

## ADMINISTRATIVE EFFECTIVENESS EVALUATION (7.3) TEMPLATE

Department/Unit: Campus Bookstore

**Expectation Name** – Choose from the dropdown list: 1. Efficient & Effective Operations or 2. Quality of Service/Stakeholder Satisfaction.

Quality of Service/Stakeholder Satisfaction: The unit ensures high-quality service delivery and meets stakeholder expectations to achieve targets.

**Expectation Description** – What is your unit/department trying to accomplish? Please describe: 1) one measurable aspect/outcome relating to this expectation that is appropriate for your unit to evaluate this year; 2) why this aspect/outcome is important to evaluate; and 3) how this aspect/outcome relates to W&M's strategic plan, Vision 2026.

1) Measurable aspect/outcome relating to this expectation that is appropriate for your unit to evaluate this year:

**We plan to understand what our social media followers think about the increase in social media posts across the semester.**

2) Why this aspect/outcome is important to evaluate:

**It is important because the Bookstore would like to increase its social media visibility, hopefully leading to greater traffic in and out of the Bookstore.**

3) How this aspect/outcome relates to W&M's strategic plan, Vision 2026:

**One of the high-level goals of Vision 2026 is to Evolve to Excel. Having a greater social media presence provides an opportunity to engage with our customers and find out what people are saying about the Campus Bookstore, leading to operational excellence.**

### Expectation Evaluation Plan

**Participants** – Describe who is involved in collecting, reviewing, and analyzing your data/information.

**The Bookstore's student workers will be collecting data/information; staff will review and analyze the data/information and report results.**

**Data Sources, Collection, & Review Process** – Describe the data/information sources, collection, and review process: 1) what data/information you will collect and from what sources; 2) how/what methods and when you will collect the data/information; 3) when you will review the data/information and report the results.

1) Data/information you will collect and from what sources:

**We will collect and track satisfaction with and feedback about our social media posts.**

2) How/methods and when you will collect the data/information:

**We will collect data monthly using Qualtrics.**

3) When you will review the data/information and report the results:

**The results will be reviewed and submitted on or prior June 1, 2024.**

**Expectation Achievement Target** – How will you know that you have met this expectation? Describe the intended qualitative and/or quantitative performance level/outcome of this evaluation.

**Our target is that at least 90% of survey respondents will be satisfied with and will have positive feedback about our social media posts.**

**Primary Responsible Person** – Provide the name and job title of the main individual in charge of this evaluation.

**Director of Campus Bookstore**

**Additional Responsible Person(s)** – Enter the names(s) and job title(s) of the individual(s) responsible for aspects of this evaluation process.

**N/A**

### **Evaluation Results and Target Achievement**

**Summary and Analysis of Evaluation Results** – Summarize in this field the results of your evaluation for this expectation as outlined in your plan above. Include a description of what you evaluated. You may attach full results in Planning.

**Will complete by the Spring Semester deadline!**

**Achievement Target Status** – Did you meet this expectation? Select “Met,” “Partially Met,” or “Not Met” from the dropdown list.

Choose an item.

**Action Plan** – (IF THE ACHIEVEMENT TARGET STATUS IS PARTIALLY OR NOT MET) Describe actions – improvements, updates, and changes – you plan to implement to meet this expectation's achievement target. If you have already started to implement actions, state what you have done and what remains to be done.

**Will complete by the Spring Semester deadline!**