



BOOKSTORE SERVICES NON-INSTRUCTIONAL ANNUAL PROGRAM REVIEW and PLAN 2013-2014

Committee Members:		
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1. Program Mission/Description:

Program Mission:

Citrus College delivers high quality instruction to students both within and beyond traditional geographic boundaries. We are dedicated to fostering a diverse educational community and learning environment by providing an open and welcoming culture that supports successful completion of transfer, career/technical education, and basic skills development. We demonstrate our commitment to academic excellence and student success by continuously assessing student learning and institutional effectiveness

Program Description:

The Bookstore Services, through Owl Bookshop, Art & Coffee Bar, Vending, and Cosmetology retail services, provides a safe, friendly, accessible environment where all students, alumni, staff and community members may optimize their academic, career, and cultural development. Services provided by the Bookstore Services include access to course materials necessary for learning excellence, properly training student workers to be successful entrepreneurs and/or employees, creating an inviting place to shop, eat, and safely spend time between classes, providing premier customer service, and focused individual assistance to customers with disabilities.

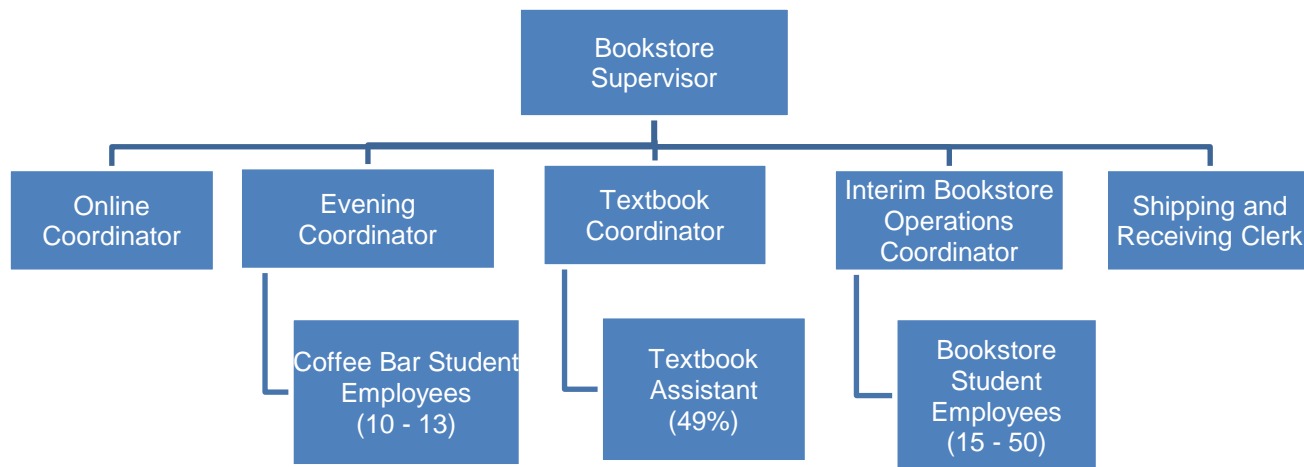
2. Key functions/goals of this Department/Program:

Key functions/goals include:

- To 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.
- To promote textbook affordability through effective communication with students, staff and faculty as well as using Legislative directive to guide textbook policy change.
- To render outstanding service to the entire college and local community, not only through the wide range of goods and services it makes available, but also by providing support to a broad range of campus programs and organizations through its annual dividend to the Associated Students.
- To 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 Owl Bookshop to maintain both competitive pricing and premium customer service.
- To 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 members to be in leadership roles in many of the college’s committees. This involvement will not only provide store employees with the opportunity to enhance their leadership skills and techniques, but also with the opportunity to model these same behaviors for other members of the campus community.
- 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.

Organization Chart



3. Assessment of Outcomes:

Assessment: *How did you assess the outcomes? What method did you use?*

Result: *What was the product or consequence of your assessment?*

Change: *What will you do differently as a result of what you learned from the assessment?*

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. CCSP 4.1.2	Bookstore Services staff surveyed students who returned their textbooks during spring 2013.	Buying cheaper books somewhere else, dropping their class, were still the highest responses. Being given the wrong books ranked one of the lowest in replies. Opposite of the previous survey.	Revising shelf tags and procedure manual, along with retraining student staff has decreased students from being given the wrong books. This Outcome will be removed from future SLO's.
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. CCSP 4.1.2	Bookstore Services staff will distribute extensive surveys to customers during spring 2014. Will compare with results of previous extensive survey given in 2009.	New SLO	New SLO

