



# Project Overview Statement

## Executive Summary

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**Project Title:** E-bookstore

**Project Leader:** George Masforroll

**Department:** Bookstore

**Executive Sponsor:** CFO, VPAA, VPSA

**Project ID:** 276 **Last Updated:** April 24, 2008

**Mandated:**  Federal  State  Accreditation **Date Required:** October 1, 2009

Other Streamline bookstore business processes for BCC students

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### PROJECT BUSINESS CASE

#### Project Overview

Currently students enrolling in fully online (FOL) courses may order their books online, but must identify their course's campus, select delivery mode, select course prefix ( for example, ECO), select the course # and course section, working from a printed course schedule. Once materials are selected, students may order books online with credit card only; students with financial aid rewards cannot apply the award to the transaction. The campus bookstore associated with the course receives the order and ships the books.

If a student takes courses from multiple campuses, she/he must create a separate book order for each. In this scenario, several bookstores may process and ship an order to the student. For each bookstore involved, there is a separate shipping charge.

Needed is a order and fulfillment process that is a "single shopping cart" approach to course materials fulfillment. This new process enables students to purchase course materials online using their financial aid award, with a credit card, or with the option of picking up their materials at a campus bookstore. Based on the courses in which the student is enrolled, a list of materials associated with each course section is placed in the shopping card. The student would select those items to remain in the cart and 'de-select' items that she/he does not wish to purchase.

This enhanced e-bookstore process will eliminate duplication of fulfillment efforts by each campus bookstore and will result in a single shipping and handling fee, should the students want the books shipped to their address.

Finally, this process meets SACS requirements for academic and student support services for students enrolled in electronically-delivered programs. Institutions offering fully online programs should not require students to come to campus for services and resources.

#### Business Goals

- 1.Enable the financial aid award to offset bookstore transaction expense in an online procurement environment.
2. Meet the needs of a growing population of students enrolled in fully online courses and programs.
3. Ensure that MBS (the bookstore's business partner) contract is synchronized with BCC e-bookstore goals (contractual compliance).
4. Simplify bookstore selection and purchasing process for students ("single shopping cart" that is not campus centric).



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5. Streamline the order fulfillment process through an electronic, paperless book ordering system.
6. Provide incentives for students using the BCC bookstore (rewards).
7. Define, design and implement CID enhancement needs to support e-bookstore processes.
8. IT resources are allocated to support e-bookstore fulfillment.

### Success Factors

1. MBS delivers e-commerce product that meets BCC e-commerce business goals.
2. CID class master mapped to MBS product to simplify ordering process.
3. SACS accreditation requirements for online student bookstore services fulfilled.
4. Student orders filled and delivered within 72 hours.
5. 10% of all bookstore business transacted through e-bookstore.
6. Elimination of need for fully online students to go to multiple campus bookstores to purchase or pick up class materials.

<b>Criteria Ranking</b>	<b>Supporting Information</b>	<b>Score*</b> (5=High 1=Low)
Significantly improves student success		.....
Improves customer service or transforms a business practice (increase productivity/time saving)	Current, paper-based, campus-centric model replaced with an 'Amazon-like' shopping experience.	.....
Aligns with college-wide strategic initiative	Access and penetration.	.....
Meets state, federal, accrediting or other mandate (identify mandate)	SACS policy requires that students in electronically-delivered programs have "adequate access to the range of services appropriate to support the programs, including admissions, financial aid, academic advising, and delivery of course materials, and placement and counseling."	.....
Affects a large number of stakeholders (define stakeholders: students, business, employees...)	8+% of BCC's FTE is attributable to students enrolled in fully online and blended e-learning courses.	.....
Supporting information for "Date Required"	E-bookstore services must be available to students during the 2008/09 academic year. The completion date supports students using new processes to order their books for the winter 20092 term.	.....



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Financial Impact (saves money, earns money,	E-bookstore processes will result in economies for bookstore staffing and shipping charges to students.	.....
Increases enrollment/retention (reduces attrition)		.....
Impact if not accomplished	Poor bookstore service for students (online and on-campus; lack of compliance with SACS policy and standards.	.....
Quick Win (accomplish in short time frame)		.....
Overlap with another project		.....
Consortium project		.....

\* Criteria scores will filled in by Technology Advisory Committee