

Campus Services

Annual Report for Fiscal Year 2022

Bookstore, Dining Services, Rambler Card, Residence Life, Student Center, and Wellness Center



2022 FINANCIAL OVERVIEW

\$ 8,491,036 Total Revenue
\$ 1,965,027 Personnel Expenses
\$ 7,997,392 Operating Expenses
\$ 9,962,419 Total Expenses
\$ (1,471,383) Net Income
\$ (278,935) Capital Purchases
\$ 271,655 Net Adjustments
\$ (1,478,663) Cash Flow
\$ 635,619 *Potomac Place Ground Rent/Reserve*



2022 HIGHLIGHTS

- Revenue up +\$1.367M over year prior (19%)
 - Increase largely due to higher residential occupancy and improved membership numbers in Wellness Center.
- Total operating expenses up +\$333K (3.45%)
- Potomac Place ground rent returned to historical norms
- Holding operational expenses well below increased revenue helped to hold down cash outflow, post COVID support.



BOOKSTORE

Account

Revenue	\$	90,658
Personnel Expense	\$	0
Cost of Goods Sold	\$	0
Operating Expenses	\$	(1,664)
Total Expenses	\$	(1,664)
Net Income	\$	92,322
Net Adjustments	\$	(1,358)

2022

2021

\$	8,250
\$	0
\$	0
\$	(1,436)
\$	(1,436)
\$	9,686
\$	(775)

2020

\$	61,183
\$	0
\$	0
\$	1,030
\$	1,030
\$	60,153

- FY22 usage of Inclusive Access up 5% over year prior.
- Students at Shepherd have saved just over \$1M in course materials costs over the past 3.5 years from the Follett (Inclusive) Access program (see below). Opt out at < 1%.
- Partnered to design, produce, and sell SR1 Regional Championship apparel.
- Market share for fall, 2022 = 52%, up +1% from year prior and ahead of most regional peers
- Increased commissions due to payment of past earned guaranteed rent.
- Digital sales in FY23 are accounting for 47% of total course materials sales, up +6% points from 2 years prior.

Term	Courses	Total Sections	Students	Savings
Fall 2019	15	49	962	\$ 84,985
Spring 2020	25	51	901	\$ 95,521
Fall 2020	41	89	1,783	\$ 206,386
Spring 2021	42	92	1,651	\$ 179,574
Fall 2021	46	101	1,703	\$ 176,615
Spring 2022	47	89	1,478	\$ 150,856
Fall 2022	56	104	2,170	\$ 234,812
			10,648	\$ 1,128,749



DINING SERVICES

Account

Revenue	\$	2,512,684
COVID-19 Credits	\$	0
Personnel Expense	\$	185,857
Cost of Goods Sold	\$	0
Operating Expenses	\$	3,072,352
Total Expenses	\$	3,258,209
Net Income	\$	(745,525)
Net Adjustments	\$	(6,096)

2022

2021

\$	2,187,954
\$	0
\$	226,213
\$	0
\$	2,413,756
\$	2,639,969
\$	(452,015)

2020

\$	2,894,628
\$	(470,067)
\$	152,186
\$	0
\$	2,287,265
\$	2,439,451
\$	(14,890)
\$	0

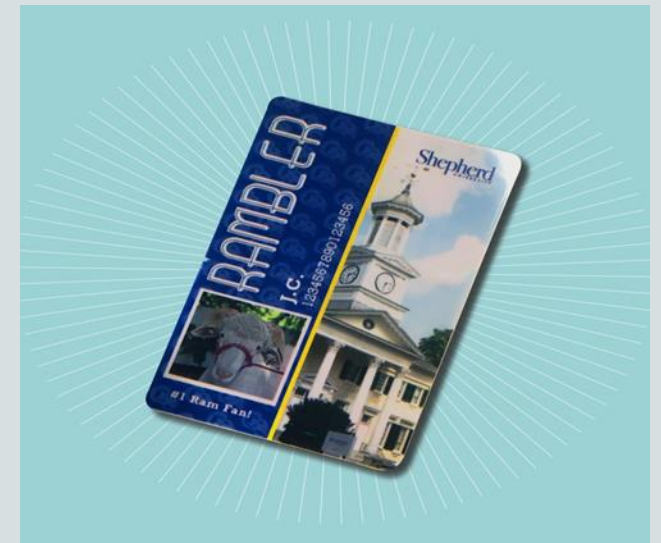
- **For Fall, 2022:**
 - Introduced B+F Aramark proprietary grill brand into Riverside include made-to-order burger and chicken sandwiches.
 - Added Bowls and Flatbreads concept to Riverside to introduce healthier options throughout the week and weekends.
 - Moved Shepherd Creamery (hand-dipped ice cream) to Rams Den all-you-care-to-eat.
 - Worked with SGA and conducted focus groups to develop the menus and concepts launched in FY23.
- Total FY22 Board Meals Served > 140,000
- Renewed concessions at athletic events in fall, 2019.
 - Total football concession, 2021 = \$77,162
 - Total football concessions, 2022 = \$91,277 (all time high)



RAMBLER CARD

<u>Account</u>		<u>2022</u>		<u>2021</u>		<u>2020</u>
Revenue	\$	11,748		\$ 8,471		\$ 11,594
Personnel Expense	\$	27,029		\$ 67,923		\$ 69,714
Cost of Goods Sold	\$	-		\$ -		\$ -
Operating Expenses	\$	85,628		\$ 90,909		\$ 85,649
Total Expenses	\$	112,657		\$ 158,832		\$ 155,363
Net Income	\$	(100,909)		\$ (150,361)		\$ (143,769)

