

(Title Page)

**Development and Implementation of On-line Textbook Registration
Integration**

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(Abstract)

Prior to the textbook registration integration project, the purchase of textbooks at Georgia State University required that students first register for classes, then either visit the University Bookstore in person or visit its e-commerce site. With the textbook registration integration in place, a Georgia State University student simply picks his/her classes in University's on-line registration system, GoSolar, clicks on "Buy Textbooks On-line" from a menu within that system and is automatically sent to the University Bookstore's textbook site where the student will find a drop down list of textbooks needed for only his/her classes in which the student registered, select new or used textbooks, and enter a payment method to complete his/her textbook order for delivery or campus pick up.

(Introduction of the Organization)

Located in the Southeast's governmental, financial, retail, health and legal center, downtown Atlanta, Georgia State University is a place where teaching, research and service are woven together to create a meaningful learning experience. Founded in 1913, Georgia State University has a mission of excellence in teaching, research and service. Located in the heart of downtown Atlanta, this major research university has an enrollment of more than 27,000 undergraduate and graduate students in six colleges. Georgia State is the second largest university in the state, with students coming from every county in Georgia, every state in the nation and from over 145 countries.

Mission Statement:

As the only urban research university in Georgia, Georgia State University offers educational opportunities for traditional and nontraditional students at both the graduate and undergraduate levels by blending the best of theoretical and applied inquiry, scholarly and professional pursuits, and scientific and artistic expression. As an urban research university with strong disciplinary-based departments and a wide array of problem-oriented interdisciplinary programs, the goal of the university is to develop, transmit, and utilize knowledge in order to provide access to quality education for diverse groups of students, to educate leaders for the State of Georgia and the nation, and to prepare citizens for lifelong learning in a global society.

(Statement [restatement] of the Problem/Initiative)

Prior to the registration integration project, the purchase of textbooks required that students first register for classes, then either visit the University Bookstore in person or visit its e-commerce site. Students purchasing textbooks at the University Bookstore would bring with them either a course list or syllabus and find the books needed on the shelves. Those going on-line to purchase books needed to enter the website, individually enter a list of textbooks needed by course number, order the books, and enter payment information.

With the registration integration in place, the student simply picks his/her classes in GoSolar, clicks on “Buy Textbooks On-line” from a menu that automatically brings them to the University Bookstore textbook site and automatically drops down a list of used and new textbooks needed for only those classes in which they registered, enter a payment method and his/her order is complete.

(Design)

With the implementation of the University’s registration system, Banner (GoSolar), student records system by IS&T, Auxiliary and Support Services was presented an opportunity by the University Bookstore management vendor (Follett) for the integration of student class registration with the vendor’s on-line e-commerce site for the sale of textbooks and supplies. The vendor provided the technical specifications for such a “cross-walk” of systems to a few other institutions with similar software. Under the leadership of Auxiliary and Support Services and the technical expertise provided by IS&T, Georgia State was one of the first schools to initiate the coordination between the class registrations and the on-line textbook orders. This

process provides students with the opportunity to purchase their needed texts and supplies, and have them shipped to their homes with a few clicks and the entry of a payment method, resulting in a quick, user-friendly, and less stressful shopping experience. The process provides Georgia State University a point of difference from its competitors as few schools provide this service. The process has also resulted in increased on-line sales at the University Bookstore. Since the implementation of the on-line registration integration, on-line textbooks sales at the University Bookstore have increased by more than 225%.

(Implementation)

The implementation of the registration integration process has not affected the manpower needed for the job responsibilities for the University or its University Bookstore Contractor, Follett Higher Education Group. However, for the customer, it has provided for a faster, less stressful, textbook shopping experience. The result of an enjoyable shopping experience for the University Bookstore is the increased opportunity for return business (on-line and in-store), and the “word of mouth” promotion of the University Bookstore as a student-friendly place to purchase books as well as to electronically select used and new textbooks during the end of the student’s semester registration process.

(Benefits)

The end-user enjoys a stress-free, more enjoyable, and simplified shopping experience, especially when compared to visiting a bookstore during a RUSH period when many people are trying to buy their books at the same time. This process is especially helpful for first year students as the registration integration process is a part of their orientation experience. The first year students leave campus with a better understanding of what their overall Georgia State experience will entail and leave knowing they will have their needed textbooks and supplies

shipped to their home. Furthermore, customer satisfaction has improved as reflected in the on-line sales increases since the implementation of the registration integration. On-line textbooks sales at the University Bookstore have grown by more than 225% since the implementation of the registration integration link. This system has also been instrumental in augmenting the University's Mega One Stop Shop, which accommodates students' registration, academic advising, financial aid assistance and pick-up of on-line textbook orders in a central location on campus, that was implemented in Spring 2007, as part of an overall University effort toward improving customer service, in keeping with customers service improvement initiatives of the State's Governor and the Chancellor of the University System of Georgia. Almost 1/5 of Georgia State University students took advantage on on-line ordering through the Georgia State University Bookstore in FY 2007.

(Retrospect)

The improvement was made by Georgia State University as a leading edge solution in the use of technology to enhance customer service to our students. Working with an in-house program allows the University the ability to maintain and modify as necessary the features of this On-Line Registration Integration when, providing flexibility for the future, as changes occur in the University's registration system. The process change has provided a positive impact on student customers, enabling them to immediately identify and purchase on-line textbooks adopted for the courses that they select. The system also provided the foundation for improvements in on-line textbook adoptions among the Colleges of the University and tracking the progress of textbook adoptions throughout the adoption cycles, with historic data regarding the adoptions retained from previous academic terms for contrasts and comparisons in targeting improvements in the timing and percentages of adoptions completed during the textbook adoption cycles.

