

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 identifies expected outcomes, assesses the extent to which it achieves these outcomes, and provides evidence of seeking improvement based on analysis of the results".

Be sure to **SAVE** your progress as you work!

Administrative Unit
Auxiliary Services

Submission Year
2022-2023

Assessment Coordinator Name
Jeffrey Hopkins

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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.

Unit Goal

Increase the number of students purchasing from the Lander virtual bookstore.

Pillar of Success Supported

Financially Stable and Operationally Efficient

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

Implementation of new virtual textbook system to allow students to "Shop by Schedule" just by entering

their L number on the virtual site.

Timeframe for this Outcome

Fall 2022

Performance Target for "Met"

Full implementation

Performance Target for "Partially Met"

partial implementation

Performance Target for "Not Met"

Not implemented

Assessment Measure Used

BNC Virtual along with Bearcat Web

Frequency of Assessment

Annually

Data Collected for this Timeframe (Results)

Implementation is complete

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

3

Comments/Narrative

We have been working since March to implement a virtual bookstore site as we partnered with Barnes & Noble College. Full implementation was delayed due to IT resources and COVID. We were able to implement Shop by Schedule in mid August 2022.

Resources Needed to Meet/Sustain Results

Resources are not required at this time

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

Shift the buying patterns to prior to first day of class

Timeframe for this Outcome

Academic Year 22-23

Performance Target for "Met"

500 or over

Performance Target for "Partially Met"

250 to 499

Performance Target for "Not Met"

0 to 249

Assessment Measure Used

Performance report from BNC

Frequency of Assessment

Per semester

Data Collected for this Timeframe (Results)

We are waiting on complete Performance reports from BNC

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

2

Comments/Narrative

We need to make sure we are in front of students during orientations to give them information. The communication needs to improve to get students to the virtual bookstore instead of walking in on first day then having to be redirected to the virtual bookstore.

Resources Needed to Meet/Sustain Results

No additional resources are required.

Explanation of How Resources Will Be Used

Goal Summary

Goal Summary/Comments

Moving to the virtual site has removed the cost and inventory of stocking textbooks. We will be able to see over the next year and coming years how this will save money for the bookstore. Items stocked and sold can be more profitable overall.

Changes Made/Proposed Related to Goal

The AIP (adoptions and insights portal) was implemented for both summer and fall 22 course requirements. Faculty have been able to directly input their needs into the portal. They were also able to view other possible solutions and current student pricing before a selection was made for a course.

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.

Unit Goal

To increase overall sales outside of the Bearcat Shop

Pillar of Success Supported

Financially Stable and Operationally Efficient

Outcomes

Outcome 1

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What type of Outcome would you like to add?

Operational Outcome

Enter Outcome

Increase sales on www.bearcatshop.com

Timeframe for this Outcome

FY23

Performance Target for "Met"

20% more than previous year

Performance Target for "Partially Met"

15.1% to 19.99%

Performance Target for "Not Met"

15% or less

Assessment Measure Used

Insite reporting

Frequency of Assessment

annually

Data Collected for this Timeframe (Results)

Weborder sales FY18 \$57,458.25
Weborder sales FY19 \$106,409.33
Weborder sales FY20 \$164,584.53

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

3

Comments/Narrative

We have moved to a new website. The reporting from this seems to be more readily available as it operates with separate reporting. The layout in new and has more options.

Resources Needed to Meet/Sustain Results

No additional resources. The Bearcat Shop website moved to a new web host in April 2021

Explanation of How Resources Will Be Used

Outcome 2

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describe what the unit is going to do and what its impact will be on students and other key stakeholders (alumni, parents, employers, etc.).

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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

FY23

Performance Target for "Met"

10% and above

Performance Target for "Partially Met"

5.1% to 9.99%

Performance Target for "Not Met"

5% and below

Assessment Measure Used

Spreadsheet from sales at athletic events

Frequency of Assessment

annually

Data Collected for this Timeframe (Results)

FY19 \$4422.53

FY20 \$NA

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

1

Comments/Narrative

I need to figure out staffing in order to get back to making merchandise available at the athletic events. We have increased our number of athletic teams which increases the number of outside events away from the Bearcat Shop.

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.

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.

Changes Made/Proposed Related to Goal

This is a continuous goal in which we are now trying to measure. We will work in FY23 to make additional improvements.

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.

