

LOUISIANA STATE UNIVERSITY IN SHREVEPORT  
 Annual Assessment Plan for Auxiliary Enterprises  
 Bookstore and Campus Dining  
 Assessment Year 2004-05

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GOAL I: To provide online services to the students, faculty, staff and general public.

<b>OBJECTIVES WITH INTENDED OUTCOMES:</b>	<b>ASSESSMENT/EVALUATION MEASURES:</b>	<b>ASSESSMENT/EVALUATION RESULTS(PROGRESS REPORT):</b>	<b>IMPROVEMENT PLAN/ CHANGES MADE:</b>
<i>1.1 Bring Faculty Adoptions program on-line to better serve our customer.</i>	<i>Receive 50 textbook adoptions online.</i>		
<i>1.2 Bring Web page on-line for textbook and other purchases.</i>	<i>100 orders placed online.</i>		
<i>1.3 Link the MBS program with the university mainframe to implement the use of financial aid in the bookstore.</i>	<i>10% of the students with Financial Aid purchasing their texts online.</i>		

GOAL II: To implement an accessible copy/printing center for students/faculty/staff.

<b>OBJECTIVES WITH INTENDED OUTCOMES:</b>	<b>ASSESSMENT/EVALUATION MEASURES:</b>	<b>ASSESSMENT/EVALUATION RESULTS(PROGRESS REPORT):</b>	<b>IMPROVEMENT PLAN/ CHANGES MADE:</b>
<i>2.1 Purchase additional equipment, color printer, folding machine and laminating machine.</i>	<i>All equipment purchased/leased, operational, employees trained. 200 jobs on color copier, 50 on folding machine and 50 lamination jobs</i>		
<i>2.2 Hold an open house to display samples and demonstrate the new equipment.</i>	<i>Open house held and a 10% increase in income on printing over 2003/2004</i>		

GOAL III: To evaluate the need for supply vending machines on the campus.

<b>OBJECTIVES WITH INTENDED OUTCOMES:</b>	<b>ASSESSMENT/EVALUATION MEASURES:</b>	<b>ASSESSMENT/EVALUATION RESULTS(PROGRESS REPORT):</b>	<b>IMPROVEMENT PLAN/ CHANGES MADE:</b>
<i>3.1 Access and evaluate the purchase of vending machines to be used for supplies so that students would have access to items they need for classes.</i>	<i>Complete BlackBoard student survey Complete feasibility study</i>		

GOAL IV: To develop promotional events to service our customers, the students and the campus community.

<b>OBJECTIVES WITH INTENDED OUTCOMES:</b>	<b>ASSESSMENT/EVALUATION MEASURES:</b>	<b>ASSESSMENT/EVALUATION RESULTS(PROGRESS REPORT):</b>	<b>IMPROVEMENT PLAN/ CHANGES MADE:</b>
<i>4.1 Author Book Signings</i>	<i>Two Book Signings held</i>		
<i>4.3 Develop other promotional events.</i>	<i>Two new promotional events resulting in \$400.00 in sales over normal daily sales.</i>		

GOAL V: To increase sales in Campus Dining

<b>OBJECTIVES WITH INTENDED OUTCOMES:</b>	<b>ASSESSMENT/EVALUATION MEASURES:</b>	<b>ASSESSMENT/EVALUATION RESULTS(PROGRESS REPORT):</b>	<b>IMPROVEMENT PLAN/ CHANGES MADE:</b>
<i>5.1 Increase sales on vending.</i>	<i>15% Increase in sales over 2003/2004</i>		
<i>5.2 Revamp banquet and catering menus to increase sales.</i>	<i>10% Increase in sales over 2003/2004</i>		
<i>5.3 Review sales data to eliminate slow selling items and replace with faster moving.</i>	<i>5% increase in counter sales over 2003/2004</i>		

GOAL VI: To operate the food service efficiently.

<b>OBJECTIVES WITH INTENDED OUTCOMES:</b>	<b>ASSESSMENT/EVALUATION MEASURES:</b>	<b>ASSESSMENT/EVALUATION RESULTS(PROGRESS REPORT):</b>	<b>IMPROVEMENT PLAN/ CHANGES MADE:</b>
<i>6.1 Select and implement computer software to handle ordering, inventory, cash register sales, invoicing and reports.</i>	<i>100% of sales through software system 10% Fewer purchase orders issued over 2003/2004</i>		