



El Camino College

Program Review

Bookstore

Planning of Goals

Goal Description

Goal Title

Success through Contract Management of a Barnes and Noble on campus Bookstore

Goal Description

Monitor the Barnes & Noble College Textbook & Bookstore Agreement to ensure student & faculty success with essentials supplies.

Goal Status

In Progress

Goal Cycle(s)

July 2024 - June 2028

Assessment of Goals

Results Entry Date

05/20/2025

Reporting Year

2025 - 2026

Goal Status

Completed - Work for the goal has been completed

If goal has not started or was abandoned, provide an explanation. If goal is in progress or completed, provide evidence through assessment of actions and outcomes.

Downsizing of the Bookstore staff left gaps in goal making.

Goal Description

Goal Title

Enhance Commission Rates through Barnes and Noble through enrichment at student events.

Goal Description

Leverage cross-campus partnerships (MarComm, Athletics, Foundation, and other stakeholders) to broaden the range and reach of apparel and branded merchandise, tapping new sales channels and campus locations through the Barnes and Noble staffing structure and Barnes and Noble POS Systems.

Goal Status

Not Started

Goal Cycle(s)

July 2025 - June 2029

Goal Description

Goal Title

Through contract management Expand Consumables to meet student needs.

Goal Description

Encourage and monitor Barnes and Noble to Build an agile inventory management system that analyzes sales data, forecasts demand, and adjusts product mix for consumable items to maximize turnover and minimize waste.

Goal Status

In Progress

Goal Cycle(s)

July 2024 - June 2028

Planning of Goals

Goal Description

Goal Title

Streamline Merchandise Sales through Bookstore outlet while Bringing textbooks back on campus.

Goal Description

Redesign and right-size retail footprint by streamlining merchandise assortments and point-of-sale workflows to relaunch a unified "Student Store" that delivers a seamless shopping experience.

Goal Status

Not Started

Goal Cycle(s)

July 2025 - June 2029

Goal Description

Goal Title

Enhance Student Store

Goal Description

Plan and execute phased infrastructure and points of sale system upgrades to enhance operational efficiency.

Goal Status

In Progress

Goal Cycle(s)

July 2025 - June 2029

Planning of Outcomes

Outcome Description

Outcome Title

Expanding Art Sales above 23/24 sales of levels

Outcome Description

To improve the service to art students and faculty in the art department. Expand art kits availability so sales can be increased

Outcome Status

In Progress

Outcome Cycle(s)

July 2024 - June 2028

Actions needed to achieve outcome

expand the number of faculty participating in unique art kits for sale in the bookstore

Performance indicator/accomplishment

increase art sales over the 23/24 level of \$104,351

Target

Attain a 25% increase in art sales or \$26,087

Outcome Description

Outcome Title

Expand clothing sales above the 23/24 level of \$114,917

Outcome Description

Improve school spirit by improving the clothing available to students, faculty, staff and alumni

Outcome Status

In Progress

Outcome Cycle(s)

July 2024 - June 2028

Actions needed to achieve outcome

improve the online bookstore display of new clothing items, refresh clothing pages of online store each semester.

Performance indicator/accomplishment

increase clothing sales above 23/24 levels \$114,917

Target

25% increase in clothing sales or \$28,729

Outcome Description

Outcome Title

expand the consumable (food/snack) sales over 23/24 levels

Outcome Description

Expanded selections of low cost/high value food & snack items carried in the bookstore. This will improve students experience on campus and elevate the need to go off campus for food items.

Outcome Status

In Progress

Outcome Cycle(s)

July 2024 - June 2028

Actions needed to achieve outcome

survey the ASO for feedback on what students would like to see carried in the bookstore.

Planning of Outcomes

Performance indicator/accomplishment

increase consumable sales over the 23/24 level of \$374,351

Target

increase sales by 40% or 150,000

Outcome Description

Outcome Title

Barnes and Noble College Textbook Sales Partnership

Outcome Description

May 27, 2025 Board reviews BNC contract to begin outsourcing textbooks sales and buybacks Spring 2025 semester

Outcome Status

In Progress

Outcome Cycle(s)

July 2025 - June 2029

Actions needed to achieve outcome

Board Approves BNC Contract

Performance indicator/accomplishment

Contract Signed, Bookstore Director begins working with MarComm to message to student buyback process for Spring 2025.

Target

Book Buybacks begin June 2025

Outcome Description

Outcome Title

Bookstore is Rebranded to Student Store

Outcome Description

Student Store concept is created and accepted by Marcomm to rebrand ECC Bookstore to Student Store focusing on Merchandise sales

Outcome Status

Not Started

Outcome Cycle(s)

July 2025 - June 2029

Actions needed to achieve outcome

Textbook sales outsourced complete. Bookstore is renamed Student store. Project move in and clean up begins.

Performance indicator/accomplishment

Student Store opens Fall 2025 without textbooks sales, smaller footprint, cleaner look.

Target

Fall 2025

Outcome Description

Outcome Title

Retail Sales at smaller outlets across campus.

Outcome Description

Ticket Booth at Stadium and New Gym have POS system for game day retail sales.

3/18/2026

Generated by Nuventive Improvement Platform

Planning of Outcomes

Outcome Status

Not Started

Outcome Cycle(s)

July 2025 - June 2029

Actions needed to achieve outcome

Point of Sales systems and rebranded ticket booths. Staff members trained and able to sell merchandise during athletic games.

Performance indicator/accomplishment

Increase sales of retail merchandise

Target

Spring 2026 increase retail sales 20%

Facilities & Equipment Assessment

What resources does the office/program currently have? Attach any documents in the next field.
Textbooks Sales move to online portal. Current software system is evaluated by student store manager.

Technology & Software Assessment

What resources does the office/program currently have? Attach any documents in the next field.
Computer training available through BNC for students transitioning to online sales.

Staffing Assessment

What resources does the office/program currently have? Attach any documents in the next field.
June Board Agenda, add student store supervisor position.