

## **BREWTON-PARKER COLLEGE**

### **ACADEMIC & ADMINISTRATIVE SUPPORT SERVICES CAMPUS BOOKSTORE SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08**

#### **DEPARTMENT PURPOSE**

The mission of the Brewton-Parker College bookstore is to support the Division of Finance and Administration and the College in their missions and visions by improving operational efficiency and improving enrollment.

#### **OBJECTIVE 1**

The bookstore will ensure financial stability and institutional viability by improving operational efficiency.

#### **ACTION PLAN**

1. Automate bookstore with POS (Point of Sale) system from BudgeText Corporation to aid tracking of textbooks, receivables, sales and inventory.
2. Purchase textbooks and related materials to support the educational experience for students and faculty.
3. Textbook buybacks to save money for students; announced each semester through printed materials.
4. Establish written procedures whereby purchases, charges and credits will be managed in a timely and correct manner.
5. Request and receive quarterly review meetings with Business Office personnel to check progress.

#### **ASSESSMENT**

1. Tracking data of textbooks, receivables, sales and inventory provided through POS system.
2. Monitor purchases and item quantities efficiently.
3. Compare buyback dollars and textbook quantities carefully after each buyback to ensure correct purchases for ensuing semester.
4. Customer surveys will be submitted to improve customer relations with students, faculty and staff.
5. Procedures manual will be updated monthly or as needed.
6. Summary of items discussed (with actions) with Business Office to be posted in bookstore files.

#### **RESPONSIBILITY**

Bookstore Manager, Bookstore Clerk, and Vice President for Finance and Administration

**TIME FRAME**

Annually

**RESOURCES REQUIRED**

New POS system is in budget.

**RELATED TO**

Institutional Goal No. 1

## **BREWTON-PARKER COLLEGE**

### **ACADEMIC & ADMINISTRATIVE SUPPORT SERVICES CAMPUS BOOKSTORE SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08**

#### **RESULTS & RESPONSES—2002-03**

##### **OBJECTIVE 1**

The bookstore will ensure financial stability and institutional viability by improving operational efficiency.

##### **RESULTS**

1. POS (Point of Sale) system from Budgettext Corporation installed in two phases.
  - Phase One – textbook acquisition and purchase order processing component installed in July, 2002
  - Phase Two – cash registers and inventory module (Sellmate) components installed in October, 2002
  - Monthly sales reports sent to Business Office
2. Meetings with educational divisions were held (Fall and Spring semesters) to discuss textbook and related materials acquisitions. Improvements have been made with regard to textbook purchases in relation to projected vs. actual student numbers in classes.
3. Textbook buybacks in May, August and December were announced through printed materials provided for by Budgettext Corporation. Additional information was released through other announcements both on and off campus. Projected textbook quantities were forecasted and quantities were purchased accordingly for the following semester's sales.
4. A survey was conducted in April, 2003. Survey participants-faculty, staff, students (both on and off campus) and administrators-were canvassed regarding the Campus Store. Results revealed the median score was five (5) on a scale of one to six (1-6). Item number 95, Buyback purchases, had a score of 3.5 from faculty. Mount Vernon students rated item number 57, Pricing, with a score of 3.
5. Procedures Manual has been started. Procedural documents are in place for textbook requisition dates, student account procedures for purchasing and returning textbooks during sales periods, textbook pricing, and student charges to accounts, special orders for departments, purchase orders and buyback.
6. Monthly Business Office meetings are held. Meeting notes posted in Bookstore files.

