

**De Anza Bookstore
Educational Resources & College Operations
Program Review
October 2008**

A. Mission

The mission of De Anza College Bookstore is to provide an efficient and centrally located source for selling textbooks, school supplies, computers, accessories, as well as other merchandise related to campus life, at a competitive price, for the students, faculty, staff, alumni, and friends of De Anza College.

B. Number of FTE

The Bookstore has seven full time employers.

Bookstore Director	Jeri Montgomery
Bookstore Coordinator	TBD
Textbooks Coordinator	Kenneth DiMare Steve Mallett
Customer Service Assistant	Noah Asch
Shipping and Receiving Assistant	Alejandro Lambruschini
Accounting Assistant / Vault Teller	Sharon Stoeckle

C. Responsibilities

Bookstore Director: Provides administrative oversight in the management and operation of the De Anza College Bookstore. Responsible for directing and guiding all store activities including product selection and purchasing, service areas, financial performance, budget development, marketing, merchandising, personnel and general operations. Other duties as assigned.

Bookstore Coordinator: Coordinate the purchasing and stocking of all general merchandise, update and maintain vendor lists, purchasing and inventory files and determine future stock needs. Oversee and coordinate daily physical condition of the bookstore, develop maintenance, improvement and renovation procedures. Insure accurate pricing and margins within determined guidelines of the bookstore. Conduct an annual inventory and update computer system with upgrades and other required maintenance. Other duties as assigned.

Textbooks Coordinator: Coordinate the ordering of the textbooks for the College to insure students and instructors have the necessary textbooks and materials for classes, train and provide work direction to assigned staff. Other duties as assigned.

Customer Service: Assist in the design and implementation of processes and policies to insure the delivery of a consistently high level of customer service. Includes training and scheduling of customer service staff. Other duties as assigned.

Shipping and Receiving Assistant: Receive and process textbooks and general merchandise for the bookstore, check products against purchase orders and shipping documents, communicate with vendors regarding problems or questions. Work with bookstore staff to insure a steady and reliable flow of merchandise from receiving to the bookstore. Other duties as assigned.

Accounting Assistant / Vault Teller: Perform a variety of high-level professional accounting tasks related to the cash registers, vault, buyback funds, petty cash, college department purchases, purchasing loan agreements, financial aid/EOPS vouchers and other college related purchases. Prepare financial reports and records of revenues and expenditures. Work with cashiers during rush or unusual time. Other duties as assigned.

D. Budget Summary

As an enterprise fund, the bookstore must be self-funding. Annual profits ensure a long term self-sustaining operation. With this in mind, the costs necessary to provide the required products and services the campus expects have to be weighed against the projected sales for the fiscal period.

With the major expenses being personnel costs, the levels of these expenditures must be periodically reviewed to ensure that the projected year-end totals do not jeopardize the profitability of the store, should sales fall below the anticipated levels. Other operating expenses must also be reviewed and controlled to avoid unnecessary costs that could also have a significant impact on the store's profitability. Likewise, should higher than anticipated sales activity cause a drop in the desired service levels, staffing should then be increased.

E. Strengths

Our strength is in our employees. They have a depth of knowledge of textbooks, supplies and computer equipment that is unparalleled in other college environments. Additionally, the bookstore hires a culturally diverse staff from the student population which promotes a great understanding of the many cultures by fostering the opportunity to meet one another, socialize and work together. There is a strong and respectful communication among all bookstore employees. We have a vibrant and mutually beneficial business relationship with our vendors and campus representatives.

F. Weaknesses

The bookstore does not have adequate full time staff to provide the level of service that we consider optimum.

The perceived value of the bookstore operation, by the campus (including instruction), is limited and in a recovering stage due to some previous practices.

G. Trends

Positive:

Sales remain strong in textbooks and computers.

Rental books have added a more affordable alternative to textbook purchases.

The bookstore is able to easily accommodate increases in enrollment.

Negative: Economic conditions in both the state budget as well as the country in general (high unemployment) are uncertain which makes forecasts more challenging.

H. Qualitative Workload Measurements:

Narrow focus surveys were conducted in summer 2008 and will be repeated every year. We will organize a focus group per year and some interviews with clients in order to measure their satisfaction with the service and the products.

I. Quantitative Measurements:

Total books sold (numbers not dollars) for Fall Quarter-

New Books	22,490
Used Books	12,301
e-books	199
Printshop	8,890
General Books	2,346
Rental Books	555

J. Planning Agenda:

Continue to increase the ratio of used to new textbooks available for sale for 2009/2010 and forward.

Implement a communication plan among staff and instructors in order to increase rental textbooks and obtain requisitions in a timely fashion.

Increase school supplies sales, 2009/2010 and forward, utilizing the same communication plan.

Participate in negotiation with vendors to obtain the best promotions, discounts, etc.

Continue to support social programs as the De Anza Green Community and Fund-Raising Activities with advertisement and promotions.

K. Comments

STRATEGIC PLANNING

1. How does your service respond the College's strategic initiatives?

De Anza Bookstore is committed to providing the instructional materials that are necessary to improve *students' learning and success*. Our bookstore maintained its ability to meet the demands of the college generated by the *outreach and retention programs*.

We are aware of the cultural diversity that exists in De Anza College and we are diverse in our hiring and are the largest employer on campus for students. This creates a *cultural competence* in the Bookstore work environment and across campus.

2. Which initiatives does your service respond to and in what ways can the response be measured or evaluated?

Retention and Success:

Pathways initiative.

Cultural Competence:

We encourage cultural diversity and competence within our workforce, as well as collegiality and empowerment.

Success:

The best way we measure our success is through our sales.

3. How does the work of your service respond to increase access, growth, retention and/or student equity?

Retention:

The customer service, value and fair prices we provide enhances the student's satisfaction and their desire to remain linked to De Anza College.

Student equity:

We encourage and promote cooperation and camaraderie among the students we employ, many of whom belong to different cultures. As a result the service provided to all of our customers is based on equality.

4. What other programs/services are you working with to accomplish your proposed goals/outcomes?

Financial Aid- we are a resource for financial aid vouchers as well as student employment.

Admissions / Records-we coordinate with them to accommodate student needs based on time of the quarter and what A & R are providing.

5. What is important to understand about your service and the consequences to the college if it was discontinued or reduced?

We are on campus as simply the best way to make a unique and wide variety of products readily available to the campus community. We have the necessary tools, understanding and knowledge of the products to accomplish this in an efficient and effective manner that is overall successful.

If we were not on campus the students would not have a place on campus that offers total access to products, textbooks, student, art, photography supplies etc)as well as information about classes through out the quarter. Our competition offers limited titles and often only a few copies of textbooks and do not maintain stock through out the quarter. Textbook rentals would not be a part of the campus. We also provide a service option for many voucher type purchases including EOPS and Financial Aid. Many student jobs and the FTEs would be lost.