Verification Team Report

A. Unit Under Review:
Napa Valley College Bookstore

Self-Study Team Members:
Sherry Melton, Bookstore Manager

Verification Team Members:
Karen Smith, Kevin Luckey, and Mary Shea

B. Statement of Completion
The Verification Team believes that the Program Evaluation and Planning Report (PEP) is complete and addresses all the applicable elements.

C. Strengths of the Unit
- The College Bookstore is an exemplary service, as it is entirely self-supporting and contributes annually significant income to college programs and student services (although not detailed as such below in the Bookstore PEP Report): i.e.
  i. $80,000.00 to Child Care
  ii. $30,000.00 to College General Fund
  iii. $25,000.00 to the Associated Student Body. The Bookstore has been and remains the primary funding source for the ASB.
  iv. $10,000.00 annual scholarship contribution to the NVC Foundation.
  v. Other contributions in the form of raffle prizes to clubs and departments upon request.
- The Bookstore is also vigilant in making sure handicapped students have easy access to products and services in their limited store space.
- The Bookstore responds easily to student input in that it has increased available snack foods and beverages; thereby increasing revenue to the Bookstore.
- Despite reduction in staff and increased financial demands from the college, the Bookstore has improved customer satisfaction and reduced loss due to theft and bad checks, while increasing productivity and simultaneously reducing operating expenses.

D. Challenges (concern, difficulties, areas for improvement)
The Verification Team agrees with the Bookstore’s stated challenges in the PEP report.

E. Summary of the Verification Teams’ Recommendations
The Verification Team recommends the following in line with the Schedule A plan for the Bookstore:
Program Evaluation Summary

Program: Napa Valley College Bookstore

Program Achievements since the last program review in 1997:

- Improved customer satisfaction and increased sales by eliminating closing the bookstore between 4 and 6 PM.
- Installed a POS/ICS bookstore management system eliminating the need for two full-time positions.
- Improved customer satisfaction and reduced register lines with point-of-sale cash registers.
- Reduced shoplifting and employee theft with installation of a video surveillance system.
- Eliminated loss due to bad checks by adding Telecheck merchant services.
- Reduced operating expenses to increase net income and make available more funds for the college general fund.
- Established an annual $10,000 scholarship contribution to the Foundation.
- Responded to the requests of the student population by increasing the snack/beverage department.
- Hiring student workers

Strengths

- Employees
- Culture: a fun place to work

Challenges

- Hiring a full-time cashier.
- Age of the current PSO/ICS textbook management system and how to resolve it.
- Cost and training to add an online store.
- More dialogue with faculty regarding timeliness of textbook requisition forms, order quantities, textbook pricing, bundles, etc.
- Late changes to textbook requests due to canceled classes or “staff” adoptions signed by division chairs.
- Textbook pricing. The bookstore has always priced textbooks to provide a 25 percent margin. Some bookstores are reducing this margin to 23 percent for textbooks over $100.
- Remodel. Fixtures and the store in general have not changed since 1965. Due to the uncertainty of what and where the bookstore will be in 2012, the status quo will probably be maintained.

Process used to complete the PEP

The manager and other full-time classified employee discuss bookstore issues on a daily basis. Robyn Wornall developed the surveys and provided the manager with the interpretation. Due to the lack of participation these did not provide much pertinent
information other than overall the bookstore received a favorable rating. Previous years' financial reports were used.

Supervisor Signature: [Signature]

Date: 7/10/2009
Administrative Services Evaluation
Part I

Office/Unit: Napa Valley College Bookstore
Date: March 9, 2007, Revised November 5, 2007

1. Mission

The Napa Valley College bookstore is operated as a service to students with the purpose of making available required tools of education and related items as economically and efficiently as possible. The bookstore stocks required and recommended textbooks and supplies for all scheduled credit classes.

2. Accreditation and External Reviews

Not applicable

3. Services

A. The Napa Valley College bookstore provides the following services:
   - Sells required and optional textbooks, supplies, reference materials, gifts, apparel, greeting cards and snacks.
   - Collects materials fees for various departments on campus such as drafting, photography and ceramics.
   - Orders and sells graduation announcements and caps and gowns.
   - As of February 2007, orders and sells the EMT and Psychiatric Technician shirts and patches.
   - Orders and sells various software programs on a special order basis.
   - Stocks imprinted items for resale and sells at a discounted price to other campus departments.
   - The primary funding source for the Associated Student Body.
   - Donates $10,000 annually to the NVC Scholarship fund.
   - Donates raffle prizes to clubs and departments upon request.
   - Supports the sole ATM on campus.

B. The manager works closely with division chairs, faculty, administrators and other college staff to meet the needs of our student population and campus. Because the bookstore only has three full-time employees (the cashier position currently filled by a temporary employee) we are able to share information on a daily basis. We evaluate how well the services are meeting the needs of the students based on their feedback and requests. The last program review survey was done in 1997 so I am sure this spring’s surveys will provide suggestions and guidelines for improving the bookstore operation to better serve our students.

