

LANE COMMUNITY COLLEGE
BOOKSTORE FIVE-YEAR OPERATING PLAN (FY07-FY011)
January 2007

Mission

- Enhance learning by providing quality products and services.
- Create an environment for innovative learning by partnering with students, faculty and staff.
- Support campus activities that inspire pride in Lane.

Values

The Bookstore staff is committed to the following values:

- Respect for individuality
- Honoring diversity
- Fair policies and procedures
- Exemplary customer service
- Ongoing evaluation and improvement
- Commitment to ethical business practices

Guidelines/Goals

- Price required textbooks and supplies to cover operating expenses and generate funds for scholarships and college support
- Price other merchandise at competitive prices
- Maximize supply of used textbooks
- Provide a product mix which is college related and meets the needs of students, faculty, and staff
- Provide customer service in a professional manner
- Follow college, state, and federal policies, procedures, and laws
- Maintain good relationships with store vendors
- Make course materials available prior to the beginning of each term
- Provide well trained, knowledgeable, and professional employees
- Expand knowledge of the bookstore industry
- Provide efficient and effective service

FY07-FY11 Objectives

- Improve services through the use of technology
 - The College IT Department and the Bookstore will share an IT position. This position will work with a project team to accomplish department and college goals, which include evaluating, prioritizing, implementing, interfacing with other departments, documenting, testing and training activities. Bookstore Technology Projects & Functions:
 - MBS inSite Online program
 - Course Book List
 - Faculty Course Adoptions
 - Online purchasing

- Banner/MBS Gateways
 - Student Accounts-CreditLine
 - Student Accounts-Sponsored
 - Accounts Payables
 - Point of Sale
 - Gift Cards
 - Debit Card Processing
 - Faster Credit Card Authorization
 - ICBA Web Online Resources
 - Student Book Buy Back Values
 - Student Online Exchange
 - Digital Books
 - Web Page Design and Maintenance
 - Maintenance
 - AS400 and Point of Sales Systems
 - Program Releases and Upgrades
 - Equipment Replacement and Upgrades
 - Technical Support and Training to Bookstore Staff
 - Technology Security
- Promote a positive college image by enhancing product lines with college logo and name on merchandise.
- Develop and produce annual Bookstore performance brochure for college administration, Board of Education and student leaders.
- Evaluate the financial performance of the bookstore
- Maintain proper level of staff training for MBS system programs
- Investigate the feasibility of a book reservation program
- Improve and implement qualitative measures of bookstore performance--student surveys, self evaluations, NACS survey--while establishing benchmark information for future comparison
- Review and update policies and procedures as necessary
- Improve faculty response time in providing book order information
- Support a student scholarship fund
- Enhance the skills of the store employees

Bookstore Strengths and Weaknesses

Strengths/Strategies

- Dedicated, knowledgeable, professional staff
- Great customer care -- sincere positive attitude
- Development and implementation of an organizational long range plan
- Reinvestment in facility, and equipment improvements
- Updated (FY06) MBS Textbook management system
- Updated (FY05) sales floor, customer service counter and customer check-out
- Year round student book buyback opportunities
- Clean, well arranged store within current space limitations
- Fiscally sound
- Well established website
- Work with faculty, publishers, and students to process and deliver educational materials

- Variety of product mix that meets the needs of the students and staff
- Maintain contribution to Foundation's student scholarships
- Support student groups and college events
- Welcoming and safe environment for Lane's diverse students and staff

Weaknesses/Threats

- Current location isolated from student and staff traffic flows
- Increasing costs may limit educational access to students
- More students are choosing not to purchase all of the required textbooks due to increasing costs
- Ability to offer a large selection of used textbooks is dependent upon receiving faculty book adoptions in a timely manner
- Commercial websites selling textbooks
- Digitizing of course materials
- Long lines during beginning of term
- Student backpack drop location
- Late faculty book order submissions result in additional costs to students and bookstore
- Lack of integration between bookstore MBS POS/Management system program and college BANNER system
 - Duplicating work processed on both systems causes additional workload and personnel expenses
- Balancing workload to allow timely payment of invoices

Bookstore Non-Financial Characteristics

Hours of Operation: The Bookstore generally follows office hours of college departments and core services and offers expanded hours for book buy back, start of classes, and some Saturdays. The hours of operation are reviewed annually.

