

University Bookstore & Post Office

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Performance Objective 1 Audits of Bookstore and Post Office will result in no findings.

1 Assessment and Benchmark

Benchmark: There will be no findings in audits conducted by an internal auditor for the bookstore.

1.1 Data

Bookstore Auditing:

Fiscal Year	Weekly inventory at the football stadium concessions area	Audit findings by the Internal Auditor
2015-2016	Continues	None
2016-2017	Continues	None
2017-2018	Continues	None

1.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

Weekly audits are allowing for accurate inventory controls.

2 Assessment and Benchmark

Benchmark: Audit by the US Postal Service at least six times a year.

2.1 Data

US Postal Service Audits:

Fiscal Year	Results
2015-2016	No findings
2016-2017	No findings
2017-2018	No findings

An internal audit took place late in fiscal year 2011-2012. One finding was reported in postage inventory reconciliation and it was corrected as a result of the audit.

2.1.1 Analysis of Data and Plan for Continuous Improvement

2016-2017:

McNeese Postal Contract Station will maintain audits with no findings.

2017-2018

McNeese Postal Contract Station will maintain audits with no findings.

Performance Objective 2 Increase Bookstore and Post Office profits.

1 Assessment and Benchmark

Benchmark: Increase bookstore profits.

1.1 Data

Bookstore profits:

Semester	Expenses	Revenue	Profit
Spring 2017			
Fall 2018			

1.1.1 Analysis of Data and Plan for Continuous Improvement

2016-2017:

- Utilize advertising funds to market the Bookstore in order to increase sales.
- Have implemented a price matching policy with Amazon beginning summer 2017.

2017-2018:

- Utilized advertising and other funds to market and promote the Bookstores available merchandise in order to increase sales.
- Utilize our price match policy and continue to increase the number of textbook titles we offer for rent each semester.

2 Assessment and Benchmark

Benchmark: Increase Post Office profits.

2.1 Data

Post Office profits:

Year	Expenses	Revenue	Profit
2017			
2018			

2.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

This metric is unobtainable at this time.

3 Assessment and Benchmark

Benchmark: Providing a student charge account to aid in the purchase of textbooks and supplies (PTA).

3.1 Data

Student Charge Account Program (PTA):

Semester	Total Students Participating	Total Students Enrolled	% of Students Participating	Increase/Decrease from Previous Fall	Average Charge Per PTA	Total Profit from PTAs
Fall 2015	2,271	8,162	27.82%	-2.58%	-	-
Fall 2016	2,271	7,626	29.78%		\$407.05	\$924,403.34
Fall 2017	2,271	7,626	29.78%		\$390.37	\$636,685.39

Semester	Total Students Participating	Total Students Enrolled	% of Students Participating	Increase/Decrease from Previous Spring	Average Charge Per PTA	Total Profit from PTAs
Spring 2016	1,814	7,252	25.01%	-3.50%	-	-
Spring 2017	1,631	7,638	21.35%		\$357.76	\$524,482.12
Spring 2018	1,297	6,827	19%		\$349.48	\$453,270.42

3.1.1 Analysis of Data and Plan for Continuous Improvement

2016-2017:

Maintain student charge accounts (PTA).

2017-2018:

Improve student charge accounts with Amazon Price Match option, selection availability and great customer service.

4 Assessment and Benchmark

Benchmark: Providing affordable used textbooks through an aggressive buyback program.

4.1 Data

Textbook Buyback Program:

Semester	Amount Paid to Students	Increase/Decrease from Previous Year
Fall 2015	\$110,075.00	- \$14,150.25

Fall 2016	\$89,374.00	- \$20,701.00
Fall 2017	\$58,818.25	- \$30,555.75

Semester	Amount Paid to Students	Increase/Decrease from Previous Year
Spring 2016	\$84,549.00	- \$10,456.00
Spring 2017	\$69,643.25	- \$14,905.75
Spring 2018	\$58,879.00	- \$10,764.25

4.1.1 Analysis of Data and Plan for Continuous Improvement

2016-2017:

Maintain buyback program. The MBS Buy-Back Commission Rate has increased from 15% LY to 25% beginning TY. Implement Textbook Buy-Back incentives to increase student participation.

2017-2018:

Improve buyback student participation through advertising on social media, campus signage and campus wide Visix system. Continue using the updated 25% commission rate.

5 Assessment and Benchmark

Benchmark: The Bookstore will provide a website for the purchase of merchandise for McNeese alumni and supporters that live throughout the country.

5.1 Data

Bookstore Web Orders:

Fiscal Year	Total Web Orders	Increase/Decrease from Previous Year	Total dollars purchased from web orders
2015-2016	809	+26%	\$70,055.68
2016-2017	890	+10%	\$70,406.02
2017-2018	691	+27.73%	\$94,427.52

5.1.1 Analysis of Data and Plan for Continuous Improvement

2016-2017:

- Maintain updating of the website. Continue to improve the website with the most recent technology and increase the quantity of merchandise made available for sale.
- Develop researching additional e-books for student needs.

