Administrative Unit Assessment Report

Assessment is a term commonly used to encompass the process of gathering and using evidence to guide improvements.

SACSCOC requires that "The institution <u>identifies</u> expected outcomes, <u>assesses</u> the extent to which it achieves these outcomes, and <u>provides evidence of seeking improvement</u> based on analysis of the results".

Administrative Unit	**Submission Year**
Bearcat Shop	2018-2019

Academic year you are submitting report. Not necessarily the year that data is being reported on. Ex. If the report you are submitting is due October 1, 2019, choose 2019-2020.

Assessment Coordinator Name	**Enter Assessment Coordinator Email**
Jeffrey Hopkins	jhopkins@lander.edu

If more than one coordinator, please choose one for emails to be sent to.

Unit Goal

Goal

Goal 1

Unit Goals are broad statements that describe the overarching long-range intended outcomes of an administrative unit. They support the Institution's Mission/Goals.

To increase revenue of textbook sales

Pillar of Success Supported

○ High-Demand, Market-Driven Programs

○ Selective, Competitive Recruitment and Enrollment of Ambitious and Talented Students

○ Robust Student Experience

○ Graduates Who Are Gainfully Employed or Admitted to Graduate School

○ Advancement Activities Leveraged to Further the University's Mission

○ Engaged and Supportive Alumni

⊙ Financially Stable and Operationally Efficient

○ Facilities Positioned for Growth and Efficient Utilization

○ Employer of Choice

○ Highly-Valued Community Partner

Choose the Pillar of Success that your goal best aligns with.

Outcomes

Outcome 1

Outcomes are specific, **measurable** statements that reflect the broader goals. They will primarily describe what the unit is going to do and what its impact will be on students and other key stakeholders (alumni, parents, employers, etc.).

Most administrative units measure **Operational Outcomes** which describe the level of performance of an operational aspect of a program or office (ex. number of services provided, timeliness of a process).

Some units may measure **Student Learning Outcomes** which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences (ex. Student Wellness Program may measure student knowledge of healthy habits.)

What type of Outcome would you like to add?

Operational Outcome

Enter Outcome

Decrease the amount of returns (refunds) of textbooks year over year

Timeframe for this Outcome

FY19

Ex. Academic Year 2017-2018

Performance Target for "Met"

5% or below of total sales was returned

The anticipated level of achievement for this Outcome to be considered "Met".

Performance Target for "Partially Met"

5.1% to 9.99% of totals sales was returned

The anticipated level of achievement for this Outcome to be considered "Partially Met".

Performance Target for "Not Met"

10% and over of total sales was returned

The anticipated level of achievement for this Outcome to be considered "Not Met".

Assessment Measure Used	**Frequency of Assessment**
TCS reporting	Annually

Tools that allow us to measure or demonstrate the extent to which outcomes have been achieved. (ex. satisfaction surveys, productivity data, number of students served).

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
5%	3

If this is a new outcome and no data has been collected, you should explain when data will be available for entry.

Comments/Narrative

We have been working meeting this goal and will work to sustain this percentage. We met this goal by having the correct information from faculty on our shelf tags. Also, assisting students in the textbook area so they will purchase the correct textbook the first time. Textbooks refunds also means the book goes back on the shelf and may or may not be sold again. If it is not sold the revenue is lost and we will then need to pay to return it if possible.

Analyze your results and show you are seeking improvement. If this is an outcome you have used in the past, please provide a narrative that includes an analysis of historical data and current data. Include evidence of improvement or clarification of why improvement has not been accomplished.

Resources Needed to Meet/Sustain Results

Resources are not required at this time

Include estimate of cost.

Explanation of How Resources Will Be Used

Outcome 2

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What type of Outcome would you like to add?

Operational Outcome

Enter Outcome

Increase the number of textbook reservations

Timeframe for this Outcome

FY20

Ex. Academic Year 2017-2018

Performance Target for "Met"

500 or over

The anticipated level of achievement for this Outcome to be considered "Met".

Performance Target for "Partially Met"

250 to 499

The anticipated level of achievement for this Outcome to be considered "Partially Met".

Performance Target for "Not Met"

0 to 249

The anticipated level of achievement for this Outcome to be considered "Not Met".

Assessment Measure Used	Frequency of Assessment
Web order emails	Per semester

Tools that allow us to measure or demonstrate the extent to which outcomes have been achieved. (ex. satisfaction surveys, productivity data, number of students served).

Data Collected for this Timeframe (Results)	Score (Met=3, Partially Met=2, Not Met=1)
256	2

If this is a new outcome and no data has been collected, you should explain when data will be available for entry.

