



University Bookstore & Post Office

#6 Plan cycle - 6
Plan cycle 2021/2022
7/1/21 - 6/30/22

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
2020-2021	Temp. Suspended	N/A
2021-2022	Temp. Suspended	N/A

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.

2020-2021:

Due to COVID-19 restrictions and stadium capacity allowances, the Bookstore did not have merchandise available for sale in the stadium kiosks. Also, Hurricanes Laura and Delta eliminated our opportunity to sale merchandise from the stadium kiosks due to the damage and inability to host home football games. No audits were completed because there was no inventory to audit at this location.

2021-2022:

Due to the damage from Hurricane Laura, the Stadium Kiosk was still not operational/utilized to sale merchandise this football season. The Bookstore did not open to begin operations until January 25, 2021, and we were unable to secure enough merchandise for resale to open the stadium kiosk. Since this location was not operational, no audits were completed because there was no inventory inside the kiosk. It is our anticipation to be prepared to be open at the stadium kiosk for the 2022-2023 football season.

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
2020-2021	No findings
2021-2022	2 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

2017-2018:

McNeese Postal Contract Station will maintain audits. No USPS or McNeese audits were completed.

2018-2019:

McNeese Postal Contract Station will maintain audits. No USPS or McNeese audits were completed.

2019-2020:

McNeese Postal Contract Station maintains audits as per the Retention Schedule provided by the LA Secretary of State, Division of Archives, Records Management and History in Baton Rouge, LA. No USPS or McNeese audits were completed.

2020-2021:

McNeese Postal Contract Station maintains audits as per the Retention Schedule provided by the LA Secretary of State, Division of Archives, Records Management and History in Baton Rouge, LA. No USPS or McNeese audits were completed.

2021-2022:

Since the McNeese Postal Contract Station's volume of sales and business had declined (as a direct result of Hurricane Laura facility/building damage and the temporary return to work changes), the USPS Main location was internally prompted to complete an audit this year. The purpose for the audit was to reduce the inventory (stamps on hand for resale, money orders, etc.) available for resale and to better align with the actual sales generated. There were 2 findings from the USPS audit: (1) USPS had not been notifying the McNeese contract location of the bi-annual decommissioning of stamps that USPS conducts within their system; (2) since the decommissioning information had not been received in over 10+ years there was an excessive amount of devalued/void (old) stamps on-hand at the contract location. During the audit process it was discovered that there were 5 sealed/dated envelopes with cash totaling \$1,012.42. These envelopes were located inside the USPS safe that is utilized by the McNeese Postal Contract Station. USPS deposited the cash (on or about 11/23/2021) and sent check #0280561268 dated 12/27/2021 back to McNeese totaling \$645.25. McNeese deposited on 1/13/22 to account #110440. Additionally, the Post Office supervisor has planned going forward to contact their USPS representative twice per year (May/November) specifically requesting the list of decommissioned stamps each year.

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
2020-2021	\$2,834,376.78	\$1,963,245.27	-\$871,131.51
2021-2022	\$1,543,655.66	\$2,476,356.23	+\$932,700.57

1.1.1 Analysis of Data and Plan for Continuous Improvement

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.

2020-2021:

- The university closed at 2pm on Monday, August 24, 2020 for Hurricane Laura. The Bookstore did not reopen until Monday, January 25, 2021 in our new temporary location inside Parra Ballroom. We opened with extremely limited merchandise for resale choices and all classes began the semester as online only due to buildings still being under construction and repair from the hurricane damage.
- Our website closed on Monday, August 24, 2020 and was not able to restart/reopen until May 2021 due to the complete loss of all inventory from the hurricane.

2021-2022:

- With the increase in face-to-face classes, the repair and opening of more buildings on campus, and the utilization of our temporary location in Parra Ballroom, we are seeing increased foot traffic inside our temporary location. Now that in-person athletic events are able to occur and the athletic facilities are being repaired, I anticipate continued growth, sales, and improvements to revenue.
- With our website improving monthly and supply chain/inventory orders slowly resolving, I anticipate improvements to sales/revenue going forward for in-person students, online-only students, and fans.

