



## Sales

We are relentless in our pursuit of higher sales. Our commitment to serving your campus is to make sure your school gets the most value out of the bookstore. We are constantly thinking of new ways to leverage our expertise and resources to get our message out on campus about bookstore offerings. Our innovative marketing promotions help create energy and excitement and drive traffic to our store. Below are some programs and tools we used to get the message outside the four walls of the store to drive sales.

- The ISU Bookstore staff brought the new customized Indiana State blue regalia to the May 2007 commencement. They looked beautiful. **We ended the year in division 90 up 35.4% from budget.** The ISU Bookstore staff utilized access to student, faculty, staff e-mails and MyISU Portal announcements to communicate with the ISU community of upcoming events in the bookstore as well as the new blue regalia for commencement.
- The new sapient website platform for the ISU Bookstore website helped grow sales, especially in diploma frames. **Frames were up 12% to last year.**
- New sign packages are being distributed all over campus to bring attention to the ISU Bookstore when special promotions are running in the bookstore such as 25% off Jansport and Champion apparel.



## Used Books

We understand how difficult it's become for students to keep up with the rising prices of textbooks. That's why we are committed to finding new ways to save them money. Our comprehensive Used Book programs consistently put the most money back in the students' pockets. Below are the results and some key actions we took to continue to increase our supply of used books.

- The ISU Bookstore staff increased the amount of buyback money paid out to students during the spring buyback (April and May) by 10% compared to last year's spring buyback. During the 2006 –2007 school year the ISU Bookstore gave over **\$520,000** back to ISU students in buyback money.
- **Also in May, the ISU Bookstore reached an all time high in percentage of book orders turned in before buyback began of 78%.** This was up over 11% to last spring buyback. The bookstore staff utilized the courses without book report, which was sent to departments every Tuesday starting in March. The ISU Bookstore staff in partnership with Mary Ellen Linn sponsored a book order contest in an effort to motivate departments and faculty members to turn in book orders early.
- In October, the ISU Bookstore held their Second Annual Administrative Assistants' Brunch. During the brunch, the ISU Bookstore staff takes the opportunity to thank the department assistants' for their continued support and help in securing earlier book orders and also to educate those individuals who do not yet understand the book order process.



## Customer Service

We are dedicated to your school and committed to providing stellar service to our campus community. We invest in our people, ensuring they have the knowledge and skills to support a superior shopping environment everyday. We coach and communicate; continually evaluating our performance to make sure it's the best it can be. Below are the results of our mystery shopping scores for this past year and some specific action we took to ensure the highest level of service to our community.

- Service Score

This Year **100%**

Last Year **100%**

- A recent customer describes her experiences "during the entire shop at the store, I noticed the employees being kind and courteous. They always asked customers if they needed assistance. The associates seemed to know the products and services offered at the bookstore. **From the phone call to the final checkout at the register, I felt they wanted to help me.** I never noticed employees being rude or just pointing at an area and telling the customer to go there, instead they were nice and walked the customer around the store".
- Take 5 meetings with bookstore staff each day help staff to be aware of what is going on in the store as well as what is going on around campus, new items, promotions, sales goals and achievements.
- The ISU Bookstore staff continues to partner with Alumni Affairs to hold the Bi-Annual Grad Extravaganza in the store for graduating seniors and graduate students.



## Campus Outreach

A top priority for the bookstore is to fully integrate into our campus community through our Campus Outreach efforts. We cannot be successful in driving sales, increasing used books or delivering superior service without developing strategic relationships across campus. Below are some examples of how we partnered across our campus community and how that has impacted our results.

- Bookstore staff creates a weekly (during the fall and spring semester) or monthly (during the summer sessions) newsletter, **Bookstore Happenings** to inform Indiana State University administration about the bookstore.
- The ISU Bookstore participated in numerous resource fairs and career fairs.
- The ISU Bookstore staff worked with Student Activities & Organizations department for Homecoming and Spring Week activities.
- The ISU Bookstore continues to work closely with Student Government Association to educate students and faculty of the importance of early book orders.



**Sharing Feedback and Developing the Plan**

We continue to be energized by the opportunities that continue to exist to drive sales and further integrate the bookstore into campus life. We are passionate and committed to everything we do; we understand the value of partnership and the importance of being forward thinking and innovative. Now that we have reviewed our accomplishments and progress, its time to work side by side to better understand your goals, to build strategies for the future and to make sure the bookstore continues to meet the needs of your campus and your community

**Proposed Action Plan**

<i>Our Goals</i>	Supporting Initiative	Implementation Date	Status
1. To increase used books sales by offering students the opportunity to order books during the registration process.	Registration Integration		
2. To increase general merchandise sales by making the bookstore website more visible by putting a link on the Indiana State University homepage.	Linking University Site to Bookstore Site		
3.			
4.			