

It is noted that sales were up for the past year, however, much can be attributed to new titles and editions. It is admitted that Internet sales are beginning to effect store's sales and this is particularly evident in used book sales.

4. Two training classes were held for work study students to initiate them to the Campus Store's policies and procedures.
5. The Policies and Procedures manual was updated as needed.
6. The Business Office and Campus Store agreed to integrating student charges into the AIMS system through an overnight upload. This proved to alleviate many human errors previously experienced with charges.
7. Meetings were held with the Campus Dining and Post Office staffs on an as needed basis.

RESPONSES

1. The procedures initiated for conducting inventory this year will be incorporated into the new strategic planning period.
2. A new method of integrating faculty adoptions must be created and all efforts will be made to work toward a more user-friendly system.
3. The Campus Store must consider the integration of e-books next year. It is noted that textbook sales will continue to decrease which will cause changes in the way textbooks are purchased at buyback.
4. Training is an important of how work study students embrace their jobs. A better training to introduce work study jobs in the store must be attained. If the staff conducts better training, the chances of work study students staying year after year will be greater.
5. The Policy and Procedures manual will continue to be used and updated.
6. The Campus Store staff will look to migrating more information into the AIMS system for better reporting by the Business Office.
7. Meetings will be held as needed.

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.

RESPONSE

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).
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. 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.

