

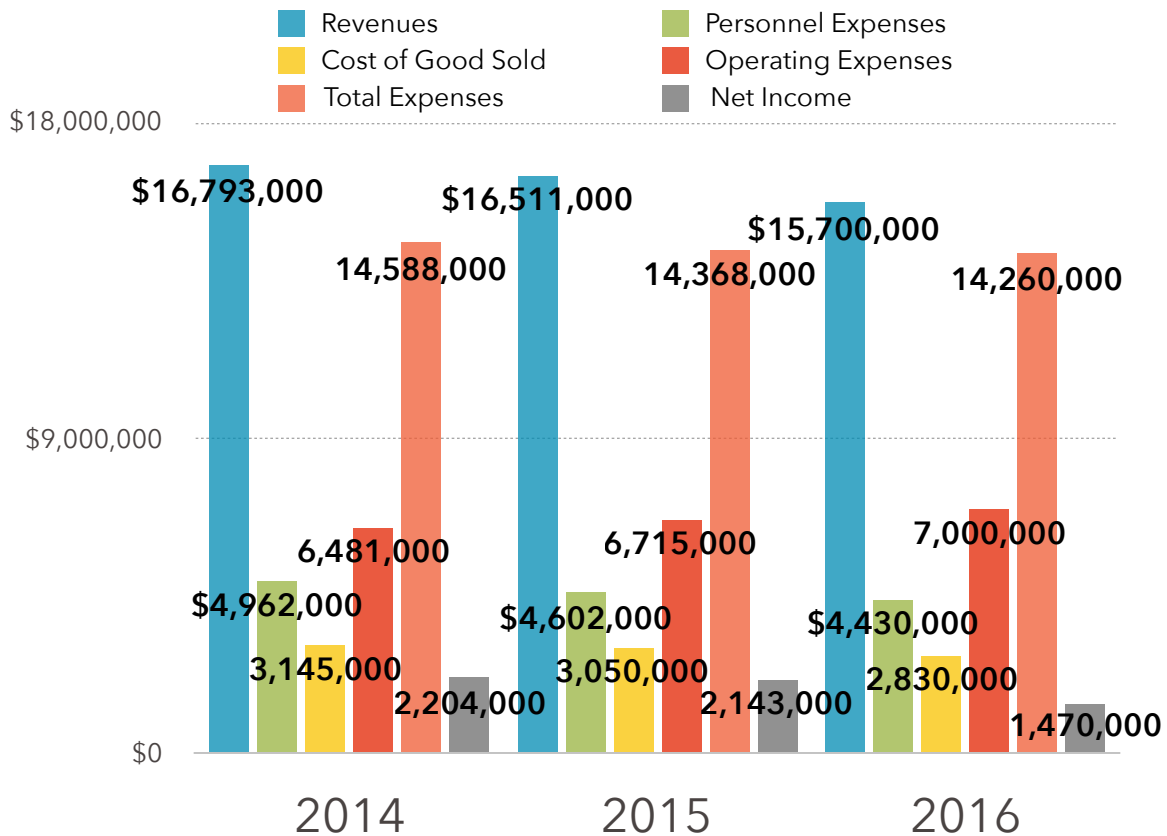
AUXILIARY ENTERPRISES

Bookstore | Dining Services | Residence Life | Rambler Card | Student Center | Wellness Center

Annual Report for Fiscal Year 2016

Yearly Recap

2016 was once again another successful year for all departments within Auxiliaries. Collectively contributing \$1,445,192 in Net Income by reducing cost of goods sold and staffing expenses while also generating additional revenues to offset decreased enrollment.





