**Northern Michigan University**

**OUTCOMES ASSESSMENT PLAN AND REPORT**

**Administrative or Educational Support Unit**

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| Name of Department or Unit | **Bookstore** |
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| This document is the | * **PLAN or 🞎 REPORT for July 1, 2011, to June 30, 2012**
 | Date Submitted | **June 30, 2011** |
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| Submitted by (Unit Representative) | **Michael Kuzak** |
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| **University Mission Statement** |  | **Department or Unit Mission Statement** |
| Northern Michigan University challenges its students and employees to think independently and critically, develop lifelong learning habits, acquire career skills, embrace diversity and become productive citizens in the regional and global community. |  | To provide quality innovative merchandise at competitive prices backed by exceptional service to meet the needs of a diverse customer while supporting the University's educational programs, high tech environment, green initiatives and financial goals. |
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| **Intended Administrative Objective #1** |  | **Means of Assessment for Objective** |
| 1. Assess student satisfaction of the textbook rental program implemented in 2010. |  | 1a. A survey will be conducted as students return their rental books 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. An incentive will be offered to complete the survey.1b.This year our goal is to double the number of titles offered for rent, double the number of books rented and double the amount of money students save over purchasing the books.1c. In the third and fourth years of the program our goal is to expand the number rented and the combined savings for students by 10% per year. |
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| **Summary of Assessment Data Collected** |  | **Use of Results to Improve Unit Services** |
| In the first year 191 titles were offered for rent. Students rented 800 books saving a combined $22,210. This year 864 titles were available to rent or a 352% increase, students rented 3488 titles or a 336% increase saving them $297,311.83.Survey Results: 90% of the respondents were repeat renters. 55% felt that renting was a better value than purchasing/reselling while 3% felt renting was not a better deal. The remaining 42% thought renting was sometimes a better deal. 100% of the respondents were either very satisfied or satisfied with the rental process (checkout, communication & returns). |  | Surveys suggest students like to rent textbooks because they perceive they are saving money therefore the program will be expanded to include as many titles as feasible. Not all titles are rentable and the Bookstore’s willingness to rent marginal titles will be examined. Rental programs carry more risk for the store because a rented book brings in less revenue than a purchased book and those used only one time or those at the end of their edition cycle do not allow the store multiple rentals to recoup its purchase cost and contribution to overhead as needed. To help reduce risk the store has partnered with Nebraska Book Company and other wholesalers allowing expansion of the program. Wholesalers will purchase the book from the store if it no longer is needed thereby helping to absorb some of the risk. |