

Program Efficacy Report Spring 2013

Name of Department: Bookstore

Efficacy Team: Stacy Meyer, David B. Smith

Overall Recommendation (include rationale): CONTINUATION

Bookstore continues to perform a vital service on our campus despite challenging economic times (in terms of recent enrollment declines) and technology advances which jeopardize traditional profits and business paradigms. They document their ongoing efforts to adapt to new realities and increase their service to our student population.

Strategic Initiative	Institutional Expectations	
	Does Not Meet	Meets
Part I: Access		
Demographics	<i>The program does not provide an appropriate analysis regarding identified differences in the program's population compared to that of the general population</i>	<i>The program provides an <u>analysis</u> of the demographic data and provides an interpretation in response to any identified variance.</i> <i>If warranted, discuss the plans or activities that are in place to recruit and retain underserved populations.</i>
Efficacy Team Analysis and Feedback: MEETS The campus bookstore serves the entire student population on an open basis; hence, their demographic model matches that of the campus overall. There is no evidence to suggest that any particular population group under- or over-utilizes services.		

Pattern of Service	<i>The program's pattern of service is not related to the needs of students.</i>	<i>The program provides <u>evidence</u> that the pattern of service or instruction meets student needs.</i> <i>If warranted, plans or activities are in place to meet a broader range of needs.</i>
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Efficacy Team Analysis and Feedback: MEETS

The bookstore's pattern of service is to offer convenient and extended hours of operation, staying open until 6:00 p.m. nightly and for more than seven hours on Fridays. They provide extra hours of service at the beginning of each semester and offer limited Saturday services as well. The bookstore staff is to be commended for monitoring the efficacy of their sales/traffic on a quarterly basis to make sure they are efficiently serving our campus. There are also online services available through their website and two satellite vending machines that give students ready access to test supplies.

Part II: Student Success

Data demonstrating achievement of instructional or service success	<i>Program does not provide an adequate analysis of the data provided with respect to relevant program data.</i>	<i>Program provides an <u>analysis</u> of the data which indicates progress on departmental goals.</i> <i>If applicable, supplemental data is analyzed.</i>
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Efficacy Team Analysis and Feedback: MEETS

The bookstore team has provided a detailed analysis regarding their effectiveness at meeting student success goals with innovative initiatives and adapting to the times. Their expanding textbook rental program saves students up to 60% off retail prices; they also offer used-book buyback options that provide the store with a much-needed 40% profit margin. Students can also quickly place book orders online as they register. Custom kits for various classes – culinary, nursing, biology, art, music – are an added convenience and a growing slice of the business pie for the store. Healthy snacks/beverages increased \$27K last year.

Student Learning Outcomes and/or Student Achievement Outcomes	<i>Program has not demonstrated that they have made progress on Student Learning Outcomes (SLOs) and/or Service Area Outcomes (SAOs) based on the plans of the college since their last program efficacy.</i>	<i>Program has demonstrated that they have made progress on Student Learning Outcomes (SLOs) and/or Service Area Outcomes (SAOs) based on the plans of the college since their last program efficacy.</i>
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Efficacy Team Analysis and Feedback: MEETS

Although SLOs are not a direct function of the Bookstore, the report authors stressed that indirectly, their focus is twofold: provide affordable course materials so students can meet their goals, and also work with faculty to make available the best possible forms of course material offerings in a timely manner.

Part III: Institutional Effectiveness**Mission and Purpose**

The program does not have a mission, or it does not clearly link with the institutional mission.

The program has a mission, and it links clearly with the institutional mission.

Efficacy Team Analysis and Feedback: MEETS

The Bookstore's mission is to offer an assortment (diversity) of quality products that meet student, faculty, and staff needs – always in an affordable and timely manner. Their very survival depends on being competitive with industry standards. SBVC's goal of providing a quality education depends upon such resources; the Bookstore supports ongoing campus programs and services, events, and activities.

Productivity

The data does not show an acceptable level of productivity for the program, or the issue of productivity is not adequately addressed.

The data shows the program is productive at an acceptable level.

