



SAN MATEO COUNTY
COMMUNITY
COLLEGE DISTRICT

AUXILIARY SERVICES AND ENTERPRISE OPERATIONS

ANNUAL REPORT
2014-2015



College of San Mateo





Photo courtesy of Amanda Bortoli

Photo & cover design: Amanda Bortoli - 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 – 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 and our latest addition to the Auxiliary and Enterprise Operations family, Community Continuing and Corporate Education – 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 I enter my eleventh year with the District, I look back with pride on all we have accomplished together. In 2005, I was hired as Director of Bookstore Operations. Since joining the District and working with this very talented and committed team in the Bookstores, we turned lackluster stores into vibrant retail centers focusing on the needs of students and staff from academic requirements to coffee and convenience items. The success of the bookstores led to the creation of the Auxiliary Services and Enterprise Operations organization within the District which has been growing at a rapid pace year after year. Since 2007, we have added the three dining operations, campus vending, the San Mateo Athletic Club and Aquatic Center, Banquet and Special Events, Community, Continuing and Corporate Education, the Silicon Valley Intensive English Program and the soon to be added Bay Area Pathways Academy. Our growth has been continuous and is due in large part to the efforts of each person who works within this organization as well as Chancellor Ron Galatolo who had the vision and gave me and the team the support needed to accomplish so much in the last several years. I am so proud of the fact that everything our team does in the services we provide benefits students. Our District is currently working on our new Strategic Plan with the guiding principle “Students First”. Each of our services adheres to this principle and each service provides direct benefits to students at all three colleges.

The support we receive from our local community is nothing short of amazing. 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 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 bookstore 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 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 200 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 lives 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.

Since opening our doors on April 1, 2010, the San Mateo Athletic Club (SMAC) has grown its membership to almost 6,000, providing health and wellness opportunities to the local community and offers training and certification programs to fitness professionals. SMAC has also provided a revenue stream that allows us to maintain the facility as well as the equipment 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 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

A WELCOME FROM THE VICE CHANCELLOR CONTINUED

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. On April 26, 2015, SMAC partnered with Swim Across America for the third time hosting and sponsoring a fund raising swim event raising almost \$100,000 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. This was one of the most successful pool swim events for Swim Across America and is due to the dedication of all the SMAC staff and our members who support this very worthy cause. The Swim Across America event is an annual event at SMAC and we are honored to be a part of such an event that supports the needs of 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, now in its fourth year at SMAC, providing students with practical work skills and experience. 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 with the management agreement renewed in 2015, 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 the district team 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 our goal to integrate all who work in the Enterprise Operations into the life and fabric of the colleges. It is also our 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.

The addition of Community, Continuing and Corporate Education (CCCE) to the Auxiliary and Enterprise Operations provides a unique opportunity to reach out to the local community in new ways. Formerly known as Community Education, CCCE was renamed and brought into the Auxiliary Services fold in December of 2014 with the intent to restore and transform it into a financially self-sustaining powerhouse of programs and initiatives creating an impact for San Mateo County residents, families, businesses, nonprofits and governmental agencies, as well as for international students seeking increased educational opportunities within the San Mateo County Community College District. We will continue to offer valuable enrichment courses for our local community but have also created the Silicon Valley Intensive English Program (SVIEP) that will support the district's International Student Program by providing intensive English courses for international students whose TOEFL scores are not high enough to matriculate into one of our three colleges. We are in the initial stages of creating the program and are focused on meeting the federal requirements to begin issuing visas to international students for our program in May, 2016. Upon successful completion of the intensive English program, students will be able to matriculate into any one of our three colleges. This program will help build our international student base which greatly enriches the cultural diversity and richness of our three colleges.

I want to specifically recognize the outstanding work of Skyline Bookstore manager Kevin Chak and Bookstore Operations Assistant Amanda Bortoli for all the work creating this report. From the photography to the design and layout, Kevin and Amanda have worked together to showcase all that has been accomplished this year in this beautiful publication. Year after year, the report grows larger and the team does a great job producing it.

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
Vice Chancellor
Auxiliary Services & Enterprise Operations

THE BOOKSTORES



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

In the ten years since Vice Chancellor Tom Bauer joined the District, there have been significant accomplishments by the Bookstores' team. Ten years ago, the Bookstores in the District were indeed at a crossroads. The staff had little opportunity for professional development and the stores themselves were old and dated. As college bookstores across the country were making dramatic changes to becoming college stores with a focus on more than just textbooks, our bookstores were still operating under the old paradigm. Shortly after Tom arrived as Director of Bookstore Operations in February 2005, he found a team that was eager and ready to turn the page.

Thanks to the generosity of the San Mateo County voters, the District was able to pass two capital bond measures that allowed for the new buildings that now home to Skyline College Bookstore and Bulldog Bookstore (College of San Mateo) and for the renovation of Cañada College Bookstore. New stores with up to date fixtures, coupled with the support and professional development required to make the bookstores financially viable, helped transform the stores into modern retail stores that provide indispensable products and services to the college communities.

Even with several years of flat to declining enrollment districtwide, the college stores continue to identify new products and services to attract both our student and staff customers.

Despite a nationwide decline in textbook sales, textbook rentals continue to give the SMCCD Bookstores an edge. Textbook rentals provide students who would not be able to afford college textbooks a low cost option that

provides critical access to the course materials required for academic success. While we continue to see textbook sales declines, our unit sales of textbooks when we include rentals are outpacing the enrollment decline. This is an essential part of the formula that has allowed us to maintain our edge and remain profitable.

In addition to the textbook rental program, the investment made in transitioning significant portions of the retail space to our coffee and convenience shops has continued to strengthen the bookstore's financial position as well dramatically increase the customer interactions on each campus with over 10,000 transactions each day district wide.

It is essential that the bookstores remain relevant and continue to address the changing needs of a dynamic student and staff clientele. In the ten years that has passed since 2005, the bookstore team has risen to meet the challenges that have consumed most independently operated college bookstores. This year, despite all of the challenges we face, the bookstores returned a surplus to its reserve of \$434,134! This exceeds the surplus returned for last year by \$117,957 and is a tribute to the service driven team in each of our three bookstores. It is hard not to beam with pride when you see all they have achieved in the last ten years.

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

In August 2014, 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 college's 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 General Services at 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 welcomed one new addition to our classified staff this year. Amanda Bortoli joined the bookstore team in February 2015 as a Bookstore Operations Assistant and is working in the day to day operations of Graphic Arts and Production at Skyline College.

Amanda was born and raised in South San Francisco. After graduating El Camino High School in 2008, she enrolled in Skyline College and was hired as student employee working at the Skyline Bookstore. In 2012, Amanda transferred to the Academy of Art University, San Francisco to continue her studies but remained as a student employee of the Bookstore providing excellent service and playing a valuable role in supporting the classified staff. Amanda is currently continuing her education at Academy of Art University and will be graduating with a BFA in Photography in Spring 2016. She has even partnered with one of our student employees, **Holly Argente**, and created a design team (BAHA) to help



Photo courtesy of Holly Argente.

others with design and production needs. Outside of work and school, Amanda enjoys spending time with family and friends, cooking delicious meals, enjoying the outdoors, and exploring the world around her with camera in hand.

Amanda is yet another example of how a student at one of our three colleges working in the bookstore has learned invaluable skills that has enabled her to advance into a full time classified position! I am so proud of Amanda and all of our classified staff but am especially proud of those who started as students and decided to make this a career. The Auxiliary Services staff work as one team to support the mission and goals of the college and the students we serve.



Photo courtesy of Amanda Bortoli.

STUDENT EMPLOYEES



Photos courtesy of Amanda Bortoli and Skyline College Marketing, Communications, and Public Relations Department.

The District Bookstores are fortunate to have the talents of many students working in the Bookstores at all three Colleges. Not only do we have local students working at the Bookstores, but also students from Canada, China, Lebanon, Nepal, Thailand, Russia, and many other places in the world. Not only do they showcase their talents at the Bookstore, but also represent the college as athletes, actors and actresses for the theater program, and as student leaders in student government. Many have graduated from our three colleges and transferred to 4 year universities such as UC Santa Cruz, UC Davis, San Francisco State University, San Jose State University, UC Berkeley, Academy of Art University, and UCLA.

Student employees provide an essential perspective on the needs of students to the Bookstore management team and classified staff, provide essential services to the Bookstores, and 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: **Daniel Diaz** and **Lu Zheng**; from Skyline College: **Holly Argente**, **Gilbert Bui**, **Alexys Burns**, **Gabby Ceja**, **Michael Corzonkoff**, **Ezzia Gheith**, **Domenic Gulli**, **Jackie Lee**, **Jalayna Schneider**, and **Angel Yaeger**; and from Cañada College: **Lily Dong**, **Angel Lopez**, and **Claudia Rosales Araniva**. 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, course packs, digital books and rental books are the core mission of the District Bookstores and account for roughly 75% 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. 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; which allows the bookstore to work with these wholesale 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



<http://www.textbookaid.org>

coming semester, the Bookstore can give the student a 50% cash return on their 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, the total textbook unit sales which includes rental books dropped by 2% overall. This is significant as the decrease in full time equivalent students (FTES) for the same period was 3%. The reason we continue to outpace our enrollment decline in course materials sales is our textbook rental program which increased another 14% this year after a 23% increase last year and an increase of 25% the year before that! The decline in textbook sales is not easily explained as so many factors impact buying decisions. 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 continued rapid transition to electronic means of providing course materials, some of which bypass the bookstore completely. This impacts certain disciplines like mathematics where we have traditionally sold large numbers of textbooks. The access codes now used in many classes have replaced textbooks altogether. Another reason



Photo courtesy of Kevin Chak.

for the decline in textbook sales is quite paradoxically the continued increase in textbook rentals. The more textbook titles we rent, the fewer books students will buy --- or need for that matter. 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 which continue to decline year after year.

