BOOKSTORE SERVICES
NON-INSTRUCTIONAL
ANNUAL PROGRAM REVIEW and PLAN
2012

1. Program Description/Mission:

The objective of Citrus College is to provide a safe, friendly, accessible environment where all students and community members may optimize their academic, career, and cultural development. The Owl Bookshop and Art & Coffee Bar support this objective by providing tools necessary for learning excellence, properly training student workers to be successful entrepreneurs and/or employees, creating an inviting place to shop and safely spend time between classes, provide premier customer service, and focus individual assistance to customers with disabilities. Services are provided to the entire campus and local community.

2. Key functions/goals of this Department/Program:

- Support the mission and vision of Citrus College by contributing to the academic success of students and to the overall quality of life at Citrus College.
- Promote textbook affordability through effective communication with students, staff and faculty as well as using Legislative directive to guide textbook policy change.
- Render outstanding service to the entire college and local community, not only through the wide campus programs and organizations through its annual dividend to the Associated Students.
- Meet the various opportunities for change by identifying and implementing productive innovations including, but not limited to, those of a technological nature. This analytical approach to the constantly changing environment will enable the bookshop to maintain both competitive pricing and premium customer service.
- Be a dynamic and rewarding place to work. Store employees will be supportive of each other and of the store's values. They will personify ethical conduct and professionalism.
- To encourage staff to have a strong commitment to creating the store's future, not merely allowing it to occur. This will be demonstrated by an ongoing program of student learning outcomes.

3. <u>Assessment of Outcomes:</u>

Populate with the existing Unit Outcomes			
<u>Outcome</u>	**<u>Assessment</u>**	**<u>Result</u>**	**<u>Change</u>**
1. Students should be able to distinguish the Owl Bookshop as the on campus center for practical educational resources to further their educational planning process and future goals.	1) Bookstore staff surveyed 255 students who returned their textbooks during spring 2011 refund period. 2) Improved survey will be given to students during fall 2012 refund period.	The top three responses were: 23% buying cheaper books somewhere else 15% dropping their class 15% being given the wrong books Of special note: 31% of the respondents declined to state why they were returning their textbooks.	The Bookstore team will reexamine shelf tag information and student training procedures. Shelf tags will be revised, procedure manual updated, and student staff will be retrained. The survey and process will also be examined and revised to decrease the "decline to state" replies.
2. Students should be able to distinguish the Owl Bookshop as the on campus center for practical educational resources to further their educational planning process and future goals.	2) Bookstore staff will distribute extensive surveys to customers during spring 2013. The Bookstore team will compare results of a previous extensive survey given in 2009.	TBD	TBD
3. Offering Pell recipient access to educational materials the first week of spring and fall semesters will improve student perception of improved progress in courses.	Pell students will be surveyed at the completion of spring semester Pell access periods. 407 Students completed the spring 2012 Pell online survey of 7 multiple choice questions and 2 open ended questions.	Respondents were very positive with the ability to purchase educational materials during the first week of the term through bookstore Pell accounts. Of note: 88.4% of respondents felt they would be a more successful student by having their materials during the first week of school. 86.6% of respondents found it convenient to use Pell grant funds at the Owl Bookshop. 81.2% of respondents would use Pell grant funds at the Owl Bookshop in the future. Requests for on-line ordering were found throughout student feedback remarks.	The bookstore team will partner with Sequeira and TeC Services to work out a solution to offer Pell purchases on-line.

Survey Results pg. 3-7

OWL BOOKSHOP
Citrus College
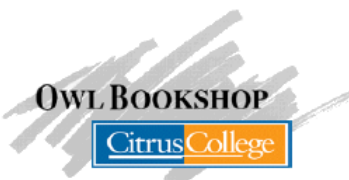
*Providing the Tools for Learning
Excellence*

Refund Survey

We value your input! To help us better serve you, please complete this survey

Why are you returning your textbooks?

- Dropped Class.
- Changed Instructors for Class.
- Bought cheaper somewhere else.
- Given the wrong book.
- Sharing the book with someone else.
- Instructor not using.
- Instructor allows use of old editions.
- Want Digital Copy
- Purchased through Blackboard
- OTHER_____

QUESTIONS		
Do you know there is a Starbucks on Campus in the Student Services Building?	YES	NO
Do you know that textbook rentals can be purchased through www.owlbookshop.com?	YES	NO
Do you prefer e-books over printed textbooks?	YES	NO
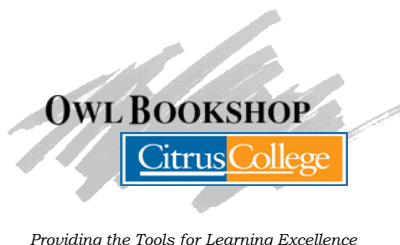
Owl Bookshop Campus Services

Guest Survey

We value your input! To help us better serve you and to use your 20% coupon, please complete this survey and return it before November 30, 2012 to either the Bookstore or Art & Coffee Bar. Thank you!