**RESPONSE**

1. POS system updates and training to continue for Bookstore staff. Continue to monitor sales and inventory for smoother operations. The POS system will enable the Bookstore to manage inventory and sales in a more efficient manner. Reporting of such data will be attainable in subsequent reporting.
2. Continue to monitor textbook and material purchase prices. Additional textbook vendors will be considered.
3. Textbook buybacks for mid semesters to be considered beginning in Fall 2003. Announcements to continue through emails, printed materials from Budgetext Corporation and handouts at on and off campus sites.
4. With regard to the continued effort of the Campus Store's staff, all measures will be taken to assure quality customer service along with quality merchandise and materials purchases. The faculty's rating of 3.5 for buyback purchases reflects low percentage numbers of textbook buys due to that fact that purchases are typically made for the next semester. Not all textbooks are used each semester; many are used once a year, once every two years or only two semesters a year. Faculty are not directly affected by buyback processes. They submit the textbook requisitions lead the process for the actual buybacks per semester. The pricing rating of the Mount Vernon students of 3 reflects all items sold in the store. Many of Brewton-Parker College's students receive financial aid and have little other means of funds to spend on items such as clothing and gifts. This taken into consideration with textbook prices can cause a low score in this area. The purchasing of quality, reasonably priced items is and will be continued.
5. Continue to update Procedures Manual as needed.
6. Continue to meet with Business Office personnel monthly or as requested.
7. It is planned to have a peer review on store procedures from a manager or director of a similar institution during the next year. A peer review will bring more descriptives to the results and responses section of the Bookstore's Strategic Plan. The peer review and annual survey results will be considered in reporting data in subsequent planning responses.

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### **ACADEMIC & ADMINISTRATIVE SUPPORT SERVICES CAMPUS BOOKSTORE SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08**

#### **RESULTS & RESPONSES—2003-04**

##### **OBJECTIVE 1**

The bookstore will ensure financial stability and institutional viability by improving operational efficiency.

##### **RESULTS**

1. POS (Point of Sale) system from Budgetext Corporation is fully functional. Monthly sales reports are sent to the Business Office.
2. Continual improvements are being made with regard to textbook purchases in relation to projected vs. actual student enrollment numbers.
3. Textbook buybacks in May, August and December were announced through printed materials provided by Budgetext Corporation. Additional information was announced through emails and web site postings both on and off campus. Projected textbook quantities were forecasted and the quantities of used textbooks purchased were factored into the new textbook purchases for the subsequent semester's acquisitions.
4. The annual faculty, staff and student survey was conducted in April, 2004. The median score for all three groups was five (5) on a scale of one to six (1-6). Mount Vernon students rated item number 55, Pricing, with a score of three (3).
5. Updates to the Procedures Manual are posted regularly.
6. Meetings with the Business Office are held on request.
7. In September, 2004, the Campus Store began reporting to the Office of the Provost under the division of Academic and Administrative Support Services (A.A.S.S.).
8. Campus Store is the new designated name for the store.
9. The Campus Store's department purpose will be: to support the Academic and Administrative Support Services Division and the College in their missions and visions by improving operational efficiency, enhancing the work and college experience.

##### **RESPONSE**

1. POS system updates and training will continue for the Campus Store staff. Sales and inventory will continue to be monitored for smoother operations. The POS system will enable the Campus Store to manage inventory and sales

in the most efficient manner possible. Data reporting will be attainable at any given time and will be most used at the time of physical inventory.

2. Continue to monitor textbook and materials prices. Additional textbook/wholesale vendors will be considered.
3. Textbook buybacks for mid semesters to be considered beginning in Fall 2004. Announcements to continue through emails, web site postings, printed materials from Budgettext Corporation and handouts at on and off campus sites.
4. With regard to the continued effort of the Campus Store's staff, all measures will be taken to assure quality customer service along with quality merchandise and materials. The pricing rating of the Mount Vernon students of 3 reflects all items sold in the store. Many of Brewton-Parker College's students receive financial aid and have little other means of funds to spend on items such as clothing and gifts. This taken into consideration with textbook prices can cause a low score in this area. The purchasing of quality, reasonably priced items is and will be continued.
5. Continue to update Procedures Manual as needed.
6. Continue to meet with the Business Office as needed.
7. A peer review from a manager or director of a similar institution is planned during the next year. The review will be on store procedures and bring descriptives to the results and responses of the Campus Store's Strategic Plan. The report and survey will be considered in reporting data in subsequent planning responses.
8. Weekly meetings with the A.A.S.S. Division's directors and the Provost will continue.
9. The Campus Store's mission statement will tie to the A.A.S.S. Division's purpose.

