Anticipated funding trends
On Remove
Anticipated pedagogical trends
and adequate?
Remove
Type
Members Attending
College Enterprise Manager

PR Report For: Enterprise Services

OBJECTIVES:
External Validation

Program Overview - Program Mission

Describe the purpose of the program:
Enterprise Services operates in three areas.
Retail Services operates the Bookstore which includes a significant convenience food service operation.
Staff Services operates Reprographics and the Mailroom.
Event Coordination is responsible for issuing Civic Center Permits and coordinating public use of West’s facilities.
Respondent: Larry Packham

Validation Review

Data Evaluation: Accepted
Comments:

OBJECTIVES:
No Objectives Submitted.

Program Overview - Overview

Response to Demand

Location, days/hours:
Retail Services operates the Bookstore/Convenience Store from 7:45AM to 8:30PM M-Th, 7:45AM to 3:00PM F, 8:00AM to 12:30PM SA when classes are in session.
Staff Services operates the Mailroom and Reprographics from 7:30AM to 6:00PM M-Th, 7:30AM to 4:00PM F, 7:45AM to 11:30AM SA when classes are in session.
Event Coordination hours are determined by the work schedule of the CEM and Program Assistant assigned to Event Coordination.
Respondent: Larry Packham

Services offered during last cycle:

<table>
<thead>
<tr>
<th>Service Offered</th>
<th>On-Going</th>
<th>Date Added</th>
<th>Date Deleted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail: Operate Bookstore and Convenience Store.</td>
<td>On-going</td>
<td></td>
<td>Remove</td>
</tr>
<tr>
<td>Retail: Operate online Bookstore.</td>
<td>On-going</td>
<td>Fall 2006</td>
<td>Remove</td>
</tr>
<tr>
<td>Staff Services: Operate Reprographics</td>
<td>On-going</td>
<td></td>
<td>Remove</td>
</tr>
<tr>
<td>Staff Services: Operate Mailroom.</td>
<td>On-going</td>
<td></td>
<td>Remove</td>
</tr>
<tr>
<td>Events: Provide Civic Center Permits.</td>
<td>On-going</td>
<td></td>
<td>Remove</td>
</tr>
</tbody>
</table>

Number of Participants Served

Given the data, describe the trends in Ethnicity, Age and Gender. What are the implications for your program?

Retail Services serves the entire campus community daily. Retail Services interacts with students, faculty, staff and administration on an ongoing basis to coordinate purchase and resale of textbooks and required supplies for classes in addition to purchasing and retailing convenience food and supply items, college logo merchandise, etc. Staff Services works primarily with West’s faculty, staff and administration. Event Coordination works primarily with public requests for use of college facilities. Event Coordination typically fields 500 or more calls per year inquiring about use of facilities.

Student Achievements

Given the data, describe the trends in Access, Success, and Persistence. What are the implications for your program(s)?
Retail Services provide direct support to the pedagogical process by selling textbooks and required supplies to students. The Bookstore also manages approximately 1,000 credit accounts each semester to facilitate students' purchase of textbooks and supplies using grants and scholarships. The Bookstore's online store gives West's students additional options to purchase required textbooks.

External Validation - Advisory Board

Members Names, Representation:

<table>
<thead>
<tr>
<th>Advisory Board Member Name</th>
<th>Company/Affiliation</th>
<th>Title</th>
<th>Meet Once Every</th>
</tr>
</thead>
</table>

No Board Members Added.

Respondent: Larry Packham

Meetings

List the Date and Membership of your Advisory Board:

<table>
<thead>
<tr>
<th>Dates (mm/dd/yyyy)</th>
<th># Members</th>
<th>Members Attending</th>
</tr>
</thead>
</table>

No Meetings Added

Reminder: Keep copies of your Minutes for audit purposes.

Recommendations

What have been the major recommendations resulting from your advisory board meetings? Of those recommendations, which have been acted upon, and what is your plan of action with regard to other recommendations discussed?

No Enterprise Services operations have Advisory Boards at this time. There has been no previous recommendation to establish Advisory Boards for any Enterprise Services operation.

