PET FORM
Planning and Evaluation Tracking
(2011-2012 Assessment Period)

Division of: Administrative Services

Person Responsible for this Division: Lynn Thornton

Department of: AC Bookstores

Person Responsible for this Form: Dennis Leslie

Purpose Statement (With Last Updated Date): To provide a customer oriented and profitable bookstore for students, faculty and staff (Last Updated: 2004).

Goal Statement #1: To increase the profitability of the bookstore

1. **Outcome/Objective Statement** By using the Auto-generated Returns Module of our inventory control system and by keeping track of special or unusual return dates in Microsoft Exchange Outlook calendar, the Textbook Buyer and the Returns Clerk will return textbook overstock within the vendor's allotted returns timeframe, in accordance with their Returns Policy, so that none of the overstocked textbooks become non-returnable or are rejected by the vendor as logged on a "Non-returnable and Rejected by Vendor" log.
2. **Revised Objectives For 2009-2010:** The above plan will be followed in order to decrease the non-returnable cost by 20% over the upcoming year.
3. **Revised Objectives for 2010-2011:** By running an Auto-generated Return report at the end of each month to make sure we do not miss a return date; by selling obsolete, non-returnable textbooks on Amazon and by implementing a new policy, starting with the Spring 2011 term, which will state that, " We will no longer stock an old, out of print edition after the new edition has been released", we will reduce the dollar amount of non-returnable textbook inventory by 20% as recorded on "Our Non-returnable Textbook Log".

Results

- 2008-2009 Non-returnable overstock textbooks were entered in a log. This log included textbooks that were non-returnable when the plan was initiated. October 2008 thru October 2009 a total at cost of $8272.89 in textbooks were logged as non-returnable.
- 2009-2010 the non-returnable textbook stock logged for 09-29-2009 thru 6-29-2010 in dollars at cost was $13,946.60. This is an increase of 68%.
- 2010-2011 the non-returnable textbook log records $16,512.32 in stock that was obsolete and could not be returned for credit. This is an increase of 18%.

Analysis

The textbook buyer learned the procedures to utilize the auto returns module and data on non-returnable textbooks was logged. Log was helpful in seeing a dollar amount for this obsolete inventory. The auto returns module has proven very useful in keeping track of books needing to be returned.

- Revised Analysis for 2009-2010: Rather than a decrease we actually experienced an increase in non-returnable textbooks. We attribute this to two things.

First, textbooks cycle in and out of print about every two years due to edition changes. We have a lot of textbooks with new editions for the fall, but we used the old, out of print, edition for the summer term. This is always a difficult situation for the bookstore, since we must stock enough to cover the estimated enrollment, however if a class does not make or enrollment is less than anticipated, we are left with inventory that is out of print and in many cases cannot be returned. We have done this to facilitate the instructor who would otherwise have to redo there class materials in order to use the new edition.

Second, in an effort to reduce the cost of textbooks to the students, we have increased the number of used textbooks available for sell, through buybacks and used wholesale purchases. Buybacks are immediately the property of the bookstore, while wholesale purchases have a very limited return window. So many of the non-returnable books logged were actually used textbooks.

As of 6-29-2010 we have been able to recover $5,380.92 of the above total by selling these non-returnable books on Amazon.com. This leaves the actual loss at $8565.68 for this past year of 2009-2010.

- Revised analysis for 2010-2011 The total dollars of nonreturnable textbook inventory for the period, July 2010 through September 2011 as recorded on the "Non-returnable Textbook Log" was $16,512.32. This is a total increase over the past year of $2,517.72 or 18% rather than a decrease. However, the bookstore was able to sell $16,066.43 on Amazon. This left a net loss of only $445.89. This is a 94% reduction in the net loss.
- Improvements The bookstore has been able to see a net reduction from last year of 94%. Though the bookstore still had a loss due to textbook stock becoming obsolete and non-returnable, the bookstore has recovered most of the loss due to improved strategy of selling these books on the Amazon market place.
- Recommendations/Actions for **2011-2012** The textbook buyer will be running our return process the 15th of each month in order to reduce the chance of missing a returns deadline and thereby reducing the non-returnable inventory. The bookstore will continue to seek a market for selling non-returnable stock, utilizing resources such as Amazon and wholesale used book companies, in order to recover as much loss as possible. There will always be stock that is non-returnable since some books are non-returnable when purchased and due to changing publisher return policies and the increasing number of custom books. The bookstore will continue its efforts in efficient and timely returns as well as utilizing other markets. This year's results are encouraging and warrant dropping this outcome objective from the PET for the upcoming year.

Goal Statement #2: The bookstore staff will work in cooperation with the AC faculty to choose textbook options that minimize student costs while maintaining AC bookstore margins (AC Strategic Plan through 2015: Strategy 2.3).

Outcome/Objective Statement : In order to reduce the cost of textbooks to students, while maintaining appropriate revenues for Amarillo College, the bookstore will increase the selection of textbook titles for rent by 10% for each of the next three terms, Spring 2012, Summer 2012, and Fall 2012. A report will be run for each term documenting the titles being offered for rent. Revenue figures provided by the AC Business office, for fiscal years 2010-2011 and 2011-2012 will be compared to determine the effects of renting textbooks on the bookstore revenue (AC Strategic Plan through 2015: Task 2.3.2).

- Results – N/A New Goal/Outcome
- Analysis– N/A New Goal/Outcome
- Improvements– N/A New Goal/Outcome
- Recommendations/Actions for **2011-2012** The AC bookstores will conduct research and increase the selection of our textbook rentals by 10%.