

COMPREHENSIVE PROGRAM REVIEW

[BOOKSTORE]

[DECEMBER 7, 2009]



As part of institutional planning, Comprehensive Program Review will be completed every three years for each Administrative Services program/area/office. To tie institutional planning to the budget process, Annual Program Reviews for each program will be updated every fall semester. This template will be used for the Comprehensive Program Review process and resulting documents may be attached or incorporated into the Annual Program Review.

MISSION & VISION STATEMENTS

The mission of the Bookstore is to continually and consistently provide an assortment of products and services selected specifically to meet the needs of our students, faculty, and staff as well as the surrounding community. Bookstore proceeds stay on campus to benefit and support the mission of the college.

The Feather River Community College District mission statement is as follows:

The mission of the Feather River Community College District is to serve a diverse student population with an effective learning environment. The District will accomplish this by offering high quality general education, transfer programs, career and technical degrees and certificates, and extracurricular activities that enhance student development and success. The college will foster interpersonal opportunities and provide unique programs supported by its small size and mountain location. The District will additionally promote regional economic development, broaden international understanding, and encourage life-long learning.

SUMMARY OF RESPONSIBILITIES/SERVICES PROVIDED

The responsibilities of the Bookstore Manager is to order appropriate textbooks and reference books in coordinating this activity with faculty, division chairs, and administrators. Coordinates the buy-back program, works with publishers, vendors, buying cooperatives and other bookstores and associations.

Assists in preparing the operational budgets, approval of appropriate invoices for payment, and inventory controls for the Bookstore operations.

Maintains and operates a full service post office.

See Appendix A. The current job descriptions of the Bookstore Manager and Bookstore Assistant.

STAFFING PATTERNS

The Chief Financial Officer reports to the Superintendent/President. The Bookstore Manager reports to the Chief Financial Officer. The Bookstore Assistant reports to the Bookstore Manager.

See Appendix B. The current organizational chart.

VARIABLES AFFECTING STUDENT LEARNING

The Bookstore has a direct impact on the majority of all departments and programs at Feather River College that relate to student learning. The Bookstore provides instructional materials for students and staff in support of classroom activities and learning. Providing adequate services and merchandise (specifically textbooks and reference materials) directly affect student learning outcomes.

RESEARCH AND DATA TOOLS

The operating results for the 2008-09 year are attached. See Appendix C.

PROGRAM EFFECTIVENESS

Attached are the historical financial results of the Bookstore. This includes operating profit/loss, total sales and gross profit comparison, and payroll and benefits comparisons. The current funds that are held in reserve appear to be adequate for the next three years to continue operations of an in house bookstore.

See Appendix C.

GOALS AND OBJECTIVES FOR THE NEXT THREE YEARS

- Operationally self sufficient.
- Availability of all textbooks and classroom instructional materials for students and staff.
- Provide online textbook lists that are available for everyone. (Mandated by law.)
- Increase Bookstore awareness regarding what services and materials are available.
- Reasonable pricing of all Bookstore merchandise.
- Survey of students and staff regarding what types of merchandise should be carried in the Bookstore, improvement of services and merchandise suggestions.

RECOMMENDATIONS

The recommendation for the Bookstore is to improve services by improving coordination of course materials with instructors with demand from student customers. Provide an increased selection of clothing apparel that compliments all program offerings. This will potentially require additional operating hours and temporary staffing requirements to implement changes.

See Appendix D. Recommendations and observation of the current Bookstore conditions.
See Appendix E. California State Auditor article on Affordability of College Textbooks and other miscellaneous articles.

APPENDIX

Appendix A Job Descriptions of the Bookstore Manager and Bookstore Assistant

Appendix B Organizational Chart

Appendix C Historical Financial results.

Appendix D Recommendations from interim Bookstore Manager/Consultant

Appendix E Public documents and articles on Bookstore operations.