

LCC BOOKSTORE

CHAPTER 5

INITIATIVES:

(Describe specific goal, specific and measurable outcome and list related Strategic Direction. List resources need on attached spreadsheet)

- a) To correct inadequacies and/or
- b) Ongoing/existing goals
- c) Directly relate to 2003-04 Strategic Directions

INITIATIVE #1 - Coordination of services initially provided by the Bookstore

Plan: To address and improve on the coordination of Bookstore merchandise and services that are being duplicated by college groups and departments.

Do: The Bookstore will dialogue with college administration and college groups and departments that are duplicating services to form a plan and develop college guidelines.

Check: Compare sales of merchandise (candy and sundries) that had been pieced out in 2003-04 with 2004-05 sales figures.

Act: Determine if the policies established by the college were adequate in limiting duplication and increasing revenue of services and merchandise at the Bookstore. If necessary, revisit college policies to improve outcome.

Strategic direction: Achieve Financial Stability

By maximizing the potential cash flow, the Bookstore would be open for more creative financial alliances benefiting both the Bookstore and those groups and departments.

INITIATIVE #2 – Streamlining Student Account Purchases

Plan: Streamlining student account purchase processes (Financial Aid, Sponsored and CreditLine) for students by interfacing Student Banner and Bookstore (MBS) networks.

Do: 1) Contact MBS for implementation steps. 2) Contact LASR director for guidance in “how to” add bookstore network interface to LASR project list. 3) Form a Student Banner/Bookstore network team. 4) Team establishes steps and timeline for project.

Check: Level 1) LASR team and MBS communicating. Level 2) Project steps and timelines are established. Level 3) Project is executed and completed (Dreaming of a June 16, 2004 “Go Live” day).

Act: Review outcome and make adjustments for 2004/05.

Strategic direction: Build Organization Infrastructure - LASR

INITIATIVE #3 - Streamline the Bookstore's efficiency of customer and traffic flow

Plan: Create a new floor plan that both enhances our ability to better serve customers at register and customer service areas and makes the store more user friendly.

Do: By redesigning the cash register area, check out time will be quicker and involve fewer people. Redesigning the Supply Information office will create a more functional workspace for the 4-5 people who use it daily. New fixtures, more computers, extra registers and counter top scanners, a store sound system and a debit machine will be considered.

Act: Compare customer numbers and customer time at register, and service areas before and after the redesign.

Strategic direction: Achieve Financial Stability

Achieving more efficient customer service will improve the potential of increasing revenues that will insure Bookstore ability to contribute to the College General Fund.

INITIATIVE #4 - Increase Bookstore Visibility to Lane's Learning Community

Plan: Increase customer traffic by marketing bookstore products, services and benefits to the College.

Do: Increasing visibility on campus via reminders of the bookstore's existence (not just in ads) in college publications, KLCC, eye-catching banners, posters and signs hung in prominent places around campus. Consulting with marketing professionals.

Check: Compare 2002/03 and 2003/04, customer counts, average number of items purchased and average amount purchased. Compare cost of marketing plan and changes in customer traffic.

Act: Determine if the cost of the marketing plan has resulted in increased customer counts and/or revenues. Adjust market strategy and plans as needed.

Strategic direction: Achieve Financial Stability

With a stronger customer base Bookstore contributions to the College General Fund will be larger.

INITIATIVE #5 - Increase web services and promotions online

Plan: Initiate web sales by posting booklist online. Advertise merchandise and promotions available at the store. Offer faculty book adoptions online.

Do: Hire web specialist to initiate booklist and format web pages working with MBS.

Check: Track web sales and web hits.

Act: Look at outcomes of tracking web hits and make adjustments to original plan.

Strategic direction: Enhance college climate.

Provide 24-hour bookstore accessibility for students and faculty.

INITIATIVE #6 – Create fund for relocation or building new bookstore

Plan: Create an account that will set aside funding for relocating Bookstore closer to other student service departments, such as Food Service, Student Health, Student Life, and Students First! etc. Making it a convenient and visible resource to students and staff.

Do: Reserve a portion of current and future year's fund balances to fund the relocation or building new bookstore.

Check: Fund would have enough capital to relocate or build bookstore within five years.

Act:

Strategic direction: Achieve Financial Stability

With a stronger customer base Bookstore contributions to the College General Fund will be larger.