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. While these packages cannot be obtained used and affect the sale of used textbooks, they represent a savings to the student over buying each of the materials that are included in the course pack. Professors that have done this include: **Linda Whitten (Skyline College – Accounting)**, **Sandra Hsu (Skyline College – Biology)**, **Alec Bates (Skyline College – Chemistry)**, **Jennifer Merrill (Skyline College - Psychology)**, **James Robertson (CSM - History)**, **Linton Bowie (CSM - Biology)**, **James Clifford (CSM - Psychology)**, **Jane Jackson (CSM - Music)**, and **Cañada’s math and chemistry departments.**

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

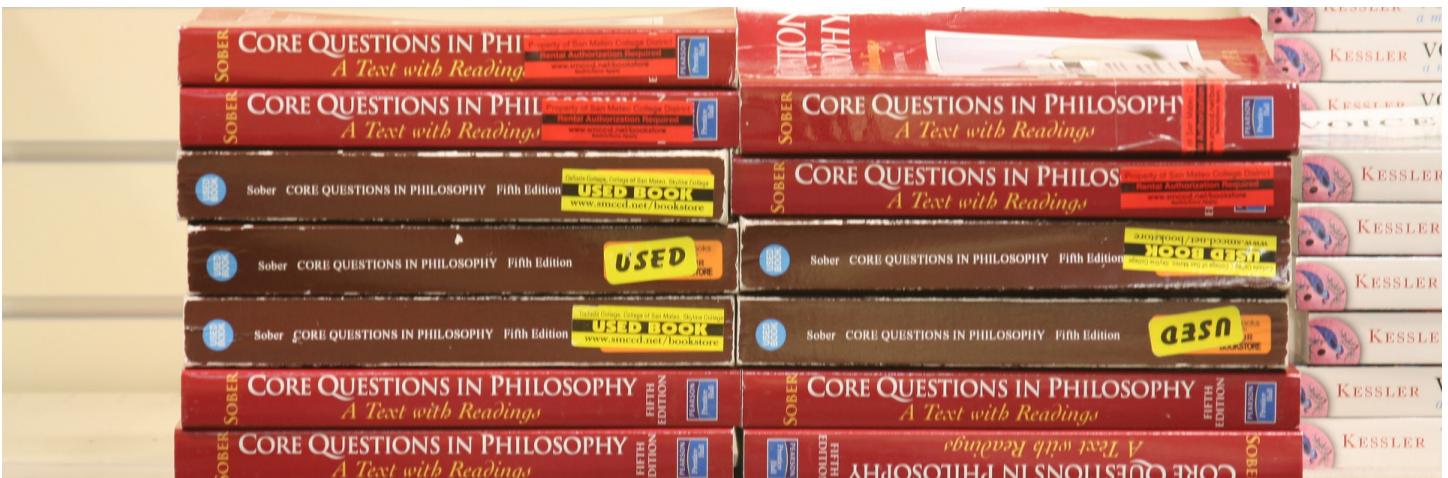
and mortar college bookstores across the country. The competition that our stores face from competitors that span the marketplace is significant. However, despite all of our challenges, the unit sales of textbooks decreased only 2% this year. This modest reduction, which is lower than our enrollment 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 they 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 stores.

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.

TEXTBOOK RENTAL PROGRAM



Photos courtesy of Kevin Chak

The textbook rental program continues to flourish and serves as a model for college bookstores across 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 2,000 titles in the textbook rental program spanning most disciplines at the three colleges. These efforts account for the increase in textbook rentals this year.

The commitment of Skyline College President Regina Stanback Stroud with over \$200,000 directed to the course materials rental program brought Skyline the largest increase in textbook rentals on that campus ever--Skyline realized a 73% increase this year over last year in

rentals. To illustrate the impact of this increase, I need only share the numbers. The books rented last year would have cost students \$493,040 if purchased new; saving students \$369,780 in FY 13/14. The books rented this year would have cost students \$851,260 if purchased new; **saving students at Skyline College \$638,445 this academic year alone!** These generous commitments made a major impact on the 2014-15 academic year districtwide with thousands more volumes and hundreds more titles added to the textbook rental program.

The continuing exponential increase in textbook rentals is good for the bookstores and even better for our students! Textbooks rented districtwide this year would have cost students in our district \$1,902,940 to purchase new. Students rented those textbooks for \$475,735 **saving students in the San Mateo Community College District \$1,427,205 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 \$10 million since 2005 with recent inventory additions increasing that number exponentially. The Cañada Bookstore was the founding bookstore of the rental program and until this year has led the District textbook rentals. Special acknowledgement goes to the entire team at Cañada for bringing this incredibly important program to our District. 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.

and rentals this year against last year. It also displays the unit sales which is known as “New Text Equivalent” and essentially treats all sales as if they were new book sales to compare unit sales. For the first time in this comparison, you will find the full time equivalent students districtwide to compare NTE to FTES. Districtwide, every category is showing a decrease except for rental books which, as stated previously, continues to increase year over year as investments in the program increase. We will continue to identify additional means to support the textbook rental program in the District by identifying additional grant and other financial resources available for the program as well as continuing to work with our wholesale partners who have purchase rental programs in place.

The chart below illustrates the comparison of sales

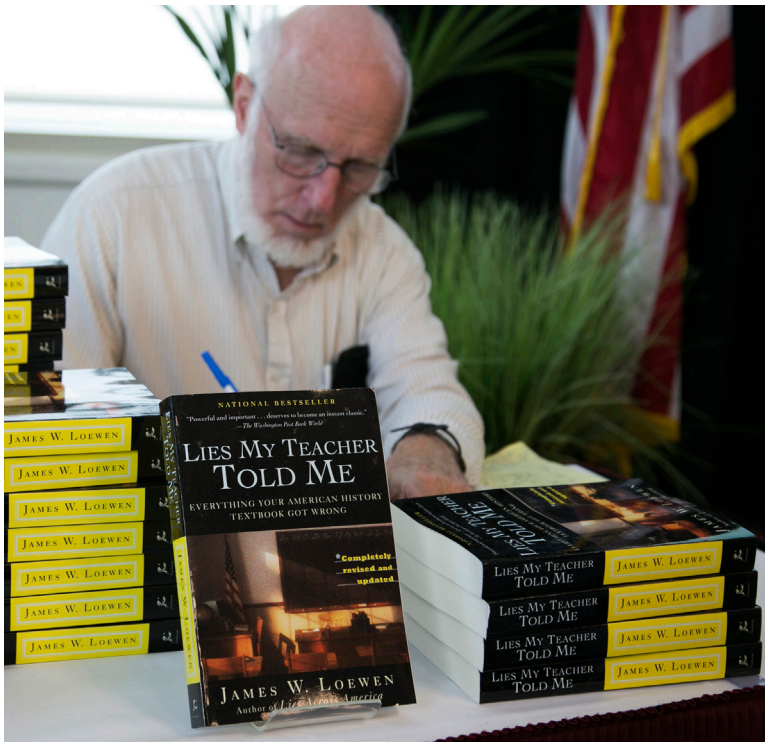
2014-15 Course Materials Sales Comparison TY-LY

