

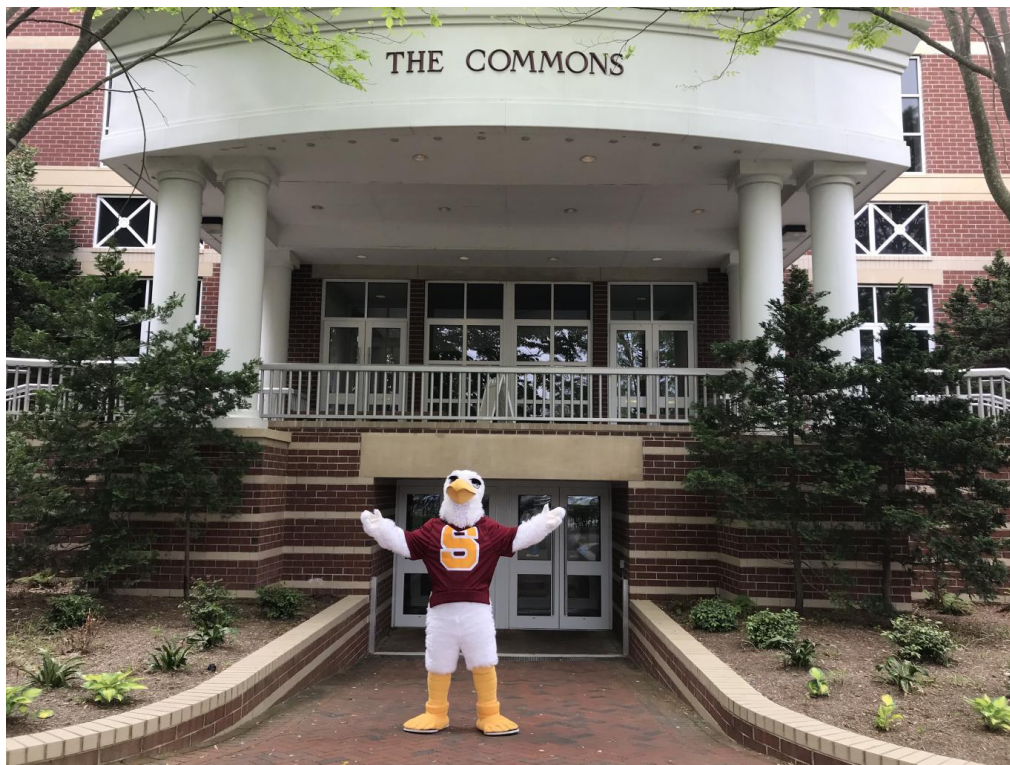
Student Affairs | Measuring Up

Creating a culture of assessment and evidence.

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BookStore



Salisbury University
Office of Student Affairs & Auxiliary Services
Salisbury University Bookstore
Annual Report FY2023

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Executive Summary

The SU Bookstore is owned and operated by the University for the benefit of the SU community. The SU Bookstore represents and supports the University by providing quality goods and services to meet the merchandising needs of a diverse educational community. As part of the University, we are here to support its academic mission and to enhance student life. The SU Bookstore is the primary resource for students, staff and faculty to purchase course materials, supplies and other related SU merchandise. As a vital component of the University community, we are committed to providing excellent customer service and creating a pleasant shopping experience for our customers. The SU Bookstore staff strives to provide quality products at competitive prices in a friendly environment. All the surplus revenue generated by the SU Bookstore is used to support the general fund and student-related services at the University.

Section I: Department Overview

Mission

The Salisbury University Bookstore supports Salisbury University by providing quality goods and services to meet the merchandising needs of a diverse university community.

Vision

The Salisbury University Bookstore is the primary resource for students, staff and faculty by enhancing the community and classroom experience with affordable course materials, supplies and other related SU apparel and merchandise.

Goals

The SU Bookstore is a vital component of the university community and is committed to:

1. Providing excellent customer service.
2. Creating a pleasant shopping experience for our customers.
3. Continuing to adapt the bookstore to meet the economic realities by searching for programs and product lines that enhance the student's academic and college living experience.
4. Continue to monitor the changing landscape of course materials and provide the most efficient and affordable methods of delivery to our students.
5. Ensuring an acceptable fiscal performance to meet the needs of Salisbury University.

