Bookstore Advisory Council Meeting  
October 23, 2012  
11:00 a.m.  
Auxiliary Services Conference Room (Building 8, Room 1106)

AGENDA

1. Approval to Audio Record Meeting
2. Introductions
3. Approval of Agenda
4. Approve Minutes of February 21, 2012 meeting
5. Review Bylaws
6. Vice Chair Nominations
7. Facilities Report – Vince Smyth
8. Operational Report – Suzanne Holder
10. Emerging / Other Issues
11. Future Meeting(s)

The objective of the Bookstore Advisory Council is to advise the President on all matters impacting the Bookstore and its utilization by the University Community. Specifically:

- Assist in planning for adequate Bookstore services for the Campus.
- Examine Bookstore related issues on Campus and make recommendations for resolutions.
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<thead>
<tr>
<th>Name</th>
<th>Appointment</th>
<th>Term Expires</th>
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<tbody>
<tr>
<td>Faith Hall (Chair)</td>
<td>A&amp;P Association</td>
<td>08/13</td>
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<tr>
<td>Kris Dalton</td>
<td>A&amp;P Association</td>
<td>08/14</td>
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<td>Robb Waltner</td>
<td>Faculty Association</td>
<td>08/14</td>
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<td>Hong Chen</td>
<td>Faculty Association</td>
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<td>Newton Jackson</td>
<td>Faculty Association</td>
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<td>Glenda Kelsey</td>
<td>USPS Association</td>
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<td>Christy Linster</td>
<td>USPS Association</td>
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<td>Bennett Smith</td>
<td>Student Government Association</td>
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<td>Kayleigh Harrison</td>
<td>Student Government Association</td>
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<td>Daniel Sacks</td>
<td>Student Government Association</td>
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Bookstore Advisory Council
February 21st, 2012
4:15 PM
Auxiliary Services Conference Room (Bldg. 8, Rm. 1106)

Members Present: Tom Van Schoor (Chair), Hong Chen, Newton Jackson, William Tutwiller, George Candler and Faith Hall

Members Absent: Lois Scott, Christy Linster, Courtney Warner, Kyler Dykes

Others Present: Vince Smyth (Auxiliary), Suzanne Holder (Follett), Lee Cobb (Follett), Stephanie Peters (Auxiliary)

The meeting was called to order at 4:15 PM by Tom Van Schoor (Chair)

1. Approval of Minutes of October 10, 2011

Approved by Newton Jackson and seconded by George Candler

2. Ratification of Vice Chair

Vince stated the appointment of Faith Hall as Vice Chair was ratified by the President so this is just an announcement to the Council. According to the Bylaws this means Faith Hall will be the Chair of the Council next year.

3. Facilities/Contracts Report

Vince reported there are no recent changes to either the Facilities or the Contract with Follett. Vince reminded the Council that Follett has a small unit over at the University Center on behalf of the IPTM program called the CopShop dedicated to IPTM items.