SMCCCD Bookstores

CSM	Description	2013-14	2014-15	\$ Difference	% Difference
	New	\$ 969,503.00	\$ 982,845.15	\$ 13,342.15	1%
	Used	\$ 414,232.00	\$ 348,133.00	\$ (66,099.00)	-16%
	CoursePacks	\$ 43,239.00	\$ 49,144.00	\$ 5,905.00	14%
	Total	\$ 1,426,974.00	\$ 1,380,122.15	\$ (46,851.85)	-3%
	Rental	\$ 120,040.00	\$ 91,892.00	\$ (28,148.00)	-23%
	NTE (Unit Sales)	\$ 2,001,972.33	\$ 1,814,590.48	\$ (187,381.85)	-9%
	FTES	7,417.89	7,066.95	-351	-4.7%
SKYLINE	New	\$ 1,207,388.00	\$ 1,147,262.00	\$ (60,126.00)	-5%
	Used	\$ 406,674.00	\$ 303,063.00	\$ (103,611.00)	-25%
	CoursePacks	\$ 107,363.00	\$ 94,512.00	\$ (12,851.00)	-12%
	Total	\$ 1,721,425.00	\$ 1,544,837.00	\$ (176,588.00)	-10%
	Rental	\$ 123,260.00	\$ 212,815.00	\$ 89,555.00	73%
	NTE (Unit Sales)	2,242,660.00	2,402,606.00	159,946.00	7%
	FTES	8,066.68	7,941.52	-125	-1.6%
CANADA	New	\$ 716,974.00	\$ 718,040.00	\$ 1,066.00	0%
	Used	\$ 183,420.00	\$ 137,191.00	\$ (46,229.00)	-25%
	CoursePacks	\$ 33,072.00	\$ 28,514.00	\$ (4,558.00)	-14%
	Total	\$ 933,466.00	\$ 883,745.00	\$ (49,721.00)	-5%
	Rental	\$ 175,490.00	\$ 171,028.00	\$ (4,462.00)	-3%
	NTE (Unit Sales)	\$ 1,663,494.00	\$ 1,585,073.33	\$ (78,420.67)	-5%
	FTES	4,276.01	4,092.29	-184	-4%
Total District	New	\$ 2,893,865.00	\$ 2,848,147.15	\$ (45,717.85)	-2%
	Used	\$ 1,004,326.00	\$ 788,387.00	\$ (215,939.00)	-22%
	CoursePacks	\$ 183,674.00	\$ 172,170.00	\$ (11,504.00)	-6%
	Total	\$ 4,081,865.00	\$ 3,808,704.15	\$ (273,160.85)	-7%
	Rental	\$ 418,790.00	\$ 475,735.00	\$ 56,945.00	14%
	NTE (Unit Sales)	\$ 5,908,126.33	\$ 5,802,269.82	\$ (105,856.52)	-2%
	FTES Districtwide	19,760.59	19,099.75	-661	-3%

***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.

FINANCIAL PERFORMANCE AND INFORMATION



Photos courtesy of Skyline College Marketing, Communications, & Public Relations and Kevin Chak.

Regular merchandise sales decreased this year compared to last year primarily due to the decrease in textbook sales discussed earlier in this report. The decrease in textbook sales is a result of lower enrollment, the impact of textbook rentals on actual sales as well as other competitive factors mentioned earlier.

Computer product sales continue to decrease as we no longer sell Apple products in the bookstores; Apple discontinued sales in many college stores that would not commit significant retail sales space and inventory levels.

In addition to the positive impact of our textbook rental program, another strong merchandise category for the Bookstores is our convenience store and coffee sales. This year, the Bookstores sold \$1,633,431 million in coffee and convenience products compared to \$1,580,000 last year. We also realized noteworthy increases in the sale of school and office supplies, gifts, and sundries.

These increases in these categories offset the declining textbook sales and leave the Bookstores in a financially strong position going into the 2015-16 academic year. Cost of sales decreased dramatically by 14.6% this year in line with the overall decrease in textbook sales coupled with 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 Bookstores. Total Operating Expenses increased slightly this year due to the impact of salary, benefit and step increases. Interest and other income decreased this year due to low interest rates overall as well as the end of the Lehman Brothers partial restitution that has been made over the past two years.

The most impressive result highlighted below is that despite year over year reductions in textbook sales, the Bookstores managed to return a net surplus of \$434,134 to our reserve after the allocation of District expenses. This could not have been accomplished without the dedication of Bookstore employees. This is quite an accomplishment faced with 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 should also provide us with opportunities to succeed.

All District Auxiliary and Commercial Operations are dependent on a strong, stable enrollment for continued success. The growth of the coffee and convenience shop operations as well as the promising future of the copy centers at both CSM and Skyline College is an example of the proactive measures we have taken to ensure the financial stability of the Bookstores during uncertain economic times. The Bookstores are committed to focusing on 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 Districtwide and further maximize the interest and other income potential of each College Bookstore. In so doing, we will remain well positioned for future growth as we serve the students of the District.



Photo courtesy of Kevin Chak.

Bookstore Sales	2014-15	2013-14	\$ Change	% Change
Regular Merchandise Sales	\$ 6,190,123	\$ 6,501,990	\$ (311,867)	-4.8%
Computer Products Sales	\$ 131,631	\$ 228,035	\$ (96,404)	-42.3%
Total Merchandise Sales	\$ 6,321,754	\$ 6,730,025	\$ (408,271)	-6.1%
Textbook Rental Income	\$ 556,127	\$ 478,751	\$ 77,376	16.2%
Production Service Income	\$ 348,288	\$ 363,906	\$ (15,617)	-4.3%
Total Sales	\$ 7,226,169	\$ 7,572,681	\$ (346,513)	-4.6%

Bookstore Recap	2014-15	2013-14	\$ Change	%Change
Operations				
Merchandise Sales	\$ 6,321,754	\$ 6,730,025	\$ (408,271)	-6.1%
Textbook Rental Income	556,127	478,751	77,376	16.2%
Production Service Income	348,288	363,906	(15,617)	-4.3%
Cost of Goods Sold	3,946,100	4,623,397	(677,296)	-14.6%
Gross Profit from Operations	\$ 3,280,069	\$ 2,949,285	\$ 330,784	11.2%
Total Operating Expenses	2,860,295	2,753,691	106,604	3.9%
Net Income/(Loss) from Operations	\$ 419,774	\$ 195,594	\$ 224,180	114.6%
Interest and Other Income	237,273	296,828	(59,555)	-20.1%
Net Income Before Other Expenses	\$ 657,047	\$ 492,422	\$ 164,625	33.4%
District Support				
In-Kind Donations Received	\$ 13,692	\$ -	\$ 13,692	100.0%
Admin Salary & Benefits	\$ 108,651	\$ 58,632	\$ 50,018	85.3%
Other Expenses	\$ 127,955	\$ 46,324	\$ 81,631	176.2%
Net Change in Fund Balance	\$ 434,134	\$ 387,466	\$ 46,668	12.0%

BOOKSTORE CONTRIBUTION

The District 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.

On March 19, 2015, Skyline College hosted the 15th Annual President's Breakfast at the South San Francisco Conference Center, drawing a crowd of over 400 people for an early morning breakfast fundraiser. Attendees gathered from all across northern San Mateo County, including representatives from national, state and local government; the San Mateo Community College Board of Trustees; our sister colleges and fellow educators; and the local business community.

The President's Breakfast is the primary fundraiser for the President's Innovation Fund (PIF) which enables Skyline College to provide programs that expand students' world view, ultimately making them more informed, engaged and responsible members of our community.

Skyline College Bookstore and Sky Café were proud to once again be the Premier Presenting Sponsor with a new record setting lead individual sponsorship of \$50,000 replacing the prior year's contributions of \$35,000, \$25,000 and \$10,000 made by the Bookstore and Café team.

Over the last 15 years, the PIF has made possible more than \$308,000 in grants supporting 133 programs.

Donations to the fund have enabled Skyline College faculty and staff to develop many of the dynamic programs and services that continue to benefit students and our community today.

The event concluded with moving remarks from SMCCCD Vice Chancellor of Auxiliary Services and Enterprise Operations Tom Bauer, who through a deeply personal story of love and loss, stressed how a single action, at the right time and at the right place, can have a lasting and profound impact on an individual. The contributions made at the President's Breakfast touch lives on a personal level, helping to transform educational experiences and create pathways to success for individual Skyline College students.

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

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, and Charles Cianos; from Skyline, Kevin Chak, Marta Cuellar, Wai Tan Tam, Alvin Lal, and Amanda Bortoli; from Cañada, Jai Kumar, Brian Horwitz, Laura Brugioni, Faamanu Noa, and Jonita Kumari.

Below are some of the highlights of this District support:

- \$105,651 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
- \$31,000 per year in product donations to campus causes
- \$15,000 in product to support the textbook rental program

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





Photos courtesy of Skyline College Marketing, Communications, & Public Relations Dept; SMCCCD Foundation; Skyline College ASTEP Program,

FOOD SERVICE

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.



Photo courtesy of Allison McMahon.



Pacific Dining continues to operate the food service at the three District campuses after initially being awarded the contract in June 2007. In addition to Pacific Dining’s financial contribution to the district in terms of commissions 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.

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 four events each year of the contract up to \$500 annually
- Co-sponsor with College president four events annually for faculty, staff, and managers up to \$500

Cafeteria Fund summary:

Cafeteria	2014-15	2013-14	\$ Change	% Change
Revenues				
Food Service Income	\$ 180,261	\$ 175,344	\$ 4,918	2.8%
Vending Income	56,933	54,275	2,659	4.9%
Interest Income	4,810	7,584	(2,774)	-36.6%
Event Rental	70,678	77,083	(6,405)	-8.3%
Other Income	-	-	-	0.0%
Total Revenues	\$ 312,683	\$ 314,286	\$ (1,603)	-0.5%
Expenditures	\$ 246,240	\$ 211,324	\$ 34,915	16.5%
Prior Year Adjustment	\$ 15,761	\$ -	\$ 15,761	100.0%
Net Change in Fund Balance	\$ 50,682	\$ 102,962	\$ (52,280)	-50.8%

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 hundreds of events being held on the campus since 2011. To date, we have hosted banquets, bar mitzvahs, quinceañeras, weddings, reunions, birthday parties, memorial services, anniversaries and 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, the San Mateo Housing Leadership Conference, and Taste of San Mateo sponsored by the San Mateo Chamber of Commerce.

