Study Guide

The CASP exam is broken down into five content areas:
1. Leadership  
2. Management  
3. Marketing, Communications & Business Relations  
4. Operational Areas  
5. Student Development

LEADERSHIP

General Knowledge  
A. Mission & Vision  
B. Principles of Organization Structure and Culture  
C. Supervision of staff across units and levels  
D. Strategic Planning  
E. Entrepreneurship within auxiliary operations  
F. Customer Service Excellence  
G. Inclusiveness, Diversity, and Inclusion  
   1. Common methods for increasing/building inclusivity  
   2. Resources  
   3. NACAS efforts on inclusivity  
H. Safety and Security  
   1. Prevention  
   2. Response  
   3. Mitigation

Ethics  
A. NACAS Standards of Conduct  
B. Institutional codes of conduct and conflict of interest policies.  
C. Leading transparency and accountability within an organization

Interpersonal Skills & Group Facilitation  
A. Teambuilding and group dynamics theories and concepts that result in effective teams, group decision-making, and problem solving  
   1. Group vs. individual decision making  
   2. Consensus-building  
   3. Facilitation skills  
B. Negotiating techniques and concepts
C. Conflict resolution techniques and concepts.

Strategic Management
A. Developing business plans
   1. Familiarity with business plan organization/sections
   2. Market analysis
   3. Break-even analysis

B. Identifying trends in college auxiliaries and how to act on them

C. Leadership succession planning

D. Assessment of college auxiliary services
   1. Effectiveness
   2. Learning
   3. Standards (CAS)

References

1. Which is characteristic of an effective organization?
A. Everyone creates personal goals and works diligently to achieve them
B. Individuals decide on which departmental goals they will work
C. Democratically chooses a leader for each departmental goal

4. SWOT analysis
B. Identifying trends in college auxiliaries and how to act on them

MANAGEMENT

Project Management
A. Project management frameworks
B. Skills necessary to manage projects and resources.
C. Project coordination
D. The use of qualitative and quantitative data in decision-making.
E. Use and execution of contracts
   1. Indemnification
   2. Force Majeure
2. What goal does the Leadership in Energy and Environmental Design certification promote?
A. Affordability
B. Transportation
C. Accessibility
D. Sustainability

3. Environmental responsibility

Financial Management
A. Development and management of budgets
   1. Balance sheets
   2. Income and Expense reports
   3. Cash Statements
   4. Assets vs. Liabilities
   5. Current vs. Non-Current Assets & Liabilities
B. Financial planning and setting budget goals
   1. Long-term
   2. Short-term
C. Systems/tools for monitoring financial performance
D. Internal financial controls, loss prevention, and audits
E. Financial assessment and analysis
F. Economic and budget factors and effects on finance

Human Resource Management
A. Law and policies
   1. Recruitment and hiring
   2. Health and safety
   3. Labor unions
B. Job functions, personnel responsibilities and chain of command.
C. Professional development, training, coaching, and mentoring.
D. Performance evaluation and assessment
E. Compensation practices
F. Continuity of operations when faced with staff turnover.
G. Disciplinary standards and institutional policy.

Technology/Information Systems
A. Computer systems, software, cloud and mobile technology used for auxiliary services.
B. How technology can improve the delivery of services.
C. Payment Card Industry (PCI) compliance for credit card acceptance.
D. Information management system security and integrity.
E. Data as a decision support tool.

References

MARKETING, COMMUNICATIONS & BUSINESS RELATIONS

Marketing
A. Methods for responding to the needs and interests of stakeholders to develop relevant auxiliary programs and services.
B. Needs assessment and market research
C. Formulating and implementing a marketing plan for auxiliary services
   1. Product
   2. Price
   3. Promotion
   4. Place
D. Promoting auxiliary service(s) to all target audiences.
E. Assesses effectiveness of marketing efforts
Communications
   A. Advocating for auxiliary service(s) to internal and external audiences. Represents the institution to internal and external audiences.
   B. Issues of content, medium, audience, impact and timing when shaping communications.
   C. Working with internal and external media

Business Relations
   A. Relationship and contact building
   B. Negotiating with business partners to create opportunities that increase the competitive position of both parties.

3. What must be considered when negotiating a commission-based contract with a business partner?
   A. Corporate overhead charges
   B. Term of the agreement
   C. Operating costs for general supplies
   D. Total payroll expenses

   C. Negotiating agreements benefiting the institution/department.

References

OPERATIONAL AREAS: PHYSICAL FACILITIES, FOOD SERVICE, BOOKSTORES, CARD SERVICES, COMMERCIAL/RETAIL

Physical Facilities
   A. Resources required to meet the goals of the physical facilities area.
   B. Federal or state regulation, industry standards and institution policies related to physical facilities.
   C. Industry trends in the physical facilities area including architectural aesthetics, green building, energy efficiency and other facilities best practices.
   D. Forecasting facility programming needs and building functionality.
E. Processes and procedures to minimize construction impacts to programs and activities.

Bookstores/Commercial Retail
A. Resources required to meet the goals of the bookstore/commercial retail area.
B. Federal or state regulation, industry standards and institution policies related to textbooks and commercial retail operations, penalties for non-compliance
C. Key contacts/resources for bookstore/commercial retail operations.
D. Trends in the commercial retail and licensed merchandise, textbooks and course materials, including digital course materials.

Food Services
A. Resources required to meet the goals of food services.
B. Federal or state regulation, industry standards and institution policies related to food services.
C. Key contacts/resources for food services.
D. Industry trends in the food services area that meet the needs and preferences of students and other constituencies.

Card Services
A. Resources required to meet the goals of card services.
B. Federal or state regulation, industry standards and institution policies related to card services.
C. Key contacts/resources for card services.
D. Industry trends in card services.
E. Policies and procedures to maintain security and integrity of card systems.
   1. PCI (Payment Card Industry) Security Standards compliance

4. Which association specializes in educating members on current trends in the ID Card Industry?
   A. National Association of Campus Stores
   B. National Association of Campus Card Users
   C. Payment Card Industry
   D. National Association of College Business Officers

2. Restricted, allowed, and prohibited information in card transactions

Automated Vending Machines
A. Resources required to provide automated vending services.
B. Federal or state regulation, industry standards and institutional policies related to automated vending services.
C. Sources of key contacts/resources for automated vending services
D. Industry trends related to automated vending services
5. Which outcome is a result of student learning and development in auxiliary services?

A. Program assessment
B. Reduced financial need
C. Intellectual growth
D. Increased admission applications

E. Employment and mentoring
Physical Environment

A. Provides and operates facilities, services and programs to facilitate student development programs and encourages student learning and development of community.

B. Auxiliary operations relationship to the institutional mission (including efforts of Student Affairs and Academic Affairs).
   1. Recruitment vs. Retention
   2. Student Success
   3. Satisfaction
   4. Community building

C. System design
   1. Ease of student access to services
   2. Promote inclusion and community
   3. Encourage student use
   4. Enable continuous feedback.

Research & Assessment

A. Assessment programs, analysis of the results, and interprets the student learning and outcomes occurring in auxiliary services.

B. Characteristics of students and prospective students and relation to the provision of quality services that meet their needs.

References
