

## **Auxiliary Services Goals and Assessments Year 2011- 2012**

**Department:** College Store

### **Department Goals:**

- Given industry decline in textbook sales, SLCC College Store desires to understand the comparative strength and weaknesses in overall college sales.

### **Specific Objectives:**

- Identify sales growth potentials.
- Monitor industry trends.

**Assessment Plan:** Participate in the National Association of College Stores Financial Survey.

**College Priority & Goal:** Strategic Priority III – Advance a Culture of Evidence and Accountability

### **Outcomes:**

- 78% of SLCC's total sales come from textbooks. Industry averages are 82.2%.
- SLCC is well above industry averages for computer and consumer electronics. The industry average for sales of digital products is 2.9%. The SLCC sales are 10.8%.
- SLCC has greater diversity of sales and less dependency on textbook sales.