4. Operations Report

Suzanne reported that compared to last years sales are down approximately 5%. Suzanne attests the main reason is due to students renting books rather than purchasing books due to the cost savings. Rental of books is up almost 7% compared to last year saving the students money. Digital textbooks (e-books) sales are also up dramatically 749% compared to last year up from $2,088 to $24,441. The digital textbooks act like a social media format where students can download materials and communicate with professors and other classmates. Computer sales are up 27% mainly due to Kindle sales. Most of the Kindle sales were pre-ordered prior to the holiday season and Spring semester. Follett attended the Career Fair on February 2 to seek a summer intern. Follett has accepted applications/resumes for the summer internship and are currently reviewing them to set-
up interviews. Hong Chen asked a question regarding publishers selling e-books on their own website. Lee responded that with CafeScribe (Follett’s digital bookstore) the publishers are setting the products available to purchase. Lee can submit requests to the publishers for additional products professors may require and as demand increases the product may become available, but ultimately it is up to the publisher. With the current market trends publishers are realizing they can’t be the only source to provide the books, but rather provide multiple outlets to streamline the sales through one streamline media to reach the students via our CafeScribe. Will Tutwiler added that in most of his classes the professors are using the Kinnect Plus and moving away from BlackBoard. How is purchasing of the Kinnect code along with the e-platform affecting the sales of textbooks? Is Follett working with McGraw Hill or do they have a monopoly? Lee responded that many textbooks are available on multiple platforms that have both online content and e-books available. Lee mentioned that Follett is discussing with vendors to make some platforms like Mastery of Physics and Kinnect Plus available for purchase through media outlets like CafeScribe or efollett where students can use their financial aid. Currently Follett is allowed to purchase Kinnect Plus codes and sell to students in the store. Lee mentioned right now there is a huge evolution of what the textbook is and is becoming from pages to digital. Will mentioned about having all the book and code fees integrated into the University system as part of tuition when you register for a class. Lee mentioned that some Universities are looking into this with the evolving nature of the textbook, but not sure if that will work at UNF. Some departments that are merging over to the Kinnect Plus are: Astronomy, Investments and Financial Management in College of Business, World History and most math classes are suing on-line math labs. Tom wanted clarification if this was a new BlackBoard or an existing platform still including assignments and grades. Will mentioned it is more of a study aide with test questions although it does still have the homework/participation points and grading options. Lee added that some departments use the Kinnect Plus along with another component. Will added it’s not phasing out Blackboard, but rather a supplement and more course specific. Vince reported on the trend of the total number of courses/classes is the same, but the number of titles has dropped suggesting that professors are using less textbooks or e-books. Lee responded that our faculty are very conscious of the Florida Textbook Affordability Act (FTAA) and Higher Education Opportunity Act (HEOA). The FTAA addresses campus textbook behavior and accessibility and requires that ISBNs must be made visible to the public for 30 days through our e-follett website. HEOA addresses the transparency and cost of an education. The HEOA textbook component requires the information be made visible for 45 days. Follett has an online platform that will show a student all course materials required so they can estimate the cost of a specific course within their budget or financial aid. Our faculty are very conscious of these acts so they know going into a semester to keep pricing reasonable for books they want to adopt for their course(s) to ensure the students will buy and use the materials. Will spoke on behalf of Courtney Warner regarding the new t-shirt colors/designs. Student Government is working on branding and images for the University so when a student walks into the Bookstore and sees other University colors (Will mentioned Miami) on a front display we may be taking away the Osprey Pride and traditional UNF colors. Suzanne reiterated these are more for promotional and seasonal/fashionable sales. Suzanne mentioned the “core product” merchandise will always have the traditional Osprey blue and gray colors. Tom mentioned about the UNF primary and secondary color pallet if Follett used this for their promotional items. Suzanne
responded Follett used more vibrant, bright colors as opposed to UNF’s secondary colors which are more primary like hunter green and red.

5. Café Scribe Demonstration

Lee stated we both rent and sell the e-books. Rentals are for 180 days subscription. The rental and selling options come from the vendor so this past Fall semester is the first time e-books have been available for renting. The pricing structure between buying and renting varies depending on the saturation of the title, but the 40%-60% difference as reported in the last meeting is still the trend for most titles. There are 3 ways to purchase via Café Scribe: Go to the bookstore and pull the tag off the title and pay at the register, go to efollett.com and look for the course titles or go to the website and search for the title. If purchased at the bookstore on the receipt with the web-site and an access code and it becomes part of their bookshelf on CafeScribe. Once you log-in to Café Scribe you can shop individual texts within a search parameter like a price range or author. You have the option to buy the book or view a sample. The samples usually last for 3 days and you can only sample a book once. Lee stated that once you get into your bookshelf it will list all books you have ever sampled or purchased, both active and inactive. There are numerous reading views/formats once you are in your personal reading window. The reading window will show any edits you made to the book including highlights, bookmarks or notes. The reader will automatically load to the last page you read on your current book. Similar to a PDF file you can search for words within the text. The highlighting feature uses approximately 11 different colors. The snap summary report shows a summary of everything you have added or attached within the book. This is a quick access guide to find something you have done. CafeScribe has more interactive components to connect with a laptop or tablet so you can share notes or subscribe with others similar to Blackboard. Since this is an e-book there are limitations on how many pages can be printed, but it should show on the summary page how many pages you have left. We are currently using version 2.0 which came out last summer. This version is web-enabled so it will work with any tablet, ipad, laptop or smartphone. The full functionality may be limited to the device and internet connection, but the reader accessibility will be available. You can also download for 10 days and read later whenever offline.

