

# SAN MATEO COUNTY COMMUNITY COLLEGE DISTRICT

## AUXILIARY SERVICES AND ENTERPRISE OPERATIONS ANNUAL REPORT 2013-2014





*Photo courtesy of Amanda Bortoli*

**On the cover:** (L-R) Back row: SMCCD Students - Khrizia Velacruz, Kassy Deras, Maritza Monreal, Domenic Gulli, Gilbert Bui, Brian Delacruz, & Heinrich Relosimon. Middle row: SMCCD Students - Marcus Galang-Wilson, Sarah Minsky, Jenny Martinez, Melissa Reyes, Jackie Lee, Gabby Ceja, & Angel Yaeger. Front row: Introducing Skyline College community member - Joshua.

**Photo & cover design:** SMCCD Bookstores student employee - Amanda Bortoli - [www.facebook.com/captured.ab](https://www.facebook.com/captured.ab)

# A WELCOME FROM THE VICE CHANCELLOR



On behalf of the team of the San Mateo County Community College District Auxiliary Services and Enterprise Operations – the bookstores, copy centers and food service operations at Cañada College, College of San Mateo and Skyline College, as well as the San Mateo Athletic Club at College of San Mateo – I would like to thank you for your continued support. Our team provides indispensable services to the students and staff at each of our three colleges as well as to the local community that surrounds us on this beautiful Peninsula. It is a job that we are both proud and honored to perform.

As Chancellor Galatolo stated in his 2014-15 Welcome Message, “This is a good year for California, the California economy, and the millions of students who attend community college in our State. Almost every economic indicator indicates that there will be sufficient resources to fund public education in California at increasing support levels through the coming decade. San Mateo County Community College District will not only benefit from resurgence in the State and local economies, but will benefit from having become one of the few community colleges in the State that is essentially self-supported by local property taxes. We are positioned well due to the excellent support of quality faculty, staff and administration and because our community gave to us the wherewithal during the economic hard times to sustain our programs by passing the first community college district parcel tax in the State. Because our community supported us in more difficult times, we can now focus on moving forward in supporting the education and training needs of our community.”

I could not agree more with Chancellor Galatolo. The support we receive from our local community is nothing short of amazing. Chancellor Galatolo’s opening message got me thinking about the Auxiliary Services and Enterprise Operations I have the privilege to lead going into my tenth year in the District. As I read the message and took part in Opening Day activities in August, I reflected on “partnerships”. As a District, we are fortunate to have a supportive local community as our partner, working together with us to create the best community colleges in the State. Internally, we all partner with one another to continuously support one another and our programs. Within the Auxiliary Services and Enterprise Operations, we are so fortunate to have exceptional managers of our three college bookstores, who partner with the dedicated and very talented classified staff to make our bookstores the best they have ever been. Working toward that end, our student staff who support the store managers and classified staff not only provide assistance in the day-to-day operations of the stores but also provide us with the valuable perspective of students who are, after all, our primary customers. The training students receive while working with us helps many of them go on to professional careers. All three store managers were students at one of the three colleges and worked at one time as student assistants and almost all of the classified staff were student assistants as well. As student assistants, their lives were changed and their career paths created.

The three college bookstores continue to invest in and grow the number of titles in our textbook rental inventory. Students who are able to rent their textbooks save a significant amount of money and, as a result, have the opportunity to acquire all of the required textbooks and course materials for their classes rather than just one or two they could afford to buy. The rental program provides students access to educational materials, which enable them to achieve their academic goals. The support and partnership from the Presidents at each of the three colleges enables the program to continue to grow and serve students.

As I reflected on the success of the bookstores, I could not help but be equally as impressed with all we have accomplished with our dining facilities at each college. The ability to remodel and upgrade each facility, thanks to our local community who supported our two earlier bond campaigns, enabled us to provide students at each college with a physical space to call home while they are here. No longer do students come to campus, go to class and then leave. We have built spaces that are welcoming and conducive to not only teaching and learning, but also to fostering a spirit of community and well-being. The team at Pacific Dining are entering their seventh year as partners with the District, providing exceptional food service at each college. Working directly with staff and students, they are continuously challenging themselves to provide creative and tasty menu choices, are communicating regularly with groups on campus and have worked diligently to make each campus dining facility dynamic and successful. Our catering services, particularly in the College Center’s Bayview Dining Room at College of San Mateo, have allowed the District to host over 150 events for the local community including weddings, birthdays, bar and bat mitzvahs, quinceañeras, memorial services, local school district board meetings and dinners, and a host of other events. These events allow us to open our doors to the local community in ways we have never done before. The thought of a couple beginning their married life here at College of San Mateo is really an incredible thing when you think about it. Our partners at Pacific Dining have worked hard to make this outreach the incredible success it has been since opening College Center in 2011. Although not District employees, the team at Pacific Dining are partners and the entire team is invested and motivated to provide exceptional service to support the mission and goals of each college.

Over the past four years, San Mateo Athletic Club (SMAC) has grown its membership to over 5,000, provided health and wellness opportunities to the local community, and offered training and certification programs to fitness professionals. It has also provided a revenue stream that helps to support the facility and the equipment therein where the college faculty provide teaching and learning to the students at CSM. In addition to all we do to help support the mission and goals of CSM, we continue to engage the local

# A WELCOME FROM THE VICE CHANCELLOR CONTINUED

community in an effort to increase the exposure opportunities for the college. This effort continues to be led by our outstanding aquatics facility and programming which has attracted attention from the Peninsula and surrounding areas. We continue to reach out, opening our doors to host large scale swim meets for local swim clubs and teams as well as renting pool space to local high school and age group teams to enable them to have long course swimming opportunities in our 50 meter Olympic pool. We hosted the Pacific Masters long course championships for three years running. In May 2014, SMAC once again partnered with Swim Across America and conducted a fund raising swim event raising over \$69,000 for UCSF Benioff Children's Hospital and Children's Hospital Oakland Research Institute. All of the money we raised as a community is applied to pediatric cancer research. The Swim Across America event is an annual event at SMAC and we are excited about this new and lasting relationship that supports the children in our community who are battling cancer.

SMAC continues to work closely with the San Mateo Union High School District and hosts a number of students in the Workability program providing students with practical work skills and work experience. This program has also returned for a third year. In addition, we continue to collaborate with the CSM academic team in the commitment to our mission, 'Where Education Meets Fitness', and host a number of workshops annually where participants can receive continuing education credits (CEC) towards maintenance of their certifications earned at CSM in yoga, Pilates, group exercise, and personal training.

SMAC also partners with many departments and agencies on campus by creating promotional opportunities for students in the cosmetology program, practical experience for nursing students, hosting tables at health and job fairs, sponsoring scholarships and the financial support of Jazz on the Hill. SMAC members joyfully fill barrels for campus food and toy drives and enthusiastically support the mixed use nature of the fitness center. SMAC members are very aware that supporting SMAC also supports education within their community.

Our partner, Medifit, operates San Mateo Athletic Club under a management agreement with the District. Chosen to do so back in 2010, Medifit has worked hand in hand with the District management team in building and operating a first class facility where education and fitness is the focus. Medifit impressed me and other District staff initially by what appeared to be a unique approach and mindset in the health and fitness industry. That approach and mindset has been manifest in our unparalleled success. Each year, I continue to marvel at our growth and am so proud of how we continue to change people's lives. Like the team at Pacific Dining, the team at Medifit is equally committed to the mission and goals of both the college and the district. It has always been my goal to integrate all who work in the Enterprise Operations into the life and fabric of the colleges. It is also my goal to make the relationships we have seamless so that each person in the organization knows he/she is a valued member of the team doing exceptional work for this community. All of our partners including the local community, district staff, students and our vendor partner's play a role in our success.

As I am sure you will agree as you read this report, our team is not only providing superior services to our colleges but also to the community at large. We feel strongly that by introducing more people to the colleges who may otherwise not have a reason to visit, we make our colleges stronger and our community aware of just how special we really are.

I want to specifically recognize the outstanding work of Skyline Bookstore manager Kevin Chak and student assistant Amanda Bortoli for all the work into creating this report and to Skyline College Bookstore's Graphic Arts & Production department for all the work that went in to producing it. Year after year, the report grows larger and the team does a great job producing it. I also want to call your attention to our cover this year. As we do every year, we focus on our student assistants representing all three colleges in the district. Our operations reach out to so many in our community, we wanted to put a face on our future. I would like to introduce you to 3 year old Joshua. Joshua is an honorary member of our Skyline College Bookstore family. As we work to educate our students of today, we always have one eye on our future as we welcome learners of all ages to our three colleges! Thank you Joshua for providing us with such a great cover shot!

Our growth continues, our success inspires others to want to learn from us and our future continues to be bright thanks to the dedicated support of every person who works in these enterprises as partners in success. Despite the fact that we are geographically separated in three colleges and serve different needs, we are one team. We are grateful for your support and we will continue reaching out to offer even more to our community in this academic year.



Tom Bauer  
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Vice Chancellor  
Auxiliary Services & Enterprise Operations

# THE BOOKSTORES



*Photo courtesy of Skyline College Marketing, Communications, & Public Relations Department.*

Each year, I begin this annual review the same way as I do the year before. I talk about the fact that we have once again had a challenging year. While a continuing flat to declining enrollment has made the year challenging for the bookstores, a review of the operation tells another story. It tells the story of hard working and innovative managers, classified staff and student employees working hard to achieve success and that they have. While the overall success of campus auxiliary services and commercial operations is dependent on a strong, stable enrollment each year, the several years of declines caused the team to focus on providing more options to students in terms of textbook rentals, have worked harder to achieve deals with publishers to provide textbooks at a lower cost resulting in a lower selling price for the student and have focused on our day to day customers as they visit our coffee shops, convenience and food marketplaces and copy centers. While significant enrollment decreases impact sales dramatically for all auxiliary commercial operations, the bookstores have achieved better financial results this year over last year. While the impact of a lower enrollment on textbook sales is dramatic, the bookstore achieved only a 1% decline in unit textbook sales due to the burgeoning textbook rental program.

