

**DELTA STATE UNIVERSITY: NON-ACADEMIC ANNUAL REPORT**  
**Academic Year 2005-06**

**Unit Title:**

**AUXILIARY DEPARTMENTS**

Food Service (ARAMARK)

Bookstore (Follett)

Golf Course

Laundry

Post Office

Copy Center

Licensing / Trademark

**Division or School/College:**

**Office of Finance**

**Unit Administrator:**

**Ben Bufkin**

**II. Educational Program Learning Outcome Assessment Plan**

<p><b>Learning Outcome</b>  <i>What should a graduate in this major know, value, or be able to do at graduation and beyond?</i></p>	<p><b>Data Collection and Analysis</b>  <i>What assessment tools and/or methods will you use to determine achievement of the learning outcome? Describe how the data from these tools and/or methods will be collected. Explain the procedure to analyze the data.</i></p>	<p><b>Results of Evaluation</b>  <i>What were the findings of the analysis? List any specific recommendations.</i></p>	<p><b>Use of Evaluation Results</b>  <i>What changes in curriculum, courses, or procedures were made as a result of the program learning outcome assessment process?</i></p>
<p>Not Applicable</p>			

### III. Division/Department Goals for the Current Year

#### Goal # 1 Continue to improve recently implemented 3<sup>rd</sup> party partnerships with Follett and ARAMARK.

**1. Institutional Goal which was supported by this goal: SP#3:** The university community will benefit from better communication, effective operational and administrative systems, an optimal work environment, and a performance-responsive reward structure.

#### **2. Evaluation Procedure(s):**

- Review of customer service satisfaction surveys as conducted by Aramark & Follett. Aramark and Follet review customer service comments reported through their respective websites. Aramark also provides and displays customer services comments on cards inside the H.L. Nowell Union building.
- Feedback from faculty, staff, and students. Aramark and Follet review customer service comments reported through their respective websites. Aramark also provides and displays customer services comments on cards inside the H.L. Nowell Union building.
- Feedback from university administration, primarily through department and periodic Meetings with Vice President for Finance & Vice President for Student Affairs. Also received feedback from Cabinet meetings regarding level of service at specific events.

#### **3. Actual Results of Evaluation:**

Commissions	Aramark	Follett	Total
2004-2005	\$373,749.00	\$120,000.00	\$493,749.00
2005-2006	\$418,615.00	\$120,000.00	\$538,615.00

- Aramark/Follett increased overall sales amount (9 percent) from previous year.
- Aramark opened PanGeos as a direct request from student input to provide retail styled offerings on-campus.
- Capital investment (Aramark) to update Young-Maulding Dining Center
- Follett offered more used textbooks than previous year.

#### **4. Use of Evaluation Results:**

- Effectively manage the new support services partnerships between Aramark & Follett.
- Ensure faculty, staff, and student expectations are met.

**Goal # 2      Improve Efficiencies / Eliminate Redundancies across Auxiliary Services.**

**1. Institutional Goal which was supported by this goal: SP#3:** The university community will benefit from better communication, effective operational and administrative systems, an optimal work environment, and a performance-responsive reward structure.

**2. Evaluation Procedure(s):**

- Feedback from faculty, staff, and students.
- Feedback from university administration.

**3. Actual Results of Evaluation:**

- Resources, communication and employees between Copy Center & Post Office were shared to lower cost and improve efficiencies.
- Trademark revenues increased from improvements in license agreement compliance.
  - 04/05 - \$3,200.00
  - 05/06 - \$6,100.00

**4. Use of Evaluation Results:**

- Continue collaborative efforts within the Auxiliary departments
- Ensure faculty, staff, and student expectations are met.

**Goal # 3      Improve Post Office by providing its users with services to process their mail in the most timely and cost effective approaches available.**

**1. Institutional Goal which was supported by this goal: SP#3:** The university community will benefit from better communication, effective operational and administrative systems, an optimal work environment, and a performance-responsive reward structure.

**2. Evaluation Procedure(s):**

- Feedback from faculty, staff, and students.
- Feedback from university administration.

**3. Actual Results of Evaluation:**

- Resources, communication and employees between Copy Center & Post Office were shared to lower cost and improve efficiencies.
- Investigated branding concept with UPS

**4. Use of Evaluation Results:**

- Continue collaborative efforts within the Auxiliary departments
- Ensure faculty, staff, and student expectations are met.

**Goal # 4      Improve Golf Course services in order to meet users' needs**

**1. Institutional Goal which was supported by this goal: SP#3:** The university community will benefit from better communication, effective operational and administrative systems, an optimal work environment, and a performance-responsive reward structure.

**2. Evaluation Procedure(s):**

- Feedback from faculty, staff, and students.
- Feedback from public golfers wanting a more competitive course.

**3. Actual Results of Evaluation:**

- Renovate the Pro Shop and offered more brand name merchandise (Callaway/ Titleist, etc...)
- Renovated Greens – installed Championship Bermuda grass
- Provided new range balls for Driving Range

**4. Use of Evaluation Results:**

- Continue collaborative efforts within the Auxiliary departments
- Ensure public golfing community and faculty, staff, and student expectations are met.

## **Goal # 5      Improve Laundry Services**

**1. Institutional Goal which was supported by this goal: SP#3:** The university community will benefit from better communication, effective operational and administrative systems, an optimal work environment, and a performance-responsive reward structure.

