

**Bookstore
Program Review
2008-2009**

I. Overview of the ECC Bookstore

The bookstore's mission is to provide affordable textbooks, class materials, study aids and service to the students, faculty, and staff at the El Camino campus and the Compton Educational Center. Our goal is to be self sustaining and provide financial support to the Auxiliary Services Benefits (ASB). The bookstore has provided support to the ASB but currently does not have any money in reserves and owes the district \$600,000 from a loan that was given the bookstore when it opened the Compton Educational Center bookstore.

II. Program Data

The bookstore has not kept up with the changes in the college bookstore industry. Industry surveys indicate that students are looking for ways to reduce the total cost of textbooks. They are also looking for a hassle free shopping experience. The Bookstore is able to reduce the total cost of textbooks by providing used books which sell for 25% off the new textbook price. Buyback is another way the Bookstore can help reduce the overall cost of textbooks to the student. Online shopping and a better trained staff are ways the bookstore can provide a hassle free shopping experience.

YEAR	USED SALES % OF Book Sales	\$DIFF/%	BUYBACK \$ SPENT	\$DIFF/%
2004-2005	\$1,176K/22%	N/A	\$401,020	N/A
2005-2006	\$1,336K/24%	\$160K/14%	\$431,239	\$30,219/8%

YEAR	USED SALES % OF Book Sales	\$DIFF/%	BUYBACK \$ SPENT	\$DIFF/%
2006-2007	\$1,565K/26%	\$228K/17%	\$489,904	\$58,665/14%
2007-2008	\$1,644K/24%	\$80K/5%	\$588,285	\$98,381/20%

The trend in used textbooks sales is up for the second half of 2007-2008 (15 %) and the beginning of 2008-2009 (57%). The focus of the bookstore for the past year has been to get the book adoptions in early, get more used books for the wholesale companies. The bookstore has also instituted daily buyback which provides an added service to the students and provides the bookstore with additional used books.

The bookstore has also implemented a one line system for customers to check out which has reduced the waiting time in line from 40 minutes to 10 minutes at the start of classes. Employees (wearing I can help t-shirts) have been added to the textbook sales floor in order to assist students in finding their textbooks at the start of classes.

III. Facilities and Equipment

The Bookstore faces multiple challenges in this area, both internally and externally, that impact on the capacity and functionality of the operations. The bookstore has not seen a major renovation since the 1970's. It is in need of workspaces on the sales floor for staff to assist customers. In addition, three computer stations (\$4,500) need to be added to the textbooks sales floor to allow access to textbook information. In order to improve the waiting times in the bookstore at the start of classes signature capture machines (\$18,000) are needed at the register to improve the credit card and financial aid transaction processing time. As the textbook industry moves towards online material purchases, the Bookstore will need to replace registers more often (\$9,000 per register) to accommodate these changes. The Bookstore will require appropriate shelving to accommodate the loss of 40% of

the stock room. Both the sales floor and the stock room will need to be refitted (\$30,000).

IV. Staffing

The bookstore is currently integrating staff from the operation of the convenience stores back into the operation at the Bookstore. The increase in permanent staff will mean a reduction in casual and student workers. The bookstore will need to reassess its staffing needs over the next year to bring it in line with the bookstore of the future. The Bookstore will need to work with Human Resources in conducting an internal review of duties and responsibilities of Bookstore Job Descriptions to maximize efficiency and productivity.

V. Planning

The bookstore is likely to suffer a fate seen throughout the United States in all college Bookstore: the slow reduction of textbook sales as a percentage of enrollment. The Internet and the wide dissemination of intellectual property mutate the traditional sale of textbooks to students. The Bookstore will need to continue to improve access and services. In the past year the Bookstore has expanded the hours of operation, instituted an on-line Bookstore, added new merchandise designed to create interest in the store beyond rush periods, improved internal traffic flow in the Bookstore, created a daily buyback program, and added additional Saturday openings in the beginning of the semester.

In 2009, the Bookstore is scheduled to undergo a modified renovation where 40% of the stock room will be turned over to the copy center. During the year, the Bookstore will move to the Communication building. The Bookstore expects sales disruptions during this period. Once the renovation is complete, the layout in the Bookstore will heighten customer service satisfaction by creating a large customer service window in the center of the store and a change in the layout of the registers will create a large open/flexible space in the front of the store.

Over the next five years, the Bookstore expects to see acceleration in on-line sales, digital textbook sales, and a slow migration from a paper process (textbook adoptions and division purchases) in internet functions. In 2009-2010 the Bookstore will be testing an on-line textbook requisition process.

Sales have steadily increased in the Compton Education Center over the past few semesters. The Bookstore expects to see 3% to 5% growth in unit sales over the next several years, in accordance with the growth expectation the District has with FTE growth at the Compton Educational Center. The hours and service at the Center have grown each semester since winter 2007.

The Bookstore will focus more attention to Academic Divisions in pursuing early adoptions of textbooks, to keep clear channels of communication, and to stay abreast with changes taking place within each discipline.

VI. Conclusions

The Bookstore will continue to make the sale and procurement of used books its highest priority. Over the coming years the sale of textbooks will become evermore challenging as the pathways for students in finding textbooks increase. The inevitable rise of digital textbooks will reduce the buyback opportunities to the Bookstore. The Bookstore does not control a number of variables that can have a direct impact such as length of adoptions, adoptions per discipline, books that do not have used book potential, overall enrollment and the cost of a given textbook to name only a few examples. The Bookstore will need to continue to focus on used books and to work closely with Academic Divisions. Measuring the ratio of used book sales and purchases to total sales will give the Bookstore a useful measurement.