The continued success of World Cup Coffee and Tea at Skyline College, PAWS for Coffee at College of San Mateo, and the Pony Espresso at Cañada College allow the Bookstores to serve hundreds, and on some days thousands, of students and staff every day and bring exciting new products to the campus. These shops are so successful that it has helped to defray the effects of the downward enrollments and the increased pressures on the textbook departments. They have added not only a new revenue stream for the

bookstores, but also allow us to interact with most students and staff every day of the academic year rather than just at the opening of classes when we are busiest.

The copy centers at Skyline College and College of San Mateo continue to grow. These two operations expand our ability to provide services to the colleges and many more departments are bringing their print jobs to us.

While these operations are both young, each in their second year as part of the bookstore operations, we continue to have great expectations that both will continue to grow by providing and further supplementing Bookstore sales. Thanks to all of the efforts of our bookstore team, we again provided the best service to our community, managed our expenditures well and once again ended the year with a financial surplus as it has every year since 2006. This is a significant accomplishment given the pressure on textbooks sales and the declining headcount year over year. These two factors have led to the financial downfall of many self-operated college bookstores in California and indeed the rest of the country. However, despite these pressures, the Bookstores returned a surplus of \$387,466 to its reserve this year versus the \$115,842 we returned to the reserve last year. The entire Bookstore team is to be credited with these stellar results.

As the most visited place on any college campus, the Bookstore is charged with both meeting and exceeding the needs of students, faculty and staff. The Bookstores' managers and classified staff have a renewed commitment this coming academic year toward further innovation and we will continue to provide exceptional service to our community.

## STAFFING CHANGES

### CAMPUS COPY & POST

We welcomed one new addition to our classified staff this year. Jonita Kumari joined the bookstore team this spring as a Bookstore Operations Assistant and is working in the day to day operations of Campus Copy & Post at College of San Mateo. Jonita is very active and is part of a hiking troop as well as a biking troop. She has been part of swimming teams, basketball teams, and hopes to restart basketball in the next few months.

Jonita is experienced in print shops and began working as a student assistant more than 10 years ago with Gail Kamei at Cañada College in their on campus print shop while she attended Cañada College. Most recently, Jonita worked for FedEx in their large printing production center. In the short time she has been with the CSM Bookstore team, Jonita has brought a new enthusiasm and is highly motivated to making Campus Copy & Post financially sustainable. We are very pleased at having Jonita as a member of our team.

The Bookstore team said goodbye this year to our own Katie Beverly who was running the operation at Skyline

Graphic Arts. Katie came to Skyline College from KCSM in 2010 and worked for the college while Skyline Graphic Arts was part of the colleges operations. On July 1, 2011 when the Bookstores assumed responsibility for the operation, Katie joined the Bookstore team. Under Katie's leadership, the sales grew each year as did the appreciation of not only Skyline College staff, but also staff at CSM and the District Office staff who used the Skyline Graphic Arts for their print jobs. Katie was an essential member of the bookstore team. While Katie left us, she is still with the District. In August 2014, Katie began her new role in General Services in the District Office as a Buyer. While Katie was sad to leave the Bookstore team, she is very excited about her new role. Congratulations to Katie on her new position!

### 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).



*Photo courtesy of Amanda Bortoli*

## STUDENT EMPLOYEES

The District Bookstores are fortunate to have the talents of many students working at all three Colleges. Student employees provide essential perspective on the needs of students to the Bookstore management team and classified staff, provide essential services to the Bookstore and are able to learn how to work in a fast paced retail environment with a focus on exceptional customer service. Many of our student employees are so successful that the majority of the classified and professional supervisory staff working in the Bookstores today actually started as student employees.

Outstanding “senior” students in each Bookstore

provide exceptional service and serve as mentors and role models for newer student employees. They have taken their experiences at the Bookstores and have successfully applied it to their academic careers and personal lives. From College of San Mateo: Katherine Ramierez, Bianca Chairez, Chureel Kanogata'a, Angelica Fregoso, and Andrea Amer; from Skyline College: Amanda Bortoli, Maritza Monreal, Brian Delacruz, Angelina Yaeger, Gilbert Bui, Holly Argente, and Michael Corzonkoff; and from Cañada College: Jalissa Jackson, Vanessa Collier, Julian Alcala, Manuel Rodriguez, Lucas Dunbar, and Angel Lopez. Congratulations to each of these students on a job well done!

# COURSE MATERIALS SALES



Photo courtesy of Kevin Chak.

The sale of new and used textbooks, coursepacks, digital books and rental books are the core mission of the District Bookstores and account for roughly 80% of the total sales in the District Bookstores. Bookstore managers, Jai Kumar from Cañada College, Kevin Chak from Skyline College, and James Peacock from College of San Mateo, work very closely with our faculty and academic support staff, as well as publishing company representatives, to ensure that the Bookstores meet their goal in providing the right book at the best price at the exact time the student needs it. In addition to this, the Bookstore managers are charged with obtaining as many used textbooks as possible as well as identifying titles to add to our textbook rental program. The Bookstore managers also work closely with the academic department support staff, faculty, and Deans to coordinate constructive dialogue with publisher representatives to offer customized textbook packages and incentives that will result in lower prices for students and provide a useful tailored product for the students' learning experience.

To date, there are three major used textbook wholesale companies in the United States and a few small ones. Every college and university in the country sends its textbook list to these wholesalers with the hope of obtaining as many used textbooks as possible. The key to success is getting the booklist from the faculty as early as possible to work with the companies for the longest period possible. Equally important and doubly beneficial to the student is our ability to buy back books at the end of each semester. When textbook orders are processed by the Bookstore on time and the textbook is being readopted in the same edition for the coming semester, the Bookstore can give the student a 50% cash return on his



<http://www.textbookaid.org>

or her investment and further supplement the stock of used textbooks for future students. Used textbooks represent the best overall savings to our students. Priced 25% less than new textbooks, used textbooks are obtained through a rigorous procurement process by each store manager.

This year, total textbook sales dropped 22% overall with a 1% decrease in new book sales and a very significant 21% decrease in used textbook sales. Coursepack sales also dropped by 12% districtwide. A bright spot continues to be our textbook rentals which increased by 23% this year after an increase of 25% last year. The decline in textbook sales is not easily explained as so many factors impact buying decisions these days. We have certainly been impacted by our declining enrollment in both headcount and FTES. One cannot expect to continue growing sales in a declining market. Other factors that impact textbook sales is the slow move to electronic means of providing course materials some of which bypass the bookstore completely. Another reason for the decline in textbook sales is quite paradoxically the continued increase in textbook rentals textbooks. The more textbook titles we rent, the fewer books students will buy. Because the textbook rental titles are books that are used semester after semester, the impact of this type of increase is most significant on used book sales.



Photo courtesy of Skyline College Marketing, Communications, and Public Relations Department

### 2013-14 Course Materials Sales Comparison TY-LY

#### SMCCCD Bookstores

CSM	Description	2012-13	2013-14	\$ Difference	% Difference
	New	\$ 1,133,499.00	\$ 969,503.00	\$ (163,996.00)	-14%
	Used	\$ 490,875.00	\$ 414,232.00	\$ (76,643.00)	-16%
	CoursePacks	\$ 70,151.00	\$ 43,239.00	\$ (26,912.00)	-38%
	Total	\$ 1,694,525.00	\$ 1,426,974.00	\$ (267,551.00)	-16%
	Rental	\$ 69,008.00	\$ 120,040.00	\$ 51,032.00	74%
	NTE (Unit Sales)	\$ 2,064,031.00	\$ 2,001,972.33	\$ (62,058.67)	-3%

SKYLINE	New	\$ 1,135,606.00	\$ 1,207,388.00	\$ 71,782.00	6%
	Used	\$ 523,242.00	\$ 406,674.00	\$ (116,568.00)	-22%
	CoursePacks	\$ 101,102.00	\$ 107,363.00	\$ 6,261.00	6%
	Total	\$ 1,759,950.00	\$ 1,721,425.00	\$ (38,525.00)	-2%
	Rental	\$ 119,025.00	\$ 123,260.00	\$ 4,235.00	4%
	NTE (Unit Sales)	\$ 2,309,362.00	\$ 2,242,660.00	\$ (66,702.00)	-3%

CANADA	New	\$ 666,253.00	\$ 716,974.00	\$ 50,721.00	8%
	Used	\$ 258,638.00	\$ 183,420.00	\$ (75,218.00)	-29%
	CoursePacks	\$ 37,052.00	\$ 33,072.00	\$ (3,980.00)	-11%
	Total	\$ 961,943.00	\$ 933,466.00	\$ (28,477.00)	-3%
	Rental	\$ 152,786.00	\$ 175,490.00	\$ 22,704.00	15%
	NTE (Unit Sales)	\$ 1,622,247.67	\$ 1,663,494.00	\$ 41,246.33	3%

<b>Total District</b>	<b>New</b>	<b>\$ 2,935,358.00</b>	<b>\$ 2,893,865.00</b>	<b>\$ (41,493.00)</b>	<b>-1%</b>
	<b>Used</b>	<b>\$ 1,272,755.00</b>	<b>\$ 1,004,326.00</b>	<b>\$ (268,429.00)</b>	<b>-21%</b>
	<b>CoursePacks</b>	<b>\$ 208,305.00</b>	<b>\$ 183,674.00</b>	<b>\$ (24,631.00)</b>	<b>-12%</b>
	<b>Total</b>	<b>\$ 4,416,418.00</b>	<b>\$ 4,081,865.00</b>	<b>\$ (334,553.00)</b>	<b>-8%</b>
	<b>Rental</b>	<b>\$ 340,819.00</b>	<b>\$ 418,790.00</b>	<b>\$ 77,971.00</b>	<b>23%</b>
	<b>NTE (Unit Sales)</b>	<b>\$ 5,995,640.67</b>	<b>\$ 5,908,126.33</b>	<b>\$ (87,514.33)</b>	<b>-1%</b>

\*\*\*NTE Updated to include both used books and rental books for the purpose of unit sales evaluation. NTE represents the value of all books at the new price to accurately measure unit sales.

