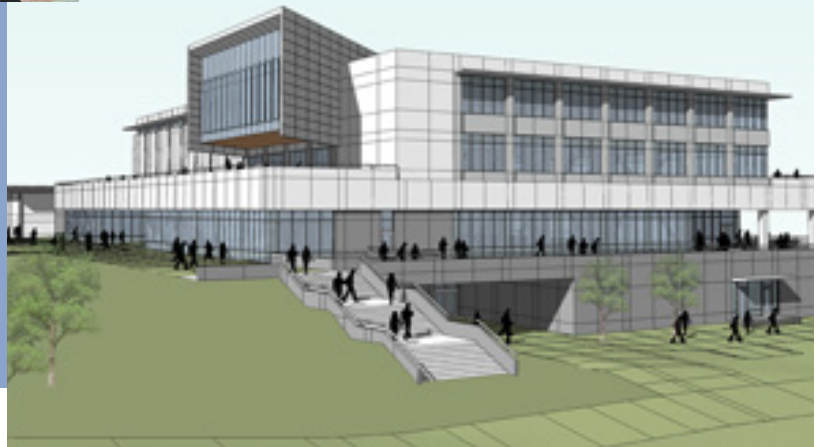




SAN MATEO COUNTY  
COMMUNITY COLLEGE DISTRICT  
DISTRICT BOOKSTORES 2008 ANNUAL REPORT



COLLEGE of  
SAN MATEO



Skyline  
COLLEGE

## A NOTE FROM OUR DIRECTOR

Fiscal year 2007-08 proved to be both a very rewarding and exciting year for the District Bookstores. As the most visited place on any college campus, the bookstore is charged with both meeting the needs and exceeding the expectations of students, faculty and staff of the District. The bookstore team is committed to striving for further innovation and will continue to provide indispensable services with excellence to the District community.

We're pleased to present this overview of the District Bookstore's activities and achievements for the 2007-08 academic year. We will continue to seek innovative ways to serve you and the District community in the year ahead, and we thank you for your support and patronage.

Tom Bauer  
bauer@smccd.edu  
Director of Auxiliary Services



Authorized  
Campus Store



Authorized  
Educational Reseller

## WE'D LIKE TO HEAR FROM YOU!

We welcome your comments on this report and your feedback on your experience at the SMCCD Bookstores. Stop in, call us, or e-mail us at [bookstore@smccd.edu](mailto:bookstore@smccd.edu).

# HIGHLIGHTS OF

## EXPANDED TEXTBOOK RENTALS AND SAVINGS

The textbook rental program continues to flourish and sets our District apart from all others in its unparalleled efforts to serve our students. Thanks to the joint efforts of Auxiliary Services Director Tom Bauer and the District Foundation team, in partnership with our District bookstore and auxiliary vendors and our Financial Aid offices, a sum of \$52,000 was raised to fund the purchase of additional textbooks for the rental program now active at all three of the Colleges. Cañada College continues its efforts to raise funds for the program as well as making Cañada bookstore the leader in textbook rentals in the District and possibly the State.

Skyline College President Victoria P. Morrow identified fund raising for this essential program a priority in her administration. In addition to fundraising, the bookstores are also renting textbooks from their own inventories. *In doing so, we have significantly increased the number of titles available to rent bringing the number to over 400 titles this year. In 2007-08, the bookstores rented textbooks for \$155,000 that would have cost students \$620,000 at retail. Since 2005, the program has saved our students over \$1 million in textbook costs.* The bookstore team is very proud of what it has done for our students and will continue to bring new innovations and textbook cost saving measures to the students in the District.





# THE PAST YEAR

## NEW (AD)VENTURES



**CSM:** Last year, the Skyline College campus welcomed a brand new bookstore located in the new Student Center in Building 6 and the Cañada College campus received a much needed renovation to its bookstore located in Building 2. In March 2008, the College of San Mateo bookstore began preparations for its move to Building 34 where it will be housed for the next three years. At the end of three years, the bookstore will move into its home in the new Building 10N, currently in the design phase. While relocating any service is a challenge, relocating an entire bookstore took the united effort of the whole bookstore team led by store manager Judy Worster along with classified staff members Jo Pisa, Mary Leonard, James Peacock, Munendra Sharma and Yi Dai. The bookstore team was assisted by the District Construction Planning Department (CPD). Michele Rudovsky, a member of the CPD team, worked tirelessly with the bookstore staff to ensure that the move was a success and that the bookstore had everything it needed to reopen serving students, faculty and staff in a period of time such that there

would be little to no service disruption. Thanks to the concerted efforts of all, the bookstore reopened after only five days and was ready to assist students and faculty with upcoming graduation needs as well as the end of term textbook buyback period. Everyone in the bookstore is looking forward to the opening of Building 10N and what will certainly be the best designed, highly functional, dynamically merchandised community college bookstore in California.

**CAÑADA:** The Cañada College campus community is thrilled to welcome the newest building on campus, the Pony Espresso! The Pony Espresso is a fully equipped coffee shop perfectly designed to match the beautiful Student Learning Center (Building 9) on the opposite side of the quad. The Pony Espresso, aptly named by popular vote of the Cañada College Classified Staff last spring, serves a full array of Starbucks coffee drinks including Espresso drinks, Mochas, Macchiato and Lattés as well as regular coffee, Tazo teas, water and soft drinks. Fresh pastries are delivered daily along with bagels and cream cheese. The Pony Espresso made its debut at District Opening Day, August 14, 2008 to raves from the campus community. It is now one of the busiest places on campus.

