

## 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.

Efficient & Effective Operations: The unit establishes and maintains efficient and effective operations, optimizing processes and resources (budgetary, human, technological, physical) 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:

**The Campus Bookstore will seek to maintain a social media presence by delivering 20 social media posts per month.**

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

**We have not historically focused on consistently making social media posts and we feel that more posts may lead to more campus bookstore customers.**

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 for our department 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 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 track how many posts we make a month to our Facebook, Instagram, and Twitter accounts.**

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

**We will utilize an updated Excel spreadsheet tracking how many posts are made for each account.**

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

**The results will be reviewed and submitted on or prior to 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 to maintain social media presence by delivering 20 posts per month.**

**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!