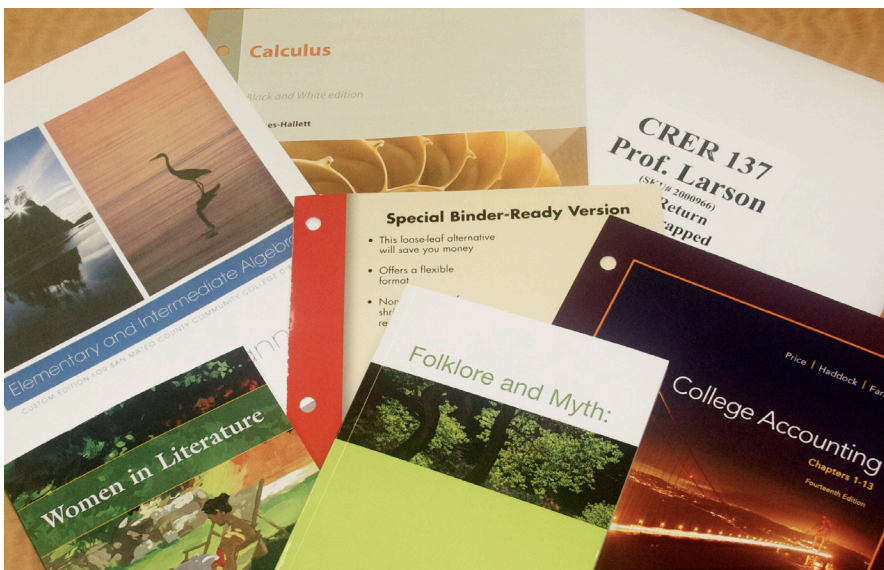


Photo courtesy of Kevin Chak and

Another factor that impacts the sale of used textbooks are the growing number of custom packages and individual textbooks that are customized specifically for a course. Custom packages and textbooks are designed for a course by a professor and a publisher working in coordination with the Bookstore management team. Custom textbooks often have a pricing advantage for students and allow a professor to choose only the material specifically for the class leaving out other material that may not be relevant. These packages cannot be obtained used and affect the sale of used books as well. Each college has a number of custom products.

Each year, the number of online competitors that appear doing everything from selling books to renting books are yet another challenge (and opportunity) for brick and mortar college bookstores across the country. The competition that our stores face from competitors that span the marketplace is significant. However, despite all of our challenges, the unit sales of textbooks decreased only 1% this year. This modest reduction, which is lower than our enrollment decline, attests to the fact that we have not lost any market share to our competitors.

The challenges with which we are presented have caused us to look for and seize opportunities to maintain our market share by providing our students with the best pricing on the right products in the mode of delivery the choose each semester. Thanks to our successful rental program and custom textbook program, we are meeting the needs of our students in the most cost effective manner possible. This is actually quite extraordinary and displays the commitment of our student customers as well as our faculty and staff to support the Campus Bookstores.

**GRAPHIC ARTS & PRODUCTION**

**AND**

**CAMPUS COPY & POST**

**YOUR 1 STOP ON CAMPUS PRINT SHOP**

# TEXTBOOK RENTAL PROGRAM



Photos courtesy of Kevin Chak

The textbook rental program continues to flourish and serves as a model for college bookstores around the country. Thanks to the efforts of the entire bookstore team, we continue to identify funding to purchase additional textbooks for the rental program at all three of the colleges. In addition, the Bookstores continue to add inventory to the program using our reserve dollars and has taken advantage of new programs offered by the two lead wholesale book companies, MBS Textbook Exchange and Nebraska Book Company. Cañada Bookstore continues its role as the leader in textbook rentals in the District and possibly the State. The District Bookstores now boast over 1,900 titles in the textbook rental program spanning most disciplines at the three Colleges. These efforts account for the increase in textbook rentals this year.

Not to be outdone, in the 13/14 academic year, Skyline College President Regina Stanback Stroud committed another \$100,000 to the course materials rental program in her college and CSM President Mike Claire committed additional funds to the textbook rental program at College of San Mateo. These generous commitments made a major impact on the 2013-14 academic year with thousands more volumes and hundreds more titles added to the textbook rental program.

Textbook rentals increased 23% districtwide in 13/14 which is significant because we saw a 25% increase in 12/13 over the year prior. The continuing exponential increase in textbook rentals is good for the bookstores and even better

for our students! Textbooks rented this year would have cost students in our district \$1,675,160 to purchase new. Students rented those textbooks for \$418,790 saving student in the San Mateo Community College District \$1,256,370 in textbook costs this year! This is a significant achievement for the bookstore management and classified team that has a direct impact on student access and student success at each of the three colleges.

The SMCCD Textbook Rental Program has saved students in our district more than \$8.7 million since 2005 with recent inventory additions increasing that number exponentially. We expect the cumulative savings to top \$10 million dollars by the end of the 14/15 academic year with our rental library, which started out with 35 titles in 2005 and now exceeds 1,900 titles spanning almost all disciplines and growing at a rapid pace, thanks to the support and efforts of many of our staff and the college administrations. Special acknowledgement and continuing congratulations go to Jai Kumar and Cañada store staff Brian Horwitz, Laura Brugioni and Faamanu Noa along with a dynamic team of student assistants. The Cañada Bookstore was the founding bookstore of the rental program and continues to lead the District textbook rentals.

The commitment of all three College administrations to the success and growth of this program, along with the dedication of the Bookstore teams, make this 2006 National Association of College Stores Innovation Achievement Award winning program a shining success.

## BOOKSTORE CONTRIBUTION

It is important to note that the Bookstores are required to be self-sustaining and cover all of their operational expenses. There is no Fund 1 operation expense support for the Bookstores or any other District enterprise. In addition, the Bookstores return money to the District for additional support and for the support of students each year.

In addition to the support mentioned above, the Skyline College Bookstore and Sky Café were proud to have created a new level of sponsorship for the Skyline College President's Innovation Fund. The new category of Premier Presenting Sponsor was created to replace Presenting Premier Sponsor which was preceded by Premier Innovation Sponsor recognizing a new record setting lead individual sponsorship of \$35,000 replacing the prior year contributions of \$25,000 and \$10,000 made by the Bookstore and Café team last year.

Vice Chancellor Tom Bauer provided inspirational remarks explaining why he and his team are so supportive of the Skyline College President's Innovation Fund. He announced the successful textbook rental program at Skyline College that has now resulted in saving students close to a million dollars since its inception a few years ago at Skyline College. Quoting Trustee Tom Mohr, he said that he and the bookstore team were committed to closing the economic and opportunity divide between middle class students and so many community college students.

Attendees were clearly impressed with the number of students and the savings they achieved with the textbook

and calculator rental programs supported by the college. Tom went on to recognize the Skyline Bookstore staff, led by Kevin Chak and the team at Sky Café, managed by Hugo Ramos and Rick McMahon of Pacific Dining for their focus on providing the highest quality of service to the students, staff and faculty of Skyline College making this record breaking gift possible

President Stanback Stroud joined Vice Chancellor Bauer on stage to receive the giant replica of the \$35,000 check. Dr. Stroud extended sincere expressions of gratitude to everyone, while acknowledging the executive administrators in attendance, Dr. Sarah Perkins and Eloisa Briones along with the esteemed faculty, staff, students and administrators of Skyline College. Special thanks and acknowledgement was given to Chancellor Ron Galatolo and the SMCCCD team members, Vice Chancellors Nuñez, Keller, Blackwood and Bauer. Both presidents of Cañada College and College of San Mateo were in attendance and were thanked for their continued support – One Team indeed.

The Bookstores are proud of the additional support it provides the colleges. These contributions would not be possible if not for the continued efforts of the Bookstore teams: From CSM, James Peacock, Mary Leonard, Jackie Collado, Munendra Sharma, Ben Cathie, Charles Cianos and Jonita Kumari; from Skyline, Kevin Chak, Marta Cuellar, Tan Tam Wai, Katie Beverly and Alvin Lal; from Cañada, Jai Kumar, Brian Horwitz and Laura Brugioni and Faamanu Noa.

**Below are some of the highlights of this District support:**

- \$59,000 in salary and benefit support to District which offsets Fund 1 expenses
- \$67,700 in support to the Peninsula Library System
- \$6,000 per year in student textbook scholarships
- \$26,000 per year in product donations to campus causes
- \$46,000 in product to support the textbook rental program

*Photo courtesy of San Mateo Athletic Club.*



## FINANCIAL PERFORMANCE AND INFORMATION



Photo courtesy of Kevin Chak.

Regular merchandise sales decreased slightly this year compared to last year despite a loss in textbook sales. The decrease in textbook sales is a result of our decline in enrollment, as well as, other competitive factors mentioned earlier. In addition to the very positive impact of our textbook rental program, another bright light for the Bookstores comes from our convenience store and coffee sales. This year, the Bookstores sold \$1,580,791 million dollars in coffee and convenience products compared to \$1,100,000 last year. We also saw significant increases in the sale of school and office supplies, gifts and sundries as well as an increase of almost 21% in the copy center sales. These increases offset the declining textbook sales and leave the bookstores to be in a financially strong position going into the 14/15 academic year.

The decrease in computer hardware sales is attributed to a test program in which District ITS was running purchases of equipment through the bookstores. After a two-month pilot last year, we determined that this

was not an efficient means of procuring hardware for the District or the Bookstores and it was ended.

Cost of sales decreased modestly by 2% this year in line with the overall decrease in sales. The Bookstores reported shrinkage (loss) of less than 1% this year. The industry standard is 2% and accounts in part for the strong financial performance this year. Shrinkage has a direct impact on the net profit of the stores. Total Operating Expenses decreased this year due to a number of factors including the reduction in shrinkage and reallocating salary expenses for administration to the San Mateo Athletic Club where appropriate. Interest and other income increased due to the better than expected interest earned on our investments and our increases in textbook rentals.

