

## Bookstore Advisory Council Meeting

February 18, 2009

10:00 a.m.

Administration & Finance Conference Room

### MINUTES

**Members Present:** Robert Schupp (Chair), Patricia Geesey, Sally Weerts, Dorothea Kent, Chris Arsenault

**Members Absent:** Kathy Corbin Weglicki, Casey Hampton, Meghan Hull, Victoria Elian, Lauren McAllister

**Others Present:** Vince Smyth (Auxiliary Services), Steve Moreau (Bookstore), Lee Cobb (Bookstore)

**The meeting was called to order at 10:00 AM by Robert Schupp (Chair).**

**1. Approval of Minutes (10/10/08):**

- The minutes of October 10<sup>th</sup> were approved as written.

**2. Vice Chair Ratification:**

- Vince Smyth informed that the President ratified Sally Weerts as a Vice Chair of the Bookstore Council for Academic Year 2008-09.

**3. NACS Faculty survey results:**

- Vince Smyth stated that after briefly reviewing the results of the survey he noticed that Follett has the ability to improve in some areas. Vince Smyth added that he had spoken to Fernando Cuevas, Regional Sales Manager from Follett, about continuing these types of studies on a yearly basis to benchmark against other universities and to point out areas of improvement.
- Sally Weerts added that with proper training of the faculty the survey can be more successful in years to come.
- Steve Moreau informed that the Student Satisfaction Survey will be conducted by the independent company the week of March 8<sup>th</sup> and continued that every student participating will receive a five dollar bill when finished.
- To assure a high participation rate, Sally Weerts suggested making the survey more visual for the students to firstly make them aware of the five dollar bill payment and secondly to make more students interested in the survey

**4. Student Union Update:**

- Vince Smyth reported that the Student Union construction is running according to the schedule and Follett will be able to start working to outfit their space in the next two to three weeks. Vince Smyth added that the Bookstore space should be utilized and opened to the public on April 6<sup>th</sup>, but

the main move to the Student Union will not take place until mid-May (except for the Food Court which will not open until mid-August).

- Steve Moreau added that it is planned to start the Bookstore's moving process the third week of March. Vince Smyth explained that it makes more sense for many reasons (textbook buy back, Spring Commencement) to move around this time and was pleased that the construction progress allowed the move right at this time.
- Robert Schupp asked for some further details about the Student Union and Vince Smyth elaborated that on May 11<sup>th</sup> Outtakes is supposed to open and that May 15<sup>th</sup> is the date when "full levels of activity" should take place at the Student Union with Student Government, Student Affairs, and Student Life moving to their new location.
- Sally Weerts asked how the Bookstore is making students aware of the buy back time or when the books for the Summer semester are available and Steve Moreau responded that there will be advertisements in Spinnaker, signage at the current location, as well as some additional yard signs around campus. Chris Arsenault stated that Student Government might also be involved in advertising Bookstore's move to a new location.
- For clarification purposes, Chris Arsenault asked how the products will be placed between two floors in a new Bookstore location and Steve Moreau responded that in addition to the textbooks there will be supplies, convenience items, and computer products located on the second floor, whereas the first floor will be mainly clothing, gifts and trade books. Vince Smyth added that there will be cash registers located on the second floor. Steve Moreau also pointed out that scantrons will be available for purchase on both floors.
- Chris Arsenault asked about any sitting areas available at the Bookstore and Steve Moreau explained that there will be some located on the first floor.

##### **5. Report on the Bookstore- Steve Moreau:**

- Steve Moreau briefly reported on sales based on comparison of this year-to-date to last year-to-date:
  - the overall sales are down 12.3% where substantial reduction of revenue is coming from the sales of new textbooks
  - sales of used textbooks are up by 6.8%
  - sales of new textbooks are down by 20.5%
- Steve Moreau listed the lower enrollment rate as well as alternative sources of buying textbooks, such as on-line, and the economic downturn as main reasons to declining sales at the Bookstore.
- Robert Schupp expressed his curiosity regarding digital textbooks that he heard are becoming more popular and wanted to get some additional information about this new feature.
- Lee Cobb explained that there are "e-books" available at the Bookstore already and if a professor wishes to make a digital form of the textbook purchasable to the student it can easily be done through the adoption process. Lee Cobb explained that the student choosing an "e-book" would purchase a card and the information about where and how to download would be printed

and provided to the student at the register. At that point the student would be able to download a textbook onto a computer and utilize it. Lee Cobb added that there is no expiration date on the download so the book can be used even after the semester is over- the only limitation is that no more than 10 pages can be printed at a time.

- Robert Schupp asked how digital textbooks are priced and Lee Cobb responded that the cost of an "e-book" is close to half of the price of a regular textbook. Vince Smyth added that there is no possibility to resell an "e-book" if no longer needed.
- Steve Moreau shared a new record of sales in a single day- the first day of Spring semester sales reached \$535,000 compared to the previous record of \$494,000. In addition, on the same day the Bookstore was "secret shopped" and the results were very pleasing reaching 97.59% satisfaction score.
- Lee Cobb reported that himself and Assistant Text Manager are visiting faculty and department chairs to discuss textbook related concerns and to get some feedback as well as to distribute adoptions for the Summer semester with the target date of March 15<sup>th</sup>. Additionally, by March 13<sup>th</sup> all of the Fall 2009 adoptions should have been distributed to Faculty with the deadline of April 15<sup>th</sup>.
- Lee Cobb informed that buy back will start on April 13<sup>th</sup> with the conclusion on the 24<sup>th</sup>- the first week of buy back will be conducted in the store only, whereas during the second week remote sites will be open- the Crossings and the courtyard of the old Bookstore location. Lee Cobb assured that proper advertising will be addressed to the students so they are aware when and where buy back process will take place.
- Steve Moreau explained that the early deadline for Fall adoptions is needed (deadline on April 15<sup>th</sup>) to avoid buying back textbooks (starts April 13<sup>th</sup>) no longer in use.
- Sally Weerts brought some flaws she found on the Follett website to Steve Moreau's attention so Follett can make the website more user friendly (use of "Course Prefix" instead of "Department Prefix") and Steve Moreau replied that this issue was already taken care of and the website should work properly.

#### **6. Issues and concerns:**

- Chris Arsenault shared his Bookstore experience with the Council and described how his on-line order was mistakenly given away to a student in Orlando and that the situation was handled well by the Bookstore staff (he received a new set of books the next day). The only concern that Chris Arsenault and Sally Weerts expressed was that a person who received the order in error was able to see Chris Arsenault's billing information as well as the phone number which in hands of an improper person could have caused a problem.

- Sally Weerts shared her experience with the University's Bookstore and suggested some new training ways to further improve and to avoid unnecessary misunderstandings and disappointments in the customer service area. Sally Weerts suggested having nurturing problems resolved before moving to the new Student Union location.

**7. Other Business:**

- No other issues were reported by the Bookstore Advisory Council Members.

**8. Next meeting:**

- Typically there is one meeting per term (except Summer term) which implies that the next meeting will be scheduled for Fall 2009 semester. Should there be any important issues to discuss, additional meetings will be appointed.

The meeting was adjourned at 11:05am. Recorded by Marta Morzynska.