<p>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. CCSP 4.1.2</p>	<p>PELL students will be surveyed at the completion of Fall 2012 PELL access period.</p>	<p>Compared to the previous assessment, there was an increase in the positive percentage of answers across all questions. The addition of on-line PELL purchases plays a major part in the increased scores. Respondents were very positive with the ability to purchase educational materials during the first week of the term through bookstore PELL accounts.</p>	<p>Due new issues brought up in this survey, additional questions were added to the survey to assess the effect EOPS plays on PELL recipients.</p>
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4. Recommendations/Next Steps:

	Previous Recommendation and / or Goals	Progress / Persons Responsible	Status	Est. completion
1	<p>Implement the PELL grant bookstore account online purchase access plan developed with Financial Aid and TeC Services to provide students with textbooks during the first week of school for spring 2012. CCSP 4.1.2</p>	<p>Bertha Bobadilla Eric Magallon Gerald Sequeira Carol Thomas Linda Welz Rose Sayre</p>	Completed	October 2012
2	<p>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</p>	<p>Eric Magallon Vince Patino Gerald Sequeira</p>	Completed	February 2013
3	<p>Meet with Dr. Malmgren, department Deans and their administrative assistants, faculty representatives, TeC Services, and Jason Segura to develop a digital textbook adoption process to be implemented in 2013-2014. Plan to be completed by May 2013. CCSP 4.1.2</p>	<p>Eric Magallon Irene Malmgren Gerald Sequeira Linda Welz</p>	Completed	May 2013
4	<p>Work with sub-committee consisting of key staff from Academic Affairs, TeC Services, Bookstore Services, and the Library to implement solution action plan for improved student access to information. Implementation will occur in 2012-2013 and 2013-2014 fiscal years. CCSP 4.1.2</p>	<p>Eric Magallon Irene Malmgren Linda Welz</p>	Completed/ Discontinued	June 2013
5	<p>Develop a marketing campaign to sell and promote student/alumni work in the student services building. CCSP 3.2.4</p>	<p>Alumni & Friends Association Eric Magallon</p>	Completed	June 2013

	New Recommendation	Person(s) Responsible	Est. completion	Priority
1	Interface set up between District and Bookstore Services to transfer/update student and course information from district servers to Sequoia Point of Sale and Textbook Partner. Success implementation will result in efficiency savings of one business week off the current term adoption process. CCSP 4.1.2	Eric Magallon Jason Segura Linda Welz	December 2013	2
2	Expand current on-line rental service to include in-store textbook rental. CCSP 4.1.2	Eric Magallon Vince Patino Jason Segura	Spring 2014	2
3	Develop a marketing campaign through the Owl Bookshop Website in conjunction with the Citrus College centennial celebration to sell and promote products to Citrus Alumni. CCSP 3.2.4	Alumni & Friends Association Eric Magallon Vince Patino	June 2014	3
4	Continue planning meetings on implementing a new digital textbook adoption process. CCSP 4.1.2	Sam Lee Eric Magallon Jason Segura	June 2014	2

5. Resources requested:

Bookstore Services

Certificated Personnel (FNIC)

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

Classified Personnel

Position	Discuss impact on goals / SLOs	Cost	Priority
Food Service Team Leader 49% (2 positions)	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.	\$21,103 annually per person	2
Accounting Clerk/ cashier 49% (1 position)	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.	\$22,171 annually	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
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.	Owl Bookshop	3

Computers / Software (TeCS)

Item	Discuss impact on goals / SLOs	Cost	Priority
Shipping/Receiving Software	Old shipping/receiving software no longer supported. New software needs to be purchased and installed.	\$6,500	1

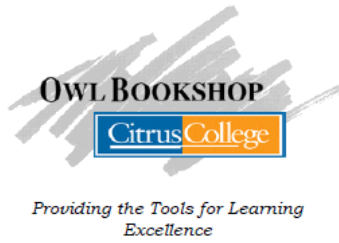
Equipment

Item	Discuss impact on goals / SLOs	Cost	Priority
Additional CCTV cameras	Secure inventory and protect students.	\$1,500	1
Server	Move bookstore server to TeCServices to better integrate data and information control.	\$4,000	2
Sentry System	Install security sensors at the entrance and exit of the main bookstore.	\$17,000 or a lower monthly cost with lease.	2
2- Cash Registers	Two cash registers to replace aging equipment.	\$5,500	3

Supplies (Division)

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

Appendix – A
(Pg. 6-12)



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

Citrus College Fall 2012 Pell/Bookstore Survey
Education

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: 154
Total Finished Survey: 154 (100%)

PAGE: 1

1 Did you use your PELL funds at the Owl Bookshop

[Create Chart](#) [Download](#)