The most impressive result highlighted below is that despite year after year of reductions in textbook sales, we managed to return a net surplus of \$387,466 to our reserve after the allocation of District expenses. This could not have

Bookstore Sales	2013-14	2012-13	\$ Change	%Change
Regular Merchandise Sales	\$6,501,990	\$6,655,613	(\$153,623)	-2.30%
Computer Products Sales	\$228,035	\$398,780	(\$170,745)	-42.80%
<b>Total Merchandise Sales</b>	<b>\$6,730,025</b>	<b>\$7,054,393</b>	<b>(\$324,368)</b>	<b>-4.60%</b>
Textbook Rental Sales	\$478,751	\$381,652	\$97,098	25.40%
Production Service Income	\$363,906	\$301,630	\$62,276	20.60%
<b>Total Sales</b>	<b>\$7,572,681</b>	<b>\$7,737,675</b>	<b>(\$164,994)</b>	<b>-2.10%</b>



Photos courtesy of Amanda Bortoli and Kevin Chak

Bookstore Recap	2013-14	2012-13	\$ Change	%Change
<b>Operations</b>				
Total Sales	\$7,572,681	\$7,737,675	(\$164,994)	-2.10%
Cost of Goods Sold	4,623,397	4,733,933	-110,537	-2.30%
<b>Gross Profit from Operations</b>	<b>\$2,949,285</b>	<b>\$3,003,742</b>	<b>(\$54,457)</b>	<b>-1.80%</b>
Total Operating Expenses	\$2,753,691	\$2,864,016	(\$110,325)	-3.90%
<b>Net Income/(Loss) from Operations</b>	<b>\$195,594</b>	<b>\$139,726</b>	<b>\$55,868</b>	<b>40.00%</b>
Interest and Other Income	\$296,828	\$225,876	\$70,952	31.40%
<b>Net Income Before Other Expenses</b>	<b>\$492,422</b>	<b>\$365,603</b>	<b>\$126,820</b>	<b>34.70%</b>
<b>District Support</b>				
In-Kind Donations Received	\$ -	\$5,500	(\$5,500)	-100.00%
Admin Salary & Benefits	\$58,632	\$82,463	(\$23,831)	-28.90%
Other Expenses	46,324	172,798	-126,474	-73.20%
<b>Net Change in Fund Balance</b>	<b>\$387,466</b>	<b>\$115,842</b>	<b>\$271,624</b>	<b>234.50%</b>



*Photos courtesy of Amanda Bortoli and Skyline College Marketing, Communication, and Public Relations Department*

been accomplished without the hard work of every Bookstore employee. It is truly noteworthy in such a challenging business climate in an industry that has seen more and more college run bookstores fail.

It will continue to be a very challenging time for college bookstores in California in general as enrollments are trending lower and competition in course materials delivery is prevalent from on-line operators to alternative delivery methods. These challenges will put added pressure on the bookstores' overall financial performance but also provide us with opportunities to succeed. All District Auxiliary and Commercial Operations are dependent on a strong, stable enrollment for continued success. The success of the coffee

and convenience categories, as well as, the success of the copy center at CSM and Skyline College, are examples of the proactive measures we have taken to insure the financial stability of the bookstore operations in these turbulent economic times. We will continue our commitment to focus on all efforts to improve service, offer more used textbooks, continue to grow the rental program, further integrate digital textbooks at all three Colleges, increase the amount of custom and institutionally adopted textbooks District wide and further maximize the interest and other income potential of all the campus bookstores. In so doing, we will remain well positioned for future growth as we serve the students of the San Mateo Community College District.

# FOOD SERVICE

The Cafeteria Fund budget for 2013-14 totals \$185,500. The net beginning balance in the Cafeteria Fund is \$456,377. Beverage, Snack and Food Service Vendors:

- The District's beverage vending service partner is Pepsi Bottling Group. The contract was awarded effective July 1, 2012, ending on June 30, 2017.
- The District's snack vending partner is Compass-USA (formerly known as Canteen), Inc. The contract was effective July 1, 2012, ending on June 30, 2017.
- The District's food service partner is Pacific Dining Services. The contract was awarded on July 1, 2012, through June 30, 2015 with an option for two one year renewals at the discretion of the District thereafter.



Photos courtesy of Skyline College Marketing, Communication, and Public Relations Department.



## PACIFIC DINING Food Service Management

Pacific Dining, under the leadership of Rick and Sonia McMahon and their team of professionals, continues to operate the food service at the three District campuses after initially being awarded the contract in June 2007. The contract expired on June 30, 2012 after five years and has since been renewed for another three years with the option for two one-year renewals. In addition to Pacific Dining's financial contribution to the district in terms of commission on sales, the colleges have come to appreciate and rely on in-kind services from the food service operator to subsidize their budgets and to be able to provide food for special events on campus.

### Cafeteria Fund summary:

Cafeteria Recap	2013-14	2012-13	\$ Change	% Change
<b>Revenues</b>				
Food Service Income	\$175,344	\$126,984	\$48,360	38.10%
Vending Income	54,275	58,142	-3,867	-6.70%
Interest Income	7,584	7,223	361	5.00%
Event Rental	77,083	35,396	41,688	117.80%
<b>Total Revenues</b>	<b>\$314,286</b>	<b>\$227,745</b>	<b>\$86,542</b>	<b>38.00%</b>
<b>Expenditures</b>	<b>\$211,324</b>	<b>\$211,744</b>	<b>(\$419)</b>	<b>-0.20%</b>
<b>Net Change in Fund Balance</b>	<b>\$102,962</b>	<b>\$16,001</b>	<b>\$86,961</b>	<b>543.50%</b>

The details of Pacific Dining's in-kind services for each college are as follows:

- Sponsor two scholarships in the amount of \$1,000 annually
- Sponsor annual Scholarship and Awards Banquet with in-kind catering services valued at \$4,500
- Co-sponsor with Student Life and Associated Students of each college 4 events each year of the contract up to \$500 annually
- Co-sponsor with college president 4 events annually for faculty, staff, and managers up to \$500

The Bayview Dining Room at the CSM College Center is the premiere eatery and gathering space on campus. It is a beautiful and vibrant space with expansive views from San Francisco all the way to San Jose. The Bayview Dining Room is consistently crowded with students from early morning through the evening. The students have made this the hub of campus activity. The servery boasts two serving stations. The first, with a brick oven, serves handmade pizzas, calzones, all things Italian and Mexican, as well as our list of daily specials which includes Indian, Chinese, Italian, Mexican and American dishes. The second station, Rick's American Grill, serves up all grill items including burgers, chicken and pork as well as Panini's, soup and a full sandwich shop. The salad bar is fully stocked with over 40 items to create your own special salad. Rick and his team work with the students and staff to refine the menu and attend to the culinary tastes of the College community.

Auxiliary Services and Pacific Dining continue to successfully manage the Bayview Dining Room at College of San Mateo as a location for those outside the college to host their special events. The response from the community continues to be remarkable with over 150 events being held on the campus since 2011. To date, we have hosted banquets, bar mitzvah's, quinceañeras, weddings, reunions, birthday parties, anniversaries, christenings in addition to renting space for city firefighter testing, job fairs and community health fairs. We host local school boards for their meetings and special events and have hosted large fund raising dinners for local non-profit organizations including Sustainable

San Mateo County and the San Mateo Housing Leadership Conference. These events provide not only a financial benefit, which allows us to maintain this beautiful facility, but also engages the community directly and brings people who may otherwise never come to the campus. Each event introduces hundreds of people to College of San Mateo which multiplied by the number of events we host rises into the thousands and tens of thousands since we opened. This community engagement helps us to tell the story of CSM and the District introducing our guests to the many positive changes that have taken place under the leadership of our Board and Chancellor. We are grateful for the generosity of the voters of San Mateo County who have supported our two bond initiatives making all of this a reality. It is important to note that we have done very little marketing of the facility at this point. The majority of the events we host come to us from guests at events we have hosted. We are certainly proud of the work we do to benefit the college and district

Cañada College's premier eatery, The Grove, recently underwent a mechanical and interior facelift, enhancing the beauty and design of the space. New equipment was added in the café servery and major work was done including new floors, paint and lighting, as well as, the installation of a new, larger salad bar. We have very high hopes that renovation of this building after almost three years will go a long way to enriching the lives of students and staff at Cañada College and allow Pacific Dining to greatly expand the menu selections in this redesigned space.



*Photos courtesy of San Mateo Athletic Club and Pacific Dining.*



*Photo courtesy of Skyline College Marketing, Communications, and Public Relations Department.*

Skyline College's Pacific Café continues to thrive. Located in the Student Services Building (B6), Pacific Café has long been "the place to be" at the Skyline campus. There is seldom an hour of the day when the area is not packed with students studying, eating, socializing or cozying up in front of the signature fireplace located in the center of the dining area.

Food service income has increased considerably, with a 38.1% increase over last year. The increase is notable because, as discussed with the bookstores, decreases in enrollment do not generally favor auxiliary enterprise operations. Our financial performance is proof that students vote with their feet and with their dollars. Despite the decrease in headcount, we are providing our students with dynamic food options in a clean and vibrant environment at

fair prices. All three dining facilities are packed with students each day as they make these places their "homes away from home". The capital dollars invested on each campus as a result of our two successful bond measures have literally transformed each campus into places where students not only thrive academically, but where they also find comfort and a family like atmosphere.

Vending income has decreased slightly compared to last year in line with overall decreases in enrollment. Total expenditures are within just a few hundred dollars of where they were last year. Expenses related to the repair and maintenance of equipment at the three College dining locations are stable and in line with where they were last year.

With the outstanding success of the events hosted in the Bayview Dining Room at College of San Mateo managed by Rick McMahon and Allison McMahon with the support and partnership of the entire CSM dining team including Donny McKercher, Brian Robertson, Jon McMahon and Paul Robertson, we have seen a dramatic increase in food service sales at that location due to the catering of these events as well rental of the facility by outside groups. These rentals have not only brought in rental revenue to the District but also increased food sales from which the District receives a commission. Our event rental income has increased by just under 118% this year. These funds are put right back into the facility as we strive to keep it in beautiful condition.

