AUXILIARY SERVICES
2005 REPORT

I. Unit Title: AUXILIARY DEPARTMENTS
- Food Service (ARAMARK)
- Bookstore (Follett)
- Golf Course
- Laundry
- Post Office
- Copy Center
- Licensing / Trademark

Unit Administrator: Ben Bufkin

II. 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.

III. Personnel (Heads of Units):

- 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 | Open
IV. Department Goals for 2005-06

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

Indicators of Achievement
- Implement findings student satisfaction surveys and 3rd party partnerships willingness to develop plans to respond to areas of concern or weakness.
- Follett & ARAMARK’s plans to develop and implement innovative strategies to assist Delta State University in attracting and retaining students.

Institutional Goal which was supported by this goal:
- Provide administrative services and auxiliary enterprises which are effective and efficient in the support of the institutional mission.

Expected Results
- Response to surveys are addressed in a timely manner. Students, faculty, and staff receive response information that is complete and accurate.
- Re-modeling of Young-Maulding Cafeteria.

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

Actual Results of Evaluation:
- 2004 – Follett increased amount (25%) of used textbooks available for purchase at bookstore from base year.
- 2004 – Aramark opened Chick-fil-A and Java City as a direct request from student input to provide retail styled offerings on-campus.

Use of Evaluation Results:
- Effectively manage the new support services partnerships between Aramark & Follett.
- Ensure faculty, staff, and student expectations are met.
Goal #2
Continue to evaluate the cost/benefit of all auxiliary programs to ensure they are competitive, and that funding is maximized and/or reallocated to priority initiatives.

Indicators of Achievement
- Cost effectiveness of each auxiliary program supports university mission.
- Auxiliary Revenues increase at a 5% increase from 2004 year

Institutional Goal which was supported by this goal:
- Provide administrative services and auxiliary enterprises which are effective and efficient in the support of the institutional mission.

Expected Results
- All commissions are accurate and are received in a timely fashion.
- Deposits are accurate and financial expenditures are within budgetary controls.

Evaluation Procedures
- Quarterly Financial Review with Contracted Services Representatives
- Quarterly Auxiliary Financial Report Meeting
- Monthly Meetings with Auxiliary Unit Supervisors

Results of Evaluation
- 2004 – Auxiliary revenues increased an average of 2.7% from previous 2003 year
- Financial operations were managed in a professional manner.

Use of Evaluation Results
- Effectively manage auxiliary services.
- Ensure faculty, staff, and student expectations are met.
Goal #3
Improve effectiveness (cost and service levels) of all Auxiliary programs using the principles of continuous quality improvement that incorporate quality service, increased accountability, and maximizes cost-effectiveness.

Indicators of Achievement
- Implementation of Auxiliary customer service baseline to achieve excellent and cost-efficient service results while supporting University business objectives.

Institutional Goal which was supported by this goal:
- Provide administrative services and auxiliary enterprises which are effective and efficient in the support of the institutional mission.

Expected Results:
- Every Auxiliary Unit will develop and conduct a customer service survey.
- Information received from survey to be incorporated into Auxiliary goals and objectives

Evaluation Procedure:
- Feedback from the student, faculty, staff, or stakeholder will be determined by the Unit area supervisor. This survey may be done by paper surveys, website feedback, or small group meetings.

Actual results of evaluation:
- 2004 – Aramark & Follett began first phase of this Auxiliary wide initiative. Survey cards were provided at point-of-sale counters.

Use of Evaluation Results:
- Effectively manage auxiliary services.
- Ensure faculty, staff, and student expectations are met.
V. Learning Outcome Assessment Plan

Learning Outcome #1
- Develop customer service evaluation system that links Auxiliary department goals and objectives with expectations of DSU stakeholders.

Assessment Measures / Tools & Methods
- Customer Service Survey

Data Collection
- Analyze results of Likert or summated scale scores on Auxiliary Departments operations that received an evaluation.

Results of Evaluation
- June, 2006, all Auxiliary departments will have conducted a baseline customer service survey performed by department supervision.

Use of Evaluation Results
- Strengths and areas for opportunity within Auxiliary units are shared with staff.
- High stakeholder perception that customer service surveys are important and will be addressed in an efficient manner

Assessment Team Members
- Food Service (ARAMARK)  Kenn Eckhardt
- Bookstore (Follett)  Griffin Hite
- Golf Course  Larry Sappington
- Laundry  Nealy Robinson
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Learning Outcome #2
• Department supervision will demonstrate fiscal responsibility for their operating budgets.

Assessment Measures / Tools & Methods
• Year-end to actual budget comparison
• Monthly / Quarterly Financial Review Meetings

Data Collection
• Compare year-end expenditures to actual after June 30.

Results of Evaluation
• This Learning Outcome is scheduled to be assessed for the first time (baseline).

Use of Evaluation Results
• Evaluate the cost/benefit of all auxiliary programs to ensure they are competitive, and that funding is maximized and/or reallocated to priority initiatives.
• High stakeholder perception that Auxiliary departments are being supervised in an efficient manner

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