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 declined slightly this year by 8.3% or \$6,405 this year. This was not due to fewer events taking place in the Bayview Dining Room; rather, many of the events were community events or partnership events where the rental fees had been waived. These event rental funds are put right back into the facility as we strive to keep it in optimal condition.

Food service income has increased slightly, with a 2.8% increase over last year. The increase is notable since

decreases in enrollment do not generally favor auxiliary enterprise operations. The decrease in our own enrollment coupled with the end of the high school rental with 150 students on campus at CSM directly impacts financial performance. The decreases notwithstanding, the slight increase is evidence that students vote with their feet and with their dollars. 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”.

Vending income has increased modestly compared to last year by 4.9% or \$2,659 despite the overall decreases in enrollment. Total expenditures increased by 16.5% or \$34,915



BAYVIEW
DINING ROOM

BOOK AN EVENT WITH US TODAY.

www.DistrictDining.SMCCD.edu



Photos courtesy of Pacific Dining; Cañada College & CSM Marketing, Communications, & Public Relations Departments.



Photo courtesy of CSM Marketing, Communications, and Public Relations Department.

FIRE SIDE

DINING ROOM

AT SKYLINE COLLEGE

BOOK AN EVENT WITH US TODAY.

www.DistrictDining.SMCCD.edu

over last year. Expenses related to the repair and maintenance of equipment at the three College dining locations have increased as our equipment ages. A prior year adjustment resulting from a double-booked commission payment from last year also impacted performance by \$15,761.

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. 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 below illustrates an increase in food service income overall. Food service income is up this year over last by \$4,918 or 2.8%. This increase is in spite of enrollment declines discussed earlier. The impressive facilities and the outstanding service provided by the entire Pacific Dining team are keeping students on campus more. Therefore, the food services are performing exceptionally well.

Districtwide 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 at the three College Bookstores, Cafeterias, the San Mateo Athletic Club, and in all vending

FOOD SERVICE INCOME	2014-15	2013-14	\$ Change	% Change
PACIFIC DINING				
Skyline	\$ 52,251	\$ 44,317	\$ 7,933	17.9%
Cañada	37,308	29,897	7,412	24.8%
CSM	81,170	96,633	-15,463	-16.0%
Le Bulldog	9,532	4,497	5,035	112.0%
Total Food Service Income	\$ 180,261	\$ 175,344	\$ 4,918	2.8%

machines located throughout the District. The vendor is responsible for providing all product, labor, supplies, materials, and additional equipment necessary to meet the needs of all auxiliary operations. 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 contract to the District exceeds \$510,000 over five years. Pepsi has provided exceptional service to the District since being awarded their first contract in 2002.

Highlights of the Pepsi partnership include:

- \$30,000 one-time signing bonus which will be used for the textbook rental program as well as other projects that benefit 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 5 year contract; each campus and the District Office receives 100 free cases of Pepsi product each year of the contract.
- \$6,000 in marketing dollars per campus each year of the 5 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.

Districtwide 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, commission from machines goes directly to each College' Associated Students as part of their operating budgets.



BOOK AN EVENT WITH US TODAY.
www.DistrictDining.SMCCD.edu



Photo courtesy of Pacific Dining; CSM Marketing, Communications, and Public Relations Department.

COMMUNITY, CONTINUING, AND CORPORATE EDUCATION

Education That Works



Photo courtesy of Gino DeGrandis Photography.

NEW DEPARTMENT, NEW LEADERSHIP

We are incredibly excited to announce the addition of Community, Continuing and Corporate Education (CCCE) to the Auxiliary Services organization!

Formerly known as Community Education, CCCE was renamed and brought into the Auxiliary Services fold in December of 2014 with the intent to restore and transform it into a financially self-sustaining powerhouse of programs and initiatives creating an impact for San Mateo County residents, families, businesses, nonprofits and governmental agencies, as well as for international students seeking increased educational opportunities within the San Mateo County Community College District.

To enable this transformation, a national search for a new Director of CCCE was conducted by Vice Chancellor Tom Bauer and representatives from Canada College, College of San Mateo and Skyline College, resulting in the hiring of Jonathan Bissell in January of 2015.

Jonathan is an experienced educational professional whose career spans two decades and a wide spectrum of educational roles. Other recent additions to the CCCE team

include Community Education Coordinator Julie Elmquist, who comes to the district with a strong background in Allied Health, and Silicon Valley Intensive English Program (SVIEP) (short-term) Project Director Yuri Goda, who comes to the district with strong ESL, youth programming and international education experience. These new team members join CCCE's Assistant Project Director Kanjana Srisupatpongsa, who oversees the fiscal, legal, payroll and logistical support structures needed to keep CCCE running strong and growing.



www.smccd.edu/collegeforkids

NEW STRATEGIC GOALS

With the new team in place, the following strategic goals have been established for 2015-2020 to achieve the vision of transforming CCCE into a financially self-sustaining powerhouse of programs and initiatives creating impact for San Mateo County residents, families, businesses, nonprofits and government agencies, as well as for international students seeking increased educational opportunities within the San Mateo County Community College District.

1. Increase Community, Continuing and Corporate Education (CCCE) training and services to San Mateo County residents, families and businesses through increased lifelong learning and professional certifications for adults, expanded academic and fitness programming for youth, and customized workforce training for public and private-sector organizations.
2. Increase revenue-generating contract training for public and private-sector organizations.
3. Develop internationally-recognized, revenue-generating Intensive English Programs for students, educators, administrators and executives.
4. Contribute to the economic development of San Mateo County through collaborative partnerships with industry and workforce/economic development agencies.
5. Increase credit-based enrollments through new credit/non-credit hybrid programming.
6. Create or expand revenue generating programs in collaboration with the San Mateo Athletic Club.



Photos courtesy of Gino DeGrandis Photography.

EARLY ACCOMPLISHMENTS

Still in its infancy at just six months old, the CCCE department has accomplished much in a short period of time, including creating new branding and programming, rebuilding collaborative ties with each of the three colleges within the district, and forging new strategic partnerships within the local community and County.

Select accomplishments for CCCE during its first 6 months include:

- Partnership with the San Mateo Athletic Club (SMAC) to launch the first ever full-day version of College for Kids summer camp, which provided fun, fitness, academic and science programming to children in grades 5th – 8th for 70 children at Cañada College and 200 children at the College of San Mateo.
- Increased scholarship support for College for Kids applicants in need, with a total of \$11,243 awarded by the San Mateo County Community Colleges Foundation, President Buckley of Cañada College, President Claire of College of San Mateo, and Vice Chancellor Tom Bauer.
- Partnership with the Silicon Valley Innovation Center to provide customized training for senior University officials from Kazakhstan.
- Approval from the Accrediting Commission for Community and Junior Colleges (ACCJC) to build a new Intensive English Program at Cañada College, called the Silicon Valley Intensive English Program (SVIEP), which will provide international students, local residents and expatriated professionals and families with relevant and effective English language instruction and American cultural enrichment for academic, professional and personal purposes.
- Development of a new CCCE landing page, edthatworks.smccd.edu, and www.smccd.edu/collegeforkids - a new College for Kids (CFK) website.
- Development of more than 30 new fall classes ranging from aquaponics to sommelier training.
- Selection of CCCE Director Jonathan Bissell by the San Mateo County Economic Development Association (SAMCEDA) and the Redwood City Chamber of Commerce to serve as an educational panelist at the annual Progress Seminar in Monterey, CA.
- Fiscal turnaround of \$84K between Feb and June 2015 (from \$60K behind to \$24K ahead).



Photos courtesy of Gino DeGrandis Photography.

NEW INITIATIVES

CCCE staff are never bored, because they're always in the process of developing exciting new programs and initiatives! Here are a few select initiatives currently in progress:

- Development of a for-credit Construction Management Certificate and a not-for-credit Revit Certificate in partnership with Skyline College's Dean of Science, Mathematics and Technology (Ray Hernandez) and Dean of Business, Education and Professional Programs (Christine Roumbanis).
- Creation of an Emergency Management Academy and the delivery of certified emergency management training for public and private sector employees in San Mateo County.
- Formation of a Nonprofit Leadership Certificate in partnership with the Center for Excellence in Nonprofits (CEN).
- Implementation of customized training programs for San Mateo industry and agencies.
- Development of customized trainings and camps for international professionals and youth.
- Full launch of the Silicon Valley Intensive English Program (SVIEP) at Cañada College.
- Development of "Decode the Code", a summer Coding Academy for youth which will provide programming and career navigation skills development.
- Creation of the Bay Area Pathways Academy (BAPA), a 6 week summer program for students in grades 7 – 10 that will combine academic courses to support students over the summer along with fitness, aquatic and other confidence-building classes with a particular emphasis on serving foster youth and youth from underserved communities who need academic support and fun programs during the summer with opportunities for mentorship and engagement in the community college environment.



Photos courtesy of Gino DeGrandis Photography.