# BAYVIEW

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## DINING ROOM

**BOOK AN EVENT WITH US TODAY.**

[www.DistrictDining.SMCCD.edu](http://www.DistrictDining.SMCCD.edu)

FOOD SERVICE INCOME	2013-14	2012-13	\$ Change	% Change
<b>PACIFIC DINING</b>				
Skyline	44,317	38,922	5,395	13.90%
Cañada	29,897	26,243	3,654	13.90%
CSM	96,633	57,304	39,328	68.60%
Kiosk	4,497	4,514	-17	-0.40%
<b>Total Food Service Income</b>	<b>175,344</b>	<b>126,984</b>	<b>48,360</b>	<b>38.10%</b>

Income from food service and vending contracts enables the District to provide food and beverage services to the students. These combined resources, along with interest income, also provide a stable Cafeteria fund not requiring support from the general fund. As part of the Enterprise Fund, the cafeteria and vending operations are fully self-supporting. No General Fund dollars go to support any Enterprise operation. The fund is also responsible for the long-term maintenance and upgrading of aging facilities and equipment, as well as all expenses relating to the ongoing operational requirements under the food service and vending contracts.

The table above illustrates an increase in food service income at all three Colleges this year with the largest increase at College of San Mateo. Overall, food service income is up this year over last by \$48,360 or 38%. This increase is in spite of enrollment declines discussed earlier. Our impressive facilities and the outstanding service provided by the entire Pacific Dining team is keeping students on campus for longer

periods of time. Therefore, even with lower enrollment, the food services are performing exceptionally well.

It is important to note that our Auxiliary Services vendors offer great service, as well as, support for our students in scholarships and donations.



**BOOK AN EVENT WITH US TODAY.**

**[www.DistrictDining.SMCCD.edu](http://www.DistrictDining.SMCCD.edu)**



*Photo courtesy of Skyline College Marketing, Communications, and Public Relations Department.*



*Photo courtesy of Pacific Dining.*

District wide pouring rights provide comprehensive beverage services for all three College campuses and the District Office. These exclusive pouring rights extend to all beverage products sold in the three College Bookstores, Cafeterias, and the San Mateo Athletic Club and in all vending machines located throughout each College. The vendor is responsible for providing all product, labor, supplies, materials, and additional equipment necessary to meet the needs of all auxiliary operations in the District. Pepsi has been our vendor since 2002 when they were awarded their first 5 year contract. They won the bid again in 2007. That contract expired on June 30, 2012 and once more, they were awarded another 5 year contract starting on July 1, 2012.

The total value of the Pepsi proposal to the District exceeded \$510,000 over five years. Pepsi has provided excellent service to the District since being awarded their first contract in 2002 Highlights of the Pepsi partnership are:

- \$30,000 one-time signing bonus which will be used for the textbook rental program as well as other projects that benefit the students' at all three Colleges.
- \$35,000 donation each year of the five year contract used to support student related endeavors at the District level and the Colleges.
- \$2,000 annual textbook scholarship dollars.
- \$16,000 in support of the textbook rental program based on a \$1.50 per case rebate on sales through the Bookstores and Cafeterias; we receive this support each year.
- \$15,000 in donated product each year of the five year contract; each campus and the District Office receives 100 free cases of Pepsi product each year of the contract.
- \$6K in marketing dollars per campus each year of the five year contract to support Bookstore, food service and associated students' endeavors.
- 35% commission on vending machine sales paid monthly which is turned over to the Vending Commissions at each College to support the many programs and services they offer.



*Photo courtesy of Cañada College Marketing Department.*

District wide snack vending machine rights provide comprehensive snack vending services for all three College campuses and the District Office. These exclusive rights extend to all snack vending machines located throughout each College. The vendor is responsible for providing all product, labor, supplies, materials, and additional equipment necessary to meet the needs of the District. Compass-USA is the District snack vending machine partner and along with Pepsi, their commission from their machines goes directly to each Associated Students for their operating budgets.

The support of our vendors displays their commitment to our students and our goals as a District. Each of them is a valued partner for which we are all grateful.



# SWIM

## ACROSS AMERICA

★ MAKING WAVES TO FIGHT CANCER ★



*Photo of Swim Accross America at San Mateo Athletic Club  
courtesy of San Mateo Athletic Club.*





# SAN MATEO ATHLETIC CLUB AND SAN MATEO AQUATIC CENTER



*Photo courtesy of San Mateo Athletic Club*

Since 2010, the District has operated a state-of-the-art fitness and aquatic center on the campus of College of San Mateo in the newly constructed Health and Wellness Building. This incredible new building provides classrooms and labs for career and technical programs including nursing, dental assisting, cosmetology, health fitness, and dental hygiene (when state funding permits).

The San Mateo Athletic Club is a professionally managed enterprise program sharing the fitness facility with the College of San Mateo. The San Mateo Athletic Club shares the instructional and training space on two levels of the Health and Wellness building that includes a large

main floor, along with four exercise studios on the second level, and an aquatics complex with a 50 meter Olympic size competition pool, along with a 25 meter instructional pool for Adaptive Fitness and other group exercise classes. The San Mateo Athletic Club and its members enjoy this multi-use College of San Mateo facility that provides credit classes, non-credit classes, community education and adaptive fitness.

Operating as an enterprise through Auxiliary Services, the San Mateo Athletic Club is a self-sustaining community-centered, fee-based operation offering numerous service options to the San Mateo campus



community and the community-at-large. The concept of a multi-use space enables the District to maximize the use of facility resources and consequently create a revenue stream that will supplement the College budgetary needs including equipment maintenance and replacement. The San Mateo Athletic Club provides our community broader access to the College of San Mateo and demonstrates in a very real way that the District is a community-based organization serving a wide spectrum of educational and training opportunities.

The financial performance of SMAC continues to be outstanding as we complete our fourth full year of operations. Net Operating Income/(Loss), prior to District

and College Support was just under \$1 million dollars this year at \$985,976 representing a 24.1% increase over last year. This is truly outstanding performance on every level! As a mature health and fitness club in our fourth year of operation in a shared space, SMAC is still exceeding our yearly budget expectations each year continues to beat the initial proforma expectations, once considered to be optimistically aggressive before we opened in 2010, year after year.

The net profit of SMAC shows lower than last year because in addition to increasing SMACS allocation of district salary expenses, SMAC assumed all ownership of expenses incurred by the CSM academic program including



*Photo courtesy of San Mateo Athletic Club*

shared supplies, cleaning, equipment maintenance and repair, as well as, all facilities related costs previously reimbursed to SMAC. In addition to all of these expenses being allocated to SMAC, \$200,000 of this year's operating profit was shared with College of San Mateo to be used by the college President for programs important to the College. This is a significant contribution back to College of San Mateo that symbolizes in a very real way the partnership that exists between the college and the enterprise program. Even with the absorption of previously otherwise allocated expenses and the contribution to CSM of \$200,000, SMAC returned \$528,184 to its reserve!

SMAC was actually not projected to begin making money until its third year of operation and not break even until the end of the fourth year. Due to the first class facility and the professionally managed operation, we continue to experience membership growth. As we enter our third full year of operation, we expect membership to remain strong. We do not anticipate that we will be able to continue growing at the same rate due to the size of our facility, but we will

continue to maximize our membership. Additionally, we will continue to explore new partnerships and offer more continuing education programs and certification classes to add to the workforce development part of our mission.

Our mission is more than providing a revenue stream to the District. The mission of SMAC is to create a healthy

**“...\$200,000 of this year's operating profit was shared with College of San Mateo to be used by the college President for programs important to the college.”**

environment that engages students, staff and community members in the pursuit of health and physical fitness. With a facility such as this, the emphasis is on enjoying exercise for its own sake and learning fitness habits for life. This means that students have a place where they can focus on lifetime fitness goals and

individual achievement, and community members can find opportunities to improve their health and well-being.

We are very proud of the accomplishments made at SMAC in such a short period of time. We strive to be the best facility in the Bay Area which offers not only a place to work out, but also a place to teach, learn and develop habits, knowledge, skills and abilities that will benefit all those we serve for a lifetime.



Photo courtesy of San Mateo Athletic Club

**San Mateo Athletic Club and Aquatic Center financial summary:**

<b>San Mateo Athletic Club and Aquatic Center</b>	<b>2013-14</b>	<b>2012-13</b>	<b>\$ Change</b>	<b>%Change</b>
<b>Operating Revenues</b>				
Registration & Membership	\$2,840,715	\$2,451,960	\$388,755	15.90%
Personal Training	391,000	327,489	63,511	19.40%
Aquatics	694,227	612,601	81,626	13.30%
Parking	76,119	68,904	7,215	10.50%
Group Exercise	61,019	56,344	4,676	8.30%
Retail	18,768	2,162	16,606	768.10%
Other Income	22,416	25,809	-3,394	-13.10%
<b>Total Operating Revenue</b>	<b>\$4,104,263</b>	<b>\$3,545,269</b>	<b>\$558,994</b>	<b>15.80%</b>
<b>Operating Expenses</b>	<b>\$3,118,287</b>	<b>\$2,750,760</b>	<b>\$367,526</b>	<b>13.40%</b>
<b>Net Operating Income/(Loss), prior to District and College Support</b>	<b>\$985,976</b>	<b>\$794,509</b>	<b>\$191,468</b>	<b>24.10%</b>
<b>District Support</b>				
District Support Income	130,596	72,547	58,049	80.00%
District Support Expense	285,195	221,672	63,523	28.70%
<b>Net Income/(Loss) after District Support, prior to College Support</b>	<b>\$831,377</b>	<b>\$645,384</b>	<b>\$185,993</b>	<b>28.80%</b>
<b>College Support Expense</b>	<b>\$303,193</b>	<b>\$</b>	<b>\$303,193</b>	<b>100.00%</b>
<b>Net Income/(Loss) after District &amp; College Support</b>	<b>\$528,184</b>	<b>\$645,384</b>	<b>(\$117,200)</b>	<b>-18.20%</b>



**SAN MATEO  
ATHLETIC CLUB**  
AT  
COLLEGE OF SAN MATEO

## YEAR IN REVIEW: 2013 - 14

### COURTESY DESK



*Photo courtesy of San Mateo Athletic Club.*

The Courtesy Desk is a major point of contact on campus 364 days a year; 16.5 hours per day. The Courtesy Desk staff offers excellent customer service to all of its members, CSM faculty, and students. The staff will partner with campus departments to provide general information to its students. If we are not aware or certain of the answer, we will call the appropriate department (Public Safety or Health Center), offer maps and directions, or refer to campus website for phone numbers/email addresses/campus events, etc.