Save
### Recommendations

Indicate recommendation of the most recent accreditation evaluation of the program and corrective actions taken or planned. Most recent accreditation report and all additional pertinent documentation and explanations should be available on site for consultant review.

### Validation Review

<table>
<thead>
<tr>
<th>Data Evaluation</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accepted</td>
<td></td>
</tr>
</tbody>
</table>

### SLOs - Program SLOs

#### Core Competency

<table>
<thead>
<tr>
<th>Name</th>
<th>Program Objective</th>
<th>Outcome</th>
<th>Opportunity</th>
<th>Assessment Tool</th>
<th>Recommendation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication; Retail Services</td>
<td>Develop a user editable web page for the Bookstore to improve communication with students.</td>
<td>Attract more traffic to stores website. Current website is not user editable. Does not generate interest.</td>
<td>Better communication can increase sales, buybacks and improve service to students.</td>
<td>Track site traffic. Track increase in sales. Survey users.</td>
<td>Develop a web site that can be modified by Bookstore Staff prior to Fall 2009.</td>
</tr>
<tr>
<td>Technical Competence; Retail Services</td>
<td>Increase sales through online Bookstore to serve distance education and Jumpstart students and offer additional service options to traditional students.</td>
<td>Increase the percentage of textbook sales made online.</td>
<td>Provide additional service to West's traditional and non-traditional students.</td>
<td>Review comparable sales at online store. Customer feedback. Surveys.</td>
<td>Continue to budget for the online store at a cost of @$9,000 per year for 09/10.</td>
</tr>
<tr>
<td>Service; Retail Services</td>
<td>Secure minimum facilities for Bookstore and C Store operations during the build out of A, AA and Measure J Projects. There is no space allocated for a C Store operation when the Bookstore moves from A8 in Winter/Spring 2010.</td>
<td>Identify 1,000 ASF to 1,500 ASF to serve as an interim C Store beginning Spring 2010. Identify space for one or two &quot;General Store&quot; facilities ASAP.</td>
<td>Closing C Store operations will cost West more than $100,000 per year and significantly reduce service to students.</td>
<td>Review of interim and long term plans for Retail Services facilities</td>
<td>Identify at least 1,000 ASF for a interim or permanent C Store location to open prior to vacating A8.</td>
</tr>
</tbody>
</table>
Core Competencies Alignment

How do the department’s course and program SLOs address West’s Core Competencies?

Respondent: Larry Packham

Assessment

Describe what has been done in developing and conducting assessment of student learning outcomes. Describe any changes implemented as a result of your findings from the assessment of student learning outcomes.

Validation Review

OBJECTIVES:

No Objectives Submitted.

Program Effectiveness - Surveys

Student Satisfaction Survey

Discuss and analyze Student Satisfaction Survey results and what program changes will be implemented in response to the survey data.

Respondent: Larry Packham
What is your program doing well?

The Bookstore's online store gives West's students additional options to purchase required materials. All copy bond purchase of textbooks and supplies using grants and scholarships. The college's commitment to staff services operations has been sufficient to maintain staffing, equipment, and current facilities for additional faculty, staff and offices demanding additional capacity in all services from mail distribution to walk up service to students.

Is the program offering new programs or courses?

West L. A. College Bookstore has been an active participant in the International College Bookstore Association since 1995 and has been a member in good standing of the National Association of College Stores and the California Association of College Stores since the store opened.

Enterprise Services also reaches out to colleagues in the District and outside the District to review best practices for the full range of services we offer from the Bookstore & C Store operations to Staff Services and Event Coordination.

What have been the major recommendations resulting from your advisory board meetings?

Event Coordination could communicate much better with prospective third parties.

Respondent: Larry Packham

What is the program's accreditation status?

What is your program doing well?

The Bookstore's Convenience Store facilities have poor adjacencies which impacts efficiency of operations. The Bookstore's online store gives West's students additional options to purchase required materials. The college's commitment to staff services operations has been sufficient to maintain staffing, equipment, and current facilities for additional faculty, staff and offices demanding additional capacity in all services from mail distribution to walk up service to students.

Is the program offering new programs or courses?

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What have been the major recommendations resulting from your advisory board meetings?

