

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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