

**1999 Planning Summary
for
Administration and Finance
Department: IUPUI Bookstores**

Goal	Indicators	Evidence
1. Utilize Technology to improve all services and processes.	<ul style="list-style-type: none"> • Capital equipment and software investment. • New systems developed. • Year 2000 preparation and readiness. 	<ul style="list-style-type: none"> • Expanded capital equipment within the IUPUI Administrative offices. • Upgraded all departmental workstations. • Completed all planning, testing, and implementation of necessary Year 2000 enhancements for all bookstore support systems • Created a y2k command center for bookstore response needs. • Improved the on-line Textbook Request System-that allows instructors to order books and materials on-line.
2. Marketing & Image.	<ul style="list-style-type: none"> • To promote the IUPUI name. • Develop advertising strategies. 	<ul style="list-style-type: none"> • The IUPUI Bookstores partnered with the Athletic Department to sponsor athletic events. (i.e. Ron Hunter Show, merchandise booth at selected athletic events.) • The IUPUI Bookstores will sell the IUPUI “Spirit Shirts” at cost price \$6.00. • IUPUI merchandise displayed in the Union Building, Student Center, & Kiosks around campus. • Direct mailings to faculty, staff and students were mailed to promote advertising and promotions within the IUPUI Bookstores. • The IUPUI Bookstores director served on the ADFI Marketing Committee. • Hired a Marketing/Promotions Manager.

Goal	Indicators	Evidence
3. New Bookstore Building.	<ul style="list-style-type: none"> • Space • Location 	<ul style="list-style-type: none"> • The IUPUI Bookstores director serves on the committee for the progress of a consolidation of a new centrally located bookstore facility. • Plans & developments for the “State of Art” new site have been revisited and updated.
4. Enhance Customer Service	<ul style="list-style-type: none"> • Customer service surveys and feedback regarding service received. • 100% In-Stock Textbooks, & “Textbook Sellouts.” • Mission Statement established. 	<ul style="list-style-type: none"> • New and Continuing Student, Faculty, and Staff Customer Satisfaction Surveys. • Customer Service Surveys was included in the textbook mail order program for the students. • Initiated steps to assure that textbook inventories are readily available for students. • The bookstore department has developed a set of service standards.
5. Support relationships with campus departments to promote the IUPUI Bookstores as a partner with the community.	<ul style="list-style-type: none"> • “Operation Cooperation” • “Partners in Education” • Marketing/Public Relations Manager 	<ul style="list-style-type: none"> • Continued the “Operation Cooperation” with faculty secretaries. This program informs the secretaries of procedures of ordering textbooks. • Contacted Department Deans & Directors to promote the joint efforts of working together with education purchases. • Developed advertising strategies to promote the IUPUI name, mission & vision.