During the school year, we assist the College of San Mateo Cosmetology Department with distributing parking permits to their patrons as well as giving their clients with directions on where to park and how to locate the department. The staff also assists with informing them of Student Memberships and our “No Excuses” programs which allows CSM PE students an opportunity to continue their workout routine for a valuable rate.

The Courtesy Desk staff is eager to assist with various departments within the fitness club. One major task is assisting Housekeeping with locker room “runs” and laundry. This provides our members and guest with a great overall club experience.



**VISIT US ONLINE**

**[www.SMCCD.edu/SanMateoAthleticClub](http://www.SMCCD.edu/SanMateoAthleticClub)**



Photos courtesy of San Mateo Athletic Club.

### Key Accomplishments:

- Signed up over 1500 members to participate in Winter Warrior incentive program.
- Inform and educate members about water conservation by distributing flyers.
- Inform CSM students about club membership and "No Excuses" program.
- Cross train housekeeping staff to assist at Courtesy Desk.
- Hold monthly department meeting to enhance staff development.
- Assist all club managers - process sales transactions for lesson and fitness classes, update members' accounts, renew parking permits and distribute key tags to CSM students enrolled in PE courses.
- Staff volunteered for Swim Across America Event; raising over \$68,000.
- "Where in the World"...Members and students sent us pictures from their travels....wearing their SMAC shirt. Germany, Italy, Brazil, and Hawaii are a few destinations that were graced with the SMAC logo.
- Member Appreciation Month -Special activities every day celebrating our 4th anniversary and YES WE SERVED CAKE...actually 15 sheet cakes which equaled 735 pieces of cake.
- Swim Across America - Fund raiser for Pediatric Cancer Research raising over \$68,000.

**WINTER WARRIOR**  
San Mateo Athletic Club

YOU are committed to keeping fit through the Holidays

YOU laugh in the face of inclement weather  
YOU choose to ignore that it is staying dark, longer

**YOU ARE A WINTER WARRIOR**  
and we salute you

Earn prizes when you work-out: One Visit = 1 point

30 points = Winter Warrior Performance T-shirt  
50 points = Winter Warrior Fleece  
60 points = One Month's Individual Dues

Contest begins December 1<sup>st</sup> and Concludes February 15<sup>th</sup>.  
Join any time - The more you work out the more you win!

Register at the Courtesy desk to receive your entry form.

### Community Outreach:

- Participate in CSM Health Fairs and Job Fairs.
- Donate clean lost & found clothing items to Veterans America.
- Staff volunteers in CSM's Adaptive PE classes to enhance professional and educational goals.
- Housekeeping staff trains and supervises SMUHSD Workability participants in their 3rd year at SMAC (individuals with disabilities) with basic skills to assist with the club's maintenance and to increase their self-esteem and foster independence.
- SMUHSD Disabled students - Friday visits - group of adult aged special needs students, within the San Mateo Union High School District practice life skills which include a membership at SMAC and navigating public transportation to get to/from. This is the second year for this program.

### Fun Facts:

- The staff makes approximately 30 trips each/per day to clean the Men and Women's locker rooms.
- We wash/dry/fold approx. 2500-3000 towels/per day.

# AQUATICS DEPARTMENT

We offer a wide variety of Aquatics programs. Each and every program gives a very high level of personalized attention to all participants. Our programs have steadily gained more and more participants because we are well organized and are available and welcoming to all levels and abilities. We have an amazing team of coaches, swim instructors and lifeguards who are passionate about swimming and who constantly go above and beyond for SMAC members and the swimmers in our programs.

## **Community Outreach:**

- Hosted our 2nd annual Swim Across America pool swim in April 2014. Raised \$68,000 to fight cancer.
- Hosted the San Mateo County Special Olympics Swim Competition for the 4th year in a row.
- Participated in the Summer Camp Fair at the Hillsdale Mall in March 2014.
- We rented pool space to Avalon Academy. This is a model school for children with movement disorders such as cerebral palsy. They used our pool for Aqua Therapy.
- We rented pool space to the San Mateo Youth Foundation for their end of the school year celebration.
- We rented pool space to Burlingame Aquatics Club when their pool was closed for maintenance reasons.



*Photos courtesy of San Mateo Athletic Club.*

### **Financial Performance:**

- We were very fortunate to retain all of our Bulldog Swim Club athletes when we had a change in the Head Coach position (Aug. 2013). Jim Stretch stepped in and won the swimmers respect right away. He has increased our presence at USA swim meets, improved our communication with all team families & is making us more attractive to competitive swimmers from around the area. We will see revenue increases next year as a result of his actions. We surpassed budgeted revenues this year by \$45,000.
- Swim Lesson participation continues to climb. This year our revenues exceeded budget by \$40,000. In the beginning of 2014 Samantha Fallon was promoted to Assistant Aquatics Director and added our swim lesson program under her responsibilities. She has brought increased organization and outreach to our Aquatics Desk team. Additionally she has helped us increase the amount of training we offer to our swim instructor team.
- We continue to see strong and steady increase in participation all of our Aquatics programs. This translates into a gradual increase in revenues year to year.



## **Outstanding Aquatics Accomplishments**

- Hosted Pacific Masters Long Course Championships in July 2013 & June 2014. San Mateo Masters team finished in 2nd place at both swim meets.
- Hosted Zone 1 N. Championships (USA Swimming) for the 4th year in a row.
- We were the chosen site for 3 other teams to host their swim meets (pool rentals).
- We rent the pool to 18 different organizations (swim teams, high schools, scuba shops).
- Two of our Bulldog Swim Club athletes qualified for the 2014 Far Western Championships.
- We also have two members, Don & Gloria Stupfel, who were featured in a national ad campaign by Finis following this swim meet.
- San Mateo Masters finished in 6th Place at the US Masters Swimming National Championships. We have 3 swimmers who won first place in their age group and are now National Champions: Randy Brown, Andrea Chan, Miya Oto, Don Stupfel, and Meik McCubbin. In total San Mateo Masters had 44 people compete at the swim meet.
- Our Masters Head Coach, Tom Reudy was awarded the US Masters Swimming Kerry O'Brien Coaching Award in September 2013. He was presented with this award at the US Masters Swimming Convention in Anaheim, Ca.
- SMAC employees, Josh Yeager and Kawei Tan competed for CSM in the CSCCA State Championships. Kawei received 1st place, Gold Medal, in the 100 Back.



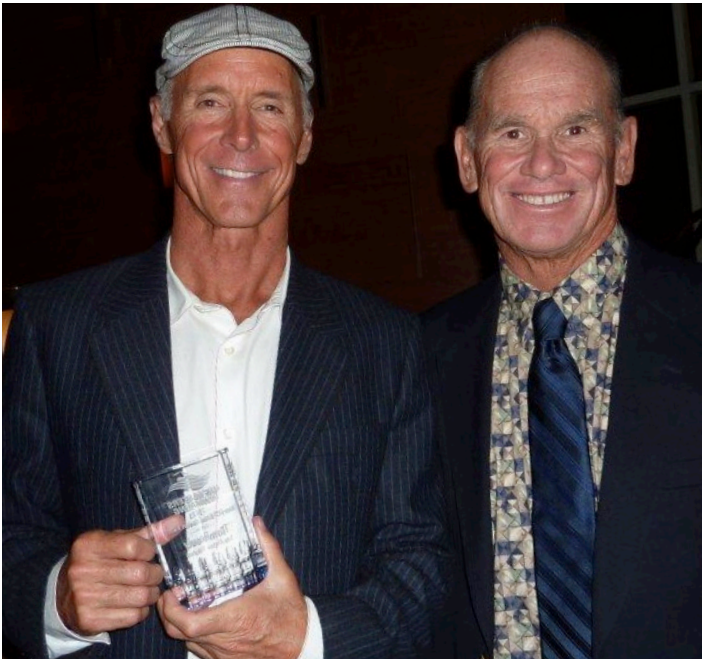
*Pictured: San Mateo Masters Coaches Cindy Lee and Tom Reudy  
Photo courtesy of San Mateo Athletic Club.*

## **Educational Classes, Workshops, and Workforce Development**

- We certified 78 people as American Red Cross Lifeguards.
- We recertified 56 people as American Red Cross Lifeguards.
- We certified 28 people in American Red Cross CPR & AED.
- Tom Reudy & Katie Elgaaen paired up with other US Masters Swimming Coaches and offered a Swim Clinic in October 2013.
  - 50 swimmers attended
  - 22 were SMAC members
  - 28 were swimmers from other teams around the Bay Area.

## **Fun Facts:**

- 296 children on Bulldog Swim Club & Water Polo (summer 2014 session).
- 179 children enrolled in summer group swim lessons.
- 54 adults enrolled in group swim lessons.
- 284 SMAC members on the San Mateo Masters team.



*Pictured: Tom Reudy receiving US Masters Swimming Kerry O'Brien Coaching Award  
Photo courtesy of San Mateo Athletic Club.*

# SWIM

## ACROSS AMERICA

★ MAKING WAVES TO FIGHT CANCER ★

Swim Across America Pool Swim is a legacy event that will return to San Mateo Athletic Club annually. Last year's San Mateo Pool Swim was one of the largest pool swims in the history of Swim Across America.