**BREWTON-PARKER COLLEGE**

**ACADEMIC & ADMINISTRATIVE SUPPORT SERVICES  
 CAMPUS BOOKSTORE  
 SIX-YEAR STRATEGIC PLAN  
 2002-03 THROUGH 2007-08**

**RESULTS & RESPONSES—2004-05**

**OBJECTIVE 1**

The bookstore will ensure financial stability and institutional viability by improving operational efficiency.

**RESULTS**

1. POS updates and training continued throughout the 2004-2005 year. More efficient methods for inputting data and management of inventory were sought. Inventory can now be taken monthly at the Mt. Vernon campus and the Liberty County Campus (Hinesville). The business office receives monthly sales and inventory reports.
2. Textbook adoptions are requested from faculty in September and March. Data is placed into the Budgetext system to generate want lists for textbooks and other academic material. The want lists are sent via email or electronic method to five (5) NACS (National Association of College Stores) member wholesale companies for best pricing on new and used textbooks. After gleaning titles from the returned lists, purchases are made. Further purchases of new textbooks are made from national publishers. Prices are monitored to secure the best pricing and shipping available. Textbook sales were reported as follows:

3.

**New textbook sales**

2003-2004	\$294,349.05	2004-2004	\$292,347.19	< .01%
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**Used textbook sales**

2003-2004	\$ 38,818.65	2004-2005	\$105,477.10	>182%
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4. Outside textbook sales (sales from non-attending students) increased. Students from other universities contacted the Campus Store to secure textbooks. The total sold in 2004-2005 was \$1,141.62.
5. Mid-semester textbook buybacks were considered and not initiated for Fall 2004. Buybacks were offered at four (4) sites in 2004-2005. All buyback information was posted at the sites by means of posters, handouts as well as the BPC web site.

6. Postcards were mailed to commuter students. The dollar value of buybacks increased from \$60,182.00 (Aug 2003-May 2004) to \$107,569.00 (Aug 2004-May 2005).
7. The annual faculty, staff and student survey was conducted in April 2005. The median score for all three groups was 4.63 on a scale of one to six (1-6). Mount Vernon students rated item number 55, Pricing, with a score of 3.9 up from 3.
8. The Procedures manual was updated as needed.
9. Meetings with the Business Office were held as needed.
10. Greg Davis, Auxiliary Enterprises Director and Georgia Southwestern University made a peer review. Following are points from the review: See Addendum below.
11. Weekly meetings with the A.A.S.S. Division's directors and the Provost were discontinued when the Technology Department was moved from the division.

## RESPONSE

1. The staff will seek better methods for categorizing supply items. Monthly inventories will be conducted to assure more accurate monthly inventory counts.
2. Continue to monitor textbook and materials prices. Consider other wholesale textbook companies as potential vendors. Work with faculty on creative and cost saving course delivery materials. Such means are to meet at least once a year with each division to discuss textbook adoptions, edition changes, custom publishing and other matters to aid professors in making qualified textbook selections. This will aid in buyback purchases, which in turn will save money for students as well as shipping funds for the college.
3. Continue to build non-attending student textbook sales.
4. Consider mid-semester buybacks for Spring 2006. Continue to get information about buybacks posted at all sites and at several locations on the BPC web site. Strive to hold buybacks at the Newnan site. Seek better communication techniques to deliver buyback information to commuter students.
5. With regard to the continued effort to aid in the financial viability of the College, the Campus Store's staff will continue to use all measures to assure excellent customer service along with quality merchandise and materials. The overall customer service rating of the Campus Store was down in the annual survey. This is due to the training of the student workers. New policies and procedures will be put into effect for the 2005-2006 year. Training will begin at the beginning of student's employment. Additional training will be ongoing throughout the year. Students who return will be offered re-training in all areas.
6. The pricing rating by Mount Vernon students of 3.9 reflects all items sold in the store. Many of Brewton-Parker College's students receive financial aid and have little other means of funds to spend on items such as clothing and gifts. This taken into consideration with textbook prices can cause a low score

in this area. The purchasing of quality, reasonably priced items is and will be continued. The continued purchases of used textbooks should help in future ratings.