Lee stated he is always willing to share this at department meetings to show how it works and how the textbook format is evolving for the future with technology. Faith also mentioned that this will also read to you.

6. Emerging/Other Issues

Tom asked if there was a Faculty/Staff Appreciation Day in the Fall. Suzanne said yes it was the first week after Thanksgiving (December 2-3).

7. Future Meeting

Tom reminded the Council that the next meeting would typically be in October unless an item comes up that needs to be addressed.
Newton Jackson motioned to the adjourn the meeting and Faith Hall seconded.

The meeting was adjourned at 4:56pm.
University of North Florida  
Bookstore Advisory Council  
Bylaws

Name

The name of this organization is the University of North Florida Bookstore Advisory Council.

Authority

The University of North Florida Bookstore Advisory Council is advisory in nature. Recommendations will go directly to the University President who will have final authority.

Objective

The objective of the Bookstore Advisory Council is to advise the President on all matters impacting the Bookstore and its utilization by the University Community.

Specifically, the Bookstore Advisory Council will:

- Assist in planning for adequate Bookstore services for the campus.
- Examine Bookstore related issues on campus and make recommendations for resolutions.

Voting Members

The following will be voting members of the Council:

- Three student members appointed by the President of the SGA.
- Three Faculty Association members appointed by the President of the Faculty Association.
- Two USPS Association members appointed by the President of the USPS Association.
- Two A&P Association members appointed by the President of the A&P Association.
- Additional members may be appointed at the discretion of the Vice President for Administration and Finance, in consultation with the University President.

The respective Association President will provide the names of their appointments to the Director of Auxiliary Services.

Terms

Faculty and staff members will be appointed for a two-year term, which may be renewable. Student Bookstore Advisory Council Members will be appointed for a one-
year term, which may be renewable. Terms commence with the fall semester and run through the summer semester.

Any member desiring to resign from the Bookstore Advisory Council will submit a resignation in writing to the Bookstore Advisory Council Chair, who will present it to the University President for action.

Officers

The officers of the University of North Florida Bookstore Advisory Council will be a Chair and a Vice-Chair.

The University President will appoint, from among the membership, the Chair and Vice-Chair to one-year terms. The Vice-Chair will succeed the Chair.

Meetings

The University of North Florida Bookstore Advisory Council will hold regular quarterly meetings except that meetings need not be held if, in the judgment of the Chair and Vice-Chair, no significant agenda items have been presented for Bookstore Advisory Council consideration.

The Chair upon the written request of a Bookstore Advisory Council Member may call special meetings. The purpose of the meetings shall be stated in the call. Except in cases of emergency, at least three (3) days notice shall be given.

A simple majority of Bookstore Advisory Council Members shall constitute a quorum.

Voting

- Each Bookstore Advisory Council Member will have one (1) vote.
- There will be no proxy voting.

If a Bookstore Advisory Council Member is unable to attend Bookstore Advisory Council Meetings for an extended period of time, the appropriate Association President may recommend a substitute who shall, with the permission of the University President, have voting privileges.

Amendment

The Bylaws will be reviewed annually and recommendations forwarded to the President.

Approved:

John A. Delaney, President

November 7, 2008

Date