FINANCIAL SUMMARY

Since January 2015, we have been able to dramatically increase revenue and finished the year with a 27.1% increase over last year or \$149,447! We ended the year with a \$24,251 surplus this year compared to \$1,589 last year for a 1426% increase. With the addition of the new programs and services, we expect growth to be rapid and success to continue both financially for the program and for the enrichment and development of our community.

Community Continuing Corporate Education	2014-15	2013-14	\$ Change	% Change
Revenues	\$ 700,094	\$ 550,647	\$ 149,447	27.1%
Expenditures				
Salaries and Benefits	\$ 360,423	\$ 277,367	\$ 83,056	29.9%
Other Operating Expenses	315,419	271,691	43,729	16.1%
Total Expenses	\$ 675,843	\$ 549,058	\$ 126,785	23.1%
Net Change in Fund Balance	\$ 24,251	\$ 1,589	\$ 22,662	1426.0%







SAN MATEO ATHLETIC CLUB AND SAN MATEO AQUATIC CENTER



Photo courtesy of San Mateo Athletic Club

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 (Building 5) 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.



Since opening its doors on April 1, 2010, all of the measures of success one would use to judge the operations of SMAC have been exceeded. Financially, SMAC has exceeded its goal year after year; membership is now just under 6,000 members. Initial projections were for SMAC to have 2,500 members after five years of operation. SMAC members made 268,800 visits last year averaging 740 visits each day! Students enrolled in Kinesiology classes at College of San Mateo made 69,770 visits last year, averaging 6,342 each month. The group exercise programming has grown year over year with now more than 4,300 classes taught each year with attendance in those classes exceeding 73,000 last year. The aquatics program boasts the award winning San Mateo

Masters Swim Team with more than 300 members and the Bulldog Swim Club with more than 200 youth swimming for the team, along with two junior Olympic qualifiers. The program also hosts a number of countywide swim meets, clinics and workshops and supports charity events including Swim Across America and the Special Olympics each year.

The financial performance of SMAC continues to be remarkable approaching the conclusion of our fifth full year of operations. Net Operating Income, prior to District and College Support was just over one million this year, at \$1,084,080 versus \$985,976 last year, representing a 9.9% increase over last year. This is truly outstanding on every



Photos courtesy of San Mateo Athletic Club.

level. As a mature health and fitness club completing its fifth full year of operation in a shared space, SMAC is still exceeding our budget expectations. Each year continues to beat the initial proforma expectations, once considered to be optimistically aggressive before we opened in 2010. SMAC membership is at approximately 5,700 members and month over month, we add more members than we lose.

SMAC is responsible for all of the direct expenses incurred by the CSM academic program including shared supplies, cleaning, equipment maintenance and repair as well as all facilities related costs. In addition to all of these expenses being allocated to SMAC, an additional \$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

“... an additional \$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.”

way the partnership that exists between the College and the enterprise program. This is the second year where SMAC has made this \$200,000 transfer to the college with the funding being used to support the First Year Initiative among other critical programs. Even with the absorption of previously otherwise allocated expenses and the contribution to CSM of \$200,000, SMAC returned \$591,106 to its reserve compared to \$528,184 last year.

The building of the reserve is critical as SMAC not only funds the maintenance and repair of every piece of equipment in the facility, SMAC is also funding the replacement of this equipment with an average lifecycle of between 5 and 7 years. In the coming year, it is expected that SMAC will fund equipment replacement for a number of cardio pieces for several hundred thousand dollars. Addressing these equipment needs benefits both the academic and community program.

Below are just a few fun facts and notable accomplishments of the SMAC team along with some of each department's specific accomplishments:

Fun Facts:

- 268,800 Member check-ins/uses. Averaging 740 visits per day
- 69,770 CSM student check ins averaging 6,342 visits per month
- 82,970 Members participated in 4,459 Group Exercise Classes avg. class attendance 18.6 per (industry avg. 12)
- Over 5,000 students visits per month/CSM classes.
- We wash, launder and fold over 1,000 towels per day.

Notable Accomplishments:

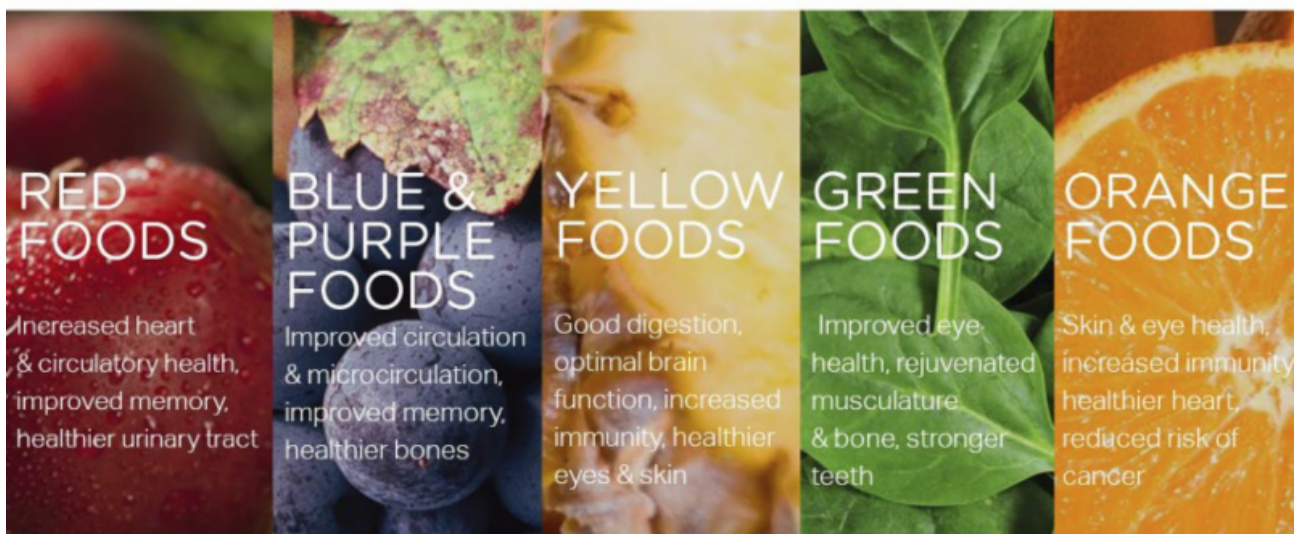
- College For Kids - SMAC was able to participate in and complement the College for Kids program by providing physical activity classes including swimming, water polo, yoga, kickboxing, dance, X-fit which directly resulted in College for Kids exceeding enrollment numbers over last year and contributing to the program's success which resulted in a net profit for Community, Continuing and Corporate Education.
- The General Exercise department offered 24 Clinics/workshops providing CEC's for CSM students and fitness professionals within the greater community.
- Over 1,300 members participated in 'Winter Warrior' back for its second season where members earn prizes related to their attendance during specified dates.
- SMAC sends an electronic newsletter every month to over 8,000 people with an average open rate of 41% (e-marketing industry average 25.7%)
- We feature a member and their accomplishments in every newsletter

SMAC employs 127 individuals of which:

- 37% are currently enrolled within the SMCCCD
- 22% have graduated from CSM
- 54% overall are active college/university students

- Creation of 'Re-Think your Drink' display indicating the sugar content in various beverages
- We certified 105 people as American Red Cross Lifeguards
- We recertified 23 people as American Red Cross Lifeguards
- We certified 26 people in American Red Cross CPR & AED.
- We certified 23 youth in American Red Cross Babysitting Training
- CSM Scholarship sponsor/contributor (4th year in a row)
- Active involvement at CSM events: health fairs, connect to college, canned food and toy drives.
- Assist with all Emergency situations for classes held within SMAC and pool deck
- Raffle contributions (1-3 month memberships) to various agencies on campus such as CSM Presents, CSM Cosmetology Program, and CSM Veterans Program.

THE BENEFITS OF EATING COLORFUL FOODS





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

YEAR IN REVIEW: 2014 - 15

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



Photos courtesy of San Mateo Athletic Club.

Key Accomplishments:

- James Buffmire (House Keeping Lead) assists with our San Mateo County Workplace Adaptability Program that helps young individuals integrate into the workplace. We have hired one individual from this program, Jon, who has been with us one year.
- Courtesy Desk Staff volunteer(s) time to assist with the Adaptive P.E. Program
- Inform and educate members about water conservation by placing stickers on stalls/urinals educating on dual flush feature.
- Placed signage in showers encouraging conservation
- Installed valve stops on all showerheads to allow for maintenance of water temperature yet not flow so water can be turned off while lathering.
- Inform CSM students about club membership and “No Excuses” program
- Cross train housekeeping staff to assist at Courtesy Desk
- Assist all club managers - process sales transactions for lesson and fitness classes, update member’s accounts, renew parking permits, and distribute key tags to CSM students enrolled in PE courses
- Water bowl and snacks for dogs outside club
- Wash/dry/fold over 1,000 towels per day
- “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 5th anniversary and YES WE SERVED CAKE...actually 17 sheet cakes which equaled 833 pieces of CAKE
- Participation on Earth Day by giving members recycled dog totes



Community Outreach - on-going programs:

- Participate in CSM Health Fairs and Job Fairs
- Sort, launder, and fold any lost & found clothing items for donation to homeless shelters
- Staff volunteers in CSM’s Adaptive PE classes to enhance professional and educational goals
- Housekeeping staff trains and supervises SMUHSD Workability participants in their 4th 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. We have hired one individual from this program.
- 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. Third year for this program.

