

Crafton Hills College - Outcomes Assessment Report

Program/Service Area: Bookstore

Year: 2011-2012

I was not involved in the last program review as I recently assumed the additional responsibilities of the Crafton Hills College Bookstore. The unit developed, assessed, and evaluated this SAO in 2009.

- 1) Bookstore is a high quality service.
 - a) POS survey results, 88% of the respondents indicated that they agreed or strongly agreed to this statement
 - b) The Bookstore will continue evaluating this measurement through bi-annual survey.
 - c) The goal of sustaining 88% satisfaction of customers through maintain and improving existing practices.

I have added the following SAO's going forward:

- 1) Make textbooks more affordable for students.
 - a) Implemented the "Guarantee" Book Buyback program, which guarantees students a 50% buyback value, if the book is bought at the CHC Bookstore.
 - b) Developed the Used Textbook Business
 - c) Partnered with the ESOP&S and Santos Manuel programs to develop a textbook rental program
 - d) Partnered with Chegg.com to offer student a textbook rental option
- 2) Improve the Bookstore's website so it is more user friendly with services and information.
 - a) Developed a partnership with the campus webmaster which improved the availability of Bookstore information
 - b) Assigned the responsibility of online sales to a designated staff member.
 - c) In addition to online textbook sales, added the availability of online sales of student regalia, testing materials, basic supplies, gifts and sportswear.
- 3) Make textbooks and other course materials available at the start of every semester opening.
 - a) Continue to build upon the faculty relationship for timely processing of textbook orders.
 - b) Develop course specific supply materials such as art kits and medical supplies.