

An aerial photograph of a city, likely Atlanta, Georgia, showing a large stadium in the foreground and a dense urban area extending to the horizon. The image is in grayscale and serves as the background for the text.

COMMUNICATING WITH YOUR ADMINISTRATION

Thursday, June 14

10:45 – 11:30


Southeast Technical College

An aerial, grayscale photograph of a city, likely Atlanta, Georgia, showing a large stadium in the foreground and a dense urban area extending to the horizon. The image is framed by a red border.


How many of you are NACS
members?

Great!

Most of the information I am sharing
today comes directly from the NACS
website.

An aerial, grayscale photograph of a city. A large body of water is visible on the left side, with a prominent building or structure on the shore. A multi-lane highway runs diagonally across the lower half of the image. The city buildings and streets are visible in the background, extending to the horizon under a hazy sky.

Why is communicating with your
administration so vital in today's business
climate?

An aerial photograph of a city, likely Storrs, Connecticut, showing a dense urban area with buildings and roads. The image is framed by a thick red border. The text is overlaid on the center of the image.

“People are out there making decisions that are going to impact us, and if we’re not at the table we’re going to get run over and our voice is not going to be heard,”

Bill Simpson, president and COO, UConn Co-op, University of Connecticut, Storrs

Possible Side-Effects of Not Communicating

- Negative perception on textbook pricing/bookstores
- Feel like what you do for your college is unappreciated = low morale
- Unsure of your role in the college
 - You get outsourced!
 - Other reasons

Tools of the Trade

- Business Plan
- Annual Report
- Advisory Board
- Assessment
- Word of mouth

Business Plan

A good business plan agreed upon by you, your administration and your campus will ensure that your goals and the goals of the college are aligned.

Business Plan – How To

Outline of a Simple Business Plan

Shared with me by Normandale Community College

Title Page

Mission – try to include language that supports your college/university's mission

Philosophy – keep it brief but focused

Values – bulleted specifics work well here

Guidelines/ Goals – examples: price gm competitively, provide a product mix which meets the needs of students, faculty and staff

5 year projected Objectives (or # of years requested by Admin)

-examples: develop and grow a student textbook scholarship, implement textbook rental program

S.W.A.T analysis –

Strength/Strategy: dedicated, knowledgeable staff with 45+ years combined experience in the college bookstore industry

Weakness/Threats: increasing use of credit/debit cards increase operating expenses, digitizing of course materials

Non-Financial Characteristics

Operating Hours

Space

Staffing

Organizational Chart

Computer System Details

Types of Goods for Sale

Services Provided

Annual Report

- Toot your own horn No one else knows how to play it
- Don't be shy, you work hard for your college, let them know what you have done for them and for the students you serve
- No one will know what you are doing unless you tell them what you are doing

What to include in your Annual Report

- Store mission – pulled right from your business plan
- Activities your store sponsored, promoted, or supported – shoe drive, food drive, community book event
- Initiatives undertaken in the past.. What new initiatives have you undertaken in the past 12 months–implemented a rental program, upgraded website
- Specific achievements– increased used texts by 15%
- Invitation for readers to submit feedback
- Hard numbers– processed X# of transactions equaling X\$, sold Y # of books
- Think of it as a brief update as to how you are progressing along your business plan

Sample Annual Reports

An aerial, grayscale photograph of a cityscape. A large body of water, possibly a lake or wide river, occupies the middle ground. A multi-lane road or highway runs diagonally from the bottom left towards the center. The city buildings and trees are visible in the background and foreground, though the image is faded and has a low-contrast appearance.

<http://www.nacs.org/toolsresources/mcr/campusrelationstoolkit/annualreports.aspx>

Assessment

- A great way to find out what people are thinking
 - Can be formal or informal
- Ask questions, but be prepared for the answers
 - Helps define your S.W.A.T
 - Guide future goals
- Engage your campus community

Keys to Successful Assessment

- Prepare questions in advance
- Start with general questions and work into more detailed ones
- Use open-ended questions to gain deeper understanding
- Remain neutral while gathering information-ask for assistance from campuses R & D office
- If working in groups, keep them small enough so people feel comfortable
- Be prepared to utilize the information you gather and share with the group your plan for action

Groups to Infiltrate

- Student Senate and other Student Organizations
 - Administrators
 - Faculty
 - Other college staff
 - Marketing Department
- College Social Media/Web Department
 - Community at large

Creating an Advisory Board

- By beginning these conversations, you open the door to the opportunity to be heard and further weave your store into the fabric of your college community.
- Creating an advisory board made up from members of the groups mentioned earlier enables you to teach others who can then speak on your behalf. Think of them as your 'feet on the ground'.
- The more people who understand your organization and its importance, the better your business will perform.

Word of Mouth

Every interaction is an opportunity to educate someone as to what you do.

When someone places a complaint, thank them.

Understand that this is an area you can work to improve or educate.

Any questions?

- Would anyone like to share a negative experience in working with your administration?
- We can, as a group maybe offer some suggestions or experiences that could turn the negative into a positive.

Closing

Turn challenges into a way to step outside your comfort zone and see how you could have done better.

It is not about judging your effectiveness, but about constant opportunity to improve.

An aerial, grayscale photograph of a city. A wide river flows through the center, with a large, light-colored rock formation on the left bank. A multi-lane highway runs parallel to the river. The city buildings and greenery are visible in the background. The text "Thank you!" is overlaid in the center.

Thank you!