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
Fall 2020	847	7,287	11.62%	-8.80%	\$327.49	\$277,384.83
Fall 2021	845	6,456	13.09%	+1.47%	\$155.50	\$131,401.05

Semester	Total Students Participating	Total Students Enrolled	% of Students Participating	Increase/Decrease Participation from Previous Spring ng	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
Spring 2021	57	6,428	.886%	-0.294%	\$124.73	\$7,109.61
Spring 2022	509	5,764	8.83%	+893%	\$154.65	\$78,716.37

2.1.1 Analysis of Data and Plan for Continuous Improvement

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.

2020-2021:

With the hurricane related closure of the Bookstore and the decrease in enrollment there is a direct correlation regarding students opening a PTA account. Also, with the increased IA/RedShelf participation for courseware delivery, especially during the Spring 2021 semester, we are also realizing a decrease in the need for PTA accounts each semester. The most significant reason for the reduced need and decrease in PTA utilization is with the significant cost reduction to students for textbooks/courseware when their classes are taught via IA/RedShelf material instead of traditional textbooks.

2021-2022:

The Bookstore has a temporary location in Parra Ballroom until Fall 2023. This location is allowing for as close to normal operations as can be expected with our space constraints. We are able to offer many (opening PTA's, rental of textbooks, online website, etc.) features to our students and fans to help increase revenue and gain visibility. There is an increase in PTA utilization by students but with the decrease in available merchandise for resale (cannot offer as many items for resale with our given space constraints) and the decrease in the costs of textbook sales our revenue continues to decline (compared to pre-pandemic sales figures).

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
Fall 2020	\$0.00	—
Fall 2021	\$8,533.00	+\$8,533.00

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
Spring 2021	\$9,800.25	-\$512.00
Spring 2022	\$8,984.50	-\$815.75

3.1.1 Analysis of Data and Plan for Continuous Improvement

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*

2020-2021:

Fall 2020 BuyBack was cancelled due to Hurricanes Laura and Delta. Spring 2021 BuyBack was held as scheduled with very limited student participation. Participation was limited due to student enrollment, the beginning of the semester our courses were still primarily being instructed in an online format and there were only a few available buildings for student class instruction. COVID-19 restrictions were required to be followed with continued monthly changes/updates. Building availability, Face to face class meetings and having a physical location to conduct business evolved throughout the semester.

2021-2022:

Fall 2021 BuyBack was conducted from our temporary location in Parra Balloom inside the Student Union Annex. There was a 100% increase realized only because BuyBack had been canceled for Fall 2020. Spring 2021 was closer to normal operations. We had been open in our temporary location since January 25, 2021, and additional buildings had been repaired allowing for more face to face campus operations each month.

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%
2020-2021	449	\$64,802.44	-28%
2021-2022	626	\$48,520.04	-37.53%

4.1.1 Analysis of Data and Plan for Continuous Improvement

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).

2020-2021:

- Due to Hurricanes Laura and Delta our entire textbook and merchandise for resale was destroyed. The Bookstore and website were closed and off-line from August 27, 2020 through April 2021.
- When the website was brought back online, allowing students and customers the ability to place orders the only items available were the textbooks for Summer 2021 semester and the extremely limited items that were not destroyed.
- Beginning July 2021 we are beginning to restock and add items to our inventory options for resale.

2021-2022:

- Website has been fully functional for the entire year.
- ALL merchandise and/or textbooks (anything available for sale through the Bookstore is available on our website) is available for purchase.
- Yearly orders increased by +35.260% and there is an increase in yearly sales.
- Annual sales dollars did not increase as much as anticipated due to the space constraints in our temporary location which has prevented us from having as much inventory available for resale.

