



## University Bookstore & Post Office

#4 Plan cycle - 4  
Plan cycle 2019/2020  
7/1/19 - 6/30/20

## 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
2019-2020	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.

2019-2020:

All audits and inventory levels are checked routinely and have remained positive and accurate.

### 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
2019-2020	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.

2019-2020:

McNeese Postal Contract Station maintains audits (with no findings) as per the Retention Schedule provided by the LA Secretary of State, Division of Archives, Records Management and History in Baton Rouge, LA.

## 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	\$2,590,505.00	\$104,811.00
2019-2020	\$2,253,280.21	\$2,253,280.21	\$0.00

#### 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.

2019-2020:

- Have implemented RedShelf as our platform for delivering Inclusive Access courseware to our students via Moodle when professors choose this option as the means by which to deliver course content in place of a hardback textbook. Inclusive Access costs 1/3 to 1/2 less than traditional textbooks.
- We have begun the process of placing ALL of the merchandise, leisure learning books, supplies, textbooks, etc. on our website to improve the content of what is offered to our students, faculty and fans. Additionally, we are looking into the feasibility of "Touch-Free" curbside pick up and possibly a delivery option (due to COVID-19) for our students/customers as well as maintain our in store pick-up and shipping options.

### 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	1,491	7,302	20.42%	-0.90%	\$352.57	\$525,676.66

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	1,137	6,634	17.14%	-1.18%	\$305.48	\$347,335.37

### 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.

2019-2020:

With the decrease in textbook sales there is a direct correlation to the decrease in PTA charges and participation. With the 99%+ participation rate of students enrolled in inclusive access classes, I anticipate an increase in student participation in PTA's and a decrease in the average charge per PTA going forward.

## 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	\$38,943.75	- \$7,046.50

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	\$10,312.25	- \$36,436.50

#### 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.

2019-2020:

There will be a continued reduction to BuyBack sales due to an increase in departments utilizing our Inclusive Access platform for the delivery of courseware to our students. I anticipate this metric to continue to decrease over time. Additionally, there continues to be a reduction in overall sales of all of our New and Used textbooks. \*Due to COVID-19 there was a severe reduction in our Spring 2020 BuyBack

## 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	+21.91%
2019-2020	805	\$90,496.38	-4.465%

#### 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.

2019-2020:

- We are adding ALL merchandise that is available inside of the Bookstore to our website.
- We are checking into the feasibility of offering additional services/features through our website for the delivery of purchases, i.e. Touch-Free curb side pick-up, increased utilization of USPS due to it being more cost effective, delivery via Bookstore staff, etc.
- We have increased our RedShelf utilization from five courses/Fall 2019 to nine courses/Spring 2020 and nine courses/Summer 2020 to 74 courses/Fall 2020 (as of 7/1/2020).

### 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 <sup>st</sup> 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
Fall 2019	Yes	Yes	654	48
Spring 2020	Yes	Yes	600	22

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

2019-2020:

- Textbook information is accurate and available 45 days prior to the first day of the semester.
- With an increase to the number of professors and courses utilizing Inclusive Access for the online delivery of courseware, I anticipate a reduction in the number of potential errors (ordering inconsistencies, etc.) each semester going forward.

## 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
	<ul style="list-style-type: none"> <li>• Bookstore and Alumni sponsored GradFest in fall 2015 and spring 2016.</li> <li>• A Bookstore employee assisted at three Sage events by providing books for sale by the author giving the reading.</li> </ul>

