
Bookstore Operations July 2012 Open Forum Listening Sessions

Student Learning Outcomes:
The Bookstore needs to contribute positively to student learning outcomes.

Need an overall bookstore experience that positively contributes to student learning outcomes through efficiently working with faculty and making the students' interactions with the Bookstore positive, fair, simple and efficient. High quality customer service will contribute to students having a positive experience. A vibrant bookstore contributes to a vibrant student center.

Fiscal	Notes
2010-11 revenue is down 14.7% from 2009-10.	Need to return to long term sustainability. Need to stabilize annual sales & return to positive net income. Bookstore is showing annual losses. Need to restore positive cash. Bookstore fund equity at 6-30-2011 was \$471,000, but little cash as equity is tied up in inventory.
Financial reporting	Need clear, relevant management reports: monthly and annual reports of sales and costs and at least annual financial reports.
District fiscal sustainability	Long term the Bookstore needs to remain competitive with other bookstores, online retailers, etc. The Bookstore needs to operate efficiently, cover all its operating and long term capital costs, and generate a reasonable level of financial cushion to weather any unexpected fiscal problems. Need to reduce the risk of the Bookstore becoming a drain on the District.

Students	Notes to Consider
Textbooks	Students need access to affordable new and used textbooks, and a good buyback program. Need to stay current with trends for textbook rental, etexts, and other innovations.
Financial Aid	Need to offer more services to students on financial aid, such as electronic financial aid vouchers, store credit until financial aid is funded, etc.
Online & distance students	Need to offer high quality services to accommodate students from a distance.
School Spirit	Students need access to a variety of CR logo items at a variety of price points to allow for small to larger options. Need to have <i>cool</i> stuff.
Student Services	Students need to be able to get their books, ordering process needs to be simple & needs to stay with current with technology, such as online ordering, ordering apps, etc.
Student employment	Need good student employment and training opportunities, internships.
Accessibility & accomodations	Need a complete bookstore experience at all levels that provides reasonable accomodations when students request help.
Closing the Loop	Need a plan for ongoing student input and feedback, an advisory group, surveys, incentives. Need a plan to evaluate the feedback and then make changes as appropriate.

Technology	Notes to Consider
Point-of-Sale (POS), inventory & reporting system	Need to replace the cash registers/POS and upgrade the inventory, financial management and reporting system.
Interface to District	Need a better Datatel interface to accept financial aid vouchers, possibly accept payments, sell parking permits, etc.

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Sales trends

Need to stay up-to-date with student purchasing habits - itunes cards, computer tablets, etexts, educationally discounted software, etc.

Website

Need to upgrade the website to maximize the usability and attractiveness. Need to stay current with trends in apps and other innovations.

Bookstore facility

Notes to Consider

Décor, merchandising

Need to update to meet current trends for more open atmosphere. Need to address aging facility with affordable updates. Bookstore needs to contribute to a vibrant student center.

Inventory

Need to ensure that inventory is updated, is selling and is properly priced.

Cleanliness

Need a bookstore that is exceptionally clean and well taken care of.

Centers

Notes to Consider

Textbook services

Need to upgrade services to better serve the centers.

Other services

Need to consider offering other bookstore services.

Faculty and other employees

Notes to Consider

Textbooks, course packs

Need a well thought out, understandable process for textbook adoption. Bookstore needs to support the faculty text adoption process. Need to provide faculty with the tools & training to maximize learning outcomes through best practices in college texts.

Other services

Bookstores are not for textbooks alone. Need a plan to meet the needs for other services in an efficient and sustainable manner.

Bookstore employees

Notes to Consider

Employees

Need a Bookstore solution that contributes to the success of our Bookstore employees. Need to create facility, inventory, technology, marketing, training, and other systems that are well understood, effective, contribute to meeting the District's Strategic Plan and Education Master Plan, and help Bookstore employees to succeed.

Management

Need proactive management who keep the bookstore operating smoothly and who communicate periodic updates and provide early alerts on any problems.

Diversity & equal opportunity

Need plan to ensure the bookstore environment welcomes and fosters diversity and equal opportunity.

Staffing

Bookstore needs to be properly staffed & have additional staff at peak periods each term. Need to keep up with innovations, such as email, chat, text, etc. for online customer service.

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Training

Employees need to complete periodic training to enhance skills and maintain high customer service standards.

Bookstore Corporate Responsibility

Notes to Consider

Green

Need to embrace environmental sustainability, recycling, reduce waste.

Ethical treatment

Need a plan to ensure that products and services come from vendors using ethical practices and practicing appropriate corporate responsibility.

Energy usage

Need to reduce energy usage and reduce waste through efficiency upgrades.

Bookstore Mission

Notes to Consider

Current Mission

The campus bookstore is a meeting place of, and an adjunct to, both the academic and social life of the college. It is an academically oriented resource where the need for, and interest in, reading and study engendered in the classroom, can be nurtured and reinforced.

The bookstore is also a social focal point on the campus offering many services required by a multivariied college community. The purpose of the College of the Redwoods Bookstore is to provide for the sale of book and supply requirements connected with the academic programs of the College and the sale of such other supplies as shall be determined from time to time.

The College of the Redwoods Bookstore is operated on sound business principles in the anticipation that it's income will cover it's operationg expenses. Equity will be invested for the benefit of the students, such as scholarships and other programs.

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Proposed Mission?

The primary purpose of the College of the Redwoods Bookstore is to be our students' first choice for meeting their textbook and academic supplies requirements. The Bookstore contributes to student learning outcomes by providing every student with access to faculty recommended learning materials for every College of the Redwoods course offering at a competitive cost. The Bookstore contributes to school spirit by offering CR apparel and other items.

The College of the Redwoods Bookstore operates on sustainable business principles ensuring that operating expenditures and long term capital costs are covered each year, and that the Bookstore maintains a reasonable reserve for unanticipated events and for potential innovations. Excess equity will be invested for the benefit of the students of the District.