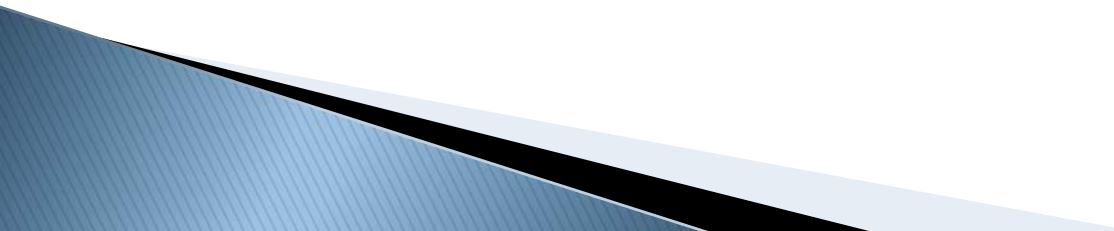


The Titan Store

Envisioning the future of course materials and
retail services at Lane Community College

Resources

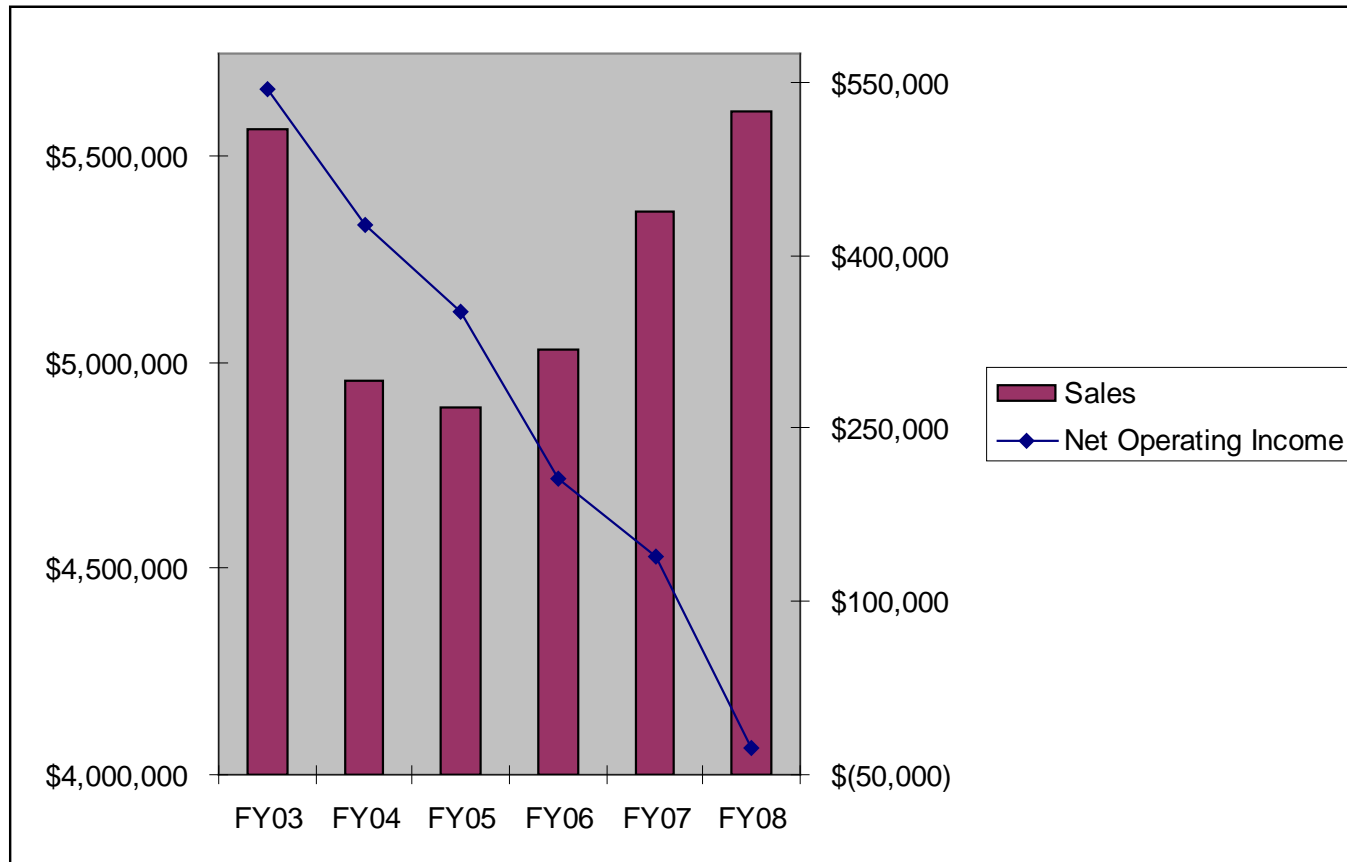
- ▶ Northwest College Bookstore Association (NCBA)
 - ▶ National Association of College Stores (NACS)
 - ▶ NACS Digital Media Services
 - ▶ Independent College Stores Association (ICBA)
 - ▶ Stakeholder Engagement
 - ▶ Student Surveys
 - ▶ Oregon Executive MBA Faculty/Consultants
 - ▶ Independent Research
- 

