

**Student Services, Vice President
Assessment Plan Summary**

Student Services, Vice President

Belonging

Goal Description:

Fostering a sense of community that is engaging, respectful and inclusive.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Communication For Community Involvement In Programs And Events

Performance Objective Description:

Improve communication with the University community to encourage participation and attendance at programs and events.

RELATED ITEM LEVEL 2

Student Communication Assessment

KPI Description:

The Student Communication Instrument will evaluate the effectiveness and value of e-mail marketing to the campus community. Develop an assessment instrument that will measure the value of information in the Student Services Weekly E-Update.

Results Description:

The Student Services Communication Assessment was not distributed in Fall 2015, however the Student Services Weekly Email format was changed to encourage students to utilize the calendar option of selecting an event they would like to attend and receive updated notifications of this event.

Staff members were not formally informed of the survey results, however the results of students utilizing email for event information was mentioned at staff meetings and student luncheons.

RELATED ITEM LEVEL 3

Student Communication Assessment Actions

Action Description:

- Re-distribute the survey this upcoming semester to the campus community to determine email usage and readability.
- Obtain data that allows this office the opportunity to assess the effectiveness of the communication through reviewing the amount of viewing traffic.
- The VPSS Office will utilize these results to create KPIs for 2017-2018.

Development

Goal Description:

Creating programs and services that encourage the personal growth and well-being of students.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Enhance The Student Experience

Performance Objective Description:

Develop programs and activities that enhance the student experience in the areas of University spirit, traditions, and residential campus culture.

RELATED ITEM LEVEL 2

SHSU Bookstore Sales Criteria

KPI Description:

Marketing criteria that increases the sales of used textbooks, textbook rentals and SHSU merchandising and memorabilia to provide discounts that help students financially, and produces revenue to support student travel and programs.

- Brand the Barnes & Noble University Bookstore to create a Sam Houston Bookstore image.
- Provide monthly promotions (i.e. FLASH Clearance Sales promoted through email) in partnership with the Department of Athletics. The Bookstore will also promote through Blackboard as well as the VPSS newsletter.
- Customer utilizes Visa Checkout to receive \$25 off \$100 purchase for merchandise (one-time promotion).
- During 2016 Rush, promotions will include purchasing Champion merchandise for 25% off, as well as BOGO ½ of short sleeve tees.
- Email campaigns will target new students when they are accepted to SHSU that promote the SH brand with a 25% off coupon for 1 logo apparel item.
- Promote the University Bookstore Mobile App by providing a 25% discount off 1 logo apparel item as well as the chance to win \$500 Sweepstakes gift card giveaway good for anything in store.

- Market the online textbook adoption tool *Faculty Enlight* to bring awareness to faculty members concerning textbook rentals.
- Present at New Faculty Orientation to bring awareness to faculty about the importance of early adoptions.
- In addition the Bookstore will present various programs (present/future) to promote awareness to administration here on campus.
- The Bookstore will match both Amazon and BN.com when sold and shipped from the website and ISBN's matched.
- The Bookstore will promote a parent coupon to help drive traffic to the store during orientations.
- The Bookstore will speak at orientations about the benefits of rentals/ordering early.
- Schedule meetings with the provost to share adoptions rates, usage of Faculty Enlight, and success stories.

Results Description:

- The branding and marketing efforts discussed in the criteria section for FY16 have significantly impacted the increase of revenue :
- Total Text is up 2.6 %
 - New text is up 8.2%
 - Used text is down .6 %
 - New rentals are down 27.3%
 - Used Text rentals are up 16.7%
 - Digital textbooks are up 31.6%
- General Merchandise is up 8.8%
 - School spirit clothing is up 11.7%
 - Convenience is down 21.1 %
 - School spirit gifts are up 22.9 %
 - Frames are up 26.5%
- More online orders with the start of fall Rush 2016
- Summer 2015 the Bookstore received 6,924 orders from June 1st-September 5th
- Summer 2016 the Bookstore received 7,974 orders from June 1st-September 5th , an increase of 15% over Summer 2015.
- Textbook rentals are the least expensive option for the students, who saved \$1,185,989 last year in rentals vs. purchases. *Faculty Enlight* has been with Blackboard to encourage ease of use with a single sign-on feature. About 98% of all adoptions came through Faculty Enlight. The Bookstore would like to be at 100 %, but are pleased with the 98%. Some faculty will always have some email it over due to their comfort level. Since this target goal has sufficiently been met, the Bookstore will monitor *Faculty Enlight* for consistency in usage. If there is any drop in usage, the Bookstore will evaluate and reassess communication with faculty.