- 7.** Continue to update the Procedures Manual.
- 8.** Continue to meet with the Business Office personnel as needed.
- 9.** Peer reviews will continue to be used in measuring the effectiveness of the director.
- 10.** Meetings with the Post Office staff and Campus Dining Services staff will continue on an as needed basis.



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## MEMORANDUM

TO: All

FROM: Greg Davis, Director

SUBJECT: Peer Review of Lynn Addison

DATE: July 25, 2005

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On July 22, 2005, I conducted a Peer Review of Lynn Addison, a fellow Bookstore Manager and Auxiliary Services Director at Brewton Parker College. I was quite impressed with the scope of the interview. Lynn has an excellent strategic focus on her businesses and is able to look at the overall goals of the school while making her decisions. We discussed some of the following topics:

**Bookstore-** Lynn has a wealth of knowledge and experience, having served on the board of the Georgia Association of College Stores for several years now. She has also spent time working with the National Association of College Stores on various projects. She has a good grasp on the future of the industry, and how this will relate to happenings on the BPC campus. Lynn is innovative and is willing to try new ideas to drive traffic into her store.

**Multi-departmental management-** Lynn has several other store locations, that are set up as temporary stores during high traffic periods. She has some staffing issues and frequently has to run multiple store locations by herself. I think that she could benefit by having more student employees in her BPC store location, and the flexibility to hire temporary staff to help with the off-campus locations. This is easier said than done, but her duties during rush periods appear to be unreasonable to the point that they could be unsafe, and hurt the success of the businesses as well.

**Support services & materials-** Lynn appears to be doing an excellent job in this area. Many campuses are not able to provide materials management through a retail store setting. She is doing both to the benefit of the campus.

**Food services-** Lynn is grasping the current trends in food services well. She has spoken with me and our contractor on campus here about these services. She has done a good job listening to her customers and has a great selection of food services for a campus of your size.

I think Lynn is doing an excellent job. I enjoyed talking with her on this peer review. Please feel free to contact me with any questions.

## **BREWTON-PARKER COLLEGE**

### **ACADEMIC & ADMINISTRATIVE SUPPORT SERVICES CAMPUS BOOKSTORE SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08**

#### **RESULTS & RESPONSES—2005-06**

##### **OBJECTIVE 1**

The bookstore will ensure financial stability and institutional viability by improving operational efficiency.

##### **RESULTS**

1. Monthly inventory counts were taken. Dead stock was sold at lowered prices and at two sidewalk sales.
2. Textbook and materials pricing was considered throughout the year. Through planning and special pricing (vendor specials, free shipping offers, etc.) savings were obtained. Use of wholesale textbook vendors afforded savings of up to 33% and more in general. Meetings were held with education departments to discuss textbook adoptions, edition changes, packaging, custom publishing and other matters that affect textbook pricing and sales. Several departments are considering custom publishing as an alternative to regular textbooks.

Textbook sales for the main Campus Store for 2005-2006 fiscal year were:

- new textbooks	\$225,062.04
- used textbooks	\$ 86,217.65

It is noted that sales were down and it is our general idea that Internet sales are beginning to affect the store's sales. When POS systems are installed in Newnan and Norman Park a better tracking of sales will be available.

Buybacks were held three times in 2005-2006. Total buyback purchases were \$65,075.50 down from 2004-2005. The reason for the lower purchase is due to several title/edition changes for core classes. It is expected that the December, 2006 buyback will be larger than expected.

3. Outside textbooks sales increased 40% (see objective #2).
4. No mid-semester buybacks were held. Buyback information was posted throughout the year on the main page of the college web site as well as on the Campus Store link.

5. New policies and procedures were formed and documented for the 2005-2006 year. Training of work study students was held at the beginning of the fall semester. Re-training was held at the beginning of each subsequent semester.

Students rated pricing (line 61) at 3.49 up from 3.39 in 2005. This rating relates to the efforts made to price textbooks with wholesalers, NACS vendors, as well as publishers discounts.

6. The Procedures Manual was updated accordingly.
7. Meetings were held with the Business Office as needed.
8. Meetings were held as needed with the Post Office and Campus Dining Services staff.

