

Program Review Final Recommendations

UAS Bookstore

Spring 2014

The administrative review committee is recommending for the continuation with change of the Juneau Campus Bookstore operation. The bookstore is universally valued as a critical student service in support of the mission of the University of Alaska Southeast. The recommendation for this continuation of operation includes both long term and short term business changes to promote the fiscally responsible delivery of services.

1. Eliminate the annual \$70,000 charge for the space utilized by the bookstore. There is no historic or consistent UA accounting policy mandating the assessment of a facilities use charge to an auxiliary enterprise.
2. Change hours of bookstore operation and maximize the employment of student assistants to reduce staffing cost. The operation could reduce required staff coverage by being open for business later in the mornings and increasing the store hours to fit peak academic semester student needs for textbook purchases and textbook buyback periods.
3. In the short term, enhance the current location visibility and academic program connection and tie in between campus programs, events, lecture series and symposiums. Offer opportunities to the public, tourists and the campus community to view and purchase faculty and student works and Southeast Alaska culturally and historically relevant art and literature.
4. In support of #3, improve signage at the front store window to communicate "Welcome"; improve parking signs to be friendlier for "bookstore parking".
5. Test a program for offering textbook rentals to students. The service may enhance services to students interested in the affordability of textbooks and may recover textbook market share that has moved textbook sellers on the internet.
6. In alignment with the campus long term master plan, include the bookstore operation in the Facilities, Planning and Construction plans and reviews for a core campus location. A capital building priority for a campus Student Commons building in close proximity to student services such as student advising and counseling, dining services, the library and computing services should include plans for a bookstore.
7. Develop an advisory committee comprised of campus constituents and community business leaders to advise the bookstore management on business initiatives and bookstore linkages to academic and community interest information. To promote business linkages to the bookstore in concert with university public service programs, the advisory committee charge should include the identification of initiatives for furthering university relations; identify opportunities for grant writing and fundraising initiatives while promoting business linkages to all sectors of the community including non-profit or civic groups and for-profit businesses including the tourist industry.