Educational classes/Workshops/Workforce development:

- Staff has the opportunity to sign up for group instructor training courses i.e. spinning, Zumba, Cert. Group Exercise Instructor to enhance professional growth
- CPR and Lifeguard Cert. courses are offered to staff
- Staff attends quarterly meeting with the General Manager for professional development

AQUATICS DEPARTMENT

SMAC offers 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:

- We hosted our 3rd annual Swim Across America pool swim in April 2015. \$97,279 was raised to fight cancer in our local community with the funds being dispersed to UCSF Benioff Children's Hospital Oakland and San Francisco.
- We hosted the San Mateo County Special Olympics Swim Competition for the 5th year in a row.
- Our Aquatics team participated in the Summer Camp Fair at the Hillsdale Mall in March 2015 alongside College for Kids.
- 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.
- San Mateo Athletic Club had a team of 9 swimmers participate in the San Francisco Swim Across America Open Water Swim on September 21, 2014.

Photos courtesy of San Mateo Athletic Club.



Financial Performance:

- 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.
- The Bulldog Swim Club surpassed budgeted revenues this year by \$58,000.
- Swim Lesson participation continues to climb. This year our revenues exceeded budget by \$12,140. We taught 441 children and 71 adults in group swim lessons this fiscal year.
- Pool rentals exceeded budget by \$14,000.
- Masters Swim Team exceeded budget by \$7,328.

Outstanding Aquatics Accomplishments

- San Mateo Masters attended the Pacific Masters Championships in April 2014 and July 2014. We finished in 3rd place at the meet in July 2014.
- We hosted the Zone 1 North Championships (USA Swimming) for the 5th year in a row in January.
- We were chosen as the host site for 3 other teams' swim meets (pool rentals).
- We rented the pool to 16 different organizations (swim teams, high schools, & scuba shops).
- Two of our Bulldog Swim Club athletes qualified for the 2014 Far Western Championships. Another athlete qualified for All Star Championships in February 2015.
- SMAC employees, Morgan Smith & Kawei Tan competed for CSM in the CSCCA State Championships.
- Virgin America is renting our pool for all of their pilot and flight attendants' in-water training.



Educational Classes, Workshops, and Workforce Development

- We certified 105 people as American Red Cross Lifeguards.
- We recertified 23 people as American Red Cross Lifeguards.
- We certified 26 people in American Red Cross CPR & AED.
- We certified 23 youth in American Red Cross Babysitting Training.
- Our Masters Coaches paired up with other US Masters Swimming Coaches and offered an Adult Swim Clinic on October 19, 2014. 54 swimmers attended many were swimmers from other teams around the Bay Area.

Fun Facts:

- 280 kids on Bulldog Swim Club (BSC) & Water Polo (summer 2014 session).
- 239 kids enrolled in summer group swim lessons.
- 305 SMAC members on the San Mateo Masters team.

Photos 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 third year we also set the bar high. Together, we raised over \$97,000 to fight cancer at UCSF Benioff Children's Hospital Oakland and San Francisco. 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 third 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

The SMAC Group Exercise Department (GEX) continued to grow during 2014/2015. We were able to increase the number of classes to 90 classes per week as well as increase overall revenue by 8%. We have been able to diversify our class offerings and stay on the cutting edge of the Fitness industry, thus giving our members strong and effective workouts. GEX also contributed to the success of SMAC by offering specialty classes in several fitness modalities-like BARRE - therefore giving our members a well-balanced menu of workout choices. Through our educational workshops, the GEX department has been able to position SMAC at the forefront of professional development in the region as well as offer real life experience to CSM students by hiring several CSM graduates in the field of Yoga, Pilates and Group Exercise certification programs.

Key Accomplishments:

- Our Dance programming continue to drive our class attendance, especially with ZUMBA and U-JAM classes.
- AQUA fitness classes continued to grow in attendance, making AQUA fitness again 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 (Lunch & Learn workshops).
- We successfully introduced BARRE type classes on our GX schedules which continued to attract more and more members.
- We increased the number of hybrid instructors (Personal Trainers and Group Exercise).

Photos courtesy of San Mateo Athletic Club.

Community Outreach:

In addition to our Education Classes (shown on the next page) during the month of April (Member Appreciation Month), the GEX department offered several unique specialty classes and informational workshops to our members, thus increasing a sense of community among our members. Our most successful event was the DANCING with A STAR dance class, where celebrity choreographer Louis Van Amstel (Dancing with the Stars seasons 1,2,3,6, 9, 11 & 12) presented his very own La Blast Dance workout to a full house of enthusiastic members!

Fun Facts:

- Average GEX participants per month was 6,914.
- Average GEX classes per month was 372.
- Average Participants per GEX class was 18.6.





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 and instructors within the community. SMAC hosted continuing education classes in several modalities. Including:

- U-JAM certification
- BOSU Mobility & Stability for Active Aging Certification
- AFAA Primary Group Exercise Certification
- ZUMBA Basic 1 training workshop (2)
- ZUMBA Basic 2 training workshop (2)
- EBFA Barefoot Training Specialist Certification Level 1
- AFAA Golden Hearts: Senior Fitness Training
- SPINNING Certification workshop (2)
- SPINNING: Resistance Loading and Cadence Building Specialty workshop
- SPINNING: Creative Climbs Specialty workshop
- ZUMBA ZIN Choreography JAM session: Salsa R
- YOGAFIT Level 1 Certification
- YOGAFIT Senior Training
- WILL POWER & GRACE Phase 1 Instructor Certification
- KAMAGON BALL Instructor Certification Workshop
- BALANCED BODY Barre Instructor Training Certification
- BALANCED BODY Foam Roller workshop
- LABLAST Dance Instructor Training Certification
- AEA Aqua Fitness Instructor Certification Workshop
- AEA Aqua Fitness Specialty Trainings: Kickboxing & Boot Cam

FITNESS DEPARTMENT

Our Fitness Department team is very diverse with the strong desire to help every member who walks through the door. The team ranges from fitness staff/students who have transitioned to Personal Trainers to Fitness Enthusiasts making a career change from the corporate world. We also have veteran trainers who have been in the field for over 20 years. Our team members have crossed over to and from multiple departments such as Courtesy Desk, Housekeeping, Group Exercise and Kids Camp to enhance their professional development and prove they are team players. The caliber of knowledge and continuing education has made our Fitness Team stand out and the relationships we have built with the members has genuinely grown.

Key Accomplishments:

- Created Standard Operational Protocols (SOP's) for lead generation and new member distribution; implemented communication protocols to ensure all new members were contacted by the fitness team within 48 hours of joining - increased member engagement and improved customer service.
- Completed an average of more than 150 smart start sessions from January – June 2015.
- Sent out Fitness Weekly Updates to keep staff updated on new protocols or clarify common questions.
- Increased coverage of fitness staff on the floor and provided new uniforms to help members identify a team member who can assist.
- Implemented Core Performance Movement Prep exercises in Smart Start sessions- value add for the members.
- Added Body Work/Sports Massage as a valuable service to the members.
- Hired 13 new Personal Trainers who have all gained new clients within their first 30 days.
- Monthly department meetings enhance staff development with 20 minute educational from peers.

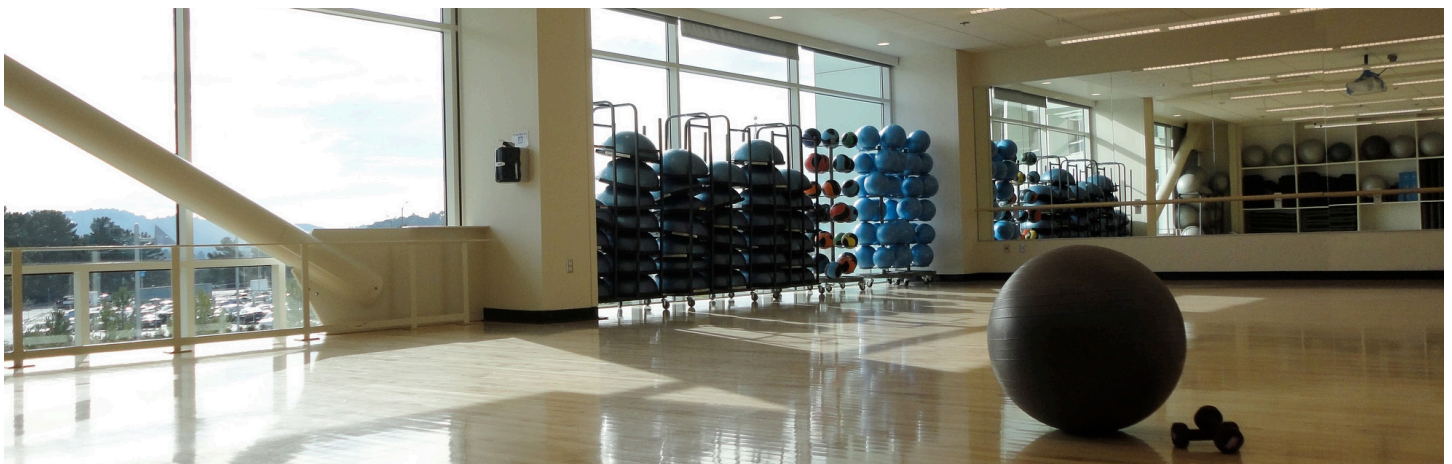
Community Outreach:

- Participated in CSM Health Fairs and Job Fairs.
- Staff volunteers in CSM's Adaptive PE classes to enhance professional and educational goals as well as serve students in this invaluable program.