In our second year we also set the bar high. Together, we raised over \$68,000 to fight cancer at UCSF Benioff Children's Hospital and Children's Hospital Oakland Research Institute. It seems like almost everybody's life has been touched by cancer somehow and that is why we are still swimming to raise money for cancer research, prevention and treatment for the second year in a row.

Over 150 participants swam lengths of .5, 1 or 2 miles. We also offered a Spin class, Aqua Fitness and a Dance marathon so there were plenty of options for non-swimmers to also participate.



Photos courtesy of San Mateo Athletic Club.

# GROUP EXERCISE DEPARTMENT

SMAC's Group Exercise (GEX) Department had a great 2013-14. We were able to increase the number of classes by 5%, as well as increase overall revenue by 8%. We also contributed to the success of SMAC by offering specialty classes in several fitness modalities, therefore giving our members a well-balanced and solid program to choose from. Through our educational program, the GEX Department has been able to position SMAC at the forefront of professional development as well as offer real life experience to CSM students by hiring several newly graduates in the field of Yoga, Pilates and Group Exercise.

## Key Accomplishments:

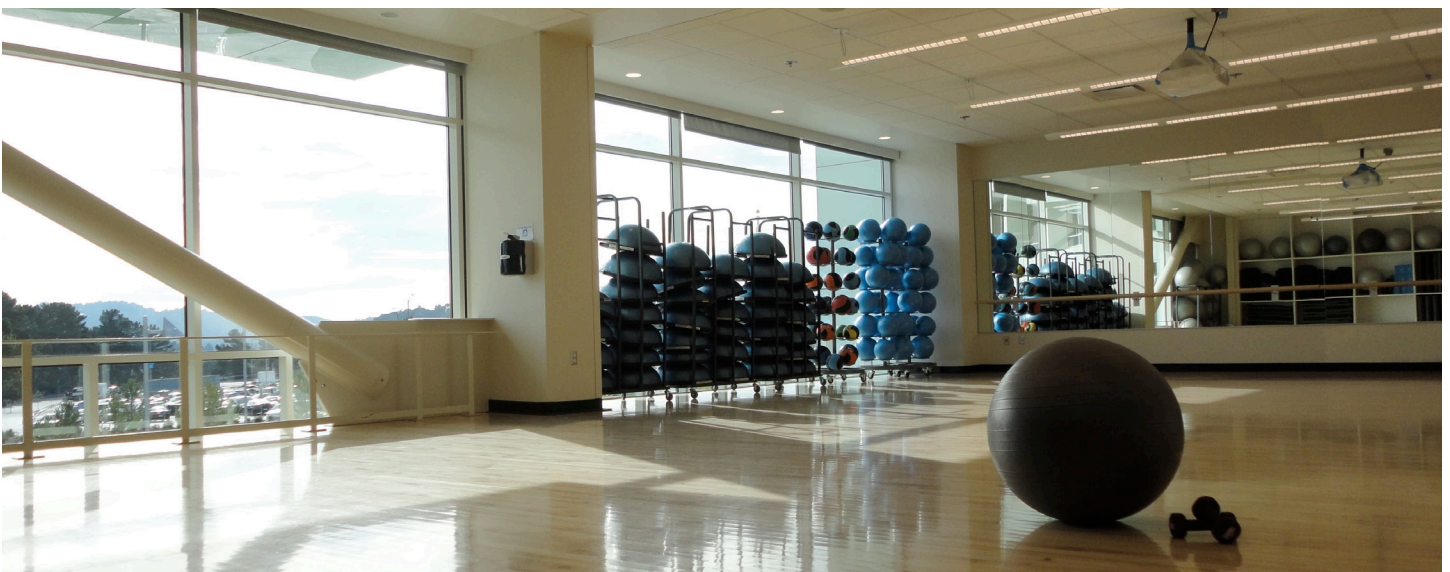
- Expanded dance programming by adding more U-Jam classes as well as World Dance, which proved to be very successful with our members.
- AQUA fitness classes continued to grow in attendance, making AQUA fitness the most attended class in our programming.
- We increased our reach towards the "Active Aging" population by offering more classes and special events geared specifically towards that market segment.
- Increased the number of branded classes in our schedules: SMAC strength, SMAC Challenge, SMAC down, SMAC IT & SMAC Circuit.
- Increased the number of hybrid instructors (Personal Trainers and Group Exercise)

## Community Outreach:

- For the SWIM ACROSS AMERICA effort, the GEX department organized a DANCE-a-THON and a SPIN-a-THON thus contributing to the success of the entire event.
- Additionally during the month of April (Member appreciation month), the GEX dept. offered several unique special classes to our members, thus increasing a sense of community among our members

## Fun Facts:

- Average GEX participants per month was 5,860
- Average GEX classes per month was 350
- Average Participants per GEX class was 16.74



Photos courtesy of San Mateo Athletic Club.



*Photos courtesy of College of San Mateo Community Relations and Marketing Department*

## **Workshops & Workforce Development:**

The GEX department created an Educational Calendar of more than 20 workshops and educational classes to further professional developments of our instructors.

SMAC hosted continuing education classes in several modalities: These include:

- U-JAM certification
- BOSU Complete certification
- AFAA Primary Group Exercise Certification
- AFAA AQUA fitness workshop\*
- ZUMBA Basic 1 training workshop
- ZUMBA Basic 2 training workshop
- AEA AQUA Fitness certification and specialty workshops: Aquabata /Circuits
- AFAA Step Certification
- EBFA Barefoot RX-Barefoot Rehab Specialist
- AFAA Golden Hearts: Senior Fitness Training
- SPINNING Certification workshop
- SPINNING: Strength, Hills & Power and Creative Coaching workshops
- TRIGGER POINT Performance: SMRT-CORE workshop certification
- AFAA Group X Practical Way workshop
- AFAA Group Resistance Training workshop
- SPINNING Phase II workshop
- JAFSA Kickboxing Skills & Choreography workshop
- AFAA Kickboxing Certification
- EBFA Barefoot Master Training Certification
- ZUMBA B1 and Specialty training
- YOGAFIT level 1 and Specialty training

# FITNESS DEPARTMENT



*Photo courtesy of San Mateo Athletic Club.*

“Where Education Meets Fitness” plays an integral role in the day to day operations at San Mateo Athletic Club. The Fitness staff makes a huge impact in educating our members on the importance of a healthy lifestyle. The Fitness staff is comprised of professionals who are nationally certified and educated.

We create an environment that is welcoming to students, staff and community members. We strive to enhance peoples’ lives through educating them on ways to improve their health and overall well being. The SMAC Fitness staff interacts with the CSM adaptive program’s students and staff daily and seamlessly sharing the fitness center space which is a very rewarding.

## **Key Accomplishments:**

- TRX program continues to grow, 3 classes 12 members in the program 2012/2013 to 4 classes in 2013/2014 30 members in the program.
- New Small Group Fee Based classes added: Kettlebell Training workshop and on-going class 2 times/month Body Building 101.
- We added two Personal Trainers
- Fitness 101 classes introduced members to Kettlebell training, Stretching and Flexibility fundamentals, Athletic Conditioning, Zumba 101, Posture Perfect principles, TRX abs, Women on Weights, Intro to Gym Toys.
- Trainer Spotlights – highlighting our team’s philosophy and training style.
- Monthly Member Spotlights highlighting their health and fitness accomplishments and why they joined SMAC.

## **Community Outreach:**

- Participated in the Swim Across America Events.
- Participated in CSM health fairs and Job Fair.

## **Workshops & Workforce Development:**

- July 2013 – High intensity Circuit, Stability Ball, Body Bar Workshop.
- May 2014 – TRX Kettlebell, Resistance band workshop.

## **Fun Facts:**

- 1144 New Member orientation appointments.
- 5693 Personal Training Sessions.
- 600 avg. visits per day.

# CONTRIBUTIONS TO COLLEGE OF SAN MATEO

## Community Programs:

- SMUHSD – Workability returned for it's third year. 4 Students were schedule 2x per week to assist with club and equipment cleaning.
- SMUHSD Disabled students – Friday visits - group of adult aged special needs students, within the San Mateo Union High School District practice life skills which include a membership at SMAC and navigating public transportation to get to/from. This is the second year for this program.

## College of San Mateo:

- \$30,000 sponsor Jazz on the Hill
- Equipment/small wares provided for all Kinesiology classes held within SMAC
- Advertised for Campus Copy and Post and Bayview Pavilion within club signage and in club e-newsletters
- Use of Campus Copy and Post for all printing needs
- All preventative maintenance provided for CSM classes held within SMAC including Adaptive studio
- Cleaning and Maintenance of pools and water chemistry
- Provide all Aquatic Supplies (back stroke flags, class equipment)
- Provide life guards for all programs/classes held within pools
- Offer Red Cross Lifeguard and CPR/AED courses open to the public
- Promoted CSM/SMCCCD events/initiatives in SMAC monthly newsletter
- Promotion of SMCCCD Foundation to SMAC membership
- Legacy events – community engagement – 2nd Annual Swim Across America Pool Swim at SMAC resulted in raising over \$68,000 for pediatric cancer research. **This was \$20,000 more than was raised last year.**
- Host site for large swim events attracting attention to the campus (6 x per year)
- CSM Scholarship sponsor/contributor
- Active involvement at CSM events: health fairs connect to college, canned food and toy drive.
- Assist with all Emergency situations for classes held within SMAC and pool deck
- NO Excuses options for Students between semesters (attached)
- Participate in all campus safety trainings/seminars

A FREE COMMUNITY EVENT

# Jazz on the Hill



**Presented by KCSM JAZZ 91**

**MAIN STAGE**

- Kellye Gray
- Barbara Dane
- Muziki Roberson
- Lavay Smith & Her Red Hot Skillet Lickers
- Mike Galisatus Big Band with Kenny Washington
- Wayne Wallace All-Stars
- Larry Vuckovich & Crosswinds

**YOUTH STAGE**

- Latin Jazz Youth Ensemble
- Oaktown Jazz Workshops
- Northgate High School Jazz Ensemble
- San Jose Jazz High School All-Star Combo

**SATURDAY JUNE 7TH**  
11 AM-6:00 PM

AT COLLEGE OF SAN MATEO  
GREAT JAZZ | ARTS & CRAFTS | FOOD  
WWW.JAZZONTHEHILL.ORG | 650.524.6921  
MAIN STAGE: IN FRONT OF THE LIBRARY | YOUTH STAGE: CSM THEATER

**SPONSORS:**

- Piedmont Piano Company
- DAILY JOURNAL
- McROSKY SINCE 1908 MATTRESS CO.
- WEAVERS
- elfenworks
- BULLDOG BOOKSTORE
- San Mateo Athletic Club
- BMW of San Francisco
- intelliresponse
- Coventry Grove, Kensington
- Paws for Coffee
- DOMENICO
- WHOLE FOODS
- PACIFIC DINING Food Service Management
- McDonald's

Photo courtesy of San Mateo Athletic Club and KCSM-FM Jazz 91.