Space: The Bookstore occupies approximately 12,000 square feet of space on the third floor and a warehouse on the first floor. Both are located in the Center Building.

- Sales floor totals about 7,000 square feet
- Storage area totals about 1,300 square feet
- Office and other space totals about 3,700 square feet.

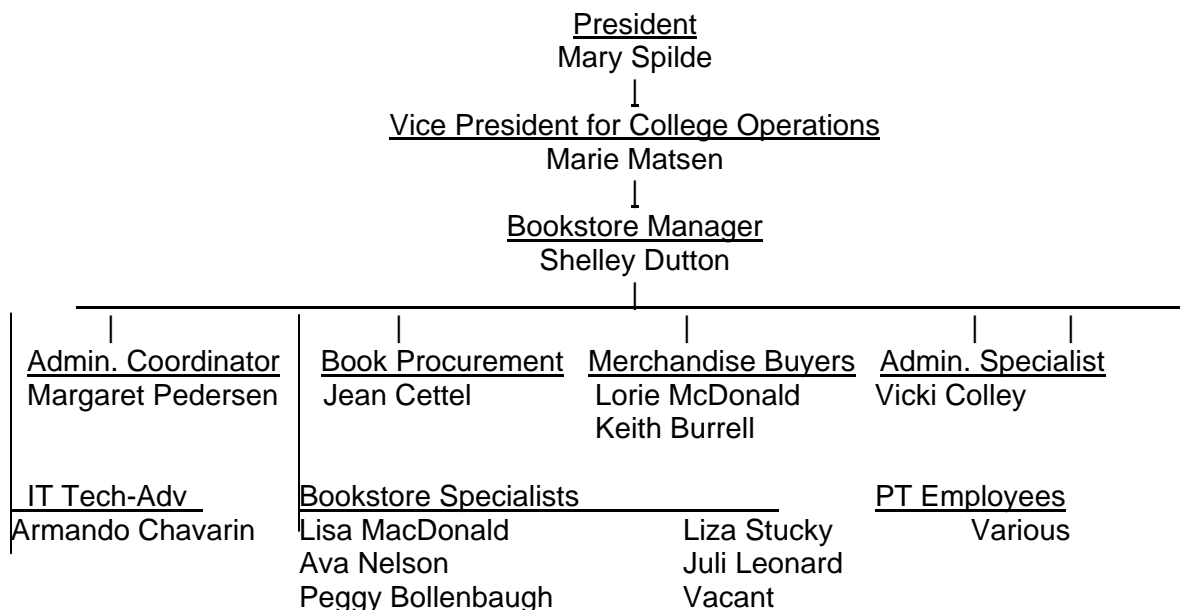
Staffing

Current Staff

- Bookstore Manager – 1 FTE
- Administrative Coordinator – 1 FTE
- Information Technology Technician-Advance
- Administrative Specialist – 1 FTE
- Book Procurement Specialist – 1 FTE
- General Merchandise & Clothing Buyer – 1 FTE
- Electronic & Computer Buyer – 1 FTE
- Student Accounts / Refund / Buyback Bookstore Specialist – 1 FTE

- Warehouse Bookstore Specialist – 1 FTE
- Textbook Assistant & General Book Buyer – .917 FTE
- Two Lead Cashers – 1.83 FTE
- Annex Bookstore Specialist – .80 FTE
- Ten to fifty work studies, students and part-time employees.

Organizational Chart - Lane Community College Bookstore



Bookstore Computer System Details

The bookstore operates the MBS Point-of-Sale/Merchandise management programs on an IBM platform.

