

PET FORM
Planning and Evaluation Tracking
(2012-2013 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. 2004](#)

Goal Statement #1: [The bookstore staff will work in cooperation with the AC faculty to choose textbook options that minimize student costs while maintaining AC bookstore margins. \(Strategic Plan 2.3.2; No Excuses - Poverty\)](#)

Outcome/Objective Statement [After the Amarillo College Bookstore increases the selection of textbook titles available for rent by 10% for each of the next three terms, students will rent more textbooks as evaluated by a report that will be run for each term documenting the number of 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.](#)

Results

- [2011-2012](#) The following table shows that we have been able to increase the number of titles available for rent by over 10% over the previous terms.

Table A

	Titles Available to Rent	Qty of books rented
TERM		
Summer 2011	20	145
Summer 2012	47	256
%Increase	135%	76%
Fall 2011	71	697
Fall 2012	132	954
%Increase	85%	36%
Spring 2012	122	770
Spring 2013		

Overall margins and net revenue for the fiscal years ending August 31, 2011 and August 31, 2012 as report by the Amarillo College Business office were as follows.

Table B

Fiscal Year	2010-2011	2011-2012
Total Sales including Both Stores	\$5,196,415.96	\$5,046,323.38
Cost of Sales	\$3,776,413.20	\$3,792,740.96
Gross Profit	\$1,420,002.76	\$1,253,582.42
Gross Profit as % of Sales	*27%	24%

*Note: In looking at the cost of sales for Sept 2010 Computers were presold and money collected in Aug 2010 but invoiced and paid done in Sept; No payable was setup at Aug 2010. No sales to offset cost. Plus freight was not set up at year end for Aug and part of July

Computers	26000
Freight	8500
Total	34500

12/8/2010 When taking the expense of 34500 out it will come to the 76% range for cost of sales

- **Analysis**

The bookstore has been successful in increasing the number of titles available for rent to students. Table A shows an increase in the number of titles for Summer term 2012 of 135% over the previous summer and an 85% increase from Fall term 2011 to Fall of 2012. This has resulted in more students being able to rent textbooks required for their classes. Each rental saves the student from 30 to 60% of the retail cost they would have paid by purchasing the book. Reducing the cost of required textbooks is one way the bookstore in addressing the impact of poverty and helping students to succeed.

The Gross Profit as a % of Sales appears to have decreased by 3%, however there was an error in reporting to the Business office which when corrected would have made the percent profit for 2010-2011 24%, see note above (Table B). Appropriate revenues range between 22% and 25% of sales.

So in reality the bookstore was able to offer a larger selection of rental titles, which resulted in more students renting (Table A), while keeping the overall percent of profit the same. Sales were down this past fiscal year which was the result of a drop in enrollment during the Spring 2012 term. Maintaining this source of revenue for Amarillo College also helps to reduce the impact of poverty by assisting AC in meeting their financial responsibilities without overly burdening the students with tuition and fee increases.

- **Improvements** We increased our textbook rental options. Amarillo College Bookstore Textbook Rental Program has been successful. However it has been available only to walk in traffic at our physical facilities. Online rentals was considered, but there in not adequate software support available at this time. This is an improvement that will be reconsidered if software updates make it possible. This would make rentals an option for more students, specifically those in Dumas and Hereford.
 - **Recommendations/Actions for 2012-2013** The bookstore will continue to offer as many rental titles as possible, while monitoring profits. The bookstore manager will check in April 2013 to see if the software provider (WebPrism) has been updated to allow online rentals.
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Goal Statement #2 It is the goal of the campus store to provide sufficient quantities of required textbooks, during each term, so that students have the needed materials on the first class day, to succeed in their classes. *Strategic Plan 2.3, No Excuses Goal I*

Outcome/Objective Statement: After the Amarillo College Bookstores' instructors and departments monitor enrollments for unforeseen increases, 100% of students will have the ability to obtain required textbooks through the first 12 days of each semester as evaluated by a spreadsheet that will record shortages that do occur, the shortage duration and reason for the shortage.

Results

N/A – New Goal/Outcome

- Analysis

N/A – New Goal/Outcome

- Improvements

N/A – New Goal/Outcome

- Recommendations/Actions for **2012-2013**

N/A – New Goal/Outcome