Event Coordination could communicate much better with prospective third parties.

Respondent: Larry Packham

What is the program's accreditation status?
### Professional Development Needs

Are there areas of unmet professional development needs among faculty in this program? Please explain a proposed plan of action for addressing this need and any resources needed to achieve this development.

Managers and staff can benefit from attending National Association of College Stores (NACS) and California Association of College Stores (CACS) annual meetings which combine training and trade shows which expose attendees to emerging industry trends.

Current plans are for managers and staff to attend the upcoming NACS event in Anaheim in February 2009.

**Respondent:** Larry Packham

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### Validation Review

**Data Evaluation:** Accepted

**Comments:**

**OBJECTIVES:**

No Objectives Submitted.

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### Resources - Personnel

#### Certificated Administrator, Faculty

<table>
<thead>
<tr>
<th>Name</th>
<th>Job Title</th>
<th>FTE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

No Administrator/Faculty Added.

#### Classified Staff

<table>
<thead>
<tr>
<th>Name</th>
<th>Job Title</th>
<th>FTE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Larry Packham</td>
<td>College Enterprise Manager</td>
<td>1.0</td>
</tr>
<tr>
<td>Dorothea Muller</td>
<td>Assistant Bookstore Manager</td>
<td>1.0</td>
</tr>
<tr>
<td>Olga Pech</td>
<td>Bookstore Buyer</td>
<td>1.0</td>
</tr>
<tr>
<td>Nilson Zelaya</td>
<td>Bookstore Buyer</td>
<td>1.0</td>
</tr>
<tr>
<td>Doreen Valdez</td>
<td>Senior Cashier</td>
<td>1.0</td>
</tr>
<tr>
<td>Mynt San</td>
<td>Cashier</td>
<td>1.0</td>
</tr>
<tr>
<td>Frank Wells</td>
<td>Cashier</td>
<td>1.0</td>
</tr>
<tr>
<td>Albert Williams</td>
<td>Lead Support Services Assistant</td>
<td>1.0</td>
</tr>
<tr>
<td>Maria Pineda</td>
<td>Reprographics Equipment Operator</td>
<td>1.0</td>
</tr>
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</table>

---

#### Student Workers

<table>
<thead>
<tr>
<th>Name</th>
<th>Type</th>
<th>Hours/Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Judith Talens</td>
<td>Program Assistant</td>
<td>20</td>
</tr>
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</table>
**Projections**

<table>
<thead>
<tr>
<th>Activities</th>
<th>FTE</th>
<th>FTE Program</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Members Attending</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Date Added</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Bookstore Buyer</strong></td>
<td>1.0</td>
<td></td>
</tr>
</tbody>
</table>

*Anticipated trends in student needs and/or demographics*

*Senior Cashier membership?*

*goals, corrective actions taken or planned.*

*3.0* *2010 due to cancellation of the Student Services Annex/General Store project.*

*Retail Services will be unable to operate its very successful Convenience Store operation after moving out of A8 in Spring 2009.*

*Additional services and increased service hours.*

*operations, Reprographics and the Mail Room, are also impacted by minimum staffing.*

**Program Weaknesses**

*process for faculty and staff to submit print jobs.*

*digit increase in sales in Fiscal 2009. C Store sales for FY08/09 will be @$375,000.*

*Please present the program for at least the following areas:*

*Expected demand*
*Anticipated funding trends*
*Anticipated pedagogical trends*
*Anticipated technological trends*
*Anticipated trends in student needs and/or demographics*
*Relevant Advisory Group recommendations*
The future of retail operations is uncertain. Plans for the Student Services Annex, which was to include a 1,500 sq. ft. “General Store” scheduled to open in Fall 2009 and which would have combined convenience food and general supply items, has been put on hold and Bookstore managers and staff have recently been informed the Bookstore will not be involved with convenience food sales after the Bookstore moves out of A8 in Spring 2010.

The space the Bookstore is moving into in Student Services is less than 4,000 sq. ft. which is inadequate based on current space allocation and college bookstore industry standards.

