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| (Goal III)... Providing administrative services that support teaching and learning. | Provide activities in support of institutional student services. | Assessment tools:  
1. Did the Bookaneer participate in promotional student activities?  
2. # of participants of each promotional activity.  
Criteria:  
1. 3 or more store sponsored or co-sponsored events per year.  
2. 10% increase in # of student involvement from previous year based on a review of the date and timing of the event. | | |
| | Provide innovative and current retail technology | Assessment:  
1. 5 question customer survey card to be distributed during Fall and Spring quarter rush week.  
2. Average time in line during rush.  
Criteria:  
1. 70% customer satisfaction rating.  
2. 20 minutes or less. | | |
Unit Mission

The Bookaneer is a self-supporting division of Peninsula College that provides required and recommended course materials, including a variety of textbooks, reference books and stationery supplies. The Bookaneer enhances campus life and supports the mission of the college image by promoting College imprinted merchandise, supplemental reading material and educationally priced software.

Provide staff training and networking opportunities to maximize staff efficiency.

Assessment:
1. Staff attendance at Northwest College Bookstore Association (NCBA) meetings/seminars or National Association of College Stores (NACS) meeting/seminars and Sequoia User’s Group meeting.

Criteria:
Jonathan:
Yearly attendance to NACS CAMEX and NCBA Fall Regional meeting.

Sam:
Yearly attendance to NCBA Mininars and the Sequoia User’s Group meeting.

Provide merchandising that meets the needs of staff and students

Assessment:
1. Student Opinion Survey, Section 4, #30
2. 5 question customer survey card to be distributed during Fall and Spring quarter rush week.
3. Financial Reporting

Criteria:
1. 70% satisfaction rate.
2. 70% customer satisfaction rating.
3. Total store sales increase of 3%.

Provide bookstore facilities adequate for increased student capacity.

Assessment:
1. 5 question customer survey card to be distributed during Fall and Spring quarter rush week.
2. Review available data concerning space recommendations from the National Association of College Stores.

Criteria:
1. 70% customer satisfaction rating.
2. Does store space meet recommendations by a minimum of 80%?