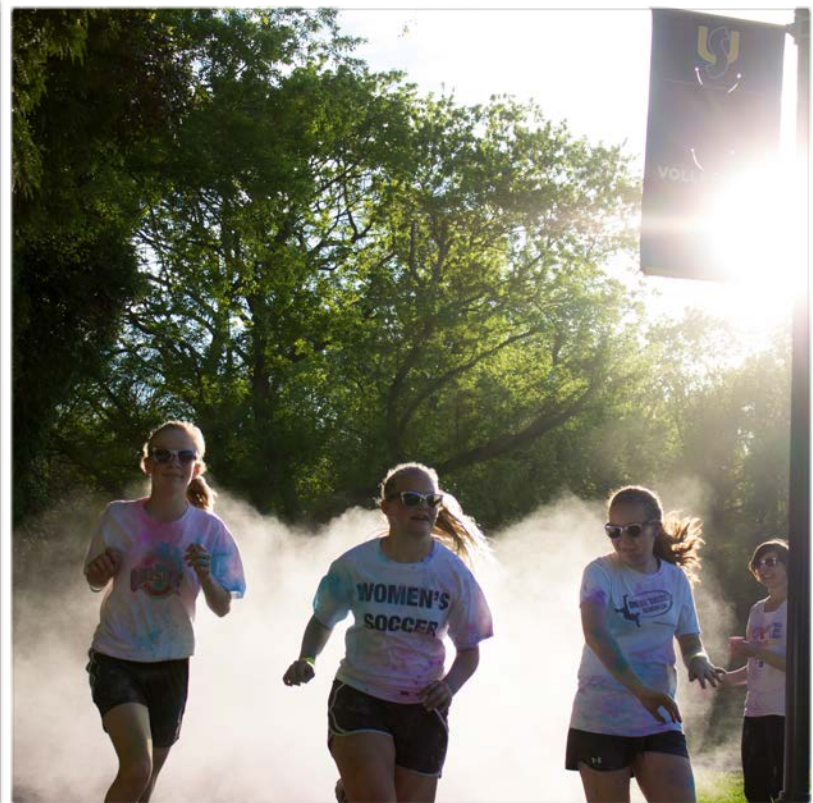
By the Numbers...

FY 2016 Financial Overview

- \$15,734,683 Total Revenue
- \$4,430,918 Personnell Expense
- \$2,830,938 Cost of Goods Sold
- \$7,000,864 Operating Expenses
- \$14,262,720 Total Expenses
- \$1,471,963 Net Income
- \$625,735 Capital Purchases
- \$81,635 Depreciation
- \$764,593 Cash Flow

2016 Highlights

- *Reduced staffing expenses over \$270,000.*
- *Remodel of Cumberland Room in Student Center.*
- *Planning for new Residence Hall with 298 bed capacity.*
- *Wellness Center hosted Health Fair with over 200 participants.*
- *Hired New Director of Dining, Aida Blanco*



Bookstore

	2016	2015	2014
Revenue	\$1,704,990	\$1,874,568	\$2,030,478
Personnel Expense	\$310,805	\$289,746	\$378,024
Cost of Goods Sold	\$1,163,324	\$1,327,203	\$1,424,462
Operating Expenses	\$209,456	\$175,314	\$213,770
Total Expenses	\$1,683,585	\$1,792,263	\$2,016,256
NET INCOME	\$21,405	\$82,305	\$14,222

- Increased non-course materials sales by \$14,643.
- Reduced cost of goods sold by \$87,018.
- Hired new bookstore manager in June 2016.
- Continued to participate in new student Orientation in June and July sessions.



Dining Services

	2016	2015	2014
Revenue	\$4,277,680	\$4,381,830	\$4,469,933
Personnel Expense	\$1,557,690	\$1,598,881	\$1,684,122
Cost of Goods Sold	\$1,557,339	\$1,649,757	\$1,648,737
Operating Expenses	\$808,771	\$642,285	\$520,382
Total Expenses	\$3,943,800	\$3,890,923	\$3,853,241
NET INCOME	\$333,880	\$490,907	\$616,692

- Aida Blanco hired as Director of Dining Services and Marcey Clemence hired as Assistant Director of Catering.
- Launched Meals to Go and Faculty and Staff Meal Plans.
- Concessions achieved record sales of \$87,000.
- Introduced Black Dog Coffee to the campus.
- Revamped Fireside Bistro Cafe with new signage, menus, and overall new concepts.



