

# Shepherd University Auxiliary Enterprises Annual Report



Fiscal Year 2015

## **Mission**

Auxiliary Enterprises, through unified action, shapes the campus culture by providing unfunded and revenue-driven services to enhance successful customer experiences.



## **Learning**

Auxiliary Enterprises' staff creates collaborative learning opportunities to enhance educational experiences for the campus and community.

## **Engagement**

Auxiliary Enterprises' staff values personal and professional relationships by committing to employee success, enhancing student learning, and establishing mutually beneficial vendor partnerships.

## **Integrity**

Auxiliary Enterprises' staff leads by inspiring a shared vision through empowerment, innovation, and ethical problem solving.

## **Accessibility**

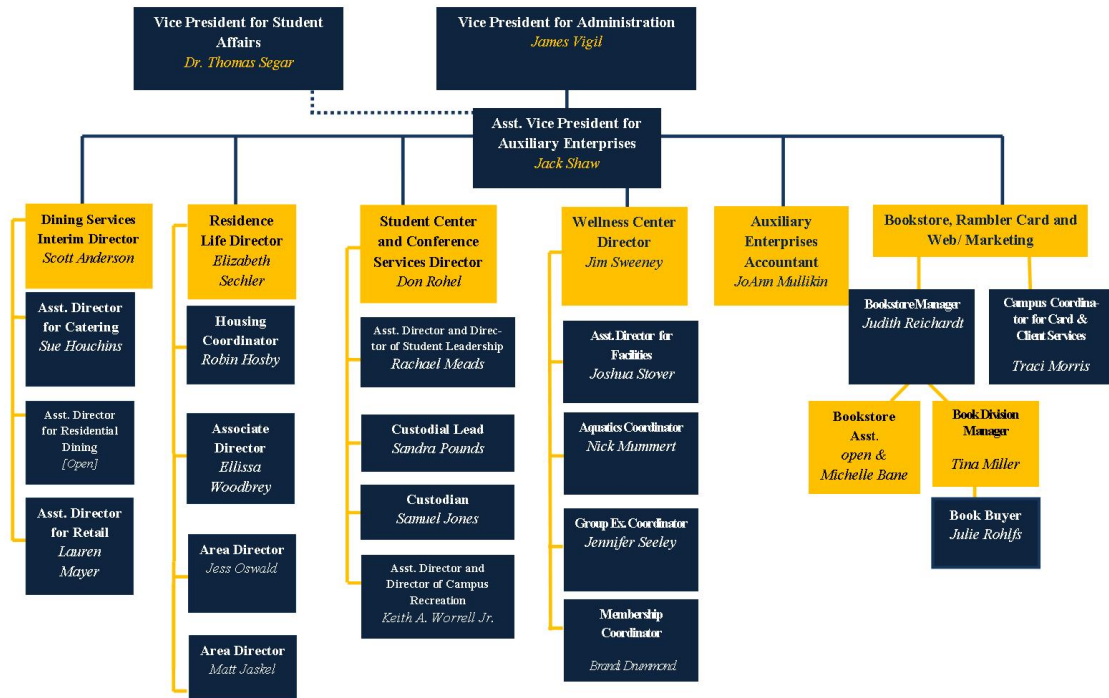
Auxiliary Enterprises' staff embraces change based on customer input, the utilization of technology, and the development of systematic operations to maximize productivity and customer participation.

## **Community**

Auxiliary Enterprises' staff fosters citizenship by supporting community events and social initiatives and making the best decisions for the whole while taking into consideration the needs of individuals.

# Shepherd University Auxiliary Enterprise Report for Fiscal Year 15

## 2014-2015 Organizational Chart



## **Shepherd University Auxiliary Enterprise Report for Fiscal Year 15**

All of the Departments within Auxiliary Enterprises are owned by Shepherd University and operate under University policies established by the Board of Governors, The President of the University, the Vice President for Administration, and the Vice President for Student Affairs.

### **2015 Auxiliary Enterprises Financial Overview**

Revenues: \$16,324,925 (Decrease 2.8%)

Labor Cost: \$4,468,839 (Decrease 9.9%)

Cost of Goods Sold: \$3,050,257 (Decrease 3%)

Operating Expenses: \$6,710,876 (Increase 3.5)

Total Expenses: \$14,229,972 (Decrease 2.4%)

Net Income: \$2,094,963 (Decrease 5%)

#### **Auxiliary Highlights:**

- Residence Life reduced Staffing Expenses by \$267,000 by transitioning hourly pay to room and board waivers for Resident Assistants.
- The Wellness Center greatly increased its aquatic programming, most notably increasing the community swim team to 41 participants that range in age from 6-17 years old.
- Bookstore reduced staffing expenses through open positions as well as transitioning some administrative payroll to other areas of the University.
- Student Center boosted the Late Night in the Zone participation by over 20%.
- Dining Services completed a \$1.35 million dollar renovation to the Dining Hall.

