Mission/Purpose
The primary purpose of The University of West Alabama Bookstore is to provide academic goods and services to the students of The University of West Alabama. In accordance with the State law, The University of West Alabama Bookstore will be self-supporting.

I. Goals and Outcomes/Objectives, with Any Associations and Related Measures, Achievement Targets, Findings, and Action Plans

A. Goal: Provide effective administrative services
To provide effective administrative services to support the mission

1. Objective: Maintain appropriate inventory and services
The bookstore will maintain appropriate inventory and services to accomplish its mission

   a. Measure: Survey of students will indicate satisfaction
   The Student Satisfaction Survey will be administered by the Office of Institutional Effectiveness and will be used to measure outcome success.

      Source of Evidence: Client satisfaction survey (student, faculty)

   1. Achievement Target:
      80% of students responding to the Student Satisfaction Survey will indicated satisfaction with the University of West Alabama Bookstore.

   2. Findings (2010-2011) - Achievement Target: Not Met
      We did not meet our goal of 80% in 2010-2011; however, I believe that students are very dissatisfied with the high cost of textbooks which is out of my control. Our satisfaction rating this year is 75.08 per cent. With the approval of Mr. Noland we are working on an idea to lower the cost of textbooks starting January 2012.

   3. Action Plan:
      Action Taken
      Continue to strive to stock additional used textbooks due to the increase in cost of new books. We succeed to increase our inventory with a larger volume of used textbooks Fall 2010 than in the last six years. Work with Professor to see if in some classes they can use old editions which will save the students money. Also, work with Professor to be sure that students will be required to use all textbooks that they request on the textbook order form.

      Established in Cycle: 2009-2010
      Implementation Status: Planned
      Priority: High
II. Analysis Answers
   A. What specific strengths did your assessments show? (Strengths)
      None - because our weakness is due to the cost of textbooks.
   
   B. What specific weaknesses or challenges did your assessments show? (Weaknesses)
      Our weaknesses is due to the rising cost of textbooks. Again, this is beyound our control.
   
   C. What plans were implemented?
      We offered a 10% discount to students who ordered textbooks between August 2 thru August 11.
   
   D. What plans were not implemented?
      N/A
   
   E. How will assessment results be used for continuous improvement?
      With permission from Vice President Noland, we will decrease our profit margin by 4% beginning Spring 2012. Also, we will continue to order as many used textbooks as possible.

III. Annual Reports
   A. Staff Achievements
      One of our employees, Willie M. Jones, was initiated into Phi Kappa Phi and Alpha Chi Honor Societies.
   
   B. Public/Community Service
      The entire Bookstore Staff participated in the Disaster Relief for Alabama Tornado Victims