- Split Rambler card production services between Facilities and Wellness Center for convenience to constituency groups.
 - Staff cards now printed at Facilities office.
 - Student cards printed at Wellness Center.
- Added Shepherdstown Dairy Queen as an off-campus vendor.
- Total Rambler dollars spent (on and off campus) = \$30,774.79.
 - *On-campus spending includes campus bookstore, dining services, and vending.*



RESIDENCE LIFE

Account

Revenue
Covid-19 Credits
 Personnel Expense
 Cost of Goods Sold
 Operating Expenses
 Total Expenses
 Net Income
 Potomac Place Ground Rent & Reserves
 Net Adjustments

2022

\$ 3,234,526
 \$ -
 \$ 966,685
 \$ -
 \$ 2,886,116
 \$ 3,852,801
 \$ (618,275)
 \$ 635,619
 \$ (3,221)

Does not include conferences

2021

\$ 2,653,353
 \$ -
 \$ 1,144,363
 \$ -
 \$ 3,085,316
 \$ 4,229,679
 \$ (1,576,326)
 \$ 83,255
 \$ 470,123

Does not include conferences

2020

\$ 3,616,935
 \$ **(535,990)**
 \$ 1,281,420
 \$ -
 \$ 2,955,279
 \$ 4,236,699
 \$ (1,155,754)
 \$ 83,274 Reserves
 \$ 0

Does not include conferences

- Purchased 210 new mattresses and 48 sofa/chair sets for Printz and Lurry Halls.
- Replaced carpeting in 12 Printz Hall apartments.
- Handled more than 3,400 packages for residents.
- Fall, 2021 occupancy = 682, spring occupancy = 641 (up 3% from year prior with +70% retention).
 - Note – fall, 2023 = 778 residents (+96 from year prior)
- Spring 2021 to Fall, 2022 retention over 70%.
- Continued providing housing to COVID+ students in isolation.
- Associate Director, Andrew Price, left to take a similar position at Radford University in October, 2022.
- Ms. Jera Bassett was hired as the Assistant Director for Residence Life in June, 2022. Ms. Bassett has specific oversight of Potomac Place and Conference Services.



CONFERENCE SERVICES

Account

Revenue	\$	63,805
Personnel Expense	\$	-
Cost of Goods Sold	\$	-
Operating Expenses	\$	5,134
Total Expenses	\$	5,134
Net Income	\$	58,671

2022

2021

2020

\$	41,055
\$	-
\$	-
\$	73
\$	73
\$	40,982

\$	96,758
\$	-
\$	-
\$	3,305
\$	3,305
\$	93,453



- Hosted over 1,000 campers over summer, 2022 for the following groups: Air Force Junior ROTC, Upward Bound, Shepherd Music Camps, Shepherd athletic camps (including volleyball, basketball, and football), Chesterbrook Taiwanese Church, and the Washington High Band.
- Housed CATF in Westwoods and the apartments.
- Housed 3 interns from Proctor and Gamble and Park Services in the apartments.



STUDENT CENTER

Account

Revenue	\$	735,621
Personnel Expense	\$	197,754
Cost of Goods Sold	\$	-
Operating Expenses	\$	191,124
Total Expenses	\$	388,878
Net Income	\$	346,743
Net Adjustments	\$	111,279

2022

2021

\$	723,640
\$	189,789
\$	-
\$	182,864
\$	372,653
\$	350,987
\$	(13,349)

2020

\$	782,034
\$	211,443
\$	135
\$	213,728
\$	425,306
\$	356,728



- **Applied new paint to Ram's Den with gloss finish to improved ease of cleaning brightened atmosphere.**
- **Upgraded Storer Ballroom sound system. Storer Ballroom has become the home of the BOG meetings.**
- **Reconfigured and repaired Ram's Den kitchen drainage system.**
- **Student Traffic Numbers:**
 - **1,465 total students served in Games Zone (up 43% from last FY).**
 - **1,591 room bookings/events (up 51% from last FY).**
- **Achieved positive net revenue across Student Center Fund.**
 - **Totaled \$35K in Games Zone sales (near pre COVID levels), including \$1,326 in arcade commissions.**

WELLNESS CENTER

Account

Revenue	\$ 1,841,994
Personnel Expense	\$ 587,702
Cost of Goods Sold	\$ -
Operating Expenses	\$ 1,758,702
Total Expenses	\$ 2,346,404
Net Income	\$ (504,410)
Net Adjustments	\$ 171,051

2022

2021

2020

\$ 1,501,747
\$ 493,982
\$ -
\$ 1,735,535
\$ 2,229,517
\$ (727,770)

\$ 2,003,356
\$ 564,969
\$ 2,200
\$ 1,765,909
\$ 2,333,078
\$ (329,722)

\$ 798,416



- Continued support of campus wide testing and vaccination programs.
- Achieved +90% of pre-COVID membership (note: have eclipsed pre-COVID memberships as of 12/31/22).
- Introduced Les Mills virtual on-demand fitness classes.
- Dedicated and renamed building for Dr. Suzanne Shipley, 15th President of Shepherd University.
- Opened Photobiomodulation Wellness Services
 - Revenue from PBM \$14K through first 3 months of service.
 - Conducted over 1,000 sessions
 - Lab participated in long-COVID study that yielded positive correlation between PBM and reduced fatigue.

Shepherd University Campus Services Team

