

Administrative Unit Review 2018-2019

Mission:

Auxiliary Services provides quality products, resources and services essential to academic and administrative success to students, COCC community and guests, in a fiscally responsible manner.

Purpose:

Auxiliary Services is a department within the Chief Financial Officer's division of the college and supports the college mission by providing various essential support services to the campus community while also supporting the financial goals of the college by supplying a diverse stream of revenue.

The department's main office is located in Newberry Hall, it is comprised of five different operation including:

- Bookstore
- Food Services
- Copy Center
- Mail Services
- Vending

Staff

Director of Auxiliary Services

Lori Benefiel, lbenefiel@cocc.edu

The Director provides broad leadership of the department by setting department goals and objectives, measuring outcomes, communicating to the college community, and ensuring each department promotes teamwork and superior customer service.

Bookstore Manager – Newberry Hall

Frank Payne, fpayne@cocc.edu

Senior Mail Clerk – Newberry Hall

Matthew Burton, mburton@cocc.edu

Copy Center – Newberry Hall

JoAnn Seeley, jseeley@cocc.edu

Food Services General Manager – Coats Campus Center

Chris Spears, Chris.Spears@Sodexo.com

Strengths:

- Secured confidential follow "me" printing, 2017.
- Higher quality food service program as indicated by recent survey.
- SOGO gift card information in Bobcat orientation information, increases awareness and sales.
- Opening of Coats Campus Center Market, 2016
- Bookstore transparency in offering as many low cost textbook solutions as possible, giving students many low cost options to reduce textbook expenses.

Challenges:

- Food Services – Variety of food
- Bookstore - Online textbook competition
- Copy Center – Declining revenue
- All - Declining enrollment

1. **Goals:** Provide menus with a variety of entrée offerings (3 Breakfast, 5 Lunch, 4 Dinner).

Outcome: On-campus and/or off-campus guests using campus food services will be offered a variety of menu entrée's.

Guests of campus food services will have a daily choice of 3 breakfast entrees, 5 lunch entrees and 4 dinner entrees, with at least 2 of the lunch and dinner options being ethnic options, by the beginning of academic year 2019/20.

Strategies: Coordinate with Chef and GM to build weekly meal plan that allows for (3 Breakfast, 5 Lunch, 4 Dinner) entrée's.

Assessment & Measurements: Number of different meal choices at each meal period (breakfast, lunch, dinner).

Analysis & Report: Provide the number of different meal choices (breakfast, lunch, dinner)

~~**Outcome:** Provide a minimum of two ethnic options per meal offering (lunch & dinner).~~

~~**Strategies:** Coordinate with Chef and GM to build weekly meal plan that allows for two ethnic menu options, per meal at (lunch and dinner).~~

~~**Assessment & Measurements:** Number of ethnic meals provided each meal period (lunch, dinner).~~

~~**Analysis & Report:** Provide the number of ethnic meals provided at (lunch, dinner)~~

2. **Goals:** Offer a wide selection of textbook options on both the bookstore website and in store.

Outcome: Students will have access to a wide selection of textbook options (eBooks, rentals, used and other digital material).

Outcome: Students will have access to at least 2 textbook options for each course (eBooks, rentals, used, and other digital materials) by academic year 2019/20.

Outcome: Term sales reports for textbook options overall will show a net neutral or positive income due to increased student access to a wider selection of textbook options (eBooks, rentals, used, and other digital materials) by academic year 2019/20.

Strategies: Work with vendors to identify textbook options available to purchase.

Assessment & Measurements: Show a percentage change in sales of eBooks, rentals, used and digital material.

Analysis & Reports: Monthly sales reports by vendor or specific product.

3. **Goals:** Capture additional copying jobs.

Outcome: Increase revenue by collecting additional copy jobs across the campus.

Outcome: Copy Center revenue will increase by 5% after marketing to departments not currently using Copy Center by end of academic year 2019/20.

Strategies: Meet with departments that are currently using outside copy vendors and request an opportunity to perform the job(s).

Assessment & Measurements: Show a percentage change in copy revenue in the Copy Center.

Analysis & Reports: Monthly revenue reports.