

Bookstore Advisory Council Meeting
January 24th, 2011
3:00 PM
Auxiliary Services Conference Room

MINUTES

Members Present: Joseph Martin (Chair), Lois Scott, Kristine Webb, Margaret Partyka, Tom Van Schoor, Claudia Ramirez, Mladen Renier, JC Escalante

Others Present: Vince Smyth (Auxiliary Services), Sabrina Foust (Auxiliary Services), Steve Moreau (Follett), Lee Cobb (Follett), Kim Banks (Follett)

The meeting was called to order at 3:01PM by Joseph Martin (Chair).

1. Approval to Audio Recorded Meeting

Audio recording of the meeting was agreed to by Council members.

2. Introduction

Steve Moreau introduced Kim Banks as the new Assistant Director of the bookstore. She previously worked at Jacksonville University.

3. Approval of Minutes for October 14, 2010.

Tom Van Schoor pointed out that Mladen Renier's name was listed last name first in the distributed draft October 14, 2010 minutes unlike the others. With this correction, the minutes of the October 14, 2010 meeting were approved unanimously.

4. Ratification of Vice-Chair

Vince Smyth reported that President Delaney has ratified the selection of Tom Van Schoor as Vice-Chair of the Council.

5. Facilities Report

Vince Smyth informed the Council that there are no changes or issues requiring report at this meeting.

6. Operational Report

Steve Moreau reported that sales were down by about \$700k from 2010 for the first week of term but picked-up the second week, likely due to the later start of term (Wednesday versus Monday). He did note that overall sales for the year are up \$227k or 3.3% from \$6,826k to \$7,053k.

Steve noted that rental sales have increased 70% and the rental program has saved UNF students more than \$1 million versus new book purchase. Lee Cobb noted that having the ability to rent on-line for 2010-11 versus last year and having more titles available to rent likely contributed to the

increased use. He noted that a survey was completed and 95% of students were satisfied with the rental program.

Lee noted that about 5% of the rentals were not returned at the end of the fall term. Steve informed the Council that Follett does try to inform students with multiple emails, signage and on the website & Facebook pages of the importance in returning their rented text but will continue to try and improve this communication. Students had until mid-December (after the term ended) to return rental books and for those that did not make the return their credit card was charged.

Steve informed the Council that book buy back activity has decreased, likely due to the rental program.

Margaret Partyka asked about the text that appears on credit card statements due to purchases at the bookstore and noted that it is confusing for customers as to whether this is UNF or the bookstore and the Cashier's Office has taken calls meant for the bookstore. Steve agreed to look into this issue and will work with Margaret on a resolution.

Margaret asked about the process related to the use of financial aid at the bookstore and noted that two student files are sent to Follett from UNF and some confusion has arisen if the first file reflects that the student has maxed-out their aid. Steve agreed to look into this issue and will work with Margaret on a resolution.

Kris Webb noted a concern with inventory levels of SmartPens as these are of great value to her students. Kim Banks informed us she had already noticed this need and has been in contact with corporate to increase stock levels.

Kris asked about the issue of packages and noted that some of her students can use only the CD, not the book. Lee agreed this is an issue but noted that the publishers control the resources. He did state he continues to work with the publishers on this issue.

Steve announced the bookstore received a 100% positive rating during a recent secret shopper visit.

Steve noted some recent bookstore promotions/events included athletic attire sales at sporting events, 20% off for Homecoming week, and book signings.

Joe Martin asked if discounts like the ones given to staff and faculty are successful. Steve responded that while the discounts brought in more foot traffic, an increase in sales was not noted.

7. Emerging Issues

No other business items were raised by Council members.

8. Future Meetings

Unless some issue arises requiring an emergency meeting, Council members agreed that no more meetings are required this term.

Meeting adjourned at 3:30 PM.