	Response Percent	Response Count
Yes	77.9%	120
No - Skip to Question 3	22.1%	34
answered question		154
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	92.9%	118
No	3.1%	4
No Opinion	3.9%	5
answered question		127
skipped question		27

3 Would you use PELL grant funds at the Owl Bookshop in the future?

[Create Chart](#) [Download](#)

	Response Percent	Response Count
Yes	82.9%	126
No	6.6%	10
answered question		152
skipped question		2

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

	Response Percent	Response Count
I am not sure	10.5%	16
answered question		152
skipped question		2

4. Are you a: Create Chart Download

	Response Percent	Response Count
Full-time student (12 or more units)	75.8%	116
Part-time student	24.2%	37
answered question		153
skipped question		1

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	83.7%	128
No, it made no difference in access	8.5%	13
Other	7.8%	12
Other (please specify) Show Responses		13
answered question		153
skipped question		1

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	92.1%	140
No, I feel it makes no difference to my success	5.9%	9
answered question		152
skipped question		2

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
Other	2.0%	3
Other (please specify) Show Responses		3
answered question		152
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	6.0%	9
Email	55.0%	83
PELL/Bookstore flyer	29.1%	44
Financial Aid Office	33.8%	51
I was not aware PELL funds were available at Bookstore	7.9%	12
Other	9.9%	15
Other (please specify) Show Responses		16
answered question		151
skipped question		3

8. How could the Owl Bookshop provide better service for Pell Grant use? [Download](#)

	Response Count
Show Responses	76
answered question	76
skipped question	78

Fall 2012 Pell/Bookshop Survey

How could the Owl Bookshop provide better service for Pell Grant use? - 76 responses

A more intuitive ordering process with ways to cancel orders online. The line to pick up or cancel online orders took 1.5 hours to even get to the person and then i had to come back because of a workers lunch break.

Advise to everyone that you CAN in fact use the PELL Grant at the Owl Bookshop. I did not know therefore I bought my supplies elsewhere.

Allow the Pell Grant to stay in our account and use it in the book shop until we specifically ask for the money to be sent to us by mail.

Asking if you have ever used your pell grant at the bookstore and give you a step by step of whats happening the first time you use it.

By allowing students to be able to use their pell \$\$\$ into the 2nd and 3rd week because people are still adding and dropping classes and it's inconvenient to wait til your disbursement comes to buy the books for classes you've added later.

by making contracts

Continue to have success

extend the dates of availability to the week before school starts

Extend the period in which we are allowed to use our pell grant.

give the option to use PELL when you go to pay

good the way it is

have all the books available

Have it available for online purchases. Make it more known to students that this option is available.

Have more used/cheaper books available.

Have the actual check or an equivalent available for pickup at the bookstore instead of waiting for the mail.

I think it should extend the deadline to get your books and supplies for instance it ended this semester on the fourth and I was unaware and my husband was unable to receive his book in time and was dropped.

I think it's fine just the way it is.

I think they did a great job.

I think we should be able to use our Pell Grant for the first two weeks because i wasn't able to get my Biology book the first week and when i went the week after i wasn't able to use the Pell grant to buy the book.

I thought they were pretty afficiant in all they did ; even though they had as many students as they did. The owl book shop had excellent. as an excellent resors

I was very satisfied with how the funds were made available to me this semester.

I'm satisfied.

Instead of reciting your student ID number when the cashier asks for it, make it so that you can simply swipe your student ID card instead. It will be faster and more efficient, especially since the bookstore can sometimes get really loud and the cashier might get the numbers wrong when they are inputting it.

it all seems great.

It it already good from what my friends have told me, I might use it in the future!

It provides a better service for students & its doing a great job!!

its all pretty set..good to go..

List more school supplies/products online

MAKE AVAILABLE SOON THAN LATER

Make clear that Pell Grant only gives you half of the funds to use for purchases. I have no idea when the other half is issued.

make pell grant available on first day of classes

Make the funds available on the day of commencement to give time to purchase books before the first day of classes

Fall 2012 Pell/Bookshop Survey

Offering extended hours during the week the pell grant is available. Or better, I had no idea I could use my pell grant online, so more advertisement around campus on behalf of the bookstore or the associated student body representatives. I recall working at the book store, and having lots of people come up in the month of aug, with all their books and supplies, and then stating they wanted to use their pell grant after being rung up. Clarification with advertisements around campus in popular areas would help inform students.

owl bookstore did a terrific job

please see #5

satisfied as is

Send emails

Specific intructions and emails to all pell grant students notifying them how it works.

Spread the word more that the Pell Grant is available.