2015-2016	<ul style="list-style-type: none"> <li>• A Bookstore employee assisted at two readings in the College of Liberal Arts (MFA/Banner), and one International Event.</li> <li>• The Bookstore and the Alumni sponsored a special Christmas sale one evening in November for all alumni.</li> <li>• Special request to open Saturday for: <ol style="list-style-type: none"> <li>1. Rally students;</li> <li>2. Cowboy Q&amp;A day (spring &amp; fall);</li> <li>3. Football recruits;</li> <li>4. All Home football games.</li> </ol> </li> </ul>
2016-2017	<ul style="list-style-type: none"> <li>• Bookstore and Alumni sponsored GradFest in fall 2016 and spring 2017.</li> <li>• A Bookstore employee assisted at three Sage events by providing books for sale by the author giving the reading.</li> <li>• A Bookstore employee assisted at six readings in the College of Liberal Arts (MFA/Banner), and one International Event.</li> <li>• The Bookstore and Alumni sponsored a special Christmas sale one evening in November for all alumni and invited guests.</li> <li>• Special request to open Saturday for: <ol style="list-style-type: none"> <li>1. Rally students;</li> <li>2. Cowboy Q&amp;A day (spring &amp; fall);</li> <li>3. Football recruits; and</li> <li>4. All home football games.</li> </ol> </li> </ul>
2017-2018	<ul style="list-style-type: none"> <li>• Bookstore and Alumni sponsored GradFest in fall 2017 and spring 2018.</li> <li>• 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.</li> <li>• The Bookstore and Alumni sponsored a special Christmas sale one evening in November for all alumni and invited guests.</li> <li>• Special request to open Saturday for: <ol style="list-style-type: none"> <li>1. Rally students;</li> <li>2. Cowboy Q&amp;A day (spring &amp; fall);</li> <li>3. Football recruits; and</li> <li>4. All home football games.</li> </ol> </li> </ul>
2018-2019	<ul style="list-style-type: none"> <li>• Bookstore and Alumni sponsored/hosted GradFest in Fall 2018 and Spring 2019.</li> <li>• A Bookstore employee assisted at University Sponsored events by providing books for sale for MFA, Sage, and International Programs readings.</li> <li>• The Bookstore and Alumni sponsored/hosted a special Christmas sale one evening in November for all Alumni and invited guests.</li> <li>• The Bookstore opened on Saturdays by special requests for: <ol style="list-style-type: none"> <li>1. Rally students;</li> <li>2. Preview day (spring and fall);</li> <li>3. Football recruits; and</li> <li>4. All home football games.</li> </ol> </li> </ul>
2019-2020	<ul style="list-style-type: none"> <li>• Bookstore and Alumni sponsored/hosted GradFest in Fall 2019 (Due to COVID-19 GradFest had to be cancelled for Spring 2020)</li> <li>• A Bookstore employee assisted at university sponsored events by providing books for sale at MFA, Sage and International Programs readings</li> <li>• The Bookstore hosted at the Alumni sponsored special Christmas Sale event one evening in November for all alumni and invited guests</li> <li>• The Bookstore opened on Saturdays by request for the following special events: <ol style="list-style-type: none"> <li>1. Rally students</li> <li>2. Preview Day (Fall and Spring)</li> <li>3. Athletic Recruit visits</li> <li>4. All home football games, Saturday softball tournaments</li> </ol> </li> </ul>



- With the change in university hours the Bookstore has stayed open later than regular hours during the first week of RUSH (Fall and Spring semester) and on Friday's during the first week of RUSH for the Fall and Spring semesters.

### 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 on Friday during the beginning of the Fall semester.

2019-2020:

- Due to the uncertainties of face to face classes, online only classes, etc. we are adding ALL available merchandise, supplies, textbooks and class supplements to our website (mcneeseecowboystore.com) in order to capture all sales possible regardless of how classes are instructed.
- The mobile trailer will be equipped with plexiglass and the appropriate PPE in order to allow our presence at any event going forward that we are able to participate in (tailgating events, alumni events, community sponsored events, etc.).
- During campus closures supervisors are forwarding their work phones to their cell phones in order to answer questions, assist with website concerns and navigation.
- We are working with PR (going forward) to send out Campus Digests to students, faculty and staff alerting everyone to our email addresses and phone numbers in order to stay in contact with anyone needing assistance during closures.

All of the above measures and steps are in place in order to assist students, staff and potential customers with anything they are concerned about or answer any necessary questions. These measures will assist in improved sales by allowing us to stay in touch with individuals who need anything from the bookstore or who need assistance guiding them to the correct department/person in order to timely resolve problems.