Unit Goal

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

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Financially Stable and Operationally Efficient

Outcomes

Outcome 1

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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

FY23

Performance Target for "Met"

over 1000 followers

Performance Target for "Partially Met"

500 to 999 followers

Performance Target for "Not Met"

less than 500 followers

Assessment Measure Used

Instagram dash board

Frequency of Assessment

annually

Data Collected for this Timeframe (Results)

1212 at the time of this report (8/1/22)

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

3

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.

Resources Needed to Meet/Sustain Results**Explanation of How Resources Will Be Used**

Goal Summary

Goal Summary/Comments

We will work over FY23 to ensure we are working to provide a place students, staff and faculty along with the community wants to shop.

Changes Made/Proposed Related to Goal

We have hired a graduate assistant to promote the Bearcat Shop over social media. She has been a great addition and has helped increase Instagram followers creating a "buzz" in the Bearcat Shop.

Upload Files (if needed)

Goal 4

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

Unit Goal

To effectively and efficiently bring outsourced jobs to the campus print shop

Pillar of Success Supported

Facilities Positioned for Growth and Efficient Utilization

Outcomes

Outcome 1

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What type of Outcome would you like to add?

Operational Outcome

Enter Outcome

Timely output of jobs

Timeframe for this Outcome

FY23

Performance Target for "Met"

3.5-4.0

Performance Target for "Partially Met"

3.0-3.49

Performance Target for "Not Met"

below 2.99

Assessment Measure Used

Print Shop evaluation form

Frequency of Assessment

Ongoing

Data Collected for this Timeframe (Results)

evaluation forms

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

3

Comments/Narrative

The print shop has made several changes including adding new machines; color printer, envelope printer, jogger, printnet ordering system. The new ordering system helps track cost and jobs for both the customer and print shop. Invoices and an email is sent when the job is complete. The combination of the color printer and Duplo cutter/creaser helps with marketing brochures and other marketing products.

Resources Needed to Meet/Sustain Results

Additional resources are needed to help with demand. Stacey could use a student worker or a temporary employee. Also, the addition of a large format printer would help move yard signs and banners to the print shop instead of being outsourced. The folding machine is old and has been rebuilt. This machine will need to be replaced soon and is a definite need.

Explanation of How Resources Will Be Used

Goal Summary

Goal Summary/Comments

The print shop strives to be a viable partner on campus. In order to provide great customer service and met their goals, they need to have the quality of equipment that can produce high volume projects. In addition, to the customer service value, the new machine's will allow our employees to stay busy and keep projects on campus. The ability to keep projects on campus helps save financial resources as well as time and the ability to change projects based on quantities needed.

Changes Made/Proposed Related to Goal

Communication will continue to faculty/staff about using the printnet solution for entering print jobs. Also, communication about capabilities of the print shop will be important to make sure everyone is aware of the new opportunities.

Upload Files (if needed)**Goal 5**

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

Unit Goal

Evaluate effectiveness of services offered in the campus post office

Pillar of Success Supported

Facilities Positioned for Growth and Efficient Utilization

Outcomes**Outcome 1**

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What type of Outcome would you like to add?

Operational Outcome

Enter Outcome

A timely response was provided

Timeframe for this Outcome

2022-2023

Performance Target for "Met"

3.5-4.0

Performance Target for "Partially Met"

3.0-3.49

Performance Target for "Not Met"

2.99 and below

Assessment Measure Used

Satisfaction survey

Frequency of Assessment

ongoing

Data Collected for this Timeframe (Results)

3.92

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

3

Comments/Narrative

Due to the need for more post office space, a move was made to a larger location. Deliveries and pickups are easier now with the ability to use a dock within the post office. Packages continue to increase and that will not change going forward.

Resources Needed to Meet/Sustain Results**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

Overall Experience

Timeframe for this Outcome

2022-2023

Performance Target for "Met"

3.5-4.0

Performance Target for "Partially Met"

3.0-3.49

Performance Target for "Not Met"

Below 2.99

Assessment Measure Used

Satisfaction survey

Frequency of Assessment

Ongoing

Data Collected for this Timeframe (Results)

3.92

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

3

Comments/Narrative

New mailbox solution was purchased and is currently in use. Residence hall students are assigned a

VM (virtual mailbox) number but are only notified if they receive a package or letter mail. The mail solution is a folder system that eliminated the need for physical mailboxes.

Resources Needed to Meet/Sustain Results

Explanation of How Resources Will Be Used

Goal Summary

Goal Summary/Comments

The Post Office move has eliminated the delivery location issues; rain, multiple trips, etc. The new space has room for growth and weekend drops/pickups by the local post office.

Changes Made/Proposed Related to Goal

The new location and system updates have been a great solution to multiple issues.

Upload Files (if needed)