## **RESPONSE**

1. Monthly inventory counts will be held. A semi-annual inventory will be conducted in December.
2. Continue to work with faculty on content delivery methods. This will aid in all areas of textbook sales and buybacks.
3. Buyback information is sent to commuter students three times a year. This will continue. Mid semester buybacks will be considered – our goal is to begin this October at the Liberty County, Norman Park and Newnan campuses.
4. Training efforts for work study staff will continue throughout the year. Special training will be given to new hires and updates managed throughout the year.
5. Continued efforts toward improved training as well as operational training will be followed.
6. The Procedures Manual will be updated as needed.
7. Continue to meet with the Business Office personnel as needed.
8. Meetings with the Post Office and Campus Dining Services staffs will continue on an as needed basis.

## **BREWTON-PARKER COLLEGE**

### **ACADEMIC & ADMINISTRATIVE SUPPORT SERVICES CAMPUS BOOKSTORE SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08**

#### **OBJECTIVE 2**

The bookstore will assist the College in its goal of improving enrollment by providing student services that support retention processes.

#### **ACTION PLAN**

1. Provide an atmosphere of enhanced student services through purchased materials and goods.
2. Ensure delivery of books to off site campuses (Norman Park, Hinesville) for students and faculty.
3. Work with off site staff to aid in sales of textbooks and other related materials.

#### **ASSESSMENT**

1. Monitor purchases and item quantities efficiently.
2. Customer surveys will be submitted to improve customer relations with students, faculty and staff.

#### **RESPONSIBILITY**

Bookstore Manager, Vice President for Finance and Administration, Vice President for External Programs

#### **TIME FRAME**

Annual review

#### **RESOURCES REQUIRED**

Trained staff

#### **RELATED TO**

Institutional Goal No. 3

## **BREWTON-PARKER COLLEGE**

### **ACADEMIC & ADMINISTRATIVE SUPPORT SERVICES CAMPUS BOOKSTORE SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08**

#### **RESULTS & RESPONSES—2002-03**

##### **OBJECTIVE 2**

The bookstore will assist the College in its goal of improving enrollment by providing student services that support retention processes.

##### **RESULTS**

1. Materials and goods were purchased with diligence to provide the best pricing and quality possible.
2. Deliveries to off site campuses (Norman Park, Hinesville and Savannah) were sent via direct shipments from either publishers or wholesalers, by BPC personnel or mail from the Campus Store.
3. Textbook sales were managed by off site personnel. Training in textbook sales was offered by the Campus Store staff to site personnel at various times through the year.

##### **RESPONSE**

1. All materials and goods will continue to be ordered in the most efficient manner. Pricing through various vendors will occur.
2. A survey was conducted in April, 2003. Survey participants-faculty, staff, students (both on and off campus) and administrators-were canvassed regarding the Campus Store. Results from Mount Vernon students, with regard to customer service, revealed the median score was five (5) on a scale of one to six (1-6). Faculty, staff and administration rated the customer service at five (5).
3. All efforts will continue to be made with regard to customer service to include better communication and announcements of store hours, sales, special order arrivals and other miscellaneous information. At present, a link on the BPC website is being created for the store. Imprinted items and clothing will be shown on the link and updated regularly. Additionally, messages dealing with buybacks, sales, book sales and store hours will be posted on the link.
4. Consideration will be made, and submitted to the Vice President for Finance and Administration and the Vice President for External Programs for automating the Liberty County Campus with a POS system. The POS system will benefit both the site, the Campus Store and the Business Office with inventory and sales figures.

## **BREWTON-PARKER COLLEGE**

### **ACADEMIC & ADMINISTRATIVE SUPPORT SERVICES CAMPUS BOOKSTORE SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08**

#### **RESULTS & RESPONSES—2003-04**

##### **OBJECTIVE 2**

The bookstore will assist the College in its goal of improving enrollment by providing student services that support retention processes.

##### **RESULTS**

1. Materials and goods were purchased with diligence to provide the best pricing and quality possible.
2. Deliveries to off site campuses (Norman Park, Liberty/Hinesville, Newnan and Savannah) were sent via direct shipments from either publishers or wholesalers, by BPC personnel or mail from the Campus Store.
3. Textbook sales were managed by off site personnel. Training, by Campus Store staff, in textbook sales was offered to site personnel at various times through the year.
4. A textbook and supplies sales program was created in the College's Aims system to help off site personnel post sales to students' accounts.
5. A policy was created whereby staff enrolled in classes at BPC may purchase textbooks at cost.

