Cypress College
Campus Support Services Quality Review Report

Department: Cypress College Bookstore
Manager: David Okawa

Names of those participating in the report: Faculty, Staff, Students, David Okawa, Dr. Heather Brown, Phillip Dykstra

Date: May 15, 2007

**Faculty and Staff Satisfaction with Support Services Provided:**

*Please indicate the proportions (%) of respondents who rated each aspect as “excellent” or “good” (separately and combined). The Campus Support Services standard is met whenever 75% or more of responses fall in the “good” or “excellent” categories (combined).*

<table>
<thead>
<tr>
<th>Satisfaction with:</th>
<th>Percent Responding</th>
<th>Percent Responding Good / Excellent (Combined %)</th>
<th>Standard</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>“Excellent”</td>
<td>“Good”</td>
<td></td>
</tr>
<tr>
<td>Hours of operation</td>
<td>57.4%</td>
<td>36.2%</td>
<td>93.6%</td>
</tr>
<tr>
<td>Response time</td>
<td>60.3%</td>
<td>36.3%</td>
<td>96.6%</td>
</tr>
<tr>
<td>Clarity of procedures</td>
<td>63.4%</td>
<td>32.3%</td>
<td>95.7%</td>
</tr>
<tr>
<td>Quality of materials</td>
<td>64.6%</td>
<td>30.7%</td>
<td>95.2%</td>
</tr>
<tr>
<td>Staff helpfulness</td>
<td>73.5%</td>
<td>22.8%</td>
<td>96.3%</td>
</tr>
<tr>
<td>Staff knowledge</td>
<td>63.6%</td>
<td>32.1%</td>
<td>95.7%</td>
</tr>
<tr>
<td>Overall quality of service</td>
<td>61.4%</td>
<td>34.9%</td>
<td>96.3%</td>
</tr>
</tbody>
</table>

**Department-specific indicators (if applicable):**

| Department-specific indicators (if applicable): | | | |

**Change since last quality review**

*Briefly summarize the extent to which satisfaction has improved or declined since the last quality review cycle.*

This Spring 2007 Quality Review definitely has show improvement over the previous Spring 2005 Quality Review. Most noticeably is that fact that all ratings are above 90%. This is well over the standard of 75%. The lowest cumulative percent being 93.6% in the area of “Hours of Operations”. The most improved standard was “Response Time”. There was a 9% increase in this category raising it from 87.6% in the Spring 2005 Quality Review to 96.6% in the current Spring 2007 Quality Review. This was one of our goals to work on from the previous review.
Narrative

Reflect on standards met and any standards not met.

Standards Met – To be used when department wants to improve on an indicator even though a standard for this indicator has been met. Use this section to briefly reflect upon major accomplishments.

All standards have been met and some exceeding quite significantly. One area we wished to improve upon as indicated in our 2006 Quality Review was “Timeliness to Response”. It ranked the lowest (even though it was above the standard) at 87.6%. This review it is 96.6% a 9% increase. We are also proud of the fact that in the categories of “Staff Helpfulness” and “Staff Knowledge” there were also increases, 96.3% and 95.7% respectively.

Standards Not Met – Please provide any insight into significant challenges or obstacles that may have contributed to low satisfaction. Identify the types of changes necessary for improvement.

There were no categories that were below standards this Quality Review.
Long-range Plan and Objectives

In the following section, identify general goals and specific, measurable objectives your area plans to achieve within the next three years. Programs should identify 3-5 goals, with at least one goal per year. Goals set for next year that require fiscal resources must also be submitted as a Budget Request and Action Plan (separate form).

I. Goal: Clarify for customers Policy and Procedures for Purchases and Returns in the bookstore.

Supports Strategic Direction (if applicable): Direction #2

1. Objective: Post additional signage and distribute flyers on the Purchase and Returns procedures and policies.
   1.1 Person(s) responsible: David Okawa, Bookstore Staff
   1.2 Timeframe: Spring 2008
   1.3 Fiscal resources needed (if not applicable, indicate “NA”): NA

2. Objective: Review current Policy and Procedures with Staff after every semester for improvement or changes that are needed
   2.1 Person(s) responsible: David Okawa
   2.2 Timeframe: At the end of every Fall and Spring Semester
   2.3 Fiscal resources needed (if not applicable, indicate “NA”): NA

Use the above outline format to add additional goals or objectives as necessary.

