

The University of Virginia's College at Wise
Planning and Institutional Effectiveness

Unit/Department or Functional Area	Name and Title of Person Completing Form
Bookstore	Chad Gentry, Director of Bookstore Operations

Mission of Department or Functional Area
The bookstore's mission is to support and enhance the educational mission of UVA-Wise through providing quality goods and services, assisting in the development of an effective learning environment, and providing excellent customer service to our students, faculty, staff, alumni, and community.

2004-2005				2005-2006		
Expected Outcomes	How Outcomes Will Be Achieved	Method (s) of Assessment and/or Measurement	Results, Evaluation, Use	Expected Outcomes	How Outcomes Will Be Achieved	Method(s) of Assessment and/or Achievement
1. The bookstore will increase bookstore profit through reduction of spending by at least \$10,000, reduction of textbook returns by 10%, and increase net sales by 10%.	Implement a revised textbook return policy; promotions, merchandising, and better management of inventory. Monitor expenditures and compare with prior year's totals.	Review profit statements, textbook returns, and detailed budget reports.	The bookstore increased net sales by \$123,282.07 or 12.5% vs. last year. The bookstore increased sales by conducting promotional sales at orientation, open house, holidays, and graduation. The bookstore also attended special events including author signings by Ron Rash, Sherri Reynolds, and Truitt Cathy. Inventory was moved to a centralized location to reduce losses and improve product rotation. A new textbook return policy was implemented to regulate returns.	1. The bookstore will increase net sales by 10% and improve overall operational costs through monitoring and controlling expenditures.	Continue to increase sales promotions; provide services during special events; improve in customer service skills, and keep merchandise updated on the web site. Control payroll cost through reduction of overtime. Expand vendors to allow for more competitive pricing.	Review and compare monthly expenditure reports and sales reports.
2. Increased security measures.	Purchase a security system and increase visibility of merchandise to reduce threat of theft.	Implementation of a secure system, increase visibility of merchandise, and a reduction in inventory write-offs.	A security system was not purchased due to budget constraints. Merchandise displays were changed to increase visibility and reduce theft. Inventory was moved to a centralized location to reduce write-offs.	2. Increase our current security measures.	Purchase new computers/registers and security equipment. Comply with industry credit card standards. Improve sales floor coverage.	Continual monitoring of computer/register system by the IT department and bookstore staff. Credit card industry evaluation to ensure standards compliance.

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3. Increase staff knowledge and skills through appropriate staff development	Attend pertinent trainings on- and off-site.	Attend Nebraska POS training and National Association of Colleges Bookstore Conference (CAMEX) for merchandise training. Staff networks with other bookstores and makes on-site visits.	One employee attended CAMEX, which included seminars on textbook legislation, management operations, publisher packaging concerns, customer service issues, and trends in the bookstore industry. This event also consists of a two day trade show. MECC bookstore was visited to exchange creative ideas and build new networking connections. Two employees attended an in-service employee training conducted by the Vice Chancellor of Administration.	3. Provide a better selection of used textbooks.	Working with faculty to improve expedience of textbook adoption. Conducting more used book buy backs and taking advantage of used book wholesalers.	Compare Winprism system reports and annual inventory reports to determine the actual number of used textbooks purchased.
4. Improve front-line operating skills of student employees	Student employees will participate in a one day customer training event. Student employee performance will be evaluated each semester.	Student staff will complete training; staff will assess progress through evaluation and customer feedback.	Student employees were trained to operate cash registers and assist and provide customer service. Due to departure of the previous bookstore director, evaluations were not completed.	4. Improve operational policies.	The Bookstore policy manual will be evaluated and revised annually.	Adherence to the policies will be expected and annual evaluation of job performance will be conducted.
5. The bookstore will develop a merchandise advisory committee composed of four students, two staff members, and two faculty members to give input on a bi-yearly basis.	The committee is formed and meets twice in the 2004/2005 year to give input.	The committee is formed and meets twice in the 2004/2005 year to give input.	A formal committee was not established; however, the merchandising coordinator did form an informal committee of staff and students to review and provide input on merchandise.	5. Increase knowledge and skills through appropriate staff development opportunities.	Attend pertinent training.	Attend Nebraska POS training (Manager, Textbook, GM). Attendance at outside professional development seminars and director-led in-store training opportunities.