgent?

Not Applicable

Concern

CONCERN: These statements need to be documented with data. How much floor space do you have? How has the volume of inventory changed?

IV. Budget

Which office/department outcomes have resulted in budget requests to date?

The Purchase of POS and inventory control software system and accompanying hardware was budgeted in 2006-2007 budget. Online licensing and maintenance fees are in 2006-2007 & 2007-2008 budgets.

Have any of this office's/department's outcomes resulted in budget requests to date? If not, why? Was the explanation valid or reasonable?

Acceptable

Concern

CONCERN: This answer does not show how the budget request and funding are tied to departmental outcomes. This should be tied directly to the PET form and the results.

Project the office's/department's strategic initiatives for the next five years based on the office's/department's outcomes.

The Bookstore plans to continue developing the online bookstore to make it possible to accept more varied methods of payment. The bookstore also plans to increase the type of merchandise available, including online purchase of e-books and access codes. Other services will also be explored, such as online textbook buy backs and reservations.

The Bookstore will also seek 3rd party partnerships that might bring added revenues.

Has this office/department been able to project strategic initiatives for the next five years based on the office's/department's outcomes? If not, what appears to be blocking this office/department from accomplishing this?

Acceptable

Concern

CONCERN: Again, the answer needs to be related to the strategic initiatives for the department or the outcome statements in the PET. This answer does not show how the activities relate to planning.

V. Publications

If the office/department publishes any advertising or recruitment documents (electronic or paper), do the documents accurately represent Amarillo College and the program/department?

Not Answered

IF the office/department has published any advertising or recruitment documents (electronic or paper), check at least one copy of each document and determine whether it accurately represents Amarillo College and the office/department.

Unacceptable

Concern

CONCERN: The Bookstore has an online presence. The CMS page constitutes advertising. Therefore, these questions need to be answered.

If no, explain what is inaccurate?

The bookstore does not print advertising or recruitment documents.

IF anything appears to be inaccurate, identify the apparent violation.

Unacceptable

Concern

CONCERN: The External Review Committee cannot evaluate the response until the Program Review provides links to documents.

Does the office/department publish any documents (electronic or paper) with references to SACS accreditation?

Not Answered

Are the references in compliance with SACS approved statement?

Not Answered

IF the office/department has published any document(s) with a reference to SACS accreditation, are all references consistent with the approved statement? (Approved reference: Amarillo College is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award associate degrees. Contact the Commission on Colleges at 1866 Southern Lane Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Amarillo College.)

Not Applicable

Which reference is not in compliance? Describe how you will assure compliance for all references in the future.

IF any references are inconsistent, identify all documents with the inconsistent reference(s).

Not Applicable

IF the Self-Study did identify inconsistencies, does the plan for assuring future compliance appear to correct the problem?

Not Applicable

IF the Self-Study did NOT identify all inconsistencies, what plan does this Committee recommend?

VI. Other

State any additional comments/concerns which may impact this office/department during the next five years.

If enrollment increases at West, 40% over the next few years as hoped for, the West Campus would need to expand. This should be include in discussions of future improvements at the West Campus facilities.

The faculty need to support the Amarillo college bookstores and encourage, rather than discourage, students to utilize the bookstore's services. There have been cases where faculty members either criticised the bookstore regarding pricing or shortages, before its students (in class) or advised students to use other sources to obtain textbooks. Some instructors even have links on their online syllabus to other textbook vendors. This undermines a valuable part of Amarillo College and adversely affects its revenues.

Continuing education instructors should be encouraged, to a greater degree, to let the bookstores know about books and supplies needed for classes, so that the AC bookstores can supply them for students instead of sending them to outside retailers.

IF additional comments/concerns were included in the Self-Study regarding items which may impact this office/department during the next five years, does this Committee feel that recommendations and/or concerns have merit. IF NO such items were included in the Self-Study but this Committee feels such comments or concerns are valid, cite them and include any relevant recommendations.

Name:

Comments

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<u>S</u> end To Administrator	Cancel
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