Comments/Narrative

Textbook reservations have been on an up and down cycle. Based on our small bookstore staff, it is my thought to push more reservations. By doing this, students can enter their schedule and purchase textbooks from our website. Parents can pay for textbooks without the stress of purchasing on move in day or giving their student a debit/credit card for books. Also, for students wanting to shop textbooks online they will have all the information in front of them. We pull and process the orders for students so all they will need to do is pick up their reservation bag. it is a simple process when all the steps are followed as set by the staff of the Bearcat Shop.

Analyze your results and show you are seeking improvement. If this is an outcome you have used in the past, please provide a narrative that includes an analysis of historical data and current data. Include evidence of improvement or clarification of why improvement has not been accomplished.

Resources Needed to Meet/Sustain Results

No additional resources are required.

Include estimate of cost.

Explanation of How Resources Will Be Used

Goal Summary

Goal Summary/Comments

Increasing revenue on textbooks is increasingly difficult each year. More courses are moving digital and the profit margin on digital text is very small. We must find alternative ways to increase revenue as a whole. We will continue to compare the refunds over year to make sure students are purchasing the correct product for a competitive price.

Analyze your results and show you are seeking improvement. If this is a goal you have used in the past, please provide a narrative that includes an analysis of historical data and current data. Include evidence of improvement or clarification of why improvement has not been accomplished.

Changes Made/Proposed Related to Goal

We will need to assess the textbook reservation goal after the spring semester. To lower the refund percentage, we will try to make sure all adoptions are timely and correct.

Describe changes that will be made in response to assessment results. Essential to "close the loop".

Upload Files (if needed)

Goal 2

Unit Goals are broad statements that describe the overarching long-range intended outcomes of an administrative unit. They support the Institution's Mission/Goals.

To increase overall sales outside of the Bearcat Shop

Pillar of Success Supported

○ High-Demand, Market-Driven Programs

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Outcomes

Outcome 1

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Most administrative units measure **Operational Outcomes** which describe the level of performance of an operational aspect of a program or office (ex. number of services provided, timeliness of a process).

Some units may measure **Student Learning Outcomes** which describe knowledge, skills, and values

that students are expected to gain as a result of their educational experiences (ex. Student Wellness Program may measure student knowledge of healthy habits.)

What type of Outcome would you like to add?

Operational Outcome

Enter Outcome

Increase sales on www.bearcatshop.com

Timeframe for this Outcome

FY20

Ex. Academic Year 2017-2018

Performance Target for "Met"

20% more than previous year

The anticipated level of achievement for this Outcome to be considered "Met".

Performance Target for "Partially Met"

15.1% to 19.99%

The anticipated level of achievement for this Outcome to be considered "Partially Met".

Performance Target for "Not Met"

15% or less

The anticipated level of achievement for this Outcome to be considered "Not Met".

Assessment Measure Used	**Frequency of Assessment**
TCS sales report for weborders	annually

Tools that allow us to measure or demonstrate the extent to which outcomes have been achieved. (ex. satisfaction surveys, productivity data, number of students served).

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
Weborder sales FY18 $57,458.25 Weborder sales FY19 $106,409.33 Weborder sales FY20 TBA	1

If this is a new outcome and no data has been collected, you should explain when data will be available for entry.

Comments/Narrative

As a whole, we have an increasing enrollment. However, textbook sales are decreasing. Along with that goes profit margin. We must look outside for additional revenue and margin. As we grow as does the LANDER brand. The alumni base also continues to grow. We can increase sales with sales from www.bearcatshop.com. Customers can purchase 24 hours a day, seven days a week. We process orders daily and ship them in a timely fashion. We have partnered with both the Bearcat Club and the Alumni Association to offer discounts to its members both in store and online.

Analyze your results and show you are seeking improvement. If this is an outcome you have used in the

past, please provide a narrative that includes an analysis of historical data and current data. Include evidence of improvement or clarification of why improvement has not been accomplished.

Resources Needed to Meet/Sustain Results

No additional resources. We updated our website to a new version over the summer of 2019.

Include estimate of cost.

Explanation of How Resources Will Be Used

Outcome 2

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What type of Outcome would you like to add?

Operational Outcome

Enter Outcome

Increase sales at athletic events.

Timeframe for this Outcome

FY20

Ex. Academic Year 2017-2018

Performance Target for "Met"

10% and above

The anticipated level of achievement for this Outcome to be considered "Met".