## Shepherd University Auxiliary Enterprise Report for Fiscal Year 15

### Student Center

Revenue: \$969,493 (Decrease 5.6%)

Labor Cost: \$431,668 (No change)

Cost of Good Sold: \$122 (Was \$0 in FY14)

Operating Expenses: \$283,364 (Decreased 20.8%)

Total Expenses: \$715,154 (Decreased 9.4%)

Net Income: \$254,339 (Increased 7.2%)

#### Highlights:

- Replaced domestic hot water heating tanks with new energy efficient units.
- Purchased \$5,634 of recycling bins to use in the Rams Den and meeting rooms and installed ADA accessible doors for the Rams Den.
- Late Night in the Zone total participation increased by 20% (an average of 71 more students per event in FY15 than in FY14).
- Conference Services Total 2015 gross revenue exceeded \$200,000 with 30 groups and more than 2,100 people visiting Shepherd University, returning more than \$60,000 after expenses.
- The Games Zone 2015 total revenue will exceed the 2014 income by more than \$1,200.

**Bookstore and Rambler Card Office**

Revenue: \$1,874,553 (Decrease 7.6%)

Labor Cost: \$289,746 (Decrease 23%)

Cost of Good Sold: \$1,327,203 (Decrease 6.8%)

Operating Expenses: \$175,299 (Decrease 17.9%)

Total Expenses: \$1,792,248 (Decrease 11.1%)

Net Income: \$82,305 (Increase 478%)

Highlights

- Increased non-course materials sales by \$17,947.
- Reduced cost of goods sold by 12%, \$194,303.
- Adopted Concierge Counter Textbook Service. In addition to being a deterrent to theft this program also allows our staff to talk one-on-one with students explaining rental program and price comparison tool to help ensure students are getting the correct textbooks.
- In conjunction with Student Affairs and the Rambler Office, participated in the hugely successful New Accepted Student Open House and the June Freshman A & R sessions.
- Began transition for new Access Control System to Blackboard Incorporated for student card operations.
- Converted attendance event tracking application for Athletics in turn saving an estimated \$2,000 annually.

## **Residence Life**

Total Revenue: \$6,523,271 (Increase 1.1%)

Labor Cost: \$1,584,340 (Decrease 14.4%)

Cost of Goods Sold: \$69,196 (Decrease 1.4%)

Operating Expenses: \$3,698,206 (Increase 7.8%)

Total Expenses: \$5,351,742 (Increase .03%)

Net Income: \$1,171,529 (Increase 6.3%)

### Highlights:

- Numerous buildings received repairs and alterations:
  - Thatcher roof replacement and parapet repairs
  - Replace bulky wardrobes with more moveable units in Boteler, Lurry, and Martin Halls.
  - Installed custom built boiler in Turner Hall.
- 298 educational programs offered to students on various topics ranging from wellness, healthy relationships, academic success, diversity, and alcohol and drug awareness.
- Employed 102 students with the Resident Assistant and Hall Director staff earned an average 3.13 semester GPA and a 3.25 cumulative GPA.
- Residential occupancy rates for the year:
  - 86.9% Fall Open
  - 86.2% Fall Close
  - 80.2% Spring Open
  - 78.0% Spring Close

## Shepherd University Auxiliary Enterprise Report for Fiscal Year 15

### Wellness Center

Revenue: \$2,575,778 (Decrease 2%)

Labor Cost: \$564,204 (Decrease 2.5%)

Cost of Goods Sold: \$3,979 (Decrease 2%)

Operating Expenses: \$1,910,108 (Increase 3.4%)

Total Expenses: \$2,478,291 (Increase 2%)

Net Income: \$97,487 (Decrease 51%)

#### Highlights:

- Personal Training Revenue increased 31% from FY14 to FY15 for a total of \$53,792
- Increased pool revenue by \$41,721.99 for a total of \$96,926.20.
- The Sea Snakes Swim Team increased from 11 swimmers in 2014 to 41 swimmers, generating over \$30,000 in revenue.
- 3,146 reservations made inside the Wellness Center from July 1, 2014 through June 30, 2105.
- 575 were Shepherd University related (Academic Class, Conference Room, Special Rentals) and were not charged for their usage.



## **Shepherd University Auxiliary Enterprise Report for Fiscal Year 15**

### **Dining**

Revenue: \$4,381,830 (Decrease 2%)

Labor Cost: \$1,598,881 (Decrease 5%)

Cost of Goods Sold: \$1,649,757 (Decrease .06%)

Operating Expenses: \$643,899 (Increase 23.7%)

Total Expenses: \$3,892,537 (Increase 1%)

Net Income: \$489,293 (Decrease 20.6%)

#### Highlights:

- Ms. Aida Blanco, formerly of the Maryland Food Bank, accepted an offer to become the Director of Dining Services and started on July 1, 2015.
- Ms. Lauren Mayer was hired as Assistant Director of Retail Operations in October 2014.
- Traditional meal plan transactions in retail operations now account for over 50% of volume, up from 25% just three years ago.
- \$1.35 million roof replacement and upgrade to Dining Hall HVAC, fire alarm system, and lower dining hall (ceiling and flooring) was completed over summer, 2014.
- Labor cost \$90,000 under budget due to multiple open positions (Mr. Scott Anderson serving as Associate Director as well as Interim Food Service Director).
- Concessions achieved all time high sales for basketball at \$12,900 (+\$1,000 to the previous all-time high). Dining Services added Charlie's KC BBQ to football concessions.
- Mr. Jack Shaw completed the National Association of College Auxiliary Services Certified Auxiliary Services Professional program in June, 2014.