

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

Bearcat Shop

Submission Year

2020-2021

Assessment Coordinator Name

Jeffrey Hopkins

Enter Assessment Coordinator Email

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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

Streamline textbook ordering for students with multiple options

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

2020-21

Performance Target for "Met"

Full implementation

Performance Target for "Partially Met"

partial implementation

Performance Target for "Not Met"

Shop by schedule not complete

Assessment Measure Used

BNC Virtual along with Bearcat Web

Frequency of Assessment

Annually

Data Collected for this Timeframe (Results)

This data should be ready for Spring 2021

Score (Met=3, Partially Met=2, Not Met=1)**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 are now working on the full implementation to have this ready for Spring 2021.

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

Increase the number of textbook purchases from our Virtual Site

Timeframe for this Outcome

FY21

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)**Comments/Narrative**

Summer of 2020 was our first semester with the BNC virtual site. Results were limited with COVID. Fall of 2020 was a much better test. Buying from the virtual site is much like a textbook reservation with the exception of we do not fill the orders. Orders are filled by BNC and shipped to the Bearcat Shop. This allowed us to rearrange the floor of the Bearcat Shop while still having students come in to pick up their textbooks.

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

With the virtual site, we still need to make sure textbook adoptions are correct and the correct information is present for students to purchase textbooks.

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

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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

FY20

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

TCS sales report for weborders

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

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.

Resources Needed to Meet/Sustain Results

No additional resources. The Bearcat Shop website will be moving to a new host in late 2020 or early 2021.

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

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

Spring sports were canceled by the Peachbelt Athletic Conference as the season began due to COVID-19. Athletic event sales were lost.

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 FY21 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

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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

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)

633 followers as of this report (9/10/19)

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

2

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

No additional resources need at at this time.

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 FY21 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 plan to be more active on social media with posts of not only new apparel but with other events on campus.

Upload Files (if needed)