**Northern Michigan University**

**Improvement Plan / Assessment Report Form**

**Administrative or Educational Support Unit**

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| Name of Department or Unit | Auxiliary Services |
| This document is the | 🗹 PLAN or 🞎 REPORT for July 1, 2012 to June 30, 2013 | Date Submitted: | Oct 2, 2012 |
| Submitted by (Unit Representative) | Tom Helgren |

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| **Department or Unit Mission Statement: Was this mission statement revised this year? Yes \_X\_ No** |
| Our mission is to provide the best possible customer service to our customers and guests by offering affordable, yet quality facilities and hospitality service with such professionalism and accountability that we consistently exceed their expectations and ensure growth of our organization.  |

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| **Improvement Plan** |  |  |
| **Administrative Objective #1** *(State an ongoing goal by which the unit gauges its overall performance in a key role year after year, i.e. your “bottom line” measure.)* |  | **Action Plan/Evidence of Assessment for Objective** *(Describe the statistic or criteria that measures success in achieving this goal. What is the desired and/or minimum target you expect*? *What method is used to collect the data for the statistic*?) |
| *Objective*:Provide students a cost effective textbook rental program to serve as an alternative to the traditional purchase/resell process. Effectiveness is measured in student satisfaction and savings to students. *Rationale (Why you are setting this objective; mark with “X”)*:X Effectiveness/quality action X Efficiency/cost action  Compliance issue X Satisfaction measure Create baseline  Other (explain): *Alignment (Refer to last pages)*1. *Which AQIP category does this address? Category 3*
2. *Does this objective relate to a Road Map goal? If yes, type the related Road Map codes here*: I-4, and CA-2
 |  | *Measures*:Each of the first 2 years of the program surveys have been positive and as a result more titles have been added to the program. Many of the titles left to add are marginal in their ability to save students money. 1a. Annual statistics generated from the Bookstore’s system will provide data on titles rented to determine the number of texts (especially for new marginal titles recently added) and savings.  1b. A satisfaction survey used last year will be conducted as students return their rental books after each semester to measure the following: 1) repeat versus new users of the program; 2) perceived and actual benefits compared to purchasing books; 3) overall satisfaction with the rental process. The survey is [given to each student/randomly distributed to every nth (e.g. 5th) student] who [fills out the survey immediately]. An incentive will be offered to complete the survey. 1c.The data is analyzed at the end of the year by Bookstore staff. Auxiliary administration share in the analysis and decision-making.*Beyond completing the above steps, how will you judge whether the objective was a success?* In the third and fourth years of the textbook rental program our goal is to expand the number rented and the combined savings for students by 10% per year. The 2013 satisfaction survey results should maintain or improve over 2012 results for Rental better value than purchase/resell and Rental process.The level of repeat renters will be maintained. |
| **Assessment Report** |  |  |
| **Summary of Data Collected** *(Provide trend data and summary)* |  | **Description of how results were used to improve services** *(Offers conclusions or interpretation and explains how data was used to make changes for improvement as related to the objective)* |
| (Fill this cell only for the REPORT at the end of the year.) |  | (Fill this cell only for the REPORT at the end of the year.) |
| **Improvement Plan** |  |  |
| **Administrative Objective #2** *(State a 1-2 year objective intended to improve a unit process, service, or output.)* |  | **Action Plan/Evidence of Assessment for Objective**  |
| *Objective*:2. The NMU Golf Course has been in operation since April 2009. Continued investment in irrigation and turf management has resulted in improved golf conditions. In addition, on-going customer service training has been provided to the golf course staff. Our objective in season 5 will be to create a baseline satisfaction survey that will provide annual feedback on course conditions *and* customer service. *Rationale (Why you are setting this objective; mark with “X”)*: Effectiveness/quality action Efficiency/cost action  Compliance issue X Satisfaction measure X Create baseline  Other (explain): *Alignment (Refer to last pages)*1. *Which AQIP category does this address? Category 2 and 4*
2. *Does this objective relate to a Road Map goal? If yes, type the related Road Map codes here*: CA-2
 |  | *Describe timetable plans to achieve objective*.2a. A survey document will be created and distributed to each golf course member requesting a rating on turf conditions, course playability and customer service in October 2012. Survey responses will be evaluated and used to prioritize the improvement plan for the 2013 season (course usually opens end of April). A second satisfaction survey with identical questions will be distributed in June/July 2013 and the results compared to determine successes and future challenges. 2b. Provide all golf course staff with 3 hours of customer service training in combination of on-site and at the UC provided through the established Dining Service’s training program. March-June 20133b. We will achieve a “satisfactory or better” rating on 80% of the categories by the end of the 2013 season. *Beyond completing the above steps, how will you judge whether the objective was a success? Examples: If the rationale was Efficiency/cost, what is the desired and/or minimum target criteria for savings in time or cost? If the rationale was Satisfaction, what is the measure and what increase is desired*? |
| **Assessment Report** |  |  |
| **Summary of Data Collected #2** (*Summarize the evidence)* |  | **Description of how results were used to improve services** |
| (Fill this cell only for the REPORT at the end of the year.) |  | (Fill this cell only for the REPORT at the end of the year.) |
| **Improvement Plan** |  |  |
| **Administrative Objective #3** *(State a 1-2 year objective intended to improve a unit process, service, or output.)* |  | **Action Plan/Evidence of Assessment for Objective**  |
| *Objective*:3. Yearly, the Wildcat Express Center produces 3,500-4,000 ID cards for orientation students, and new faculty and staff. The objective this year is to measure customer satisfaction in their experience with the 2013 issuance of their initial Wildcat Express ID Card given planned improvements in the process. *Rationale (Why you are setting this objective; mark with “X”)*:X Effectiveness/quality action Efficiency/cost action  Compliance issue X Satisfaction measure Create baseline  Other (explain): *Alignment (Refer to last pages)*1. *Which AQIP category does this address? Category 3*
2. *Does this objective relate to a Road Map goal? If yes, type the related Road Map codes here*: CA-2
 |  | *Describe timetable plans to achieve objective*.3a. Work closely with the Orientation office to add Wildcat Express Center questions to their exit survey, covering the following areas; location of office, wait time, friendliness of clerk, quality of picture, were available products and services explained, helpfulness of signs and brochures, and overall experience. Ongoing starting with January 2013 orientation through fall make-up, August 2013.3b. Provide all Wildcat Express Office staff with 3 hours of customer service training at the UC offered through the established Dining Service’s training program. Ongoing Sept 2012 through June 20133c. Revise the employee step by step procedures manual for the production of the ID card. March 20133d. Update the signs and brochures on display every semester and provide the student staff with on-site training on new and existing products and services available to students, faculty and staff. January 2013.*Beyond completing the above steps, how will you judge whether the objective was a success*?  We will achieve a “satisfactory or better” rating on 75% of the survey questions by the end of the 2013 fall orientations |
| **Assessment Report** |  |  |
| **Summary of Data Collected #3** (*Summarize the evidence)* |  | **Description of how results were used to improve services** |
| (Fill this cell only for the REPORT at the end of the year.) |  | (Fill this cell only for the REPORT at the end of the year.) |

