As manager of the Jimmy R. Williams University Bookstore my administrative responsibilities include, but are not limited to the following:

- Maintain necessary book stock for all courses held on the DSU campus, as well as the Greenville center, Clarksdale, and all continuing Ed – EMBA classes.
- Purchases of all inventory including school / office supplies, gift items, and DSU apparel.
- Operating a full service copy center, with laminating and binding capabilities.
- Managing souvenir stands at all athletic events.
- Responsible for accounts payable.
- Hire all personal: full-time, part-time and seasonal.
- Receipt of daily sales.
- Manage the Bookstore on a day to day basis.

The philosophy of the Jimmy R, Williams University Bookstore is to serve the Delta State administration, faculty, staff and students in an efficient and effective manner, with an emphasis on total customer service.

Our main objective, is for every customers needs, to be taken care of in a timely manner.

**Strategies for achieving my objective:** To give customer service training, to the DSU employees on the proper technique of how to handle customers on an ongoing basis.

Goals

- To continue to communicate with the faculty the proper procedures in ordering books for each semester. I have met with the deans of each school, faculty senate. I am working on talking to each individual department. Communication is the key to proper book orders.
- Working on a new point of sale system for the bookstore. I am preparing an RFP to distribute to companies for bids. Plan are to install new system in late spring.
- To maintain the highest level of customer service possible. This is the desire of the management and bookstore staff at Delta State University. We will continue to work on this.
To improve the return level of textbooks to publishers: I have met with the Deans and faculty to explain the problem of ordering from an estimated student enrollment. We are in the process of using numbers from the early registration for the spring semester. If we will use the numbers from all pre-registration to order books for each semester, our return rate should be cut in half. This will reduce the bookstores incoming and outgoing shipping cost.

Continually to improve customer service between the bookstore staff and the University community. Work on keeping communications open with faculty about reducing book orders with each semester’s order. Improve the role the Bookstore plays at Delta State. Increase revenue to the university by reducing expenses. Replace old point of sale system.

This will provide administrative services and auxiliary enterprises which are effective and efficient in the support of the institutional mission.
(University Goal # 17)

If improved customer service is not achieved, the amount of complaints will increase. By keeping up communication with faculty there will be a reduction in shipping costs. Replacing the old P.O.S. with a new system will improve the efficiency of the bookstore operation.

With the support of the University, we can accomplish these goals together would like to enlarge the selling space of the Bookstore. This was fine 30 years ago when there were 1000 students at Delta State, and even 10 years ago, but we now have a population of around 4000 students and new degrees such as Commercial Aviation and Computer Information Systems. All our programs have expanded and new buildings have been built to accommodate for the new programs, but the Bookstore is the same size. This makes it hard to accommodate all the students that come into the Bookstore.