Significant progress continues to be made on the NACS Foundation Standards Project with the Financial Resources standards written, the section on Course Materials in development, and General Merchandise next in line. While the initial goal of the project is this content development, it is also important to understand that NACS plans to help member stores apply the standards to achieve or maintain operational excellence and be a valued campus resource.

The project’s standards provide stores with best-practice industry processes and performance benchmarks as well as direction on what to measure. While this information is indeed critical, it is just as important for NACS to provide stores with the tools needed to successfully leverage these standards.

While the standards themselves establish the “what” that stores should strive for, the educational resources will provide the “how” that stores need to successfully meet those standards.

So, while the NACS Foundation continues work on the standards, NACS Education is working on high-quality, relevant learning opportunities to help member stores apply these guidelines.

Robb Faust, learning and program development director at NACS, reports that just as campus stores are reviewing their operations in order to maintain their relevance to their institutions, NACS Education is taking a fresh look at how best to serve the membership. This includes both educational content and the related delivery systems.

This reinvigorated NACS educational strategy aligned to the NACS Foundation Standards Project truly reflects the organization’s motto, “If it’s important to you, it’s important to us.”

In order to meet the organization’s education goals as effectively and efficiently as possible, NACS has contracted with Dr. Jennifer Sader to assist in this effort. Jen has a Ph.D. in higher education administration and is applying her experience as a faculty member and as an instructional designer. She notes that she loves working with people to help them learn, strives to break things down for people to understand, and enjoys applying technology for educational benefit.

One of Jen’s initial focuses is how best to assist stores in applying the various elements of the Standards Project. This includes leveraging existing NACS educational content that relates directly to the standards, developing new applicable resources aligned to the standards, and identifying various delivery methods that reflect members’ preferences and address their evolving needs.

Many of these learning resources and opportunities will be tied to specific industry standards to provide stores with the information and actionable tools they need to help achieve those standards. A key goal of this ongoing project is to aid personnel in all store departments and at all stages of their careers—whether they be seasoned professionals or new to the business.

In addition to continuing current NACS educational offerings such as conferences,
webinars, and roundtables, Robb envisions far more types of learning opportunities for store managers and staff. As he notes, “We look forward to new ways to engage with content: from how-to videos, podcasts, and job aids to self-paced online learning, training courses, and in-person workshops!”

An initial example is the recording of the webinar on the new College Store Insights (CSI) data analytics platform that is currently available to watch on nacs.org. Currently in development is a scorecard designed to help stores determine how they compare to the standards in each review area (e.g., Financial Resources, Course Materials, etc.) along with links to resources for the store to identify how to improve performance as needed.

While the standards themselves establish the “what” that stores should strive for, the educational resources will provide the “how” that stores need to successfully meet those standards.

Also on the NACS Education roadmap is a new NACS learning management system (LMS) that will help facilitate member access to and usage of the resources and tools. This project is a strategic priority of the NACS Board of Trustees and it will be a critical component of the reimaged industry educational experience for NACS members.

It is indeed exciting to think about the day-to-day operational value of NACS providing content that helps stores meet the project’s standards. Check out the NACS Foundation’s website (www.nacsfoundation.org) for more information on the Standards Project and for updates on related educational resources and opportunities.

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

CALENDAR OF EVENTS


At presstime, some state/regional associations were reconsidering plans for in-person meetings or had not finalized dates yet.

SEPTEMBER

20-21  
West Virginia Association of College Stores Annual Meeting  
In person CANCELLED

26-28  
Michigan Association of College Stores Fall Meeting  
In person  
Crystal Mountain  
Thompsonville, MI  
http://macsmi.org

28-29  
Mid-States Association of College Stores Fall Conference  
In person TENTATIVE  
Marriott Country Club Plaza  
Kansas City, MO  
www.msacs.net

OCTOBER

4-8  
Illinois Association of College Stores Annual Meeting  
Virtual TENTATIVE  
www.iacs.org

12-14  
Rocky Mountain Skyline Bookstore Association Annual Meeting  
In person  
Embassy Suites by Hilton Hotel and Conference Center  
Loveland, CO  
www.rmsba.org

17-18  
Southwest College Bookstore Association Annual Meeting  
In person CANCELLED  
Virtual meeting TBD  
www.swcba.com

25-26  
Ohio Association of College Stores Fall Conference and Trade Show  
In person  
Ashland University  
Ashland, OH  
www.oacsohio.org

25-27  
South Carolina Association of College Stores and College Stores Association of North Carolina Combined Annual Meeting  
In person  
Beach Cove Resort  
Myrtle Beach, SC  
www.scacs.net

26-27  
Middle Atlantic College Stores Annual Meeting  
In person CANCELLED  
Virtual meeting TBD  
https://macs.org

NOVEMBER

1-2  
Northeast Campus Stores Association Fall Meeting and Trade Show  
In person  
Rivers Casino and Resort/The Landing Hotel  
Schenectady, NY  
https://northeastcsa.org

Calendar of Events welcomes submission of industry events for inclusion in future issues. Send name of event, dates, venue, and contact information to CS@nacs.org. For details on NACS events, go to www.nacs.org/events. For links to state and regional associations, go to www.nacs.org/state-regionals.