Students should be able to give their ID number and use another ID to identify themselves if they don't have a student ID. I was lied to by the bookstore, when I was told that I would not be able to just use my ID number and another ID so I am never coming back to the the Citrus College Bookstore. :)

The availability of the funds could be a bit earlier as I had to rush my reading to get the first assignment completed

They did a perfect job and was very helpful.

They provided good service no changes.

They should notify all the employees as well as the students that they can use the Pell Grant for their books. When I went to the Owl Bookshop there was some confusion about the availability of the grant and I almost had to pay close to 300 for just one book if it weren't for one informed employee.

This is perfect for the purpose of financial aid.

Comments or suggestions - 44 responses

a bit of the pell grant around (\$300) should be issued a week before school starts, so that way, the student can purchase books from an outside source. i would have saved a little over 200 hundred dollars.

Allow use of it a week before for school purchases on sites like amazon and ebay.

Allowing more time to buy books would be great! :)

bye making the parent and gardions sign a legal contract stating, that all of the money given to the student should only be used for school purposes only, and can not be taken away from the student in anyway

Don't lie to your customers. :)

Everything was great, the only improvement I see possible is if access to the funds on the PELL were allowed at the start of the semester not a week into classes

Excellent and convenient time saving process made for positive experience

Get more registers. It takes so long sometimes to buy just a simple item. It really is rather ridiculous.

Having someone doing the backpack exchange that is friendly would be better than having someone who is not. I need reassurance that my \$1,200 laptop inside my bag is going to be treated with respect. The last guy tossed my bag and was rude when I tried to explain to him about my laptop inside.

The person there is often times the 1st impression of the whole book staff.

I greatly appreciate who ever thought of this idea. It was help me greatly. It was great relieve to know that I did not have to stress about where I'm going to get the money for books . I get them right away and did not Fall behind in my classes

I hope they are going to provide these same resorcess next semester.

I love the fact that the Pell grant lets us use a bit of the money for the first week of school to get supplies and books we need. It is very helpful to students. I helps us not stress about how we are going to pay for supplies and textbooks we may need for our classes. I just am really satisfied with how the Pell Grant system works.

Fall 2012 Pell/Bookshop Survey

I really appreciate how we can use our grants to get our book

I would have bought my books online somewhere cheaper, but since I had the money on my owl account I just bought them at the bookstore. For 2 books it was about \$ 300.00 which is SOOO expensive for a college student. Maybe have a debit card given to the student in the first week so they can have the choice to buy them at the book store or elsewhere. But it is still convenient that they money is put in students owl accounts right away.

I would rather have my pell grant available for use in other websites because sometimes all I need is an access code for a book for the first week. It doesnt help that its only available for use at the bookstore because I can either wait to receive it in money to buy books for a cheaper price somewhere else or I can buy my books now and not have enough for everything.

It was more convenient to use my Pell Grant and it helped me get my books and supplies sooner therefore helped me be a better student because I had the materials necessary in class instead of waiting for my check and falling behind.

It's a great system, as long as your financial aid file is processed on time and you receive adequate notice that you will indeed be receiving financial aid this year.

keep this from now on, helps students

Love it. Thank you

More staff and a better website is definately needed to perfect this program.

Need to lower the books prices for the students

Nothing that I can think of. The process and service is great!

ONLY a PART of the funds NOT ALL

SLOW.

So far everything is going good for me

Someone needs to monitor the line into the bookstore. Too many people with njo backpacks thought it was ok to cut in front of everyone else while we were all waiting to be allowed in.

Thank you for the Pell Grant. It really makes a difference.

THANK YOU!!!

The book store always gets packed, but none the less we get the books we need with the Pell Grant.

The cashiers are complete prudes, please tell them to be more courteous and polite. I have never had a good experience with a cashier at the bookstore. They are always rude and condescending, they never greet me and they give me dirty looks. I'm spending my hard earned money on your expensive textbooks, I think I'm entitled to a little respect from customer service.

The only thing that I can think of to make this experience better would be if the funds were made available a few days before the first day of classes, so that I would be able to get a head start.

The option to pay the parking permit since school start from the PELL funds also will be of great help.

The owlbook shop is far too expensive to use then online retailers or even online book rentals. If the owlbook shop prices were at least competitive... I would actually use pell grant funds at that shop.

There should be at the least, a TWO week option. I found it useful to have my PELL Grant available to me during the first week, but I would have liked to have access a little longer if possible for other school supplies and a chance to let some time go by so that the book store won't be so crowded. I was forced to stand in line for an hour for 1 book which made me late to a class.

this Semester it was not available on the first day of classes, I would have liked if it was better then having to wait.

Using my Pell Grant the first week of school really helped out a lot!

Would be nice to know how and when the Pell Grant funds are available.

You guys need scan trons!!