

Continuous Process Improvement

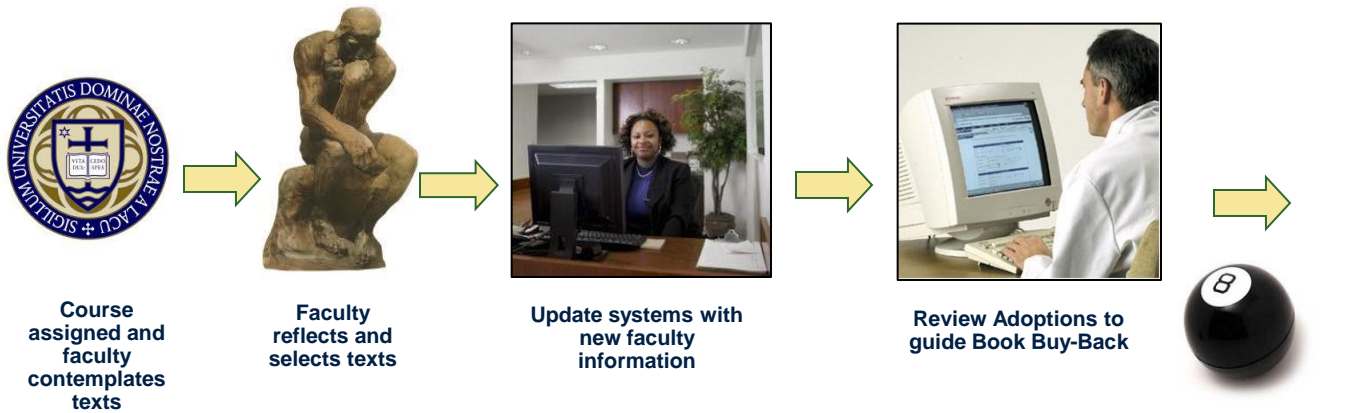
Focus on: Textbook Adoption

Textbook Adoption Process

- Process by which faculty **selects** books for Bookstore to offer for student purchase
- In Fall of 2011, 2,975 titles/124,307 books requested by faculty. Bookstore ordered 91,213 books. Students **purchased** 63,351 books from Bookstore.
- Generally **12% - 15% compliance** by Adoption due date which is prior to Book Buy-Back period in the preceding semester. **30% - 35% compliance** by the time Buyback is conducted.
- Identified as project for **Continuous Process Improvement (CPI)**

Main steps in current process:

** The goal is to have the correct textbooks in supply prior to the first day of each semester.*



Continue Follow-up to insure books are ordered



Order and Stock Books



Student Purchases Books

Three reasons to fix the Textbook Adoption process

1

**Students benefit:
greater selection and less cost:**

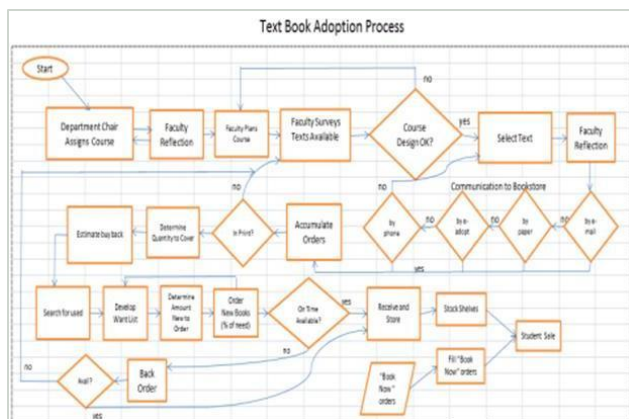
- need adoptions by **Book Buy-Back**
- greater availability and timely stocking
- capture a greater market share of sales

15% Adoption Compliance ≠ **Text Book Buy-Back**

Key Dates for Fall 2012

Semester	Fall 2012	Spring 2013
Date adoptions are due:	4/20/2012	10/19/2012
Date classes begin:	8/21/2012	1/16/2013
Date purchase order to publishers:	6/22/2012	11/9/2012
Date for end of term buyback:	12/10-12/14	05/06-05/10

2



The process is not complex, but it is time consuming

- Many stops and starts-- current semester distractions keep faculty from considering the next semester.
- Relies heavily on faculty members to select their course materials and meet Bookstore deadlines.
- It's difficult to quantify the actual benefits to both the faculty and the students-- timing will dictate results.

