

SOUTHWESTERN COMMUNITY COLLEGE	BUSINESS SERVICES BOOKSTORE OPERATIONS AND AUXILIARY ENTERPRISES	Policy 7.03.01
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I. Authorization

The Vice President for Financial and Administrative Services shall be responsible for the efficient operation of the Southwestern Community College Bookstore (“Bookstore”). The Bookstore shall be leased to and operated by a reputable third party vendor that has experience and expertise in operating college and university bookstores.

II. Pricing

The Bookstore vendor shall be required to charge in accordance with industry standards and provide competitive and fair prices as follows:

1. On new textbooks and trade books, not more than the publishers’ list price, or a 20% gross margin (cost divided by .80) on net price books and list price books sold to the Bookstore at less than a 20% discount off list, plus freight and handling costs and rounded up to the next semester.
2. On coursepacks, text “packages,” “kits,” “sets,” and “bundles,” and non-returnable and return-restricted texts, not more than a 30% gross margin (cost divided by .70), plus freight and handling costs and rounded up to the next semester.
3. On ebooks and other digital content, when the Bookstore determines the end-user price, the Bookstore will follow the same pricing rules applicable to coursepacks, and when the publisher determines the end-user price and the Bookstore acts as agent, the Bookstore will use the publishers’ price.
4. On used books, including cloth, paperback and others, not more than 75% of the new textbook selling prices rounded up to the next semester.
5. On rental books, the Bookstore will be setting rental fees for each title, and any given title’s fee may vary as a percentage of the retail selling price.
6. On general merchandise, not more than the normal gross profit margin for similar merchandise in the college bookstore industry.

III. Textbook Ordering

All textbook changes and orders must be approved by the Division Chairman and the appropriate Vice President. When a change of textbook is anticipated, the Executive Vice President for Instructional Services will work with the Vice President for Financial and Administrative Services and staff involved.

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IV. Operating Procedures

In order to provide smoother and more efficient Bookstore services to the College's students and faculty, the Bookstore shall operate based on the following:

1. Faculty members shall submit the completed official book order forms to the Bookstore Manager at least six weeks prior to the beginning of the semester.
2. In order to avoid over-stocking the Bookstore, faculty members are asked to estimate, as closely as possible, the exact number of books that will be used.
3. When book orders are submitted on time to the Bookstore Manager, every effort will be made by the Bookstore to get the books here and ready for resale by preregistration day.
4. When the need arises, follow-up on purchases orders will be made by the Bookstore Manager.
5. If books should arrive, and the invoice does not arrive in time to compute a selling price, it will be the responsibility of the Bookstore Manager to contact the publishing companies to obtain necessary information for computing a price by preregistration day.
6. Instructors are entitled to one free copy of a textbook for instructional use. These are requisitioned from the Bookstore.
7. Any books which do not fall into the above two categories should be requisitioned from the company as an instructional supply item using the regular "Requisition Form."
8. All special orders for books shall be made upon deposit of the retail price of the books.
9. The Bookstore shall remain open as many hours as possible at the beginning of each semester for both day and night programs. Other hours shall be posted each semester.

V. Bookstore Profits

Bookstore profits may be used for the following purposes:

1. For support of the Bookstore itself;

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2. For matching student aid funds and for other forms of student financial aid;
3. For other expenditures of direct benefit to students; and
4. Other similar expenses authorized by the Board (e.g., new faculty positions for new programs, counselors, equipment, construction, etc.)

These profits shall not be used to supplement the President's salary.

VI. Auxiliary Enterprises

The Vice President for Financial and Administrative Services shall also be responsible for other auxiliary enterprises (e.g., vending machines, convenience concessions not included in the Bookstore, etc.)

Profits from these auxiliary enterprises may be used for the following purposes:

1. For support of these enterprises;
2. For matching student aid funds and for other forms of student financial aid;
3. For other expenditures of direct benefit to students; and
4. Other similar expenses authorized by the Board (e.g., new faculty positions for new programs, counselors, equipment, construction, etc.)

These profits shall not be used to supplement the President's salary.

Legal Reference: N.C.G.S. § 115D-58.13; 1H SCCC 300.99

Adopted: April 2013

Revised: April 22, 2014, July 22, 2014, October 28, 2014