

6b. Procedure, Measurement Tool and Timeline

Fall term, 2018, was the first term that the bookstore made available to students, Cengage Unlimited software. The software comes in 4 month, 12 month and 24 month options. Reporting Cengage sales used the Missouri Book Services ARC program, using the Textbook module sales reporting, at the end of each term for Fall 2018, Winter 2019 and Spring 2019.

7. Data

	08/28/17- 11/27/17	12/04/17 - 03/04/18	03/05/18- 06/04/18	06/05/18 - 08/25/18	08/26/18- 11/26/18	12/03/18- 03/03/19	03/04/19 - 04/24/19
Cengage Unlimited 1 Term 4 Months	\$119.99				Q - 39	Q - 33	Q - 38
Cengage Unlimited 12 Months	\$179.99				Q - 74	Q - 11	Q - 9
Cengage Unlimited 24 Months	\$239.99				Q - 15	Q - 2	Q - 2
Total Retail Sales					\$21,598.72	\$6,419.54	\$6,659.51
FTE Student Enrollment	1667	1567	1384	1321	1589	1423	N/A

8. Summary and Analysis: Continuous Improvement (Report-to be completed annually when data are available)

Even with declining enrollment, there were steady sales for Cengage Unlimited software for this school year. The Health Information Technology department adopted Cengage Unlimited software as opposed to physical textbooks as an example of the college embracing this technology. In most cases, the bookstore offers Cengage Unlimited as an option to students, in addition to physical copies of books. As expected, the 12 month and 24 month sales peaked in during Fall term, while sales of the 4-month software remained steady through the year.

For the 2019/2020 school year, there will be more classes adopting Cengage Unlimited software, as opposed to physical textbooks, starting Fall term 2019, which will increase the sales of this software for the bookstore.

The bookstore is looking to working with Cengage more closely to design an institutional package that would bring the Cengage Unlimited software at a competitive price to even more classes and students on campus.