Efficacy Team Analysis and Feedback: MEETS

Although volume and profits have been down in recent years due to declining enrollment and rapid changes in school supply business models, the Bookstore addresses the trends and is coping successfully with a positive blueprint for survival. Recent textbook sales figures were down \$22K, but the numbers are trending back up. Their financial status is monitored by District Accounting on a monthly and quarterly basis, and they budget for anticipated downturns based on enrollment figures. They subscribe to the standards and practices articulated by the National Association of College Bookstores.

Relevance, Currency, Articulation

The program does not provide evidence that it is relevant, current, and that courses articulate with CSU/UC, if appropriate.

Out of date course(s) that are not launched into CurricUNET by Oct. 1 may result in an overall recommendation no higher than Conditional.

The program provides evidence that the curriculum review process is up to date. Courses are relevant and current to the mission of the program. Appropriate courses have been articulated or transfer with UC/CSU, or plans are in place to articulate appropriate courses.

Efficacy Team Analysis and Feedback: DOES NOT APPLY**Part IV: Planning****Trends**

The program does not identify major trends, or the plans are not supported by the data and information provided.

The program identifies and describes major trends in the field. Program addresses how trends will affect enrollment and planning. Provide data or research from the field for support.

Efficacy Team Analysis and Feedback: MEETS

The major trend of concern is admittedly the competition from online textbook resources. The Bookstore must also contend with the Higher Education Opportunity Act which mandates the posting of all textbook information at a college's point of registration. While no obvious solutions exist, the Bookstore is committed to competing effectively by offering student-friendly services, on-campus convenience, and the advantage of immediacy of their product availability.

Accomplishments

The program does not incorporate accomplishments and strengths into planning.

The program incorporates substantial accomplishments and strengths into planning.

Efficacy Team Analysis and Feedback: MEETS

The Bookstore has an impressive portfolio of accomplishments in two key areas. Textbook services include the increase to 65 rental titles, nearly double the earlier slate of books, and a partnership with the 3rd-party rental company SKYO, an alternative program that nets a 12% commission on online rentals. Its second positive income stream derives from convenience foods/snacks and items like AS stickers, Theater-on-Campus events, bus passes, etc., available over-the-counter and at the web site. The store is also considering services like laptop repair, electronic charging stations, and recycling.

Weaknesses/challenges

The program does not incorporate weaknesses and challenges into planning.

The program incorporates weaknesses and challenges into planning.

Efficacy Team Analysis and Feedback: MEETS

This is perhaps the least specific area of an otherwise fine report. They simply restate their commitment to stay solvent/competitive in a tough business climate by using a knowledgeable staff to offer convenience and excellent service.

Part V: Technology, Partnerships & Campus Climate

Program does not demonstrate that it incorporates the strategic initiatives of Technology, Partnerships, or Campus Climate.

Program does not have plans to implement the strategic initiatives of Technology, Partnerships, or Campus Climate.

Program demonstrates that it incorporates the strategic initiatives of Technology, Partnerships and/or Campus Climate.

Program has plans to further implement the strategic initiatives of Technology, Partnerships and/or Campus Climate.

Efficacy Team Analysis and Feedback: MEETS

Rather than restating past successes, the report focuses mostly on future goals in the field of technological service. Ideas include: real-time inventory accounting via the web page, pin-pad debit card transactions at point-of-sale, textbook price-comparison opportunities for students, computerized availability of textbook listing (titles/prices) for the Buyback program, mingling sales and rentals at one purchase point rather than having to rent at one specific register.

Ongoing partnership successes are detailed as follows: providing custom supplies as faculty request them, e.g., culinary knife kits, aprons, hats; dissection kits, EKG strips, etc. Bookstore imprints supplies and sportswear for a variety of campus events. They will continue to work with improve relations with faculty in an effort to constantly improve timely ordering of textbooks, and also consult with them to lower overall textbook costs through the use of e-books, used, rentals, custom books, loose-leaf, and print-on-demand.

Part VI: Previous Does Not Meets Categories

Program does not show that previous deficiencies have been adequately remedied.

Program describes how previous deficiencies have been adequately remedied.

Efficacy Team Analysis and Feedback (N/A if there were no “Does not Meets” in the previous efficacy review): NO AREAS OF DEFICIENCIES FROM LAST REVIEW.