##### **RESPONSE**

1. All materials and goods will continue to be ordered in the most efficient manner. Pricing through various vendors will occur.
2. A survey was conducted in April, 2004. Survey participants – faculty, staff, students and administration (both on and off campus)- were canvassed regarding the services offered by the Campus Store. The median score with regard to customer service, by Mount Vernon students, faculty, staff and administrators was five (5) on a scale of one to six (1-6).
3. All efforts will continue to be made with regard to customer service to include better communication and announcements of store hours, sales, special order arrivals, special services (shoe repair, dry cleaning) and other miscellaneous information. The Campus Store's link to the BPC web site will be updated continually to include announcements of sales hours and buybacks.
4. Consideration will be made and submitted to the A.A.S.S. Division and the Provost and the Vice President for External Programs for automating the Liberty County Campus with a POS system. The POS system will benefit

both the site, the Campus Store and the Business Office with inventory and sales data.

5. Continue to create ways for faculty, staff and students to use the services offered by the Campus Store. One manner is through the Baron Bucks program initiated in August, 2004.

## **BREWTON-PARKER COLLEGE**

### **ACADEMIC & ADMINISTRATIVE SUPPORT SERVICES CAMPUS BOOKSTORE SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08**

#### **RESULTS & RESPONSES—2004-05**

##### **OBJECTIVE 2**

The bookstore will assist the College in its goal of improving enrollment by providing student services that support retention processes.

##### **RESULTS**

1. All materials, textbooks and goods were purchased through competitive pricing. Efforts were made to consider only supply vendors associated with NACS (National Association of College Stores) and GACS (Georgia Association of College Stores). The staff took every advantage of special offers and delayed payments offered by vendors. Several offers included extended payments for 90 days. Items of the highest quality were considered and purchased.
2. A survey was conducted in April 2005. Survey participants – faculty, staff, students and administration (both on and off campus) - were canvassed regarding the services offered by the Campus Store. The median score with regard to customer service, by Mount Vernon students, faculty, staff and administrators was 4.91 compared to 5 (2004) on a scale of one to six (1-6).
3. Communication of the Campus Store's services, hours, sales, special order arrivals and other information was improved by means of emails and postings to the BPC web site. A web manager was assigned to manage the information for the Campus Store.
4. A POS (point of sale) system was installed at the Liberty County Campus in July 2005.
5. The Baron Bucks program began in August 2004. The total amount of Baron Bucks purchased was \$3,786.86. For 2004-2005, \$2,947.92 of Baron Bucks were used in the Campus Store, two Coca-Cola machines, the Cyber Café and Baron's Den. (Two Coca-Cola machines were outfitted with donated card readers). Faculty and staff are offered the opportunity to charge store purchases to their paychecks, which are debited at the end of each month.

##### **RESPONSES**

1. All materials and goods will be ordered in the most efficient and effective manner. Better vendors and services will also be considered. To improve time management, orders made via the Internet will be used.