Statement	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
Bookstore and Art & Coffee Bar Facilities					
Attractive and visually appealing store fixtures and physical facilities					
Well organized store layout					
Helpful in-store signs					
Bookstore and Art & Coffee Bar Personnel					
Adequate number of bookstore personnel to assist you					
Easily identifiable bookstore personnel					
Courteous personnel, even during busiest times					
Personnel are neat in their appearance and dress					
Personnel are helpful, knowledgeable and fully answer my questions					
Bookstore Merchandise					
Textbooks for courses are always in-stock					
Good selection of general and reference books					
Good selection of non-book items					
Competitive prices of textbooks					
Competitive prices of non-book items					
Bookstore Operations					
Fast check-out at beginning of term					
Fast check-out during middle of term					
Accuracy in transactions					
Responsiveness to special orders and requests					
Reliability in informing you of out-of-stock textbook status					
Bookstore Website					
The www.owlbookshop.com website is user-friendly					
Good selection of general merchandise items					
Good experience finding and purchasing textbooks					
The on-line rental program is easy to use					
Overall Experience					
My overall experience with the Bookstore has been positive					
My overall experience with the Art & Coffee Bar has been positive					
My overall experience with the www.owlbookshop.com website has been positive					
Customer Category					

Student _____   **Faculty _____**   **Staff _____**   **Visitor/Guest _____**

Citrus College Spring 2012 PELL/Bookstore Survey

Education Edit

Design Survey   Collect Responses | Analyze Results |

View Summary

Browse Responses

Filter Responses

Crosstab Responses

Download Responses

Share Responses

Default Report :   [+ Add Report]

Response Summary

Total Started Survey: 407
Total Completed Survey: 407 (100%)

PAGE: 1

1. Did you use your PELL funds at the Owl Bookshop   Create Chart   Download

	Response Percent	Response Count
Yes	58.0%	236
No - Skip to Question 3	42.0%	171
answered question		407
skipped question		0

2. Did you find it convenient to use PELL grant funds at the Owl Bookshop?   Create Chart   Download

	Response Percent	Response Count
Yes	86.6%	233
No	4.5%	12
No Opinion	8.9%	24
answered question		269
skipped question		138

3. Would you use PELL grant funds at the Owl Bookshop in the future?   Create Chart   Download

	Response Percent	Response Count
Yes	81.2%	323
No	4.8%	19
I am not sure	14.1%	56
answered question		398
skipped question		9

4. Are you a:	Create Chart	Download
	Response Percent	Response Count
Full-time student (12 or more units)	76.2%	310
Part-time student	23.8%	97
answered question		407
skipped question		0

5. Does having your Pell Grant funds available at the Owl Bookshop during the first week of school improve your access to books and supplies?	Create Chart	Download
	Response Percent	Response Count
Yes, I have better access	79.9%	322
No, it made no difference in access	11.2%	45
Other	8.9%	36
Other (please specify) Show Responses		44
answered question		403
skipped question		4

6. Do you feel that having your books and supplies available during the first week of school will make you a more successful student?	Create Chart	Download
	Response Percent	Response Count
Yes, I feel I will be more successful	88.4%	358
No, I feel it makes no difference to my success	9.4%	38
Other	2.2%	9
Other (please specify) Show Responses		14
answered question		405
skipped question		2

7. How did you find out about your PELL funds being available at the Owl Bookshop?	Create Chart	Download
	Response Percent	Response Count
Clarion advertisement	2.3%	9
Email	61.8%	247
PELL/Bookstore flyer _Post earlier_	22.8%	91
answered question		400

7. How did you find out about your PELL funds being available at the Owl Bookshop?

Create Chart   Download

Financial Aid Office	19 0%	76
I was not aware PELL funds were available at Bookstore	7 0%	28
Other	11 5%	46
Other (please specify) Show Responses		53
answered question		400
skipped question		7

