

Doris McCarty  
CAB

## BOOKSTORE

### Purpose-Service

The College store is owned and operated by The Evergreen State College. Accordingly it is a self-maintained department of the College administration with its management responsible to the Director of Auxiliary Services.

The major function of the store is to provide for the educational requirements of students and faculty. The bookstore is a part of the college's educational process and of the college community's cultural standards. As enrollment grows the store will provide an increasing volume of goods and services fulfilling needs both creative and practical.

### Organizational Structure

July 1972 the bookstore moved from a temporary location in the Daniel J. Evans Building to permanent quarters in the College Activities Building. About 7,000 square feet is devoted to sales area, 1,100 square feet office space, and 1,480 square feet shipping, receiving and storage.

The Evergreen State College bookstore is a modern merchandiser of all kinds of books, both hardbound and paperback. Books for program use, supplementary reading, personal reference collections and books for pleasure. The store opened with a collection of 1500 hundred titles in the reference section. At the end of the second year this was increased to 4000 titles. We will continue to expand the department as enrollment increases. Program books have grown from 22,000 books fall quarter 1972 to 29,500 books fall quarter 1973.

Not only books but supplies, sundries, specialty items and soft goods are found in the college store. The bookstore needs to be a part of the fabric of student life. We are providing not only for the academic needs of the student but also to provide a "convenience center" for the student. Guaranteeing adequate facilities for these services was and is an integral part of our overall planning.

Books account for seventy percent of total sales volume, supplies twelve percent, sundries ten percent, specialty items four percent, and soft goods four percent.

Financial analysis of the bookstore is handled by an accountant in the controllers office. Monthly financial statements prepared by the accountant include a balance sheet, profit and loss statement, comparative sales and expense statement and graphs indicating weekly sales volume.

We feel it is important for the bookstore to maintain the proper balance

between service and a profit oriented goal. The attributes of any good retail business are observed.

#### Bibliographic Tools

"Books in Print" a two volume set listing hardbound books and quality paperbacks is available for reference. This set lists all the titles in print from American publishers. The separate "Paperbound Books in Print" lists 114,500 titles alphabetically by author, with publisher and price listed.

A roledex file is available for customer use which lists alphabetically every title stocked and its location in the bookstore.

Recently we added a micro-fiche reader. The use of this reader gives us instant access to the titles stocked by our wholesalers, also special tips on new titles and best sellers.

Doris L. McCarty  
Bookstore Manager