Workshops & Workforce Development:

- Offered complimentary fitness classes in the weight room for members on various topics such as core, flexibility, kettlebells and new exercises targeting specific muscle groups.
- Offered monthly NASM CEC workshops for faculty, staff, members and students at an exclusive rate.
- Offered quarterly Lunch and Learns to SMAC members; Relevant health topics and lunch catered by Pacific Dining, with attendance of more than 90 participants.
- Implemented monthly sales trainings and in-house practical workshops for fitness staff and trainers.
- Offered CSM Fitness internship to a student who has now transitioned as a new PFT for the team.
- Offered complimentary WorkFit small group training sessions to SMAC staff to build camaraderie and educate team members on fitness.
- EXOS providing complimentary fitness certifications and workshops to full time staff; trainers also have online access to Idea Connect.
- Presented at a local High School Career Day on Personal Training as a Career
- Team members ran fitness events in the weight room for Swim Across America.

Photo courtesy of San Mateo Athletic Club.



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.



FEATURE STORY: JONATHAN YOXSIMER

Jonathan started out with San Mateo Union High School District (SMUHSD) WorkAbility program in his junior year. His high interest in sports made working at the San Mateo Athletic Club an attractive choice for him as his first entry-level work experience. Jonathan worked approximately 90 minutes each week for 6 months with the support of a Job Coach and with 1-2 other cohorts.

During Jonathan's senior year, he signed up with the Transition Partnership Program. The program connects students to the California Department of Rehabilitation, which helps adults with disabilities to achieve their short and long term vocational goals. Jonathan once again opted to have his subsidized work-based-learning experience at SMAC.

Jonathan then opted to go to the SMUHSD Project Search program for his post-secondary training. Project Search is an intensive one-year non-paid internship. Students gain valuable work skills at the San Mateo Medical Center working

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.

with 3-4 different departments at the hospital.

After completing the one-year internship, Jonathan worked closely with his Department of Rehabilitation counselor to find his first non-volunteer employment experience with Office Max. The store he worked at was going to cease operations and Jonathan was concerned about his future employment.

Around the same time, Eli Poblitz, with SMUHSD and Diana Thomas, SMAC General Manager, spoke about the Athletic Club's hiring needs and Eli shared that Jonathan was in the market for a new job. Jonathan subsequently applied and was hired. He will celebrate his one-year work anniversary on September 5, 2015! San Mateo Athletic Club employee, James Buffmire, who not only works alongside and trains him, yet also provided this support to Jonathan when he was in the Workability program, mentors him in the workplace. James is an integral piece of the program's success at SMAC.

SAN MATEO ATHLETIC CLUB AND AQUATIC CENTER FINANCIAL SUMMARY

As a premier facility, SMAC strives to be a place to teach, learn and develop habits, impart knowledge, skills and abilities that will benefit all who step through our doors. Besides providing a revenue stream to the District, the mission of SMAC is to create a healthy environment that engages students, staff and community members in the pursuit of health and physical fitness. The emphasis is on 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.

As a result of significant collaboration, the College of San Mateo academic team and the SMAC team branded the club as a “teaching health club” using the tag line “Where Education Meets Fitness.” This is an innovative concept for a college and a health club to have achieved together. This partnership offers students at CSM who are pursuing a career in the growing fitness industry to work as interns in SMAC, perform field work and team teach with certified instructors to earn certificates that will qualify them to work in the community as fitness professionals. The synergy between the academic program and our program represents fully the vision of what a professionally managed health club in our District could do, not only for revenue generation but also for workforce development. CSM and SMAC are successfully addressing the District’s strategy to make the entire Health and Wellness building a premier Career-Technical Education facility in the County of San Mateo and in the State. SMAC provides a vital ingredient to this endeavor

We continue to be very proud of the accomplishments made at SMAC in our first five years of operation. 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	2014-15	2013-14	\$ Change	%Change
Operating Revenues				
Registration & Membership	\$ 3,074,910	\$ 2,840,715	\$ 234,196	8.2%
Personal Training	317,949	391,000	(73,051)	-18.7%
Aquatics	746,287	694,227	52,060	7.5%
Parking	79,451	76,119	3,332	4.4%
Group Exercise	87,502	61,019	26,483	43.4%
Retail	28,334	18,768	9,567	51.0%
Other Income	14,347	22,416	(8,068)	-36.0%
Total Operating Revenue	\$ 4,348,781	\$ 4,104,263	\$ 244,518	6.0%
Operating Expenses **	\$ 3,264,702	\$ 3,118,287	\$ 146,415	4.7%
Net Operating Income/(Loss), prior to District and College Support	\$ 1,084,080	\$ 985,976	\$ 98,103	9.9%
District Support				
District Support Income	142,872	130,596	12,276	9.4%
District Support Expense ***	308,555	285,195	23,360	8.2%
Net Income/(Loss) after District Support, prior to College Support	\$ 918,396	\$ 831,377	\$ 87,020	10.5%
College Support Expense	\$ 327,291	\$ 303,193	\$ 24,098	7.9%
Net Income/(Loss) after District & College Support	\$ 591,106	\$ 528,184	\$ 62,922	11.9%

**Operating expenses include salaries and benefits paid by Medifit.

***District Support Expense consists of SMCCCD Administrative salaries and benefits.

CONTRIBUTIONS TO COLLEGE OF SAN MATEO

Community Programs:

- SMUHSD – Workability returned for it's 4th year. 3 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/SMCCD events/initiatives in SMAC monthly newsletter
- Promotion of SMCCD Foundation to SMAC membership
- Legacy events – community engagement – 2nd Annual Swim Across America Pool Swim at SMAC resulted in raising over \$97,000 for pediatric cancer research. 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
- Issue all cosmetology parking permits for cosmetology patrons

A FREE COMMUNITY EVENT



PONCHO SANCHEZ ANTON SCHWARTZ QUINTET
MARIA MULDAUR DIRTY CELLO JAMIE DAVIS BIG BAND
 GIANT STEPS BIG BAND SFJAZZ ALL-STARS COMBO THE JAZZSCHOOL STUDIO BAND
 CARLMONT HIGH SCHOOL JAZZ ENSEMBLE

SATURDAY
JUNE 6TH
12N-6:00PM

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

PRESENTED BY KCSM JAZZ 91



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
- Provide all cleaning chemicals and equipment maintenance for cosmetology laundry

"WHERE IN THE WORLD..."

Members and students sent us pictures from their travels wearing their SMAC shirt. Germany, Rwanda, Hawaii, New York, and Connecticut are a few destinations that were graced with the SMAC logo.



Audrey Ching and Rosalind Ferrera in Lyon, France



Kevin Chak at the Intrepid Sea, Air & Space Museum



Mike Gordon at Mammoth Mountain, California



Joseph Lederer at MacDonald Creek in Clacier National Park



Katie Elgaaed at Long Island Sound in Connecticut



Rocky Barilla & Dolores Helsinger at Mesa Arch, Utah

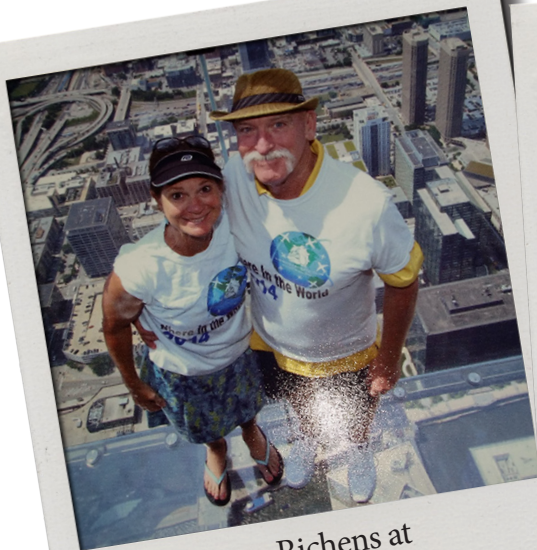


Barbara Gardyn in Rothenburg, Germany



Sara Nebelings at Captain Cook, Hawaii

Photos courtesy of San Mateo Athletic Club.