Future planning for staff services operations should account for continued advances in desktop publishing and print on demand technology which could require larger copiers and additional storage space. Future planning should also balance planning for increased digital delivery of items routinely distributed to faculty and staff mailboxes, but must also account for additional faculty, staff and offices demanding additional capacity in all services from mail distribution to walk up copying.

Event Coordination activities would be better served by a physical location separate from the “Bookstore Office”. 

Respondent: Larry Packham

**Self-Assessment of Challenges Facing Program**

Please present the program’s analysis of the challenges it will face over the next 6 years in light of the measures of program effectiveness, progress toward past goals, and new planning assumptions.

The college should treat the new Bookstore in Student as an interim/temporary location. The size and location of the space is inadequate to serve West’s current population let alone a population of 10,000 or more FTES. The Bookstore’s ability to serve students may be dramatically impacted for the foreseeable future.

Lack of facilities to support convenience food and supply sales separately from the Bookstore facility will have a dramatic impact on availability of services to students and may cause the Bookstore to operate at a loss which would be charged back to the operating budget.

The college’s commitment to staff services operations has been sufficient to maintain staffing, equipment, and current levels of service. The relatively poor location of staff services is inconvenient to a number of users.

If the college wants to implement future technologies which will increase the workload of staff or increase hours of service, additional staff will have to be hired. West’s staff services operations absorbed the loss of a 1.0 FTE Office Supervisor in 2005 with no reduction in services at the Mailroom or Reprographics. A cooperative effort between staff services and retail services staff has eliminated the majority of overtime expenditures to operate staff services in a self-service mode on Saturdays.

**Validation Review**

Data Evaluation: Accepted

Comments:

**Resources - Resource Request**

No Resources Submitted.

**Supplemental Material**

Supplemental Materials:

No Supplemental File(s).

**Final Summary**

**Summary**

Based on your program review, summarize

Program Strengths - What is your program doing well?

Both retail and staff service operations are providing additional services to a growing campus community in a difficult budget environment with no increase in staffing. The Bookstore’s online store accounts for more than 7% of textbook sales thereby providing another option for West’s students to purchase books. The C Store operation has seen a double digit increase in sales in Fiscal 2009. C Store sales for FY08/09 will be @$375,000. Staff Services is handling increased volumes of mail and copy requests as West’s enrollment grows. Reprographics developed and implemented an online process for faculty and staff to submit print jobs. Event Coordination has been successfully addressing ongoing issues related to public use, primarily working to reduce unauthorized use of facilities and offsetting costs associated with public use of facilities.

Program Weaknesses - What areas can your program improve?

Classified managers, supervisors and staff assigned to Enterprise Services are over-committed to service activities by the day-to-day workload leaving little time for planning, in-service training, Advisory Boards, Surveys, etc. West’s retail service operations, the Bookstore and companion Convenience Store, will benefit from closing the Freudian Slip. However, reduced staffing at the Bookstore largely offsets the benefit of closing the satellite coffee cart. West’s Staff Services operations, Reprographics and the Mail Room, are also impacted by minimum staffing. Additional staffing could support additional services and increased service hours. West’s Event Coordination operation does not have sufficient staffing to coordinate campus and public use of facilities. Event Coordination could communicate much better with prospective third party users by developing and maintaining a website to explain the Civic Center Permit process.

Discuss anything else you would like to share about your program that has not been addressed.

Retail Services will be unable to operate its very successful Convenience Store operation after moving out of A8 in Spring
2010 due to cancellation of the Student Services Annex/General Store project. The impact on service to students will be
dramatic as the limited food court located in Student Services will be unable to absorb the foot traffic generated by
$375,000 in consumables sales during FY08/09. The college should reconsider elimination of the "General Store"
concept even if only during the interim between opening of Student Services and the opening of future Measure J projects,
which should include one or two satellite General Store operations to serve students.

Respondent: Larry Packham

<table>
<thead>
<tr>
<th>Validation Review</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Data Evaluation:</strong> Accepted</td>
</tr>
<tr>
<td><strong>Dean’s Review and Recommendations:</strong></td>
</tr>
<tr>
<td><strong>Student Services Council Review</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Submit Program Review</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Program Review has been completed for this Unit.</strong></td>
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</tbody>
</table>