

# 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

2021-2022

### Assessment Coordinator Name

Jeffrey Hopkins

### Enter Assessment Coordinator Email

jhopkins@lander.edu

## 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**

Spring 22

**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 2022

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

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 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)****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**

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. The addition of the Adoptions Insight Portal will help faculty with choosing current textbooks for their courses and with textbook deadlines.

**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

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### What type of Outcome would you like to add?

Operational Outcome

### Enter Outcome

Increase sales on [www.bearcatshop.com](http://www.bearcatshop.com)

### Timeframe for this Outcome

FY22

### 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

FY22

### 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. Fall 2020 and Spring 2021 sales were lost due to the pandemic as well.

### 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

#### **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**

Social media - Instagram likes and followers.

#### **Timeframe for this Outcome**

FY22

#### **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)**

904 followers as of this report (9/23/21)

**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**

**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 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

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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**

FY22

**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 print shop will also be upgrading the black/white copier in the next few months. 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

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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

2021-2022

### 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**

Our package workload as increased due to textbook packages from the Lander virtual bookstore, Amazon and other e-commerce sites. This is coupled with the lack of a consistent permanent USPS delivery driver. We typically have 3-4 different drivers per week and they all have various delivery times. The delivery location has not changed as of yet but the plan is in place to move to the post office in order for USPS to deliver to the door.

**Resources Needed to Meet/Sustain Results**

Additional student worker budget increase of \$4000

**Explanation of How Resources Will Be Used**

Additional student workers can provide an additional customer service option at the counter while packages are being received. With the unknown of the delivery time, it is difficult to schedule student workers to help with receiving packages.

**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**

2021-2022

**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)**

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

**Comments/Narrative**

In order to be part of the overall student experience, we want to make sure they are happy with service and are receiving their packages both efficiently and effectively. The increased enrollment of on campus students has exceeded the number of working mailboxes we have to assign.

**Resources Needed to Meet/Sustain Results**

New mail solution - \$20,000 includes software and equipment

**Explanation of How Resources Will Be Used**

The new mail solution will allow the post office staff to assign mail to a box dynamically preventing the tedious job of assigning all resident students a mailbox whether or not they use it. This will also allow students to scan their ID to check-in and the package will be delivered. The staff only has to give the student their package instead of the additional two steps of scanning the package as delivered and the ID

**Goal Summary****Goal Summary/Comments**

In order to best serve the students, the post office needs room to sort packages and safely deliver them. Also, the delivery point of the post office changing has caused multiple issues. Leaving the mail service counter unattended or short staffed to move the mail from point A to point B causes delays in customer service. The first 4-5 weeks of each semester has an extremely high volume of packages and students are eager to receive these packages.

**Changes Made/Proposed Related to Goal**

A new space has been approved by the university to move the post office. This will allow delivery access for USPS as well as bulk pick up by Presort. The delivery of USPS will prevent the moving of mail and shorten the receiving time for packages.

**Upload Files (if needed)**