3 **Time is Money....**

An analysis of our process and volume of Adoptions indicates that opportunity is lost each semester when books are not available, are too expensive or are purchased by students through other sources.

Faculty deserve the time to make a prudent text selection; we need to find a way to meet faculty members' needs with the current time line.

We have to fight for the student's business!

2011 Adoption Process (fall 2011)

# of titles requested by faculty:	2,975
# of books required:	124,307
TOTAL # of books purchased by Follett:	91,213
TOTAL # of books sold by Follett:	63,351
Books sold vs. Books required	51%

*Competition from on-line vendors will increase each year

Three key things we've learned in the Pilot Project

1 ND's low Adoption compliance rate causes ripples. For example:

Important Compliance Milestones:

Adoption Deadline = 10% - 15%

Book Buy-Back = 45% - 50%

Two weeks prior to semester = 90% - 93%

- ❑ *What are the financial ramifications of missing deadlines?*
- ❑ *Amount returned to students through Buyback process is greatly reduced*
- ❑ *Bookstore staff scramble to get Adoptions by all means (i.e. phone calls, e-mails, chance meetings, etc.), causing inefficiencies*
- ❑ *Students forced to take business off-campus if they can't get the book from the store.*

2 Little was known about the "Voice of the Customer" which could lead to change

Key issues:

- *The faculty need time to select their texts; it is not a matter of procrastination*
- *The faculty viewed the technology/process to Adopt texts differently; some prefer on-line while others long for the "old days"*
- *The students prefer used text books since they are cheaper and already highlighted*
- *The students felt powerless to effect change on the textbook purchase and buy-back process*



3 Partnerships and Communication will be the key to success...



...Notre Dame Administration is willing to assist in educating faculty about the process and ensure understanding...



...Students are an important ally!



Action Plan “Top 6” and FAQs

- | | |
|---|--|
| 1. Communicate directly with faculty | <input checked="" type="checkbox"/> <i>Provost agreed to this and sent memo!</i> |
| 2. Develop alternate means to obtain Adoption requests | <input checked="" type="checkbox"/> <i>Still working to determine opportunities</i> |
| 3. Involve students | <input checked="" type="checkbox"/> <i>Have already met with incoming Student Government leaders</i> |
| 4. Work with OIT to develop single sign-on through insideND | <input type="checkbox"/> <i>In process; exploring log-in options and form creation with OIT.</i> |
| 5. Develop communication strategies that respond to “Voice of the Customer” | <input type="checkbox"/> <i>In process; expect to be ready in Fall.</i> |
| 6. Explore new methods and programs that appeal to student needs | <input checked="" type="checkbox"/> <i>Textbook rental program installed beginning Spring 2011.</i> |

Q1: How will these changes affect students?

A1: *As a result of improvements to the process, greater Adoption compliance will result in more money in their pocket for Book Buy-Back and a greater selection of new and used books available in-stock and on-time at the beginning of each semester.*

Q2: Is this all about the Bookstore – and in turn, the University – making more money?

A2: *No! While we must all be good stewards of University resources, we seek to fight for the students' business by offering a simple, safe and low-cost textbook purchase/rental program.*

Q3: How will we know if the Textbook Adoption process is really improving?

A3: *The goal is to achieve a 50% compliance rate by the Adoption deadline and at least 85% compliance by Book Buy-Back which will result in greater selection and savings for students, reduced Bookstore staff time in meeting last-minute faculty requests and student needs and a per-semester increase in textbook sales of 6% annually.*

Who to contact?

*Bob Thomson, Assistant Director, Course Materials, rthomson@nd.edu or 631-8235
Rose McMahon, Coordinator, Course Materials, rmcmahon@nd.edu or 631-9731*

What is the website for the online adoption tool?

Adoptions.efollett.com