Hardware

IBM AS400

Ten Point-of-Sales registers

Barcode and system printers

Application Software

MBS Textaid2

MBS General Merchandise

MBS Accounts Payable

MBS Student Financial Aid

MBS FTP database

MBS Merchandise/Trade Books

Physical Inventory

MBS POS Interface

MBS Sales Audit

MBS inSite
4690 POS
Banner Financial
Banner Employee
Banner Student

Bookstore Goods for Sale

Books

- New Textbooks
- Used Textbooks
- Course-packs
- Reference and study aides
- General

Supplies

- Student
- Art
- Office

Imprinted Clothing

Gifts

- Imprinted
- Non-imprinted

Electronics

- Calculators
- iPods

Apple Computer Products

Software

- Educationally priced

Back Packs and Book Bags

Snacks

Bookstore Services

- Store website maintained providing information on store merchandise, book lists, store hours, etc.
- Special ordering
- Year round book buy back
- Student Account charging: CreditLine, Financial Aid, Agency Sponsored
- Postage stamps and mail drop
- Gift Certificates
- Foodservices Dining Cards

Financial Information The following page provides projected bookstore financial information.

The financial projections that follow are prepared based on previous Bookstore financial year-end balances. This plan will be reviewed and updated annually.

Bookstore Business Plan

FY05 - FY12

	FY05 - Actual	FY06 - Actual	FY07 - Est. 3%	FY08 - Est. 3%	FY09 - Est. 4%	FY10 - Est. 5%	FY11 - Est. 5%	FY12 - Est. 5%
Inflation Factor =								
Revenue: Sales	5,302,445	5,480,908	5,645,335	5,814,695	6,047,283	6,349,647	6,667,130	7,000,486
Expense: Cost of Sales	(3,965,336)	(4,071,651)	(4,193,801)	(4,319,615)	(4,492,399)	(4,717,019)	(4,952,870)	(5,200,514)
Expense: Salaries & OPE	(824,547)	(779,104)	(802,477)	(826,551)	(859,613)	(902,594)	(947,724)	(995,110)
Expense: Operations	(103,059)	(109,680)	(112,970)	(116,360)	(121,014)	(127,065)	(133,418)	(140,089)
Revenue: Over/Under Expenses	409,503	520,473	536,087	552,170	574,257	602,969	633,118	664,774
Expense: 50% General Fund Contribution *	(204,752)	(260,237)	(268,044)	(276,085)	(287,128)	(301,485)	(316,559)	(332,387)
Expense: Reinvestment	(67,973)	(44,912)	(50,000)	(50,000)	(50,000)	(50,000)	(50,000)	(50,000)
Expense: (Bookstore) 50% IT Tech-Adv Salary & OPE **			(37,500)	(75,000)	(78,750)	(82,688)	(86,822)	
Expense: (College) 50% IT Tech-Adv Salary & OPE **			(37,500)	(75,000)	(78,750)	(82,688)	(86,822)	(91,163)
Expense: IT Tech-Adv MBS Training, Software & Equipment			(30,000)	(10,000)	(5,000)	(5,000)	(5,000)	
Total Operating Surplus/Deficit	136,779	215,325	113,044	66,085	74,628	81,110	87,915	191,224
Expense: Loans to KLCC		(200,000)						
Expense: Loans to McVay Property Purchase		(642,247)						
Revenues: Payments from KLCC		43,729	46,640	44,980	43,320	41,660		
Revenues: Payments from McVay		141,427	141,427	141,427	141,427	141,427		
Total Non-Operating Revenue/Expense	-	(657,091)	188,067	186,407	184,747	183,087	-	-
Total Surplus/Deficit	136,779	(441,767)	301,111	252,492	259,375	264,197	87,915	191,224
Beginning Fund Balance	2,366,789	2,503,568	2,061,801	2,362,912	2,615,403	2,874,779	3,138,976	3,226,891
Ending Fund Balance	2,503,568	2,061,801	2,362,912	2,615,403	2,874,779	3,138,976	3,226,891	3,418,115
Total Bookstore contribution to College (50% Fund Balance plus 50% IT-Adv)	204,752	260,237	305,544	351,085	365,878	384,172	403,381	423,550

* Propose FY2006 through FY2010: Minimum \$200,000 General Fund Contribution if below \$200,000

**Estimated Salary & OPE increase each year = 5%

Information Technology Technician - Advanced Position funded by Bookstore NWC - Position shared: College 50% / Bookstore 50% - Beginning approximately Jan. 2007.

FY11- Bookstore IT Tech-Adv Expensed moved to Cost of Operations