

Auxiliary Enterprises

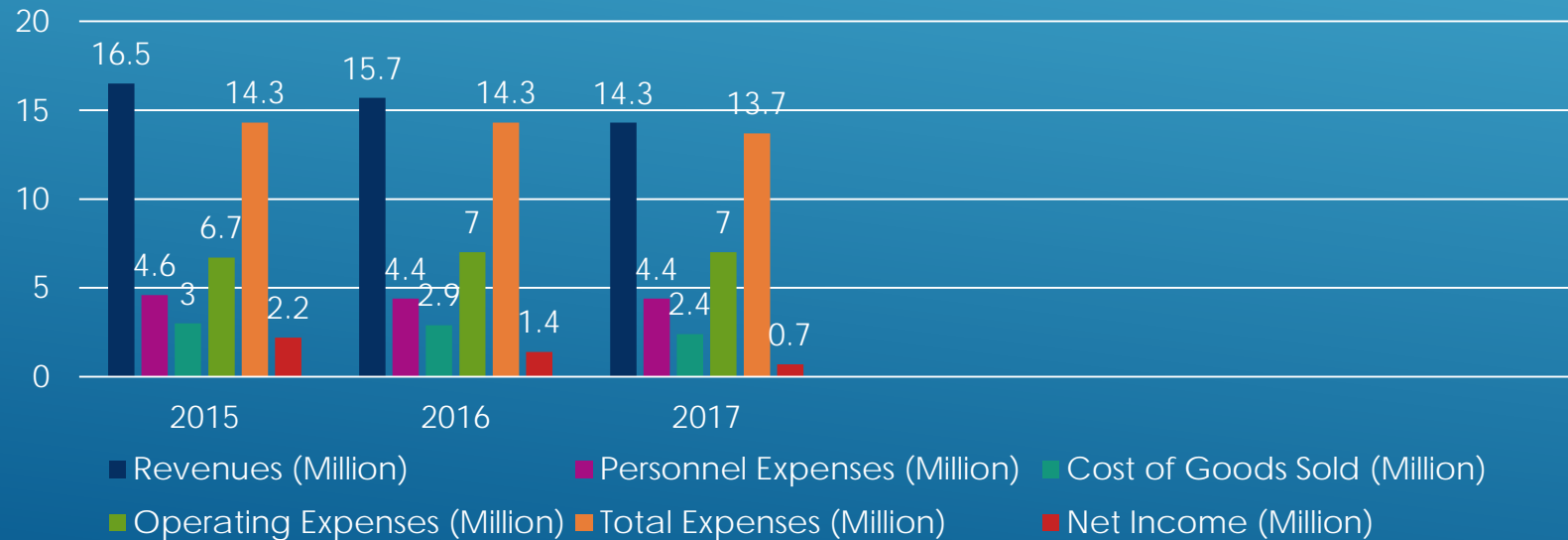
Bookstore/Dining Services/Rambler Card/Residence Life/
Student Center/Wellness Center

Annual Report for Fiscal Year 2017

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Yearly Recap

- Auxiliary Enterprises achieved sales of \$14.3 million, approximately 10% down from prior year. Net income was positive, slightly over \$600,000. Auxiliary Enterprises was able to offset the drop in revenue by reducing operational costs by 4.25% from FY16.



2017 Financial Overview

- \$14,346,568 Total Revenue
- \$ 4,350,718 Personnel Expenses
- \$ 2,368,009 Cost of Goods Sold
- \$ 6,953,878 Operating Expenses
- \$13,672,605 Total Expenses
- \$ 673,963 Net Income
- \$ (390,328) Capital Purchases
- \$ (63,060) Depreciation
- \$ 220,575 Cash Flow

2017 Highlights

- Completed construction of Potomac Place
- Issuing an RFP to outsource Bookstore services with emphasis on mitigating risk exposure, reducing course material costs, and maintaining current staff
- Supported major campus events
- Expanded licensed Shepherd apparel sales to include Target and Walmart
- Reduced personnel expenses over \$70,000 and total operational expenses by \$600,000
- Residence Life made several operational changes that enabled us to support student hospitality

Bookstore

	2017	2016	2015
•Revenue	•\$ 1,489,018	•\$ 1,704,951	•\$ 1,874,568
•Personnel Expense	•\$ 307,141	•\$ 310,805	•\$ 289,746
•Cost of Goods Sold	•\$ 1,026,407	•\$ 1,199,550	•\$ 1,288,261
•Operating Expenses	•\$ 159,059	•\$ 170,476	•\$ 212,873
•Total Expenses	•\$ 1,492,607	•\$ 1,680,831	•\$ 1,790,880
•Net Income	•\$ (3,589)	•\$ 24,120	•\$ 83,688

- Continued rental book program
- Continued support with student orientation sessions
- Hired new textbook manager – Ms. Julie Rohlfs
- Introduced “Shepherd College” insignia during homecoming
- Partnered with the Art Department to sell t-shirts designed by Sonya Evanisko with a portion of each sale going toward the Sara Chourssis Scholarship

Dining Services

	2017	2016	2015
•Revenue	•\$ 3,727,812	•\$ 4,277,680	•\$ 4,381,829
•Personnel Expense	•\$ 1,510,074	•\$ 1,557,690	•\$ 1,598,881
•Cost of Goods Sold	•\$ 1,267,622	•\$ 1,577,339	•\$ 1,649,615
•Operating Expenses	•\$ 772,896	•\$ 809,338	•\$ 638,823
•Total Expenses	•\$ 3,550,592	•\$ 3,944,367	•\$ 3,887,319
•Net Income	•\$ 177,220	•\$ 333,313	•\$ 494,510