Residence Life

	2016	2015	2014
Revenue	\$6,155,389	\$6,529,704	\$6,451,496
Personnel Expense	\$1,533,709	\$1,676,845	\$1,851,834
Cost of Goods Sold	\$83,731	\$69,196	\$68,183
Operating Expenses	\$3,724,920	\$3,601,887	\$3,429,851
Total Expenses	\$5,342,360	\$5,347,928	\$5,349,868
NET INCOME	\$813,029	\$1,181,776	\$1,101,628

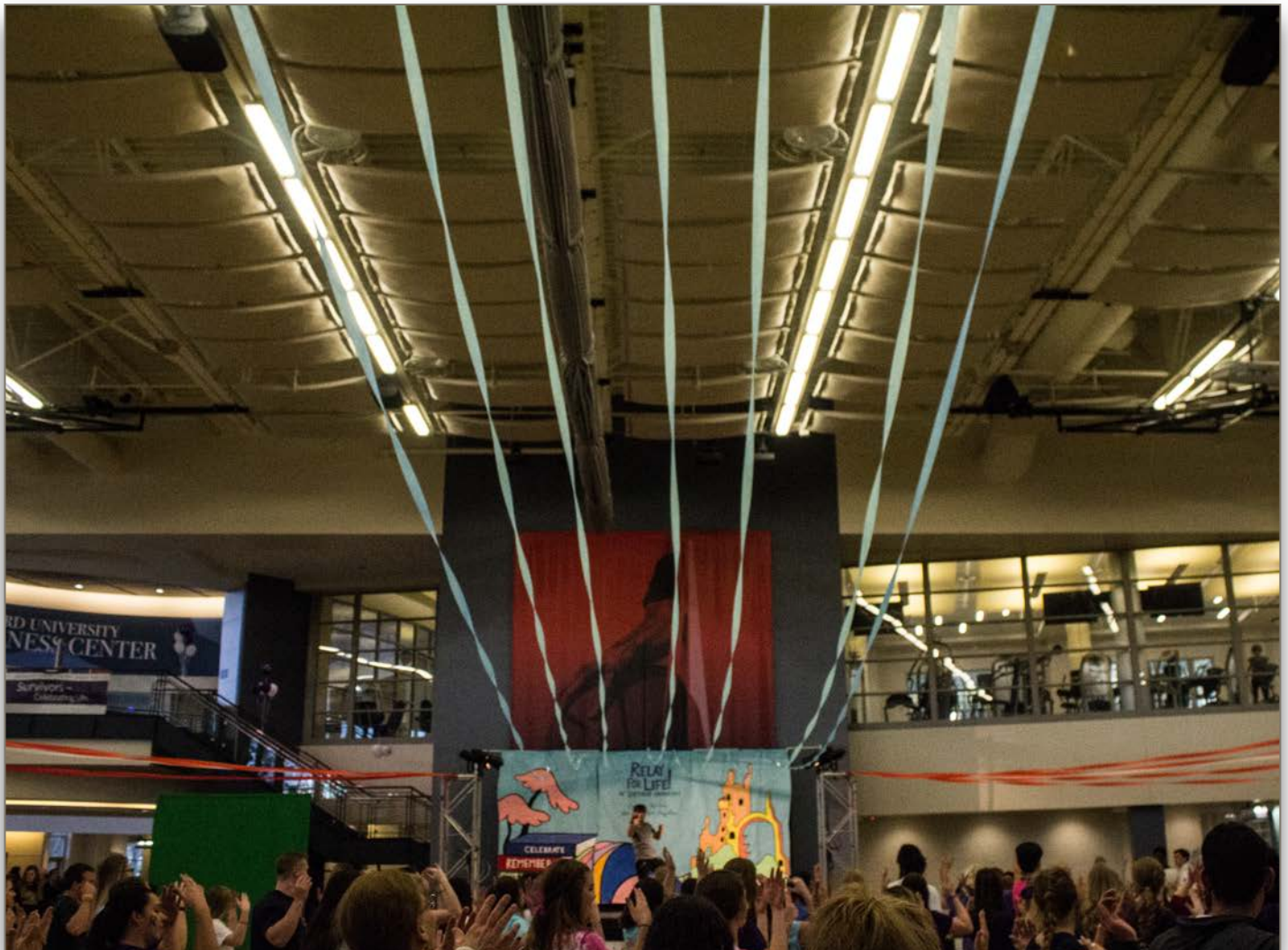
- Planning began for 298 bed capacity, suite style residence hall to open August 2017.
- Offered 305 educational programs to Shepherd students on various topics.
- Updated lounge furniture, carpet, and paint in Gardiner, Kenamond, and Turner Halls.
- Resident Assistant and Hall Director staff earned a 3.13 semester GPA.