**AQIP Functions within the University:**

Some unit objectives address specific operational issues directly related to AQIP reporting. Listed below are AQIP categories. Use these category numbers to describe the context of each objective, i.e. which category does that objective address?
 (A full description of the Portfolio’s categories and its detailed topics are available at [www.nmu.edu/aqip](http://www.nmu.edu/aqip) under the Current Document

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| ***AQIP Categories*** |
| Category 1 | Helping Students Learn documents the curricular and co-curricular processes and student learning support. |
| Category 2 | Accomplishing Other Distinctive Objectives documents the key non-curricular functions by which NMU serves the region, e.g. community engagement initiatives of students and employees, and department outreach. |
| Category 3 | Understanding Students’ and Other Stakeholders’ Needs documents how NMU builds relationships with students, alumni and employers and identifies, targets and meets their needs. |
| Category 4 | Valuing People documents NMU personnel recruitment, training, satisfaction, services and programs. |
| Category 5 | Leading and Communicating documents processes that guide NMU in setting directions, making decisions, seeking future opportunities, and communicating decisions and actions. |
| Category 6 | Supporting Institutional Operations documents student and administrative support services, safety, and facilities. |
| Category 7 | Measuring Effectiveness documents IT systems and institutional research NMU employs to collect, analyze, and distribute, and how departments use them to manage improvement, e.g. use of charts, “cubes,” dashboards. |
| Category 8 | Planning Continuous Improvement documents NMU’s strategic and administrative planning processes. |
| Category 9 | Building Collaborative Relationships documents how NMU works with external organizations from which we receive students (school systems) or goods and services (vendors and utilities), send our graduates (schools and employers), and support or regulate our programs (agencies). |

(A full description of the Portfolio’s categories and its detailed topics are available at [www.nmu.edu/aqip](http://www.nmu.edu/aqip) under the Current Document

**Road Map Codes to Tie to Unit Objectives**

Some unit objectives are strategic initiatives that align with goals in the University strategic plan - Road Map to 2015. Listed below are Road Map categories and goals, preceded with a code. Use these codes when describing Objectives #2 and #3. (Note: Even if your objective is not an exactly itemized as a Road Map priority, still use the code if it applies to that goal.) The full Road Map is at [www.nmu.edu/roadmap2015](http://www.nmu.edu/roadmap2015).

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| ***Road Map to 2015 Goals*** |
| ***Code*** | ***Innovation Goals*** |
| **I-1** | Balance successful programs with new offerings |
| **I-2** | Professional development program that rewards innovation and collaboration |
| **I-3** | A growing portfolio of corporate collaborations that exploit NMU’s technical expertise, enhance academic programs and facilitate global engagement for students and faculty both on campus and abroad |
| **I-4** | Develop the financial resources to support innovation and student success |
|  | ***Meaningful Lives Goals*** |
| **ML-1** | A Liberal Studies Program that provides students with the abilities and knowledge necessary for lifelong learning and effective citizenship in a challenging and rapidly changing world |
| **ML-2** | Develop a new academic advising system that integrates the advising assets of academic departments and student services to contribute to a new, effective retention management network—similar to our enrollment management network |
| **ML-3** | Integrate the highest possible level of information technology skills and competencies throughout the university |
|  | ***Campus Attributes Goals*** |
| **CA-1** | Utilize the Campus Master Plan and related initiatives to continue to build and develop a greener and more learner-centered campus |
| **CA-2** | Enhance processes throughout campus operations to guide the use of resources and inform resource allocation |
| **CA-3** | Enhance the portfolio of academic programs, research and other activities that leverage the university’s location  |
| **CA-4** | Be a model community for sustainable education and practices |
|  | ***Community Engagement Goals*** |
| **CE-1** | Include all units of the campus in the process of community engagement for the mutually beneficial exchange of knowledge and resources in a context of partnership and reciprocity.  |
| **CE-2** | Increase faculty, staff and student involvement in the Superior Edge program, academic service learning and other community engagement and leadership development initiatives.  |
| **CE-3** | Put into action a commitment to be an inclusive community where differences are recognized as assets of the institution, respected attributes of the person and a valuable part of the university experience |
| **CE-4** | Increase collaboration with local communities, schools, governments, development groups and other partners to enhance community and economic development in the Upper Peninsula.  |