RELATED ITEM LEVEL 3

SHSU Bookstore Sales Actions

Action Description:

- Increase awareness of the University Bookstore by sponsoring on campus events including:football game signage advertisements, scholarship donations, and increase sales by 5% for merchandise and 10% for used textbooks and textbook rentals in FY 2016. The first annual Destress event was held in FY16, and increased traffic in the University Bookstore where there was adult coloring and free massages. An addendum to SHSU's B&N contract was approved by TSUS Board of Regents August 2015. It established a \$5,000 in-kind textbook scholarship that will provide a 20 students \$250 each in FY17 to apply toward textbook purchases in the University Bookstore. An article will be posted in Today@Sam during Fall 2016 to increase awareness of the new scholarship sponsorship. As well as including the information on the VPSS Office website and through the VPSS Office event emails.
- Email campaign to target Alumni and to reach out to students with the Sam Houston Brand and keep Alumni connected. Customizing emails for Alumni, such as the Astros game with 25% off one emblematic item.
- The Bookstore will attempt to acquire a parent email list to send out marketing materials.
- A FAQ about ordering textbooks, rentals, and other important information about the bookstore will be created.
- The Bookstore will develop an assessment instrument to measure customer service satisfaction and student needs.

RELATED ITEM LEVEL 3

Student Service Fee Travel Funds Actions

Action Description:

- Request an increase of 2% in funding from the Student Service Fee Committee to increase the total number of students and groups attending co-curricular activities.

- Utilize 95% of the funding provided by the Student Service Fee Committee each year.
- Increase the marketing/advertisement of the Student Travel Program to specific organizations that have historically underutilized the funding proposal process.
- Evaluate the appropriations to determine what classification of student is utilizing the program and the percentage retention of the students affected.

Update to 2015-2016 Cycle's Plan for Continuous Improvement

Previous Cycle's Plan For Continuous Improvement (Do Not Modify):

The Vice President for Student Services has created a Student Service Purpose & Values Committee to update the vision/purpose and develop core values for departments within the Division of Student Services. This committee will review and recommend changes to the vision, mission and goals of the division. This committee will also develop four to six core values that will be utilized as the operational outcomes for the next few years. The actions for the Student Services Communication Instrument, the SHSU Bookstore assessment and the Student Service Fee Travel Program learning outcome development will be incorporated into the new strategic plan elements.

Update of Progress to the Previous Cycle's PCI:

Closing Update

The Student Service Purpose & Values Committee updated the vision/purpose of the division, restructured the division goals, and created core values for departments within the Division of Student Services to incorporate into their departmental strategic plans. The new vision states that:

“We will be a premier student services program by fostering an inclusive campus culture for student learning, leading and developing.”

The new goals for the division include:

- 1. Belonging—Fostering a sense of community that is engaging, respectful and inclusive.**
- 2. Development—Creating programs and services that encourage the personal growth and well-being of students.**
- 3. Building—Evaluating, updating and constructing facilities that support campus growth and divisional needs.**
- 4. Continuous Improvement—Advancing the professional staff’s training to better serve the SHSU community and to enhance the division’s influence in the profession.**
- 5. Supporting—Preparing students for success with learning opportunities that improve life skills, retention, and graduation.**

The new core values for the division include:

- Diversity—Embracing individual differences and providing opportunities for all
- Tradition—Celebrating and promoting the Bearkat spirit and culture to instill a sense of belonging and pride in SHSU
- Servant Leadership—Developing ethical, responsible, and collaborative leaders who promote others above self
- Wellness—Supporting holistic well-being through the physical, emotional, social, intellectual, financial and spiritual realms
- Student Development—Providing opportunities that equip students with valuable life skills, preparing them for success after college

The Student Services Communication Assessment, the SHSU Bookstore Sales criteria, along with an assessment component, and the Student Service Fee Travel program usage elements were identified as items that require additional evaluation and analysis and will go forward into the 2016-2017 assessment cycle.

2016-2017 Plan for Continuous Improvement

Closing Summary:

These new divisional strategic planning pieces will be incorporated into the daily operational foundations of the division. The Vice President's Office will support the following initiatives:

- Creating marketing tools that will promote and engage student affairs departments to incorporate the vision, goals and values into the daily operations
- Provide awards to the programs that best embody the division's vision, goals and values
- Fund special projects that enhance the strategic direction of the division
- Re-branding of name of the Division of Student Services to the Division of Student Affairs at Sam Houston State University to better reflect the national trend and vision for our future

The Student Services Communication Assessment, the SHSU Bookstore Sales criteria, along with an assessment component, and the student Service Fee Travel program usage elements were identified as items that require additional evaluation and analysis and will go forward into the 2016-2017 assessment cycle with the following actions:

Student Services Communication Assessment:

- Re-distribute the survey this upcoming semester to the campus community to determine email usage and readability.
- Obtain data that allows this office the opportunity to assess the effectiveness of the communication through reviewing the amount of viewing traffic.
- The VPSS Office will utilize these results to create KPIs for 2017-2018 assessment cycle.

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- The Bookstore will develop an assessment instrument to measure customer service satisfaction and student needs.

Student Service Fee Travel Fund:

- Request an increase of 2% in funding from the Student Service Fee Committee to increase the total number of students and groups attending co-curricular activities.
- Utilize 95% of the funding provided by the Student Service Fee Committee each year.
- Increase the marketing/advertisement of the Student Travel Program to specific organizations that have historically underutilized the funding proposal process.
- Evaluate the appropriations to determine what classification of student is utilizing the program and the percentage retention of the students affected.