- Hired a new assistant director for residential dining in January 2017 – Mr. Brian Fletcher
- Meal plan participation rose to 73.1%, a 5% increase over prior year
- Reduced food cost as a % of sales by 2.8% and reduced plate cost for residential dining by \$.49 from previous year
- Catering assisted with service to over 2,000 bicyclists for the Potomac Peddlers Back Roads Century Tour producing over \$15,000 in revenue
- Collaboration with six local vendors to assist with concessions services at Shepherd football games

Rambler Card

	2017	2016	2015
•Revenue	•\$ 162,639	•\$ 169,303	•\$ 179,010
•Personnel Expense	•\$ 40,824	•\$ 42,109	•\$ 39,588
•Cost of Goods Sold	•\$ -	•\$ -	•\$ -
•Operating Expenses	•\$ 82,805	•\$ 118,891	•\$ 102,917
•Total Expenses	•\$ 123,629	•\$ 161,000	•\$ 142,505
•Net Income	•\$ 39,010	•\$ 8,303	•\$ 36,505

- Completed the hardware and software requirements for Sequoia's EMV Solution
- Implemented optional Staff Meal Plans
- Migrated all off-campus merchants from the Smart to the Apriva platform
- Welcomed two new off-campus merchants and two new Rambler perks partners

Residence Life

	2017	2016	2015
•Revenue	•\$ 5,534,064	•\$ 6,140,593	•\$ 6,529,704
•Personnel Expense	•\$ 1,532,158	•\$ 1,533,709	•\$ 1,686,739
•Cost of Goods Sold	•\$ 64,307	•\$ 83,731	•\$ 69,196
•Operating Expenses	•\$ 3,800,676	•\$ 3,748,222	•\$ 3,624,596
•Total Expenses	•\$ 5,397,141	•\$ 5,365,662	•\$ 5,380,531
•Net Income	•\$ 136,923	•\$ 774,931	•\$ 1,149,173

- Implemented creative marketing and incentives campaign to recruit and retain students on campus
- Offered 336 educational programs to residents on success-focused topics
- Updated 28 bathrooms in Shaw, Thatcher, and Yost halls
- Finalized work for opening Potomac Place, a new 298-bed capacity, suite-style residence hall with Riverside Market dining and a classroom

Student Center

	2017	2016	2015
• Revenue	•\$ 900,328	•\$ 935,574	•\$ 969,493
• Personnel Expense	•\$ 318,709	•\$ 388,848	•\$ 431,668
• Cost of Goods Sold	•\$ -	•\$ -	•\$ -
• Operating Expenses	•\$ 231,820	•\$ 234,305	•\$ 276,756
• Total Expenses	•\$ 550,529	•\$ 623,153	•\$ 708,424
• Net Income	•\$ 349,799	•\$ 312,421	•\$ 261,069

- Increased reservations by 1,000 across the Student Center, Reynolds Hall, and various outdoor spaces over prior year
- Game Zone revenue of \$50,709 down \$3,000 from prior year
- Shepherd was selected as the host site for the 2018 ACUI Region VI Fall Conference
- The new Paint U Glow Rage in January 2017 was successful drawing 524 participants (19.4% of the total undergraduate population)
- Late night programs remained steady. Program Board event student attendance was 9,364 (1.5% increase over prior year)

Wellness Center

	2017	2016	2015
•Revenue	•\$ 2,532,707	•\$ 2,493,315	•\$ 2,575,778
•Personnel Expense	•\$ 641,812	•\$ 597,757	•\$ 564,203
•Cost of Goods Sold	•\$ 9,673	•\$ 6,544	•\$ 3,979
•Operating Expenses	•\$ 1,906,622	•\$ 1,904,672	•\$ 1,858,137
•Total Expenses	•\$ 2,558,107	•\$ 2,508,973	•\$ 2,426,319
•Net Income	•\$ (25,400)	•\$ (15,658)	•\$ 149,459

- Overall Point of Sales increased by \$153,943 (growth of 20%)
- Personal Training increased by 63%, exceeding \$90,000 in sales
- Membership totals grew by 10%, exceeding FY16 by over \$47,000
- Offered free CPR certification course to 10 members of the Shepherdstown Community
- Initiated a free “exercise as medicine” class for the community to help fight symptoms of Dementia, Parkinson, ALS, and more

FY 17 Shepherd University Auxiliary Team

James Vigil
Vice President for
Administration

Thomas Segar
Vice President for
Student Affairs

Jack Shaw
Assistant Vice President
for Auxiliary Enterprises

Bookstore
Tina Miller
Julie Rohlf
Michelle Bane
Vicki Mauzy

Dining Services
Aida Blanco
Marcey Clemence
Brian Fletcher
Lauren Mayer

Rambler Card
Office
Traci Morris

Residence Life
Liz Sechler
Robin Hosby
Ellisa
Woodbrey
Jess Lanciano
Tim Maggio

Student Center
Don Rohel
Rachael Meads
Michael Golze
Sandra Pounds
Samuel Jones

Wellness
Center
Jim Sweeney
Jennifer Seeley
Nick Mummert
Josh Stover
Brandi
Drummond
Jo Mullikin