8. How could the Owl Bookshop provide better service for Pell Grant use?

Download

	Response Count
Show Responses	153
answered question	153
skipped question	254

9. Comments or suggestions

Download

	Response Count
Show Responses	129
answered question	129
skipped question	278

4. <u>Recommendations/Next Steps:</u>

	Previous Recommendation	Progress/ Persons Responsible	Status	Est. completion
1	Implement the Pell grant bookstore account plan developed with Financial Aid and TeCServices to provide students with textbooks by the beginning of fall semester. (CCSP 4.1.2)	Magallon/Welz/Miyabe/ Sequeira/Buchwald/ Blades/Sayre/Thomas	Complete	August 2011
2	Move Art section currently in the Owl Bookshop campus center to the new Owl Bookshop Art & Coffee Bar resulting in a 10% increase in retail art sales from 2010-2011 fiscal year. (CCSP 3.2.4)	Magallon/Iverson/Sayre/ Horton/Sequeira	Complete	September 2011
3	Develop a marketing campaign to sell and promote student/alumni work in the student services building. (CCSP 3.2.4)	Magallon/Hillman/Carr/ Buchwald/Stephens	Partially Complete	Partially complete. New Foundation director requested extension of deadline
4	Create a sub-committee to identify potential solutions for improved student access to information. Program goals will be established, and strategy developed for implementation in 2012-2013 and 2013-2014 fiscal years. (CCSP 4.1.2)	Magallon/Malmgren/ Welz	Complete	A review of this goal during academic affairs and student services deans meeting determined that this goal will be undertaken by the technology committee

	New Recommendation	Progress/ Persons Responsible	Status	Est. completion
1	Implement the Pell grant bookstore account online purchase access plan developed with Financial Aid and TeCServices to provide students with textbooks during the first week of school for spring 2012. (CCSP 4.1.2)	Magallon/Welz/Miyabe/ Sequeira/Buchwald/Blades/ Segura/Sayre/Thomas	Complete	October 2012
2	Update website look and offer additional products and services resulting in a 10% increase in retail online sales from 2011-2012 fiscal year. (CCSP 3.2.4)	Patino/Magallon/Sequeira	In progress	February 2013
3	Develop a digital textbook adoption process to be implemented in 2013-2014. (CCSP 4.1.2)	Segura/Magallon/Malmgren/ Welz		May 2013
4	Develop a marketing campaign to sell and promote student/alumni work in the student services building. (CCSP 3.2.4)	Magallon/Foundation/Alumni		June 2013

5. <u>Resources requested</u>

Owl Bookshop Campus Services

Certificated Personnel (FNIC)

Position	Discuss impact on goals / SLOs	Cost	Priority
N/A			

Classified Personnel

Position	Discuss impact on goals / SLOs	Cost	Priority
Bookstore Shipping/ Receiving Clerk 100% Range 20.1	Position needed to replace retired employee. Position critical for the shipping and receiving of textbooks in a timely manner. Students adversely affected if they do not have access to learning resources.	Salary $29,932 Benefits $6,136 Health $20,732 Total: $56,800	2
Food Services Team Leader 49% (3) Range 27.1	The opening of the west satellite Cyber Café and Art store will require three additional 49% classified staff. Positions will be funded by increased sales from the Art & Coffee Bar. Additional staff will distinguish the Owl Bookshop as the on campus center for practical educational resources to further their educational planning process and future goals.	Salary $17,434 x 3 Benefits $3,668 x 3 Health $-0- Annual $21,102 x 3 Total = $63,306	2
Accounting Clerk/ Cashier 49% (3) Range 29.1	The opening of the west satellite Cyber Café and Art store will require three additional 49% classified staff. Positions will be funded by increased sales from the Art & Coffee Bar. Additional staff will distinguish the Owl Bookshop as the on campus center for practical educational resources to further their educational planning process and future goals.	Salary $18,316 x 3 Benefits $3,854 x 3 Health $-0- Annual $22,170 x 3 Total = $66,510	2

Staff Development (Division)

Item	Discuss impact on goals / SLOs	Cost	Priority
NACS Webinars	Enhance student services through improved customer service.	$1,000	3

Facilities (Facilities)

Describe repairs or modifications needed	Discuss impact on goals / SLOs	Building / Room	Priority
Add door to secure safe room.	Required by financial audit report.	Bookstore	1
Enhance front entrance and research ways to expand space.	Additional space will allow the Owl Bookshop to offer more services and continue to be the campus center for practical educational resources to further student educational planning process and future goals.	Bookstore	3

Computers / Software (TeCS)

Item	Discuss impact on goals / SLOs	Cost	Priority
Improved Access to Information	Software will need to be purchased for improved access to textbook resources and expedite the faculty adoption process.	$6,500 estimated annually	2
Website upgrade		$3,000	2

Equipment

Item	Discuss impact on goals / SLOs	Cost	Priority
Additional CCTV cameras	Secure inventory and protect students.	$8,500	1
Radio replacement	Required by federal legislation.	$2,000	1
Server	Move bookstore server to TeCServices to better integrate data and information control.	$7,000	2
Sentry System	Install security sensors at the entrance and exit of the main bookstore. Note: Lower monthly lease available.	$17,000 or least	2
2 Register replacements	2 final registers to replace aging equipment.	$5,500	3
Bill counting machine	Replace old equipment.	$1,600	3

Supplies (Division)

Item	Discuss impact on goals / SLOs	Cost	Priority
5 computer stations	Improved access to textbook resources.	$3,500	3