Stakeholder Engagement

- ▶ Facilities Council
 - ▶ ASLCC
 - ▶ Ospirg
 - ▶ Faculty Council
 - ▶ Bookstore Staff
 - ▶ Bond PUGs
-
- ▶ College Council
 - ▶ Learning Council
 - ▶ Focus Groups

Current Context

Sales and Net Operating Income
Fiscal Years 2003 through 2008



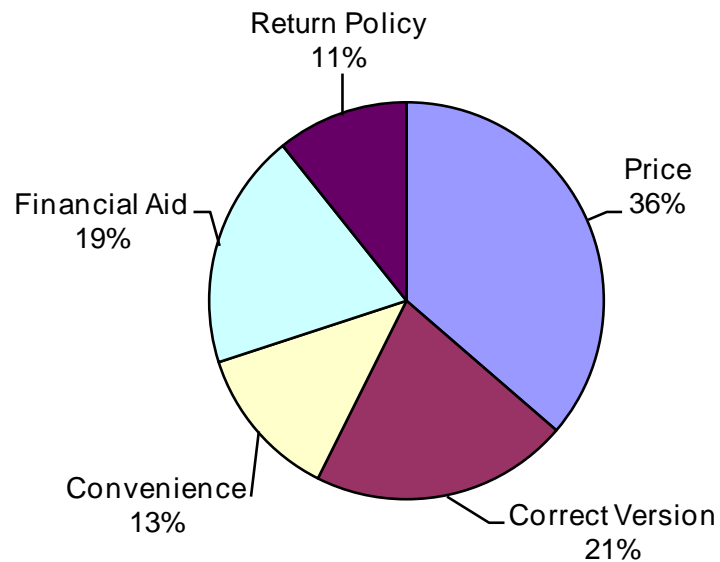
Driving Forces

- ▶ Competition
 - ▶ Technology
 - Digital Media
 - Consumer Knowledge/Access
 - ▶ Legislative/Regulatory Action
 - ▶ Outsourcing
 - ▶ Cost Control
 - ▶ Bond 2009
- 

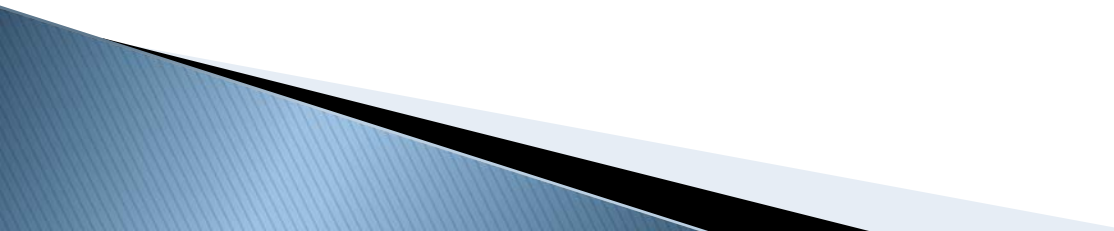
Student Survey

December 2008 buyback. n=248.

