

 **Dept FCO - (CO) Bookstore & Printing Services**

AUO 1.A. Department/Division Name: Bookstore & Printing Services

AUO 1.B. Name(s) of the author(s) of this report:: Kelly Swanson

AUO 1.C. What is the primary focus of your department/division?: Provide an efficient and centrally located source for students to obtain textbooks, school supplies, computers, accessories, and other merchandise related to campus life

AUO 1.D. How many customers are served annually and is number trending up, even, or down?: Bookstore serves the whole campus i.e. 23,000 students, 1300 faculty and 600 staff and administrators. The number of students serves fluctuates according to enrollment. Enrollment has been trending down these past years.

AUO 1.E. Who are the typical customers served by this department/division? : All students, faculty, staff and administrators

AUO 2.A. What is the department/division Mission Statement?: The mission of De Anza College Bookstore is to work with faculty and administrators to provide an efficient and centrally located source for students to obtain textbooks, school supplies, computers, accessories, and other merchandise related to campus life, at a competitive price, for the students, faculty, staff, alumni, and friends of De Anza College. T

AUO 2.B. Ways and to what extent do your services support your Mission statement: The store is student focused and provides an environment of diversity, equity, social justice and multicultural inclusiveness.

AUO 3.A. Number of classified employees: 6

AUO 3.B. Number of management employees: 1

AUO 3.C. Number of student employees: 20

AUO 3.D. Position(s) Needed:

AUO 3.E. Justification for Position(s)::

AUO 3.F. If additional position/s were hired did it result in the expected improvement? How so? :

AUO 4.A. Have there been any facility changes in the last five years?: Yes. In 2014 US Bank opened a satellite branch in the Bookstore.

AUO 4.B. Are there any significant facility changes that will be needed over the next five years?: US Bank lease will expire in 2022 and this space will most likely be re-integrated into the main bookstore.

AUO 4.C. Give justification for facility requests : Currently US Bank leases a space in the Bookstore which will most likely have to be remodeled when the lease expires.

AUO 4.D. If additional facility changes occurred, did it result in the expected

improvement? How so?:

AUO 5.A. Have there been any equipment purchases in the last five-years. If so what was purchased?:

AUO 5.B. Are there any equipment purchases that will be needed over the next five years?:

AUO 5.C. Justification for equipment(s)::

AUO 5.D. If additional equipment was purchased, did it result in the expected improvement? How so?:

AUO 6.A. Amount of Department/Division discretionary (B) budget or explain.: As an enterprise fund, the bookstore must be self-funding. Annual profits ensure a long term self-sustaining operation. With this in mind, the costs necessary to provide the required products and services the campus expects must be weighed against the projected sales for the fiscal period.

AUO 6.B. Does the department/division need additional discretionary funding? If so, why?: Discretionary funding is not available as this is an enterprise (self-funded) department.

AUO 6.C. Additional discretionary budget requests: Not available

AUO 6.D. Justification for additional discretionary budget:

AUO 6.E. If additional discretionary budget was allocated, did it result in the expected improvement:

AUO 7.A. Have there been any significant organizational alignment changes over the last five years?: Yes, in 2017 the Printing Services director retired and the print services department was reorganized under the Bookstore. Printing services is also an enterprise "self-funded" department.

AUO 7.B. List any significant organizational alignment changes needed over the next five years.: Bookstore staff has come up with many different ways to help combat the escalating costs of course materials. This has ranged from working/brainstorming with other Bay Area community college bookstores, working with faculty members on creating the most cost effective bundles for students, creating a course materials rental program, and working with publisher reps on finding alternate versions of textbooks that are less expensive.

The store is working with faculty to bring more open source and free access course materials to our campus.

AUO 7.C. Justification for significant organizational alignment changes:

AUO 7.D. If organizational alignment changes were made did it result in the expected improvement?:

AUO 8.A Have there been any significant changes in regulations/laws/policies over last five years?:

AUO 8.B. List changes in regulations/laws/policies affecting department/division over next five yrs.:





AUO 8.C. List any additional resources needed to meet the new regulations/laws /policies.:

AUO 8.D. Justification for additional resources:

AUO 8.E. If additional resources were made provided did it result in the expected improvement?:

AUO 9.A. List any significant professional development activities over the last five years.: Training and development of staff to insure the store provides the best customer service to students and our campus community.

AUO 9.B. List any significant professional development needs over the next five years.: Continue training and development of staff to insure the store provides the best customer service to students and our campus community.

AUO 9.C. Justification for significant professional development .: Customer service is critical to this department as it competes with online entities such as Amazon.

AUO 9.D. If additional professional development was provided did it result in expected improvement?:

AUO 10. List other Needed Resources & Justification:

AUO 11.A. What are the current/active department/division outcome statements?:

- 1) Students will report they can obtain all of their textbooks and supplies at any given point
- 2) students "agree" or "strongly agree" that the selection of rental textbooks meet their needs

AUO 11.B. How many AUO statements have been assessed since the last program review?: 2

AUO 11.C. Summarize the outcomes assessment findings and resulting department/division enhancements.: 76% Strongly agree or agree that textbooks and supplies that are needed are always in stock.
70% of students respondents "agree" or "strongly agree" that the selection of rental textbooks meet their needs

AUO 11.D. What are the department/division outcome assessment plans for the next five years?: Narrow focus surveys were conducted in summer 2016 and will be repeated every year or two. We will initiate a student focus group and conduct some personal interviews with customers to measure their satisfaction with the service and the products. The store is preparing a detail annual store report to provide information to our community as a whole.