Section II: Service Delivery, Admissions, & Financial Aid

Campus Community Served (July 1, 2022 – June 30, 2023 time period)

Bookstore Transactions	Outcomes
Main Store Customer Transactions	30,358
Website Customer Transactions	4,808
Stadium Store Transactions	1,171
Inclusive Access	Outcome
Titles delivered via MyClasses	421
Students Participating	18,191
Number of Class Sections Participating	816
Financial Aid Outcomes	
Students utilizing financial aid refund for course materials	89

Section III: Budget Allocations, Expenditures, and Revenue Generation

July 1, 2022 – June 30, 2023 Allocations

Budget Category	Allocation
01	851,954
02	146,044
03	2,783,726
Total	3,781,724

July 1, 2022 – June 30, 2023 Expenditures

Budget Category	Expenditures
01	866,310
02	115,973
03	2,716,401
Total	3,698,683

July 1, 2020 – June 30, 2021 Revenue Generated

Initiatives or Purposes	Revenue Generated
Bookstore Revenue Generated	784
Total	

Comments:

The budget has been very challenging and continues to get cut in our expenditure lines for inventory. We haven't been able to increase the inventory enough since COVID and as a result, we are literally selling everything that we are bring in. The lack of inventory which is an asset, is contributing to the low revenue return.

Section IV: Collaborations and Partnerships (Internal and External)¹

***Events listed more than once had additional dates throughout the FY**

Examples of Collaborations and Partnerships	Outcomes and Impact
Commencement	The bookstore works with commencement for a Grad Fair Ordering and Distribution event of caps and gowns and other related products.
Athletics	Operation of the stadium store and support for conference and NCAA tournaments
Alumni	Participate in Grad Distribution event for Senior Class Gift
Career Services	Participate in Grad Distribution event for the First Destination Survey
Art Department	Our buyers work closely with the art department to ensure student supplies are readily available to support their courses and special products.
Faculty	Our textbook staff work in conjunction with faculty to ensure on time adoptions of course materials to support the academic mission of the university.
Instructional Design & Delivery	In conjunction with faculty, the three areas collaborate on Inclusive Access delivery of course materials.
Information Technology	Gull card issuance, replacement and troubleshooting cards.

Section V: A Summary of Achievements Related to Student Affairs and SU's Strategic Plan

*The following are examples of ways in which the Unit is assisting Student Affairs and the University achieve strategic plan goals. Please use bullet or numerical formatting to provide examples of **significant** achievements. Some achievements may apply to multiple goals. Use measurable outcomes as much as possible.*

- Goal 1: Enrich Academic Success and Student Development*
- Goal 2: Inspire a Campus Culture of Inclusive Excellence, Support and Collaboration*
- Goal 3: Support Access, Affordability and Academic Excellence*
- Goal 4: Deepen Engagement with Our Community*
- Goal 5: Enhance Environmental, Social and Economic Sustainability*

Goal 1,2,3

Inclusive Access and Variable Margin Scale

- A collaboration between faculty, bookstore and the publishers of course materials. This method is a digital delivery of materials via our eBook partner VitalSource and MyClasses to bring students an affordable solution for course materials. Combined with our variable margin scale for textbooks, we are consistently saving students over \$1M per year.

Goal 4: Deepen engagement with our community.

- As described in our mission statement, the bookstore exists to support Salisbury University by providing quality goods and services to meet the merchandising needs of a diverse university community that includes but is not limited to students, staff, faculty, alumni, and community members.

Goal 5: Enhance environmental, social, and economic sustainability.

- Sustainability efforts include:
 - Elimination of plastic bags
 - Making sustainable product available with recycled notebooks, index cards, pens, etc.
 - Upcycled Clothing Program via our vendor Refried. Taking damaged and old unsold inventory and repurposing it into new one of kind products for resale.

Section VI: Measuring Up – Research, Assessment, and Evaluation²

**Goals and Outcomes
July 1, 2022-June 30, 2023**

What were your department goals for this past year? List them here then provide summative outcomes.

Department Goals	Summative Outcomes
<i>New to division, did not set Student Affairs goals</i>	

Section VII: Strategic Plan-Related Goals (July 1, 2023 – June 30, 2024)³

The following goals are intended to be SMART goals. Each goal should be linked to measurable outcomes and is consistent with strategic priorities, Student Affairs’ goals and expectations, and the University’s strategic plan. Three to five goals are recommended but you may have more. Please use new University Strategic Plan 2020-2025 goals for this section.

Department Goal or Objective	Map to University Strategic Plan 2020-2025 Goals	Map to SA Strategic Goals (TBD)	Examples of Assessment Metrics that will be Used
Enhance course materials offerings	Goal 1,2,3		Market data, student and faculty feedback
Adapt bookstore to compete in the ever-changing marketplace and align new SU brand to promote bookstore services.	Goal 1,2,3,4		Market data, trends and customer feedback
Enhance sustainability efforts	Goal 5		Bag usage and costs