Marey & Russ Richens at
103rd Floor of the Willis Building



Neil Heler at Tunnels Beach
in Kauai, Hawaii



Melanie Niles at the Nike
Campus in Portland, Oregon



Jennifer & Josh Young in
Skagway, Alaska



Tom Bauer at Sherrills Ford on
Lake Norman in North Carolina



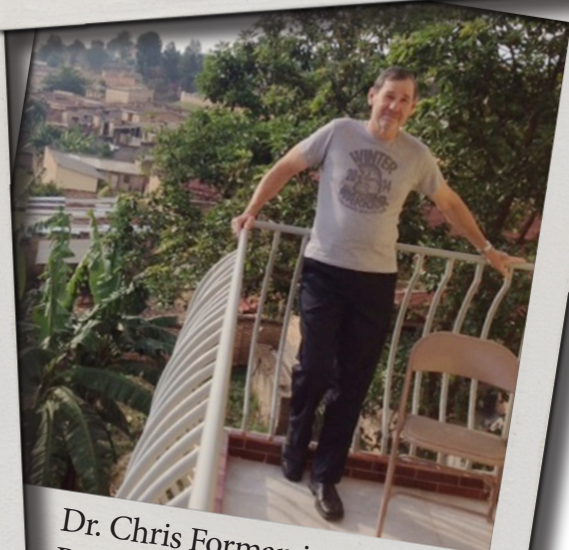
Kelly Moran
at Yosemite, California



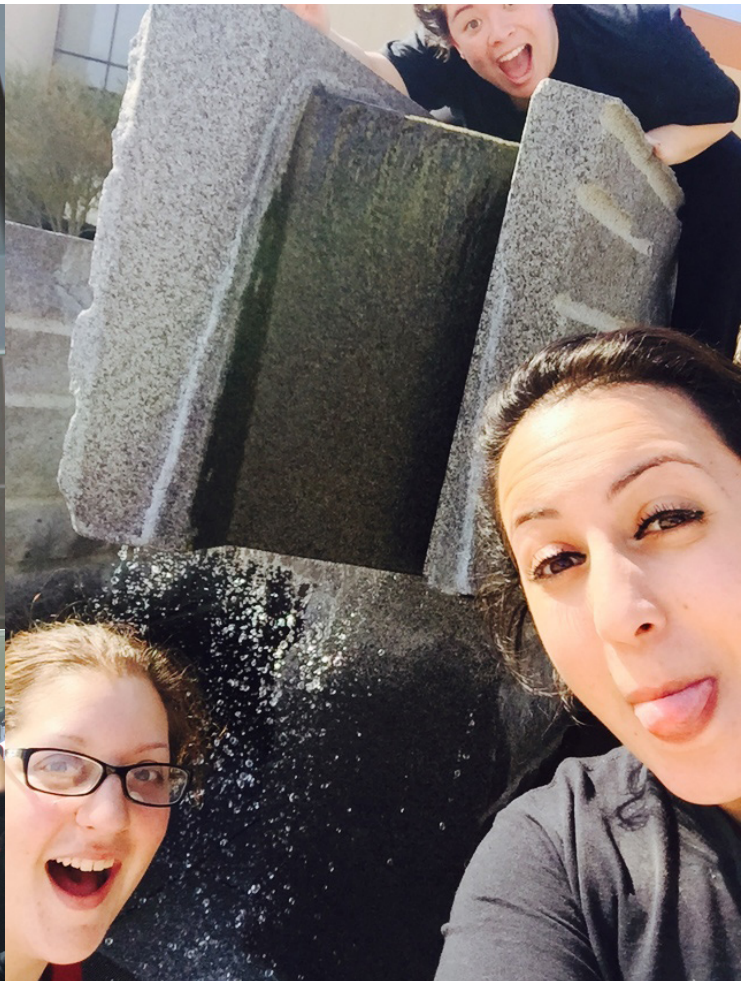
Jim Mullins in Arizona



Rene Sendino at Molokini Crater on
the island of Maui in Hawaii



Dr. Chris Forman in Butare,
Rwanda



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 hang out with friends & family and write music.

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

Alexys Burns – Alexys is in her second year at Skyline College, pursuing a degree in Hospitality. In her free time, she enjoys hanging out with her family and friends and watching NASCAR.

Tomas Castellanos- Tomas is a U.S Army combat veteran. After a four year break, Tomas decided to come to Skyline College to pursue a degree in Administration of Justice with the goal of transferring to a 4 year university and working at the San Francisco Veteran Affairs Medical Facility to help other veterans. In his spare time, he likes to play baseball and go outdoors.

Gabriella (Gabby) Ceja - Gabby is currently a student at Skyline College with plans on transferring to San Francisco State University in Fall 2016 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.

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.

Joshua (Josh) Doctor - Josh is pursuing his passion for the performing arts at Skyline College and hopes to transfer to a four year college in the future. He aspires to major in both business and theater. In the near future he hopes to finish his studio and start a Youtube channel.

Marcus Galang-Wilson - Marcus graduated from Skyline College in May 2015 and transferred to a 4 year university in Fall 2015. In his spare time, Marcus likes to go to the gym.

Ezzia (Izzy) Gheith – Ezzia graduated from Skyline College in May 2014 and is pursuing her Bachelor's degree in Psychology at San Francisco State University. In her spare time she plays basketball and eats candy.

Sonia Gomez – Sonia is currently attending Skyline College with a goal of transferring to a 4 year university and graduating with a Bachelors of Arts in Liberal Studies. She is looking forward in being an elementary school teacher.

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!

Lissette Murillo - Lissette is currently a student at Skyline College majoring in Psychology with the goal of transferring to a four year university and then graduate school to become a Clinical Psychologist. Her career goal is to work with people in low income communities and make a difference in their lives through counseling.

Samantha (Sam) Nguyen - Sam transferred from Skyline College in May 2012 to Santa Clara University earning a Bachelors of Science in Biology in May 2014. She returned to Skyline College in Summer 2014 to further her education to become a Physician Assistant. During her free time, she enjoys reading and spending time with family & friends.

Conor O'Brien - Conor is a communications major at Skyline College. He is in the process of completing his AA and transferring to a four year university to complete Bachelor's Degree in communications. Conor is involved in many programs at Skyline College such as the Honors Transfer Program and Youth Entrepreneurship Program. In his free time, he enjoys reading, writing, and going on adventures near and far.

Alexa Padilla - Alexa graduated from Skyline College in May 2013 and transferred to UC Santa Barbara in Fall 2013. She is currently majoring in Sociology with a minor in Applied Psychology. Upon graduation in May 2016, she would like to become a social worker specializing in domestic violence.

Erin Perry - Erin is studying English and Theater at Skyline College. She is involved in the drama department and the creative arts department. She plans on getting her Associates in Arts and then transferring to a four-year university to continue studying her passions.

Harold Relosimon - Harold graduated from San Francisco State University in May 2014 with a Bachelor's in Kinesiology. He is interested in studying Physical Therapy. On his free time, he likes to: play basketball with friends, listen to music and spend time with family.

Melissa Reyes - Melissa graduated from Skyline College in May 2015. She transferred to UC Berkeley in Fall 2015 to a major in psychology. She loves reading and exploring the outdoors.

Jalayna Schneider - Jalayna graduated from Skyline in May 2015 and is striving to be a dance teacher. She is currently the President of Skyline College's Dance Honors Society and a director of a hip-hop dance company called Str8jacket (www.facebook.com/damnstr8jacket).

Kalani Vilorio - Kalani is the father to 2 year old Kaleihiwa and fiancé to Anjelica Gacutan. After a 2 year hiatus from Skyline College to be a father, Kalani has returned to Skyline College to continue his studies and be a role model for his son. You can find him at World Cup Coffee and Tea, performing Hawaiian dances for ASSC events, or at the Giants Dugout at AT&T Park (Home of the 3x World Series Champions, the San Francisco Giants).

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 but also on the stage in productions at Skyline College.



And introducing the youngest members of the SMCCD Bookstores Family...

Anthony - Anthony is a member of the Skyline College community and currently lives with his mommy and daddy. In his spare time, he enjoys reading, building Legos, playing Minecraft, camping with his daddy, swimming, judo, baseball and soccer. From time to time, he visits Skyline College to see members of his family.

Bella - Bella is a member of the Skyline College community who lives with her mommy. Besides modelling for her Tio Kevin at Skyline Bookstore, she can also be found performing at the Skyline College Theater with the Westlake School of Performing Arts.

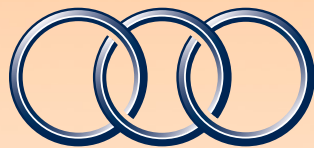
Joshua - Joshua is a member of the Skyline College community and currently lives with his mommy and daddy. In his spare time, he likes to take naps, play with his toys, and visit his tio at World Cup Coffee & Tea for his hot chocolate.

Kaleihiwa (Stitch or Kalei) - Kalei is a Disney child. His favorite shows on Disney Junior are Jake and the Neverland Pirates, PJ Masks, Handy Manny, and Octonauts. His mommy (Anjelica) and daddy (Kalani) both work at Skyline College. He likes to go visit Skyline College to see his Uncle Chak Chak and Auntie Wai for candy.

Selena - Selena is a member of the Skyline College community and lives with her family. She enjoys visiting the campus with her dad or sister so she can get candy from and hang out with Auntie Wai.



Photo courtesy of Amanda Bortoli



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