- Raffle contributions (1-3 month memberships) to various departments on campus (CSM Presents, Cosmetology, Veterans, and more)
- Cross promote CSM Cosmetology to all new members who join along with e-mail blasts with special promotions and offers
- Issue all cosmetology parking permits for cosmetology patrons
- Provide all cleaning chemicals and equipment maintenance for cosmetology laundry

# MEMBERSHIP DEPARTMENT

Our membership now boasts over 5,100 members, which translates into 22,400 member visits to SMAC/College of San Mateo per month. Our strong Membership team is thrilled with the continued positive comments and feedback we receive about San Mateo Athletic Club. It continues to amaze us how many prospects and members have a connection to CSM in some way.

Many of our members have at one time or another been a part or are currently a part of the CSM history in the academic world as well as the many events and activities offered on campus over the years. Every school year, approximately 88 classes are held within SMAC, resulting in an average of 6,342 monthly student visits to SMAC.

Laura Behrens, Roberto Melani, Grace Choma and Cris Reyes are proud to represent SMAC and encourage all to come take a look for yourself at this amazing facility which services so many in our Community. We believe we are a club like no other and we love that the members of all ages and backgrounds enjoy being in this beautiful facility.

Members often state how they feel welcome and encouraged by the environment our staff provides. They also state that the campus looks so beautiful that they are proud to have it as part of their community and a place they can feel like they can call their own.

## Notable Member Accomplishments:

- SMAC members raised over \$68,000 for cancer research with Swim Across America
- Over 1,500 members participated in "Winter Warrior"
- Don and Gloria Stupfel were featured in a national advertising campaign for Finis
- Accomplishments of members are featured in our monthly newsletter
- 78 people were certified and 56 people were re-certified as American Red Cross Lifeguards
- Two of our Bulldog Swim Club athletes qualified for the 2014 Far Western Championships
- San Mateo Masters finished in 6th Place at the US Masters Swimming National Championships. We have 3 swimmers who won first place in their age group and are now National Champions: Randy Brown, Andrea Chan, Miya Oto, Don Stupfel, and Meik McCubbin. In total San Mateo Masters had 44 people compete at the swim meet



## SMAC MEMBER SPOTLIGHT MAY 2014



### **Ernest "Ernie" Johnson Member Since 2011**

Ernie Celebrated 95 years young last month ! Ernie hails from Upper Michigan and comes from a family of 12. He has two sisters still living and one who is 99 yrs old! He spent time in the Air Force and has lived in San Mateo since 1960 with his wife, who passed away in 1993. Ernie taught High School for 30 years and was at Capuchino High School in Milbrae for 20 years. He retired at age 82. He lives on his own and does his own cooking and baking. He also enjoys spending time with the Sons of Retirement. Ernie comes to SMAC 3-4 times a week for his workouts. He also plays golf once a week. Ernie is an inspiration to our staff and we trust also to you!

## Where Education Meets Fitness

*Photos courtesy of San Mateo Athletic Club.*

## "WHERE IN THE WORLD..."

Members and students sent us pictures from their travels wearing their SMAC shirt. Germany, Peru, Brazil, The Caribbean, Hawaii, and the Highlands of San Mateo are a few destinations that were graced with the SMAC logo.



Nohel Corral in Brazil  
for World Cup 2014



Illana Nguyen in St. Maarten



Angela & Frank Mullin at  
Neuschwanstein Castle in Germany



Audrey Ching & Rosalind Ferrera  
in Machu Picchu, Peru



Anita & Tom Tobin in  
Regensburg, Germany



Peter Borden at the  
Highlands of San Mateo



Jess Woo & Wes Turner  
in Kailua, Hawaii



Jon Atkin in the  
Swiss Alps

# SMCCD BOOKSTORE STUDENT EMPLOYEE MODEL BIOGRAPHIES



**Holly Argente** - Holly graduated from Skyline College in May 2013 and is pursuing her Bachelors of Arts in Graphic Design at the Academy of Art University. In her spare time, she likes to hangout with friends & family and write music.

**Amanda Bortoli** - Amanda is former Skyline College student and is currently a student at the Academy of Art University in pursuit of a Bachelors of Fine Arts in Photography. She is currently the photographer and graphic designer for Skyline College Bookstore. When she is not taking photos or studying, Amanda enjoys crafting and being outdoors.

**Gilbert Bui** - Gilbert graduated from Skyline College in May 2014 and transferred to San Francisco State University to pursue a degree in Computer Science. In his spare time, he likes to do Dragon Boat racing

**Gabriella (Gabby) Ceja** - Gabby is currently a student at Skyline College, studying to get her degree in psychology. She plans on transferring to San Francisco State in pursuit of her Marriage Family Therapy License. When Gabby is not working or studying, she enjoys reading and watching her favorite soccer team, Manchester United.

**Brian Delacruz** - Brian is a former Skyline College student and is a graduate of San Francisco State University with a Bachelors of Science in Kinesiology. In his free time, he enjoys training in Judo and Karate. He is taking classes at Skyline College for prerequisites for a physical therapy program while waiting to go into the US Navy Officer Candidate School in Spring 2015.

**Kassandra (Kassy) Deras** - Kassy is currently attending Skyline College majoring in criminal justice with a goal of going to the police academy and transferring to a 4 year university. In her spare time, she likes to go dancing.

**Marcus Galang-Wilson** - Marcus is currently attending Skyline College majoring in finance and business management. He will be transferring to a 4 year university in Fall 2015. In his spare time, Marcus likes to go to the gym.

**Domenic Gulli** - Domenic is currently enrolled at Skyline College. He plans on attending UC Santa Cruz in pursuit of a degree in mathematician education. Outside of doing calculus, his main hobby is disco dancing and watching Nicolas Cage movies.

**Jackie Lee** - Jackie is currently attending Skyline College majoring in psychology and will be transferring to a 4 year university in Fall 2015. She can be found every morning at World Cup Coffee & Tea getting you that first cup to wake you up.

**Jennifer (Jenny) Martinez** - Jenny is a student at Skyline College and aspires to transfer to Cal Poly San Luis Obispo in pursuit of a Bachelors of Science degree. In her spare time, she is a dancer.

**Sarah Minsky** - Sarah is a double major (Administration of Justice and Psychology) at Skyline. She hopes to pursue a career in Law Enforcement. In her spare time, she loves playing Bocce and tending to a variety of animals from dogs, cats, a mini horse and a pig!

**Maritza Monreal** - Maritza graduated from Skyline College in May 2008. She transferred to San Francisco State University in August 2009 in pursuit of a Bachelors of Arts degree. In her spare time, she likes to play indoor soccer.

**Heinrich Relosimon** - Heinrich graduated from Skyline College in May 2012 and recently completed the Respiratory Therapy Program at Skyline College (June 2014). He is currently pursuing a career in the medical field while attending Skyline College for further enrichment.

**Melissa Reyes** - Melissa is currently a student at Skyline College and is planning to transfer to a UC in Fall 2015 to a major in psychology. She loves reading and exploring the outdoors.

**Khrizia Velacruz** - Khrizia is a former Skyline College student. For her junior year, she transferred into the Danish Institute of Study Abroad in Copenhagen. She is currently a senior at San Francisco State University and intends to graduate with a Bachelor of Arts degree in Child & Adolescent Development in May 2015. She enjoys singing, journaling, and hiking in her free time.

**Angelina (Angel) Yaeger** - Angel is a student at Skyline College majoring in Early Childhood Education. She is also passionate about singing and theater. Not only will you find her in the bookstore or Graphic Arts & Production but also on the stage in productions at Skyline College.



## And introducing...

**Joshua** - Joshua is the newest member of the SMCCD Bookstore family. He is a member of the Skyline College community and currently lives with his mommy and daddy. In his spare time, he likes to take naps, play with his toys, and visit World Cup Coffee & Tea for his hot chocolate.



**Pictured:** (L-R) Samantha Fallon (SMAC Asst. Aquatic Coordinator), Tom Bauer (Vice Chancellor - Auxiliary Services & Enterprise Operations), Diana Thomas (SMAC General Manager), Heather Petri (4 time Olympian and medalist), Susan Helmrich (Swim Across America), Dr. Julie Saba (UCSF Benioff Children's Hospital Oakland), Craig Beardsley (Swim Across America), and Katie Elgaaen (Olympian and SMAC Aquatics Director).

*Photo courtesy of San Mateo Athletic Club*



**SAN MATEO COUNTY  
COMMUNITY  
COLLEGE DISTRICT**

**BOARD OF TRUSTEES**

Karen Schwarz, President  
Patricia Miljanich, Vice President-Clerk  
Richard Holober, Member  
Dave Mandelkern, Member  
Thomas Mohr, Member  
Rupinder Bajmwa, Student Trustee, 2014 - 2015

**DISTRICT CHANCELLOR**

Ron Galatolo

**VICE CHANCELLOR**

**Auxiliary Services & Enterprise Operations**  
Tom Bauer