



SMC BOOKSTORE REVAMP

Slingshot: Provide course materials

Financials



Financial losses

- For the past several years the bookstore has experienced annual losses exceeding \$1 million.
- During COVID years, these losses were financed through HERFF funds
- After HERFF stopped, losses have been funded with Auxiliary Reserves.

Decline in Sales of course materials

- Annual sales have declined from ^ \$6 million pre-pandemic, to \$2 million in 2023-24.
- This is a result of
 - Fewer students on site
 - Competition from Amazon, etc.
 - Direct sales from publishers
 - Lack of awareness of available aid
- This is not unique to SMC – sister colleges report similar results, and have been supplementing their stores for years.

Goals



- 1) Stop the financial losses
- 2) Improve student success by improving the usage of book vouchers and providing course materials before day 1 of class
- 3) Transform the Bookstore into a student space

How we came to this recommendation



Constituent groups

- Working with procurement, Bookstore management researched various options.
- We convened meetings and demonstration with constituent groups
 - Faculty
 - Classified Professionals
 - Managers
- Consulted with senior staff
- Presented to Academic Senate in October
- All groups were supportive

Expected outcomes

- Annual break even by year 4
- 5 year net cost \$1.3 Million
- Student adoption rate starting at 60% and growing
- Increase in rates of student success, to be tracked with IR
- Increase in course retention and re-enrollment

Recommendation

Slingshot

We seek board approval to enter a 5 year contract with Slingshot to provide course materials to SMC students.



Why Slingshot



What Slingshot provides

- Inclusive Access
 - All course materials for semester for \$32/credit hour
 - OER materials are provided without charging students
- A la carte for students who opt out of Inclusive Access
- Competitive pricing for a la carte purchases
- On site presence to help manage the transition
- Flexibility with District on invoicing

How it will work for students

- 1 week before term starts SMC will send Slingshot Student list with course registrations and book voucher information
- Students with book vouchers (e.g. Promise) will receive their course materials the Friday before class begins. Either sent to their homes or picked up at store.
- Students who do not have vouchers will need to pay online or at store
- Students who get their vouchers later can get a refund and then apply their vouchers.

Why this is good for SMC



Ease of use

- Slingshot will receive all course information, and populate the book selections based on previous term.
- Academic Affairs can elect to renew these materials for next term, or select different materials – a simple process
- Updated registration and book voucher information will be sent nightly to Slingshot. New registrations will be fulfilled the next day.

Control and Flexibility

- Slingshot was the only vendor we saw who could provide the flexibility of
 - All inclusive access
 - A la carte
- Slingshot will work with SMC staff to revamp website (assuring compliance with standards)
- Meets SMC FERPA requirements
- Complies with requirements to list courses and costs on website
- Refunds are processed daily

Store conditions



Store space is old and run down

- Store is uninviting
- Space is monopolized by ugly shelving.
- No place for students to hang out

Plan to refurbish

- Develop a Community Space for students

Community Space



Refurbish store

- Major grant from Associated Students to buy furniture
- No more need for book racks
- Will create community space for students
 - Space to study
 - Space to meet with groups
 - Clean, safe space to hang out
- Create displays of student art work
- Concerts
- Readings

Expected outcomes

- Safe, inviting environment for students to study, socialize and just hang out
- Create new social life through community events
- Will shift some hours to stay open until 9:00 pm Monday – Thursday as many students have requested
- Bring many more people into store which will help lift spirits (and maybe even the bottom line)

Timeline



Start Summer 2025

- Form implementation team
- Test file transmissions
- Develop communications to students
- Training with Academic Affairs staff
- Training with administrative support
- Training with Bookstore staff
- Test with the limited scope of summer term

Full implementation Fall 2025

- Communications to students over summer
- Finalize course adaptations
- More training for users
- Finalize new website
- Revamp store merchandise
- Cross fingers (!)