C. The bookstore supports student learning by providing new and used textbooks and other materials requested by faculty in a timely manner and as economically as possible.
D. Future trends likely to impact the bookstore include:
   - More online classes being offered.
   - The availability of more electronic “e-books” version of textbooks.
   - Loss of bookstore sales to online retailers such as Amazon, etc.
   - Publishers’ practice of creating “bundles” which package the textbook with supplemental materials.
   - Frequency of new editions and elimination of the used book savings.
   - Escalating prices of textbooks.

E. Services are not offered on-line at this time.

F. In order to better serve our students, the bookstore needs to add an online store to our current Prism point-of-sale system. An online bookstore provides 24 hours a day access to students, faculty, counselors, and caseworkers the textbook and materials requirements for each credit class. Students will be able to reserve their textbooks online and pick them up at their convenience in the bookstore. An online bookstore will save students and bookstore staff time and money as students will be assured they are purchasing the correct textbooks and bookstore staff will spend less time in returns and refunds. This requires an annual e-Commerce maintenance charge of $7,000, start up fee of $650 and travel expenses for three days of mandatory training in Lincoln, NE. An online store will require communicating with faculty the importance of submitting complete and accurate textbook requests by the bookstore deadline and realization that changes to course requirements and textbooks is impossible once the information is posted to the online store.

4. Community Outreach

Not applicable

Supervisor Signature: [Signature]

Date: October 5, 2007
Administrative Services Evaluation
Part 2

Office/Unit: Napa Valley College Bookstore

Date: October 12, 2007, Revised November 5, 2007

5. Student Success and Equity

A. The bookstore hires student workers for the evening cashier position, first two weeks of the semester and for peak receiving periods. The manager consciously tries to fill these positions with persons from different ethnic groups. I have hired African-Americans, Hispanics and this semester two Filipino students are sharing the evening cashier position. Students have the opportunity to work in a business environment and staff to learn about other cultures.

B. The bookstore does not use specific methods to address the needs of a diverse student population. The staff approaches every customer with the same level of attention and service. Employees recognize the needs of some of our students with disabilities and provide personalized service as needed.

C. The bookstore financially contributes to ASB, donates raffle prizes as requested to various campus groups, and stocks imprinted items for outreach programs.

D. The manager works on a daily basis with faculty requests for required and optional textbooks.

6. Enrollment Trends and Client Satisfaction

A. The level of service has remained consistent over the last five years. External factors which affect the bookstore are the loss of sales to the internet, more students sharing books or using library reserve copies. Shoplifting and employee theft was a serious problem until installation of the video surveillance system in 2005. Failure to pass a state budget on time impacts purchases by the Department of Rehabilitation students. An online store could perhaps recapture some of the lost internet sales. Staffing issues are ongoing. There has been instability in the classified cashier position since February 2003. The position has been vacant since February 1, 2006 and filled with temporary cashiers. The position has been approved by President’s Council and Human Resources has indicated that the position will open in early spring 2008 with a permanent hire in place by mid spring.

B. Failure to provide the necessary textbooks could negatively impact student retention. During rush most of the major publishers provide second day air at ground rates for textbook reorders. The manager closely monitors inventory quantities and rushes reorders as needed.

C. Hours of operation are satisfactory.

D. The results of the satisfaction surveys are inconclusive considering the lack of responses. Only seven completed the general user survey, six the student survey and 27 completed the faculty survey. Most respondents were favorable.
85% of faculty responded that they would like textbook requisition forms to be completed and submitted online. One commented that “textbooks are too expensive; lower prices would help.”

E. In 1998 the bookstore employed five full-time – the manager, bookstore assistant, cashier and two receiving clerks. In 2007, the total is three with temporary cashiers working rush, evenings and seasonal help during the peak periods in receiving. Installation of a POS/ICS system in 1999 eliminated the need for two full-time receiving clerks and the bookstore assistant position. This reduction in salaries and benefits and increase in net income provides additional revenue for the college. In 1999 the bookstore paid $21,000 in rent and $25,000 in outgoing transfer to the ASB. Rent and outgoing transfers have increased annually to over $200,000 for fiscal years 2005-06 and 2006-07.

Industry Trends: Textbook prices will continue to rise. Publishers will continue to reduce the used book market with packages and new editions. More students will use e-books.

This semester saw a substantial increase in sales due to the enrollment increase. For the first time in my 19 year employment, a second cash register was required in the third week of classes. Snack sales are dramatically rising with sales some days approaching $1,000.

7. Current Budget

A. The bookstore is self-supporting thru sales.
B. A copy of the 2007-2008 budget is attached.
C. Not applicable.

8. Planning and Budget Requests

A. Add an online store to the current POS/ICS system.
B. Hire a permanent cashier.
C. Not applicable.
D. Not applicable.
E. The current POS system Prism was installed in 1999. The POS admin server was replaced several years ago. The RS6000 server is ailing and will need replacing in the near future. Quotes to replace range from under $6,000 for a refurbished unit to $24,000 to replace the server and convert to WinPrism. The bookstore and IT are currently researching the various options.
F. The last time the bookstore was painted was probably 15 years ago. It could certainly use some refreshing but with the bond uncertainty, I am not optimistic.
G. The manager will need training in Lincoln, Nebraska for technology upgrades.
H. Not applicable.
# ADMINISTRATIVE SERVICES