The Cañada bookstore staff will operate the Pony Espresso year round as a satellite of the bookstore. We are very excited about this new opportunity and look forward to many years of successful service to the Cañada College community.



**SKYLINE:** In fall 2007, the bookstores solicited information about books authored by our faculty, staff and students. After receiving the information, we ordered copies of all titles and had them prominently displayed in each store to highlight these noteworthy campus authors. We were happily surprised to learn that we have a successful student author, Sonya Faye Pope, a student at Skyline College, who wrote a book entitled "From the Walls inside: Recorded Conversations with Myself." In her book, Ms. Pope described her difficult childhood and her conscious decision to change the course of her life. She said that at Skyline, she found a "family" of faculty and staff who helped her through this journey. She thanked in particular Professor of English Bessie Vaughns who has been a mentor and who provided the discipline which allowed Ms. Pope to recognize obstacles and understand that she could overcome them. The Skyline bookstore was proud to feature Ms. Pope at a reading at Skyline College attended by students, faculty and staff. We will continue to honor and celebrate the scholarship of our campus community featuring their written works in all the bookstores as well as on our website.

# EFFICIENT RETAIL OPERATIONS

The bookstores had a strong year financially, driven by the success of the Colleges in growing enrollment at all three campuses. All Auxiliary Services rise and fall based on the strength of campus enrollment. The past year was a prosperous year for the bookstores. The bookstores realized a \$712K increase in sales in 2007-08 over 2006-07 for a total of \$8.5 million dollars. None of this would have been possible without the collective, tireless efforts of the entire bookstore staff comprising: (CSM) Judy Worster (Manager), Jo Pisa, Mary Leonard, James Peacock, Munendra Sharma, Yi Dai, (Skyline); Kevin Chak (Manager), Jackie Collado, Sally Welch, Marta Cuellar, Matt Hernandez; (Canada) Jai Kumar (Manager), Brian Horwitz and Laura Brugioni. In addition to our classified staff, our student assistants continue to offer exceptional support and are valued members of the bookstore team. We are very proud of the fact that recent additions to our permanent classified staff started out in the bookstores as student employees! The Bookstore Fund budget for 2008-09 totals \$8,748,653. The net beginning balance for the Bookstore Fund is \$6,181,924. The budget includes provisions for increased annual cash flow requirements, inventory and full maintenance needs of the store facilities.

The following table reflects bookstore operations for the fiscal year beginning July 1, 2007 through June 30, 2008. It includes Fall 2007, Spring 2008 and Summer 2008 semesters.

<b>Bookstore Sales</b>	<b>2006-07</b>	<b>2007-08</b>	<b>\$ Change</b>	<b>% Change</b>
Regular Merchandise Sales	\$6,613,349	\$7,326,484	\$713,135	10.78%
Computer Products Sales	1,243,744	1,242,727	(1,017)	-0.08%
Total Merchandise Sales	7,857,093	8,569,211	712,118	9.06%

Regular merchandise sales have increased dramatically by \$713K this year compared to last year. As the enrollment grows so do sales. The bookstores' increase was fueled in large part by increased textbook sales, including used textbook sales which increased over last year in both dollar and unit sales. The bookstores also realized increases in every other merchandise division this year over last year. The fact that we increased textbook sales despite mounting competition is a testament to the store staff having the right book at the right price on the shelf when the student needs it.

Computer sales continue to be a large part of the bookstores' sales. Sales dipped slightly this year due to the fact that last year, the District brought several Mac labs on line with purchase additions that significantly increased our sales. Even with fewer labs this year, sales continue to remain strong. Computer and computer product sales offer a great service to the District students and staff but are very low margin items and bring 5-7% to the bottom line. Despite the low margin, the bookstores remain committed to these items because of the service provided to the District community.

The increase in cost of goods sold is a direct result of the increase in sales. The increase in operating expenses over last year reflects the salary increases received. Favorable interest and other income are due to better handling of Accounts Payable and asset management and increased commissions through the various programs.

Fiscal Year 2007-08 was a very good year for the bookstores. We returned \$350K to our reserve which will allow us to commit more resources to our textbook rental program, textbook scholarships for both financial need and academic excellence, professional development for our classified staff and keeping our new facilities properly maintained. We look forward to the new bookstore at College of San Mateo and continue our efforts to provide exceptional service to the District community.

<b>Bookstore Recap</b>	<b>2006-07</b>	<b>2007-08</b>	<b>\$ Change</b>	<b>% Change</b>
Total Merchandise Sales	\$7,857,093	\$8,569,211	\$712,118	9.06%
Cost of Goods Sold	5,775,826	6,222,221	446,395	7.73%
Gross Profit	2,081,267	2,346,990	265,723	12.77%
Total Operating Expenses	2,257,308	2,350,961	93,653	4.15%
Net Income from Operations	(176,041)	(3,971)	172,070	97.74%
Interest and Other Income	432,800	517,463	84,663	19.56%
Net Income Before Other Expenses	256,759	513,492	256,733	99.99%
Other Income: In-Kind Donation, POS System	60,140	-	(60,140)	-100.00%
Other Expense: Salary/Benefits, POS Contribution, Donations	183,104	162,775	(20,329)	-11.10%
Net change in Fund Balance	\$133,795	\$350,718	\$216,923	162.13%