### **2. Evaluation Procedure(s):**

- Feedback from faculty, staff, and students.
- Feedback from administration.

### **3. Actual Results of Evaluation:**

- Enhanced the patron's experience by demonstrating a true service orientation to our work.
- Clothes were laundered in a timely and efficient manner
- Laundry Services investigated pricing alternatives (options) for students. A pilot was presented to the Vice President last year for consideration.

### **4. Use of Evaluation Results:**

- Continue collaborative efforts within the Auxiliary departments
- Ensure faculty, staff, and student expectations are met.

## **IV.      Data and information for department:**

The mission of Auxiliary Services is to support the academic and administrative goals of Delta State University by ensuring effective administration and support services of the University Bookstore, Food Services, Golf Course, Post Office, Copy Center, Licensing & Trademark Services, and Vending. We strive to provide superior services for the best interests of students and the broader University community. Auxiliary Services is committed to fostering an environment that promotes professional standards throughout the ancillary enterprises at DSU.

## **V.      Personnel:**

- |                          |                   |
|--------------------------|-------------------|
| • Food Service (ARAMARK) | Kenn Eckhardt     |
| • Bookstore (Follett)    | Griffin Hite      |
| • Golf Course            | Larry Sappington  |
| • Laundry                | Nealy Robinson    |
| • Post Office            | Leigh Ann Marquis |
| • Copy Center            | Michael Martin    |
| • Licensing / Trademark  | Ben Bufkin        |

**Noteworthy activities and accomplishments:**

None

**New position(s) requested, with justification:**

None

**Recommended change of status**

None

**VI. Division/Department Goals for Coming Year**

**Goal # 1 Continue to enhance partnerships with Follett and ARAMARK.**

**1. Institutional Goal which was supported by this goal: SP#3:** The university community will benefit from better communication, effective operational and administrative systems, an optimal work environment, and a performance-responsive reward structure.

**2. Evaluation Procedure(s):**

- Review of customer service satisfaction surveys as conducted by Aramark & Follett.
- Feedback from faculty, staff, and students.
- Feedback from university administration.

### 3. Actual Results of Evaluation:

Commissions	Aramark	Follett	Total
2004-2005	\$373,749.00	\$120,000.00	\$493,749.00
2005-2006	\$418,615.00	\$120,000.00	\$538,615.00
<b>(Goal) 2006-2007</b>	<b>\$459,153.00</b>	<b>\$130,000.00</b>	<b>\$589,153.00</b>

- To increase Aramark/Follett overall sales amount (9 percent) from 05/06.

### 4. Use of Evaluation Results:

- Effectively manage the new support services partnerships between Aramark & Follett.
- Ensure faculty, staff, and student expectations are met.

## Goal # 2 Improve Efficiencies / Eliminate Redundancies across Auxiliary Services.

**1. Institutional Goal which was supported by this goal: SP#3:** The university community will benefit from better communication, effective operational and administrative systems, an optimal work environment, and a performance-responsive reward structure.

### 2. Evaluation Procedure(s):

- Feedback from faculty, staff, and students.
- Feedback from university administration.

### 3. Actual Results of Evaluation:

- RFP for Bookstore Operations.
- RFP for Trademark/Licensing royalties.
- Investigate the need for a UPS Store on Campus

### 4. Use of Evaluation Results:

- Continue collaborative efforts within the Auxiliary departments
- Ensure faculty, staff, and student expectations are met.

**Goal # 3      Enhance Post Office Services by improving efficiencies.**

**1. Institutional Goal which was supported by this goal: SP#3:** The university community will benefit from better communication, effective operational and administrative systems, an optimal work environment, and a performance-responsive reward structure.

**2. Evaluation Procedure(s):**

- Feedback from faculty, staff, and students.
- Feedback from university administration.

**3. Expected Results of Evaluation:**

- Continue resource allocation (human and financial) between Copy Center & Post Office.
- Continue Investigation of branding concept with UPS

**4. Use of Evaluation Results:**

- Continue collaborative efforts within the Auxiliary departments
- Ensure faculty, staff, and student expectations are met.

**Goal # 4      Enhance Golf Course services in order to meet users' needs.**

**1. Institutional Goal which was supported by this goal: SP#3:** The university community will benefit from better communication, effective operational and administrative systems, an optimal work environment, and a performance-responsive reward structure.

**2. Evaluation Procedure(s):**

- Feedback from faculty, staff, and students.
- Feedback from public golfers wanting a more competitive course.

**3. Expected Results of Evaluation:**

- Increase Driving Range revenue
- Provide new carts for users
- Increase green and cart revenue through increase fee structure

**4. Use of Evaluation Results:**

- Continue collaborative efforts within the Auxiliary departments
- Ensure public golfing community and faculty, staff, and student expectations are met.

**Goal # 5 Enhance Laundry Services by improving efficiencies.**

**1. Institutional Goal which was supported by this goal: SP#3:** The university community will benefit from better communication, effective operational and administrative systems, an optimal work environment, and a performance-responsive reward structure.

**2. Evaluation Procedure(s):**

- Feedback from faculty, staff, and students.
- Feedback from administration.

**3. Expected Results of Evaluation:**

- Maintain consistency in providing laundered clothes in a timely and efficient manner
- Continue investigating pricing alternatives (options) for students.

**4. Use of Evaluation Results:**

- Continue collaborative efforts within the Auxiliary departments
- Ensure faculty, staff, and student expectations are met.