## PROGRAM/DISCIPLINE PLAN

<table>
<thead>
<tr>
<th>NVC Strategic Goal #1 - 5</th>
<th>Program Evaluation Section</th>
<th>Objectives</th>
<th>Priority In Rank Order</th>
<th>Program Activities/Actions</th>
<th>Resources*</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Services</td>
<td>2. Replace antiquated RS6000 admin server</td>
<td>2.</td>
<td>2. Work with IT for the best solution to present and future hardware and software needs</td>
<td>2. Unknown at this time. Could be anywhere from $10 to $25 thousand</td>
</tr>
<tr>
<td></td>
<td>Services</td>
<td>3. Add an online bookstore</td>
<td>3.</td>
<td>3. Authorize maintenance contract. Training</td>
<td>3. $8,500</td>
</tr>
</tbody>
</table>

* New requests should be defined on resource forms and included in the unit budget.

### Program Evaluation Section

2. Accreditation & External Reviews
3. Services
4. Community Outreach
5. Student Success & Equity
6. Enrollment Trends & Client Satisfaction

January 2007
REQUEST FOR NEW PERMANENT
FACULTY AND STAFF

Accreditation reference: Human resource planning is integrated with institutional planning. The institution systematically assesses the effective use of human resources and uses the results of the evaluation as the basis for improvement.

Project additional needs above and beyond the current status. Please include in your projected needs any known position that will be vacated due to retirement. List in priority order. Replacement positions are not guaranteed. Information will be used in the faculty and staff prioritization processes.

<table>
<thead>
<tr>
<th>Job Title and Justification</th>
<th>N/R*</th>
<th>FTE</th>
<th>Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bookstore Cashier</td>
<td></td>
<td>11.5</td>
<td></td>
</tr>
</tbody>
</table>

*N=New, R=Replacement

Submitted By:  

Approved By: 

Budget Center Manager  

President/Vice President

April 2006
TECHNOLOGY REQUEST

Accreditation reference: Technology planning is integrated with institutional planning. The institution assures that any technology support it provides is designed to meet the needs of learning, teaching, college-wide communications, research, and operational systems.

In order to determine the feasibility of your idea, it is necessary to consult with the Information Technology (IT) Department. It is important that all computer related technology be centrally coordinated. This will allow the IT Department to know the full picture of the need, to plan for adequate capacity of equipment and infrastructure, and to ensure standardized equipment is purchased, if possible. It is equally important that all technology requests are consistent with the NVC Technology Plan.

List in priority order.
Provide a general description of the project that includes:

1. The equipment needed, students and/or staff who will be served, and how often it will be used.
2. Will installation and maintenance support be required?
3. Where will the equipment be located? Will space need to be modified?
4. Describe the infrastructure requirements (i.e. network, power, connectivity, security, etc.)
5. Software support needed (i.e. new licenses, upgrades, system integration, ongoing support)
6. Is additional furniture necessary?
7. Useful life of equipment – when will the equipment need to be replaced?

1. Replace RS6000 admin server located in the manager’s office. IT is currently investigating various options for replacement.
2. Online bookstore serving all students, faculty and general public. Software will be added to POS/ICS system in place.

Cost estimates will be provided for priority projects only.

Submitted By: 

Approved By: 

April 2006
FACILITIES IMPROVEMENT/RENOVATIONS REQUEST

Accreditation reference: Facilities support student learning programs and services and improve institutional effectiveness. Physical resource planning is integrated with institutional planning.

This request is for small capital construction projects such as remodeling a small area, reconfiguring walls, building shelving, etc. Generally, projects should be under $5,000. Larger scale projects will be considered in bond construction and renovation plans.

In order to make sure that your idea meets legal requirements or is even feasible to do, we ask that you consult with the Director, Facilities Services, and address the following items on the form.

List in priority order.
Provide a description of the project that includes:
- How the project supports the mission and objectives of your program
- Project description
- Location of the proposed project
- Health and safety impacts of the project
- On-going maintenance that will be necessary

Paint the bookstore interior.

Cost estimates will be provided for priority projects only.

Submitted By: 
Budget Center Manager

Approved By: 
President/Vice President

April 2006
PROFESSIONAL DEVELOPMENT NEEDS

Accreditation reference: The institution provides all personnel with appropriate opportunities for continued professional development, consistent with the institutional mission and based on identified teaching and learning needs.

Please identify the professional development needs required for faculty and staff to stay current in the discipline, office technology, diversity, safety, instructional methods, and other areas. Specific training and estimated number of attendees are requested.

1. What training needs have been identified from your program review? 
   Web site maintenance training for the bookstore manager in Lincoln, Ne.

2. What pedagogical training needs have been identified in your program review?

3. What types of technology does your program use? What technology training needs have you identified?
   Hardware and software appropriate for a POS/ICS retail establishment. Installation of an online store requires three days of mandatory training.

4. What are the leading publications specific to your discipline and/or program? 
   College Store, Booksmarts published by Nebraska Book Company

Submitted By: 

Budget Center Manager

Approved By: 

President/Vice President

April 2006