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
2018-2019	Continues	None

1.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:
Audits are allowing for accurate inventory controls.

2018-2019:
Audits are completed when inventory is received, when inventory levels on reports reflect negative counts, after textbook buyback when textbooks are returned to publishers, and when the bookstore conducts our annual inventory.

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
2018-2019	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.

2018-2019:
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:

Academic Year	Expenses	Revenue	Profit

2017-2018	$2,691,913.00	$2,839,134.00	$147,221.00
2018-2019	$2,485,694.00	$2,590505.00	$104,811.00
2019-2020			

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.

2018-2019:
- Utilize social media and advertising to promote the Bookstore's website, merchandise, and Amazon price match policy.
- Have begun contract negotiations with RedShelf to incorporate lower prices on ebooks and online teaching materials.

2 Assessment and Benchmark

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

2.1 Data

Student Charge Account Program (PTA):

Semester	Total Students Participating	Total Students Enrolled	% of Students Participating	Increase/Decrease Participation from Previous Fall	Average Charge Per PTA	Total Profit from PTAs
Fall 2015	2,271	8,162	27.82%	-2.58%	$407.05	$924,403.34
Fall 2016	1,852	7,626	24.29%	-3.53%	$389.19	$720,788.92
Fall 2017	1,631	7,638	21.35%	-2.94%	$389.66	$635,538.39
Fall 2018	1,631	7,649	21.32%	-0.03%	$348.54	$568,468.63
Fall 2019						

Semester	Total Students Participating	Total Students Enrolled	% of Students Participating	Increase/Decrease Participation 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%	-3.66%	$357.76	$524,482.12
Spring 2018	1,297	6,827	19%	-2.35%	$349.99	$452,644.48
Spring 2019	1.254	6,844	18.32%	-0.68%	324.53	$406,959.36
Spring 2020						

2.1.1 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.

2018-2019:
Promote the student charge accounts at student orientations and through social media, keeping students updated as to their existence, terms and payment deadlines in order to increase the number of students who utilize this feature each semester.

3 Assessment and Benchmark

Benchmark: Provide affordable, used textbooks through an aggressive buyback program.

3.1 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
Fall 2018	$45,990.25	- $12,828.00
Fall 2019		

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
Spring 2019	$46,748.75	- $12,130.25
Spring 2020		

3.1.1 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.

2018-2019:
With the continued reduction in textbook sales, there is a direct correlation to the reduction in textbook buyback participation from students. Going forward, the bookstore will continue to aggressively advertise through social media and campus signage to promote this event each semester.

4 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.

4.1 Data

Bookstore Web Orders:

Fiscal Year	Total Web Orders	Total dollars purchased from web orders	$ Increase/Decrease from Previous Year

2015-2016	809	$70,055.68	—
2016-2017	890	$70,406.02	+0.5%
2017-2018	691	$94,427.52	+34.12%
2018-2019	842	$123,205.24	+30.48%

4.1.1 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.

2018-2019:
- Our website (mcneesecowboystore.com) is updated daily reflecting the latest merchandise, clothing, and textbook options.
- Our new Textbook Service Counter has greatly assisted with the elimination of theft of our textbooks and allowed our staff to provide a more improved customer service process for our students and customers.
- In an effort to stay viable and improve our technology options for students, we are looking to partner with RedShelf, which will provide ebooks and electronic learning material at a significant reduction in price to our students.

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	Yes	697	22
Spring 2016	Yes	Yes	666	21
Fall 2016	Yes	Yes	678	24
Spring 2017	Yes	Yes	676	9
Fall 2017	Yes	Yes	688	28
Spring 2018	Yes	Yes	668	2
Fall 2018	Yes	Yes	727	35
Spring 2019	Yes	Yes	664	23

*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.

2018-2019:
- Published textbook information is accurate and available 45 day prior to the first day of the semester.
- In order to reduce the number of re-orders we analyze prior semester orders and compare that to prior semester sales and enrollment in order to have an accurate quantity of textbooks on-hand at the beginning of each semester.
- With the increase in on-line access for teaching material there have been improvements to re-orders.

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	- 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: 1. Rally students; 2. Cowboy Q&A day (spring & fall); 3. Football recruits; 4. All Home football games.
2016-2017	- 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: 1. Rally students; 2. Cowboy Q&A day (spring & fall); 3. Football recruits; and 4. All home football games.
2017-2018	- 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: 1. Rally students; 2. Cowboy Q&A day (spring & fall); 3. Football recruits; and 4. All home football games.
	- Bookstore and Alumni sponsored/hosted GradFest in Fall 2018 and Spring 2019. - A Bookstore employee assisted at University Sponsored events by providing books for sale for MFA, Sage, and International Programs readings. - The Bookstore and Alumni sponsored/hosted a special Christmas sale one evening in

2018-2019	November for all Alumni and invited guests. • The Bookstore opened on Saturdays by special requests for: 1. Rally students; 2. Preview day (spring and fall); 3. Football recruits; and 4. All home football games.

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.

2018-2019:
- The Bookstore continues to offer more purchasing options for the re-sale of merchandise and textbooks at remote events that we attend/support/sponsor.
- The Bookstores mobile trailer continues to be utilized at all home football and softball games to generate additional revenue for the university. The visibility of the trailer is prompting more invitations to attend additional events throughout the community (Crying Eagle-away football games).
- Social media posts and advertising about our hours of operation and event participation is keeping an awareness and interest up about the sales potential.
- With the change in business hours that the University has adopted, the Bookstore will be planning to stay open later the first week of each semester (Fall/Spring) and stay open later for three Fridays during the beginning of the Fall semester (8/16, 8/23, and 8/30).