

Bookstore

2019 Program Review

MJC Program Review 2019

Modesto Junior College's Program Review process is divided into 3 sections:

- Program Analysis (SWOT Analysis)
- Goal Setting and Activities
- Resource Request

Program Analysis

Internal Strengths

1. What strengths does the analysis of student data reveal?

N/A

2. Are there specific aspects of the program that are exemplary or could serve as a model?

1. Our Textbook Rental Program saves students up to 50% of the cost of a new book.
2. The Bookstore works with Pearson to provide an Opt-In Inclusive Access Program to provide all students access to online course materials.
3. We provide the ability to work with Financial Aid Programs such as EOPS, CalWorks and Veterans to pay for books and materials
4. Link from the MJC Online class schedule to the bookstore webpage.

3. What do others see as the program's strengths?

N/A

4. How well are students meeting program learning outcomes, skills, or competencies; and how are they relevant to careers in your discipline or industries for which you help prepare students?

Students have taken advantage of the rental program, Inclusive Access and the ability to charge books against their financial aid programs.

Internal Weaknesses

5. What gaps are observed by reviewing the student data?

N/A

6. What disproportionate gaps need to be addressed?

N/A

7. What are areas in which the program could improve? (curriculum, scheduling, modality, other?)

1. Better communication with faculty on their course materials needs.
2. Complete inputting of classes in the MBS Inventory System

8. Where are there gaps in the program on how students are meeting learning outcomes, skills, or competencies?

1. Clearer information for students on the bookstore website.

External Opportunities

9. Where are potential opportunities for expansion, improvement, or new program development?

I am working on the new Opt-In Inclusive Access program with Pearson. I am wanting to expand the number of classes and instructors who will work with the bookstore to offer online course materials to students

10. What are some industry or disciplinary trends that could enhance the program?

N/A

External Threats

11. How are changing resources, technology, employer, or transfer requirements affecting the program's ability to serve students?

Online access for course materials from the publisher which is downloadable from their website

12. What are some current industry or disciplinary trends that could have a negative impact on the program?

Students have been using online ordering such as Amazon to find books at a cost that is less than the cost the bookstore pays

13. What other obstacles does the program face?

Ever rising costs of staff pay and benefits

Goal Setting and Activities

Goals

Program Goal	Mission Alignment	Area of Focus
1. Increase the number of faculty who place orders for the books with the bookstore	Values	Program Design
2. Increase the accuracy of our bookstore MBS Inventory system to make sure all classes offered each semester are listed in the system	Values	Program Design
3. Evaluate the presence of the West Campus Store and find opportunities to better serve the West Campus Community.	Values	Student Support

Activities

Activities	In Support of Goal #	Outcome or Deliverable
More training on new MBS System	Goal #2	See Goal 2
2. Work with faculty to ensure the bookstore receive book orders for all classes that need them	Goal #1	See Goal 1
3. Work with Deans and faculty on West campus to bring in product that will better serve that campus	Goal #3	See goal 3

Resource Requests

Category	Request	Activity #	Estimated Cost
Prof. Devel.	More MBS Software Training	2	0