2017-2018:

- Update the website daily with current textbook information and as new merchandise arrives at the bookstore.
- Have implemented new procedures for renting and purchasing textbooks to help eliminate theft and improve inventory controls.

Performance Objective 3 Provide goods and services to the campus community.

1 Assessment and Benchmark

Benchmark: The Bookstore will aid in the retention of students and help foster learning through the following:

- Providing books students need for their classes in a timely manner.
- Providing textbook titles and ISBN's on the website 45 days before the first day of class.

1.1 Data

Textbook Availability:

Semester	All Textbooks Available on the 1 st Day of Class	All Textbooks Available on Website 45 Days in Advance	Total Titles	Shortage of Titles*
Fall 2015	Yes		697	22
Spring 2016	Yes		666	21

Fall 2016	Yes		678	24
Spring 2017	Yes		676	9
Fall 2017	Yes		688	28
Spring 2018	Yes		668	2

*Shortages of titles are due to over enrollment in certain sections, class sections added during late registration, ordering miscalculations, and publisher errors.

1.1.1 Analysis of Data and Plan for Continuous Improvement

2016-2017:

- Textbook information is correct and available in timely manner.
- In order to help departments with textbook orders, train departments in on-line textbook adoptions.

2017-2018:

- Textbook information is correct and available 45 days prior to the start of the semester.
- Request and send needed information to each department in order to facilitate a seamless transition each semester when departments order new and/or on-going textbook adoptions.

2 Assessment and Benchmark

Benchmark: The Bookstore will continue to sponsor and assist at special cultural events.

2.1 Data

The Bookstore sponsored or assisted at the following events:

Academic Year	Events
2015-2016	<ul style="list-style-type: none"> • Bookstore and Alumni sponsored GradFest in fall 2015 and spring 2016. • A Bookstore employee assisted at three Sage events by providing books for sale by the author giving the reading. • A Bookstore employee assisted at two readings in the College of Liberal Arts (MFA/Banner), and one International Event. • The Bookstore and the Alumni sponsored a special Christmas sale one evening in November for all alumni. • Special request to open Saturday for: <ol style="list-style-type: none"> 1. Rally students; 2. Cowboy Q&A day (spring & fall); 3. Football recruits; 4. All Home football games.
2016-2017	<ul style="list-style-type: none"> • Bookstore and Alumni sponsored GradFest in fall 2016 and spring 2017. • A Bookstore employee assisted at three Sage events by providing books for sale by the author giving the reading. • A Bookstore employee assisted at six readings in the College of Liberal Arts (MFA/Banner), and one International Event. • The Bookstore and Alumni sponsored a special Christmas sale one evening in November for all alumni and invited guests. • Special request to open Saturday for: <ol style="list-style-type: none"> 1. Rally students; 2. Cowboy Q&A day (spring & fall); 3. Football recruits; and 4. All home football games.
2017-2018	<ul style="list-style-type: none"> • Bookstore and Alumni sponsored GradFest in fall 2017 and spring 2018. • A Bookstore employee assisted at ten events by providing books for sale by the author giving the reading which included three MFA, six SAGE, and one International Program. • The Bookstore and Alumni sponsored a special Christmas sale one evening in November for all alumni and invited guests. • Special request to open Saturday for: <ol style="list-style-type: none"> 1. Rally students;

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| | <ol style="list-style-type: none"> 2. Cowboy Q&A day (spring & fall); 3. Football recruits; and 4. All home football games |
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2.1.1 Analysis of Data and Plan for Continuous Improvement

2016-2017:

- The bookstore now owns two mobile (one wireless and one hard wired) credit card machines which allows employees to sale merchandise at the football stadium kiosks, book readings and any remote sporting or revenue generating event we attend.
- We are purchasing a mobile trailer for the bookstore to allow us more opportunities to participate in more events throughout the year on campus and at community events throughout Calcasieu Parish.
- Utilize social media for advertisement and event notification.
- New Student Welcome Event each fall and spring.

2017-2018:

- With the two mobile credit card machines, the Bookstore has been able to offer more purchasing options for the re-sale of merchandise at remote events that we attend/support/sponsor.
- A mobile trailer was purchased and utilized at all home football and softball games to generate additional revenue. We anticipate the use of our mobile trailer to continue to increase our visibility throughout the community.
- Utilize social media (Facebook, Twitter, Instagram) for advertising and event notification.

3 Assessment and Benchmark

Benchmark: Purchase and/or repair equipment to help process mail quickly and accurately.

3.1 Data

3.1.1 Analysis of Data and Plan for Continuous Improvement

2016-2017:

McNeese Postal Contract Station will update technology/equipment used in the Post Office.

2017-2018:

McNeese Postal Contract Station will utilize the updated technology and equipment for the Post Office.