II. Goal: Continue to maintain an above standard in all categories of the Quality Review.

Supports Strategic Direction (if applicable): Direction #2

1. Objective: Continue to train and review with employees, policies and procedures, and services that will effect customer service
   1.1 Person(s) responsible: David Okawa, Bookstore Staff
   1.2 Timeframe: Spring 2008
   1.3 Fiscal resources needed (if not applicable, indicate NA): NA

2. Objective: Research and distribute information on customer service to all bookstore staff for review.
   2.1 Person(s) responsible: David Okawa
   2.2 Timeframe: On going as of Spring 2006
   2.3 Fiscal resources needed ( if applicable, indicate “NA”) NA
III  Goal: Utilize technology to effectively communicate policy, procedures and current bookstore information  
Supports Strategic Direction (if applicable):  
1. Objective: Utilize e-mail as an effective means of communication with the campus community.  
   1.1: Person(s) responsible: David Okawa, Bookstore Staff  
   1.2 Timeframe: Spring 2008 (on going)  
   1.3 Fiscal resources needed (if not applicable, indicate ‘NA”) NA  
2. Objective: Utilize software and programs to make signage and flyers to advertise and inform the campus community.  
   2.1 Person(s) responsible: David Okawa, Bookstore Staff  
   2.2 Timeframe: Spring 2008  
   2.3 Fiscal resources needed (if not applicable, indicate”NA”) NA  

IV. Goal: Increase campus awareness of bookstore and the services it provides to the campus community, therefore creating better customer service  
Supports Strategic Direction (if applicable):  
1. Objective: Inform campus of temporary bookstore location (signage, maps in student locations, etc.) On going until move to permanent location  
   1.1 Person(s) responsible: David Okawa, Bookstore Staff  
   1.2 Timeframe: Spring 2008 (on going)  
   1.3 Fiscal resources needed (if applicable, indicate “NA”) NA  
2. Objective: Develop bookstore informational pamphlet to handout and to be made available at designated locations. (Information booth, A&R, Financial Aid, etc) Pamphlet will contain information on product, services, staff, etc.  
   1.1 Person(s) responsible: David Okawa  
   1.2 Timeframe: Fall 2007 (on going)  
   1.3 Fiscal resources needed (if applicable, indicate “NA”) NA  
3. Objective: Effectively utilize campus e-mail as a way of communicating bookstore information to the campus community.  
   1.1 Person responsible: David Okawa  
   1.2 Timeframe: Fall 2007 (on going)  
   1.3 Fiscal resources needed (if applicable, indicate “NA”) NA  
4. Objective: Develop and utilize a feedback survey on bookstore product and services on a on a semester by semester basis.  
   1.1 Person responsible: David Okawa, Bookstore staff  
   1.2 Timeframe: Fall 2007 (occurs once each semester)  
   1.3 Fiscal resources needed (if applicable, indicate “NA”) NA
5. Objective: Continuously update and send “instructor package” for all new and existing faculty product and service information that affect them specifically.
   1.1 Person responsible: David Okawa
   1.2 Timeframe: Fall 2007 (ongoing, once a semester)
   1.3 Fiscal resources needed (if applicable, indicate “NA”) NA

V. Goal: Complete and do all the logistics for the set up and move into the new bookstore location.

1. Complete all pre-move in logistics such as permits, building inspections and final approvals
   1.1 Person responsible: David Okawa
   1.2 Timeframe: Based on construction schedule and final move in dates
   1.3 Fiscal resources needed (if applicable, indicate “NA”) NA

2. Determine new “Bookstore Express” (Grab & Go) menu and product inventory. (As well as signage, vendor set up, promotion and advertising).
   1.1 Person responsible: David Okawa
   1.2 Timeframe: September 2007
   1.3 Fiscal resources needed (if applicable, indicate “NA”) NA

3. Set up strategic timeline & planning schedule for physical move of inventory, fixtures & equipment
   1.1 Person responsible: David Okawa
   1.2 Timeframe: September 2007 (also based on construction schedule)
   1.3 Fiscal resources needed (if applicable, indicate “NA”) NA

4. Supervise and physically assist with move into new bookstore location.
   1.1 Person responsible: David Okawa
   1.2 Timeframe: March 2008 or when construction schedule dictates
   1.3 Fiscal resources needed (if applicable, indicate “NA”) NA

Reminder: If fiscal resources are needed for next year’s goals, submit a separate Budget Request and Action Plan for budget unit review.