Performance Target for "Partially Met"

5.1% to 9.99%

The anticipated level of achievement for this Outcome to be considered "Partially Met".

Performance Target for "Not Met"

5% and below

The anticipated level of achievement for this Outcome to be considered "Not Met".

Assessment Measure Used

Spreadsheet from sales at athletic events

Frequency of Assessment

annually

Tools that allow us to measure or demonstrate the extent to which outcomes have been achieved. (ex. satisfaction surveys, productivity data, number of students served).

Data Collected for this Timeframe (Results)

FY19 $4422.53
FY20

Score (Met=3, Partially Met=2, Not Met=1)

1

If this is a new outcome and no data has been collected, you should explain when data will be available for entry.

Comments/Narrative

FY20 the athletic department has added 3 new varsity sports - men's and women's lacrosse and wrestling. Those sports have not started as of this report (9/23/19). We will work with athletics to set up at games and sell merchandise.

Analyze your results and show you are seeking improvement. If this is an outcome you have used in the past, please provide a narrative that includes an analysis of historical data and current data. Include evidence of improvement or clarification of why improvement has not been accomplished.

Resources Needed to Meet/Sustain Results

The arena set up works well since it is inside. The JMC is an open area even though it is covered. We only have a counter top with cabinets underneath. Keeping this area clean is difficult especially in the spring with pollen and insects. A built in like the concession stand would be a nice addition.

Include estimate of cost.

Explanation of How Resources Will Be Used

We would be able to keep more product displayed for customers to see. It would be a more professional look rather than a counter top.

Goal Summary

Goal Summary/Comments

We are attempting to meet customers where they are - their homes and events. We want everyone to have the opportunity to buy LANDER merchandise. By having an updated easy to use website, customers will more likely be to shop with us not only in store but on line as well. We can reach the out of state alumni and out of state students that have not made it to campus yet.

Analyze your results and show you are seeking improvement. If this is a goal you have used in the past, please provide a narrative that includes an analysis of historical data and current data. Include evidence of improvement or clarification of why improvement has not been accomplished.

Changes Made/Proposed Related to Goal

This is an going goal in which we are now trying to measure. We will work in FY20 to improve over FY19.

Describe changes that will be made in response to assessment results. Essential to "close the loop".

Upload Files (if needed)

Goal 3

Unit Goals are broad statements that describe the overarching long-range intended outcomes of an administrative unit. They support the Institution's Mission/Goals.

Strengthen the Bearcat Shop as a destination - physical or on line

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Outcomes

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What type of Outcome would you like to add?

Operational Outcome

Enter Outcome

Social media - Instagram likes and followers.

Timeframe for this Outcome

FY20

Ex. Academic Year 2017-2018

Performance Target for "Met"

over 1000 followers

The anticipated level of achievement for this Outcome to be considered "Met".

Performance Target for "Partially Met"

500 to 999 followers

The anticipated level of achievement for this Outcome to be considered "Partially Met".

Performance Target for "Not Met"

less than 500 followers

The anticipated level of achievement for this Outcome to be considered "Not Met".

Assessment Measure Used	**Frequency of Assessment**
Instagram dash board	annually

Tools that allow us to measure or demonstrate the extent to which outcomes have been achieved. (ex. satisfaction surveys, productivity data, number of students served).

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
463 followers as of this report (9/23/19)	1

If this is a new outcome and no data has been collected, you should explain when data will be available for entry.

Comments/Narrative

This is a new measurement to gauge social media engagement. I would like to know if likes and follows equals sales especially of general merchandise. Also, the branding of the website to get customers there to look for textbooks and general merchandise.

Analyze your results and show you are seeking improvement. If this is an outcome you have used in the past, please provide a narrative that includes an analysis of historical data and current data. Include evidence of improvement or clarification of why improvement has not been accomplished.

Resources Needed to Meet/Sustain Results

No additional resources need at at this time.

Include estimate of cost.

Explanation of How Resources Will Be Used

Goal Summary

Goal Summary/Comments

This is a new measurement so the goal is not met at this time. We will work over FY20 to ensure we are working to provide a place students, staff and faculty along with the community wants to shop.

Analyze your results and show you are seeking improvement. If this is a goal you have used in the past, please provide a narrative that includes an analysis of historical data and current data. Include evidence of improvement or clarification of why improvement has not been accomplished.

Changes Made/Proposed Related to Goal

We plan to be more active on social media with posts of not only new apparel but with other events on campus.

Describe changes that will be made in response to assessment results. Essential to "close the loop".

Upload Files (if needed)