In many of the articles and presentations related to the NACS Foundation’s Standards Project, there have been a number of references to the Council for the Advancement of Standards in Higher Education or “CAS.” Let’s take a look at who this organization is and how their involvement will benefit this critical industry undertaking.

CAS has been promoting standards in higher-ed student affairs, student services, and student development programs for more than 40 years now. They accomplish this by developing and delivering functional area standards and guidelines, Self-Assessment Guides, and other assessment resources to drive quality programs and services. Their overarching goal is to foster student learning, development, and achievement.

CAS represents more than 40 higher-ed associations that serve most of the student-service functional areas of any campus. Together, these organizations represent more than 115,000 higher-ed professionals. NACS has been an engaged member association of CAS since 2004 and has two representatives who actively serve on the CAS Council, representing NACS and the collegiate retail industry.

Carol Miller Schaefer, director of the VolShop at the University of Tennessee, and a past president of NACS and of the NACS Foundation, is the council representative. She also serves on the more select CAS Governing Board as the member-at-large for administration. Jeff Nelson, NACS vice president of industry collaboration and development, serves as the alternate council representative.

There are existing CAS standards for college auxiliary services that have been produced in collaboration with the National Association of College Auxiliary Services (NACAS). However, these don’t provide the level of detail needed to address the unique requirements of the college store. Consequently, NACS has been developing industry standards for campus stores and following all CAS development protocols. In 2022, NACS will submit a formal proposal requesting that CAS consider adopting new functional area standards for campus stores.

Collaborating with CAS provides substantial value for the Standards Project including the utilization of the CAS framework to organize the standards development process. There is also significant validation realized by earning the stamp of approval of a recognized higher-ed standards-setting body. Senior college administrators on the nonacademic side of the institution are familiar with CAS and that will lend credibility to and appreciation of college stores’ integrating the industry standards into their processes and their reporting.

Each set of CAS standards contains 12 common criteria categories. These have relevance for each and every functional area within CAS, no matter what its primary focus. They provide a consistent framework within which the standards and guidelines are organized.

Every set of CAS standards is built upon core standards that apply across all functional areas and these are referred to as the CAS General Standards. The set of CAS General Standards is

---

The support and approval of CAS will maximize the value of the college store standards.

""
predetermined and cannot be changed but are sufficiently universal to be applicable to all functional areas. For example, one of the CAS General Standards within their Financial Resources section is “Every functional area must demonstrate responsible stewardship and use of fiscal resources.” It is easy to see that this type of standard is completely applicable to college stores.

The CAS framework includes both standards and guidelines for each functional area. Standards are requirements for all quality programs, can be achieved by everyone, and use the verb “must.”

Guidelines represent enhanced practice, may not be practical for all programs, and use the verb “should.” Both standards and guidelines for college stores are included in the NACS Foundation Standards Project.

All CAS standards also include specialty standards and guidelines that pertain to one specific functional area of the college operation. These are the types of standards currently being developed for college stores through a consortium of committees and volunteers representing all aspects of the campus store industry. The standards and guidelines developed to-date can be viewed at the NACS Foundation web site: www.nacsfoundation.org

There are currently more than 40 industry professionals volunteering their time to identify and develop college-store industry standards. If the formal proposal to adopt new standards for campus stores is approved by CAS, these standards will be submitted to CAS for their review and approval, ultimately endorsing them and publishing them as new CAS standards. Once published, the CAS standards will provide an invaluable set of tools for college stores to use to maintain and improve their operations. NACS will also develop additional related resources and educational opportunities for store members.

The support and approval of CAS will maximize the value of the college store standards, contribute to the success of college stores, and help position the value of the college store within the campus community.

CAS’ overarching goal is to foster student learning, development, and achievement.

Stephen Hochheiser is a past president of the NACS Foundation and is retired after a 40-year career in publishing and bookstore management.

---

**INDUSTRY UPDATE**

LeMoyne-Owen College, Memphis, TN, contracted its bookstore to Barnes and Noble College as of Nov. 15.

Fullerton College, Fullerton, CA, leased its bookstore to Follett as of Nov. 12.

Moraine Park Technical College, Fond du Lac, WI, ended its contract with Follett in November and closed the campus stores on its three campuses. The college has selected eCampus to operate an online bookstore but plans to explore on-campus options for other store services such as spirit items and textbook pickup.

ETBU Bookstore, East Texas Baptist University, Marshall, transitioned operation of the physical location and website from Follett to Texas Book Co. on Nov. 19.

Shelton State Bookstore, Shelton State Community College, Tuscaloosa, AL, is now managed by Barnes & Noble College. The store’s contract with Follett ended Nov. 22.

The JC Bookstore, Jackson College, Jackson, MI, is discontinuing Follett management and is opening a Jets Store for general merchandise. The college has moved to all digital course materials in a partnership with BibliU.

The Owl Bookstore, Citrus College, Glendora, CA, was contracted to Follett as of Dec. 8.