

Administrative Unit Review Summary and Timeline

Department: Bookstore

Dates of Plan: 5/2018

Annual Report Due: 6/1/19

Department Mission: The bookstore exists to serve students and staff of Central Oregon Community College by proving textbooks, as well as department required supplies and materials. The bookstore is operated as a self-supporting enterprise.

Outcome	Activity(s) and Measurements What are you doing to accomplish outcomes? When and how will you assess effectiveness?		Data Report Schedule When will you collect and report data to PAT Lead?
Students will use Inclusive Access the first week of class in increasingly higher proportions while reducing purchase of physical textbooks after the first week of class over a period of three years, as measured by online purchases compared to bookstore purchases for the same textbook.	Term/Year Spring/2018 Fall/2018 Winter/2019 Spring/2019	Once this proposal is accepted by the college, determine if students enroll in classes offering Inclusive Access at a higher level than classes without. Determine Opt Out rates to see if the Inclusive Access component of providing course materials is an effective tool, or whether students prefer purchasing access code course materials directly through the bookstore.	Term/Year End of June/2018 December/2018 March/2018 June/2019
Reduce bookstore costs by utilizing emerging technologies including; Inclusive Access, Cengage Unlimited digital content and Redshelf digital eBooks.	Spring/2018 Fall/2018 Winter/2019 Spring/2019	In discussions for trial classroom use of Inclusive Access. Health Information Technology, Medical Assisting and Business are adopting Cengage Unlimited software for Fall term classes. The bookstore textbook team is working with Redshelf and Missouri Book Service to increase digital content through the bookstore website, and to provide shelf tags in-store so students can purchase digital eBook content through the bookstore point of sales system.	End of June/2018 December/2018 March/2018 June/2019

<p>Students will increase purchases of lower cost digital eBooks through the bookstore website, and in store, while reducing purchases of hardcover copies of comparable books.</p>	<p>Spring/2018 Fall/2018 Winter/2019 Spring/2019</p>	<p>We are continuing to work with Redshelf to build upon the digital eBook content on our website. We are adding new publishers and titles every term. We are also waiting for the partnership between Redshelf and Missouri Book Services to create barcodes to allow the bookstore to also sell digital eBook codes through our point of sales system which we believe will also capture more student sales. Those eBook sales will reduce the physical inventory, and reduce the costs for ordering, shipping and returning physical inventory for the bookstore. Create reports at the end of each term to measure increases in eBook sales.</p>	<p>End of June/2018 December/2018 March/2018 June/2019</p>
<p>Provide online financial aid credit as tender type for COCC bookstore, allowing students timely access to required course materials from off campus and reducing bookstore staffing needs thr first week of classes.</p>	<p>Spring/2018 Fall/2018 Winter/2019 Spring/2019</p>	<p>Continue advertising the availability of bookstore credit online during Bobcat Orientation, and also before the beginning of each term to increase awareness of this shopping option for students. Advertise through the website, and in store, with additional signage to encourage students to prepay for their textbook requirements and avoid the lines during rush week. Reporting can be generated at the end of the bookstore credit to measure increases in online sales using SFA funds.</p>	<p>End of June/2018 December/2018 March/2018 June/2019</p>
<p>A higher percentage of students requiring course packs with order and download digital versions of course packs, while increasingly fewer students will purchase them in-store.</p>	<p>Spring/2018 Fall/2018 Winter/2019 Spring/2019</p>	<p>Measure and compare physical copy sales, verses digital copy sales, for course packs that are offered as both digital and physical formats. Get feedback from both instructors, and students, on the ease of use and accessibility of digital course packs. If sales trend towards digital purchases by students, then encourage other faculty to offer course packs as digital options on the bookstore website.</p>	<p>End of June/2018 December/2018 March/2018 June/2019</p>
<p>College attendees at author events will purchase books based on college based author visits, providing additional revenue for the bookstore.</p>	<p>Spring/2018 Fall/2018 Winter/2019 Spring/2019</p>	<p>Having author books available at college events will generate positive feedback for the bookstore and the college and generate another limited, but consistent, revenue stream. Measure sell-through of each title ordered for author events. Successful sales at events may increase opportunities for more author visits at the college.</p>	<p>End of June/2018 December/2018 March/2018 June/2019</p>