

# **Campus Store and Food Services Operations in Community Colleges**

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# Overview

- **What are Auxiliary / Enterprise Services**
- **Why do we need Auxiliary / Enterprise Services**
- **Types of Operations within Auxiliary Services**
- **Challenges**
- **Opportunities**



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# What are Auxiliary / Enterprise Services

## Definition

**An auxiliary enterprise, as put forth by the National Association of College and University Business Officers (NACUBO) is an entity that exists to furnish a service to students, faculty or staff acting in a personal capacity, and that charges a fee for the use of goods and services. Sep 8, 2006**



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# Why do we need Auxiliary / Enterprise Services

- To Provide and Sustain the highest level of service and products to support Student Success
- To Provide and Sustain the highest customer experience
- To Operate for the ultimate benefit of the college
- To Provide sustaining alignment with campus' strategic directions



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# Types of Operations within Auxiliary Services

- SDCCD Campus Store operations
- SDCCD Food Services
- SDCCD Vending

**Other Districts may offer: Student Centers, Fitness Facilities, Community Education or any enterprise which receives payment for services or products within a fund separate from the college's other funds.**



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# Student Expectations

- Customers today demand and deserve convenience, new and innovative product choices and efficient delivery options.
- Coffee and Beverage options must meet and exceed the services received at off campus providers.
- Food options must mirror the trends and options which are available off campus
- Students demand value in course materials, preferably free. The reality is more than 50% of students do not purchase books because they cannot afford the materials which will help them succeed.
- Food Services must find ways to help with the food security issues which students face today.



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# Campus Store

- Campus store identification to reinforce “its not just the bookstore”
- Course materials- new, used, rentals , digital, inclusive access, etc.
- OER options- collect faculty requests and supporting faculty choices
- Expand non book options, electronic accessories and convenience items
- Retail review of ROI, margins ,sales per sq ft
- Retail accounting in a cost accounting, public not for profit arena



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# Campus Stores (continued)

- Working with Instruction, Student Services, Librarians and all Campus constituencies to reduce the cost of materials and share the Campus Store resources
- Information aggregator for course materials- research and resource for the student schedule
- Textbook Legislation- State and Federal



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# Food Service Options

- Self Operation
- Fully Contracted
- Multiple Contracts- several operators
- Hybrid- Convenience Store vs Food Service Concepts



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# Food Services ( continued)

- Need for new and relevant menu items
- Students looking for best value
- Maintenance and equipment replacement
- Labor costs –CBA
- Coke or Pepsi and other agreements



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# Vending

- Commission
- Locations
- Service options
- Expanded services



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# Challenges

## Campus Stores

- Margin – lower digital pricing / OER
- Labor –CBA
- Technology changes to support student expectations
- Value vs Amazon



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# Challenges

## Food Services

- Innovation and trends
- Margins to cover expenses
- Labor-DBA
- Technology



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# Opportunities

## Campus Stores

- Coordinator and manager of inclusive access, publisher exclusive programs, and other digital opt in / opt out programs. Working with IT, Instruction and Student Services.
- Expand course materials sourcing and negotiations to ensure lowest cost to students
- Services and Events to Drive traffic to the store
- Technology partnerships, special pricing, drop ship programs, no inventory investments
- Emblematic clothing, small quantities, new looks during the semester



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# Opportunities (continued)

## Campus Stores

- Snacks and Convenience items- healthy, favorites, new items
- Coffee, smoothies, trend beverages
- Summer camp opportunities
- Department Purchases
- Dual enrollment materials
- Orientation participation- trusted source and value
- Review processes and best practices , resource re-allocation



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# Opportunities

## Food Services

- Food Supplier contract opportunities with UC or CSU agreements
- New menu items
- The right price point and portion sizes
- Waste control- training
- Marketing and promotional opportunities with suppliers
- P&L review by location
- Vending Smart markets
- Review of payroll and resource re-allocation by location



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# Thank You

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