2. Lower customer service numbers indicate a need to review training procedures for staff and student workers. Training will be held when student workers begin their employment. Continued training will be offered throughout the year for both staff and student workers. Student workers returning each semester will be trained on new procedures.
3. Efforts to improve the informational content on the web site will continue. Content changes include posting the Campus Store guide and return policy, clothing, supply and service links, store sales, buyback dates and textbook sales times. Additional information for the main campus and external sites is better managed by the web manager. A new student textbook reservation form link has been created for the Fall 2005 semester in order to facilitate better customer service  
([http://www.bpc.edu/campus\\_store/textbook\\_reservation\\_form.htm](http://www.bpc.edu/campus_store/textbook_reservation_form.htm)).
4. Training and support for the Liberty Campus personnel will be provided by Budgettext (POS system vendor) and Campus Store personnel. Further training in textbook and supply sales will be ongoing at other external sites. The Norman Park site personnel will be trained on the Budgettext system for textbook maintenance. The Savannah Center personnel have been trained and will continue to receive training on the Budgettext system. Neither the Norman Park nor Savannah Center have a POS system, however, there is a textbook and supply program module installed on a desktop computer at each site.
5. Textbook sales to non-BPC students attending local universities grew within the 2004-2005 year. A total of \$1,141.62 in textbook sales was recorded. **We cannot facilitate sales through ads, emails, and web site info but by word of mouth.**
6. Continue to educate all incoming students as to the benefits of Baron Bucks. At present, students and parents are introduced to Baron Bucks during visitation and registration days at the Mt. Vernon campus. Continue to work with Student Affairs and Admissions personnel on ways to broaden the information given to incoming students. Current students, faculty and staff are afforded the opportunity to roll the balance of their Baron Bucks from one fiscal year to another. Consideration will be made regarding the purchase of readers for some washers and dryers in one or more dormitories.

## **BREWTON-PARKER COLLEGE**

### **ACADEMIC & ADMINISTRATIVE SUPPORT SERVICES CAMPUS BOOKSTORE SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08**

#### **RESULTS & RESPONSES—2005-06**

##### **OBJECTIVE 2**

The bookstore will assist the College in its goal of improving enrollment by providing student services that support retention processes.

##### **RESULTS**

1. Materials, textbooks and goods were purchased through competitive pricing. Campus Store staff used predominantly NACS (National Association of College Stores) and GACS (Georgia Association of College Stores) vendors when making purchases. Care was taken to watch supply turns and sales trends in order to lessen dead stock. Textbook orders were placed both electronically and by telephone. Six out the seven used textbook companies offer on line textbook orders which was used by the textbook manager. Buybacks for used textbooks were held at each site which afforded the college the opportunity to increase profit share.
2. A survey was conducted in April, 2006. Survey participants – faculty, staff, students, and administration (both on and off campus) - were canvassed regarding the services offered by the Campus Store. The median score with regard to customer service, by Mount Vernon students, faculty, staff and administrators reflects improvement in the quality of service offered – 5.07 up from 4.91 compared to 4.91 (2005) on a scale of one to six (1-6).
3. Informational content provided on the College Store’s web site was updated to include the store guide and return policy, sales, and service links. Also, buyback dates and textbook sales dates were changed throughout the year. Links to Herff-Jones and Professional Framing were added to the web site as a method of ordering graduation paraphernalia and alumni products. The use of the textbook reservation form for Fall 2005 textbook reservations was successful – 49 students took advantage of the reservation process on main campus. The program was not offered for off campus sites.
4. Budgetext installed a new POS system at the Liberty County Campus. Training was provided by the vendor as well as by the Campus Store staff. All textbook and soft goods inventories are maintained through the POS system. The Norman Park site had the AccuTerm (part of the POS system) program installed on the site

director's PC. This allowed the director to maintain textbook and supply inventories. The Savannah Center personnel were trained on the AccuTerm program and have the site's textbook inventory in the database.

Textbook sales to non-BPC students mainly those who attend Troy University in Vidalia for 2005-2006 were: \$2,848.37 – an increase of 40%. All sales were obtained by word of mouth as the Campus Store cannot advertise on the Troy University satellite campus in Vidalia.

5. The Baron Bucks program was slow for the fiscal year. A total of \$1,233.00 was purchased for use by 14 students.

## **RESPONSE**

1. The Campus Store staff will continue to seek better methods to order all textbooks and products from reliable vendors. More on line textbook orders will be sought. Turns of goods will be watched closely to lessen inventory costs.
2. A Saturday training class will be held for work study students to demonstrate Campus Store policies and methods. At present, two part time employees have been hired to facility stocking and ordering for the store.
3. A new textbook reservation form has been developed for Fall 2006 and is available on CampusWeb. Updates to the store's web site will be made by the web manager. Partnerships with local and other vendors will be posted.
4. The main campus store will install new hardware for the POS system. On site training will be provided for the staff. The two older model registers will be installed at the Norman Park and Newnan sites.
5. The Baron Bucks program will continue. Other methods of delivery of information will be sought.