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
Fall 2019	Yes	Yes	654	48
Spring 2020	Yes	Yes	600	22
Fall 2020	Yes	Yes	627	0
Spring 2021	Yes	Yes	560	0
Fall 2021	Yes	Yes	574	0
Spring 2022	Yes	Yes	593	11

*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

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 course-ware, I anticipate a reduction in the number of potential errors (ordering inconsistencies, etc.) each semester going forward.

2020-2021:

- Textbook information is accurate and available 45 days prior to the first day of each semester
- I/A (RedShelf) platform continues to grow each semester allowing for the accurate delivery of course-ware to students on the first day of class at significantly lower direct costs to students
- Hurricanes Laura and Delta prevented the Bookstore from being open from (August 27, 2020 to January 25, 2021) until a temporary location could be secured.

2021-2022:

- Textbook information is accurate and available on the Bookstore website (mcneeseowboystore.com) 45 days prior to the first day of each semester.
- Inclusive Access/RedShelf platform is the delivery method for online courseware for students via Moodle on the first day of class which delivers significantly lower material costs to students versus standard physical textbooks.
- The Bookstore has operated as close to normal operations as possible in our temporary location inside Parra Ballroom in the Student Union Annex since January, 25 2021.
- Anticipated completion of our new permanent location is expected Fall 2023.

2 Assessment and Benchmark

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

2.1 Data

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 (Fall and Spring);
 3. Football recruits; and
 4. All home football games.

2018-2019:

- 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 November for all Alumni and invited guests.
- The Bookstore opened on Saturdays by special requests for:
 1. Rally students;
 2. Preview Day (Fall and Spring);
 3. Football recruits; and
 4. All home football games.

2019-2020:

- Bookstore and Alumni sponsored/hosted GradFest in Fall 2019 (Due to COVID-19 GradFest had to be cancelled for Spring 2020)
- A Bookstore employee assisted at university sponsored events by providing books for sale at MFA, Sage and International Programs readings
- The Bookstore hosted at the Alumni sponsored special Christmas Sale event one evening in November for all alumni and invited guests
- The Bookstore opened on Saturdays by request for the following special events:
 1. Rally students
 2. Preview Day (Fall and Spring)
 3. Athletic recruit visits
 4. All home football games and Saturday softball tournaments
- 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.

2020-2021:

The Bookstore did NOT participate in any events during the semester due to COVID-19 restrictions and the destruction of our campus from Hurricanes Laura and Delta.

2021-2022:

- The Bookstore and Alumni participated in Spring 2021 in the Rec Complex and in Fall 2022 in LaJeunesse in Holbrook Student Union.
- A Bookstore employee assisted at university sponsored events beginning in November 2021 by providing books for resale at MFA events.
- The Bookstore opened by special request for the following events:
 1. Preview Day (Fall and Spring);
 2. Rally students;
 3. Athletic recruit visits;
 4. All home football games (main location in Parra Ballroom); and
 5. Home softball games (mobile trailer was located at Softball).
- The Bookstore has remained open later/additional hours during peak times (first two weeks of regular semesters -Fall and Spring semester, when Student and/or parent orientations we happening on campus, etc.)

2.1.1 Analysis of Data and Plan for Continuous Improvement

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 (mcneesecowboystore.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.

2020-2021:

No analysis this year due to our lack of availability to participate in any events.

2021-2022:

- With the opening, January 25, 2021, of our temporary location inside Parra Ballroom we are able to offer a limited (due to space constraints) fan gear, supplies and textbooks for resale.
- Beginning Spring 2022 we were able to utilize our mobile trailer at softball to help with fan gear sales and assist with advertising, marketing and community outreach with our presence at these home events.
- Our website began functioning and was operational/available for our students beginning the Summer 2021 semester.
- We have enabled the email address of bookstore@mcneese.edu for students to contact us effective Spring 2022.
- Reminders and important dates are being sent to students via Campus Digest posts and on social media in advance to keep students informed about deadlines and relevant information throughout the semester.