What is Most Important to You When Purchasing Course Materials?
(multiple selections allowed)



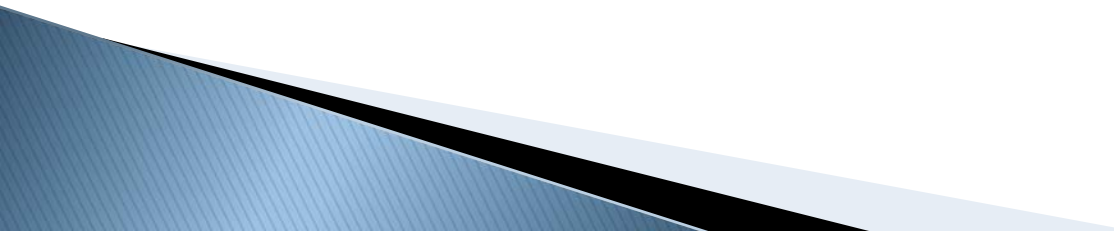
Key Industry Success Factors

- ▶ Cost Efficiency
 - ▶ Convenience
 - ▶ Added Value/Service
 - ▶ Technology & Innovation
- 

Success Factors in Practice

	Cost	Conv.	Value	Tech
Maintain course materials sales volume	X			
Increase sales of high margin supplies & complements	X	X		
Provide alternate media options (texts, course packets, open source, etc.)	X	X	X	X
Improved logistics (smooth product/process flow)	X			
Process improvement (systems & technology)	X			
Balanced, flexible resources (staff, space, administrative)	X	X		
Technology-enhanced sales and service (online sales, information kiosks, self-serve transactions)	X	X	X	X
Enhanced services (printing, shipping, fax, etc.)		X	X	
CreditLine	X	X	X	
Optimized traffic flow (rush entrances)		X	X	
Secure storage		X	X	
Communication & outreach (faculty, SOAR, students, etc.)	X	X	X	X

Space Implications

- ▶ Visible, accessible location
 - ▶ Traffic flow (rush, pickup service)
 - ▶ Technology kiosks (information, purchasing)
 - ▶ Print center
 - ▶ Connection to learning commons
 - ▶ Optimized warehouse, storage, staging space (inc. logistics)
 - ▶ Increased non-text retail space
 - ▶ Flexible space for adapting new technologies (eventually downsizing/repurposing textbook retail)
 - ▶ Office/administrative space
- 

Options

Forum Building

Center 1st Floor

Center Split

Center 2nd or 3rd Floor

Other?



Options

Forum Building

Pros

- + Increased visibility
- + Accessibility
- + Traffic flow

Cons/Concerns

- Disconnect with learning commons
- Disconnect with foodservices/retail zone
- Disconnect from social hub
- Siloed operation/resources
- Least flexible

Options

Center 1st Floor

Pros

- + Maximum visibility/branding
- + Accessibility
- + Traffic flow
- + Commercial/lounge connections
- + Social center

Cons/Concerns

- Disconnect with learning commons
- Allocate prime retail space to textbooks?

Options

Center Split

Pros

- + Maximum visibility/branding
- + Accessibility
- + Traffic flow
- + Commercial/lounge connections
- + Course materials/learning commons connections
- + Two social centers
- + Innovative concept
- + Maximum flexibility/adaptability

Cons/Concerns

- Potential lost complementary sales
- Logistical and operational complexity
- Student inconvenience (multiple transactions)
- Innovative concept
- Print services, Apple/tech location?

Options

Center 2nd or 3rd

Pros

- + Course materials/
learning commons
connections
- + Social center

Cons/Concerns

- Visibility
- Accessibility
- Space/building footprint
constraints