Rambler Card Office

	2016	2015	2014
Revenue	\$169,303	\$179,010	\$185,736
Personnel Expense	\$42,109	\$39,588	\$37,142
Cost of Goods Sold	\$0	\$0	\$0
Operating Expenses	\$118,891	\$102,993	\$113,533
Total Expenses	\$161,000	\$142,581	\$150,675
NET INCOME	\$8,303	\$36,429	\$35,061

- Began migration towards EMV compliant software solution for Dining Services and the Library.
- Selected Blackboard Incorporated as vendor for Access Control System upgrade.



Student Center

	2016	2015	2014
Revenue	\$934,038	\$970,522	\$1,027,153
Personnel Expense	\$388,848	\$433,283	\$431,993
Cost of Goods Sold		\$122	\$0
Operating Expenses	\$234,154	\$282,779	\$358,044
Total Expenses	\$623,002	\$716,184	\$790,037
NET INCOME	\$311,036	\$254,338	\$237,116

- Over \$52,000 in Game Zone revenue, which is \$3,000 over year prior.
- Exceeded total revenue from FY15 by \$15,000.
- Replaced all windows in the facility (\$321,636 expense).
- Hired Michael Golze as the full-time Assistant Director of the Student Center.
- Installed ADA accessible doors in Rams Den.



Wellness Center

	2016	2015	2014
Revenue	\$2,493,283	\$2,575,778	\$2,628,938
Personnel Expense	\$597,757	\$564,204	\$579,256
Cost of Goods Sold	\$6,544	\$3,979	\$4,063
Operating Expenses	\$1,904,072	\$1,910,108	\$1,845,585
Total Expenses	\$2,508,973	\$2,478,291	\$2,428,904
NET INCOME	-\$15,690	\$97,487	\$200,034

- Controllable sales for membership and services increased by \$34,000 over FY15.
- Capital and Operational student fees down \$96,403 due to student enrollment.
- Pool program revenues exceeded \$107,000; a growth of 24% largely due to expansion of Sea Snakes Swim Team.
- Hosted first annual Health Fair with over 200 participants and 40 campus and community vendors.
- Brandi Drummond completed her MBA from Shepherd University.



FY 16 Shepherd University Auxiliary Team

Executive:

Dr. Thomas Segar, Vice President for Student Affairs

James Vigil, Vice President for Administration

Jack Shaw, Assistant Vice President for Auxiliary Enterprises

Bookstore:

Judith Reichart, Michelle Bane, Tina Miller and Julie Rohlfs

Dining Services:

Aida Blanco, Marcey Clemence, Scott Anderson and Lauren Mayer

Residence Life:

Dr. Liz Sechler, Robin Hosby, Ellissa Woodbrey, Jess Lanciano, and Tim Maggio

Rambler Card Office:

Traci Morris

Student Center:

Don Rohel, Rachael Meads, Sandra Pounds, Samuel Jones and Michael Golze

Wellness Center:

Jim Sweeney, Jennifer Seeley, Nick Mummert, Josh Stover, Brandi Drummond, and Jo Mullikin