

Bookstore Advisory Council Meeting

September 28, 2009
2:30 p.m.
North Star Board Room

MINUTES

Members Present: Sally Weerts(Chair), Kathy Weglicki, Ozzie Vasquez, Joseph Martin(vice chair), Lois Scott, Kristina Kanhai

Members Absent: Kristine Webb, Casey Hampton, Margaret Partyka, Brandon Alanis, Torrean Miles

Others Present: Vincent Smyth (Auxiliary), Stephanie Peters (Auxiliary), Sabrina Foust (Auxiliary), Steve Moreau(Follett), Lee Cobb(Follett)

The meeting was called to order at 2:35 PM by Sally Weerts (Chair)

1. Review of Objective

- Sally reviewed the objective of the Bookstore Advisory Council with the members to reacquaint them with the purpose of why the Bookstore Advisory Council has been brought together and their goals as a council. Sally hopes for the Council to have a good dialogue with participation to provide recommendations to the President.

2. Approval of Minutes of February 18, 2009

- The minutes of February 18th, 2009 were approved as written by Kathy with a second by Sally.

3. Reviewed By-Laws for Bookstore Advisory Council

- Council agreed to By-Laws and had no suggestions of improvement. By-Laws were approved after hearing no objections.

4. Vice Chair Nominations

- Sally Weerts asked for nominations for Vice Chair. Sally reemphasized the importance of new leadership within the Council to bring new, creative ideas and thoughts to the Council meetings. Joseph Martin was nominated and approved by Council. This recommendation will go to the President for ratification.

5. Facilities Report – Vince Smyth

- Vince informed about his role as Auxiliary Services Director. He manages, oversees and reports on third party contracts like Follett. He typically reports on any major contractual or construction changes.
- Contractually, there are no changes at this point but Follett has been given additional 5 more years of service on campus in return for \$2.25 million to help construct the Student Union so Follett will be here until 2016.
- Recent construction is completed in the Student Union so Follett went from an 11,000 square feet area to 20,000 square feet of space. This has allowed Follett to spread out more and add new additional product lines.
- The old Bookstore of 11,000 square feet is being converted into several offices including Auxiliary Services, Osprey 1 Card, Postal Services retail and the Ticket Box Office. There will also be a Greek Store for Greek apparel and items. The next section will be another retail venue possibly a hair salon. The last section will be a new sitting area similar to the outside sitting area as an extension of Sbarro's. In the back there will be an Academic Storage room. The Property department will also be moving into the back corner. Chartwells will also have a storage area in the back since they no longer have the storage area in bldg. 14 by the Osprey Café (old Pizza Hut). All this construction should be finished in late November.
- Steve added that the Bookstore will still have a presence in Bldg. 8 with a vending machine that will be available to students 24 hours. The machine will have on-the go supplies including scantrons, paper, pencils and pens. Vince said it will be placed where the Community First lobby was located. Vince mentioned that we are also trying to add a movie box rental machine, ATM terminals and Cash to Card machines to this area. There will also be an outside depository drop box area for the Cashier's Office usage.
- Kathy mentioned trying to get a similar vending machine in the Osprey Fountains for students to purchase school/class supplies. Kathy also mentioned having a postal retail kiosk for stamps, boxes, forms, etc. Vince noted this area is very small and Auxiliary Services lobby is large enough to meet the postal retail needs we currently have.

6. Operational Report – Steve Moreau

- Steve began with the introduction of the new bookstore space at the Student Union. The new bookstore opened on April 13th, 2009. Sales have been spectacular in clothing and gift items. New products are still coming in daily due to the expanded space. The bookstore now looks like it is part of UNF.
- A brief overview of sales shows that last year 2008/2009 Follett was down nearly a \$1 million in sales which is approx. 10.8%. This was primarily because of the decrease in student enrollment. This year Follett sales are up \$211,000 compared to last year. Clothing sales are up almost \$50,000 (53%). Sales are significantly down by approx. 14,000 units in Miscellaneous Sales which include convenience items like Candy bars, cokes, and HBA items. This is due to the fact they are not the center of campus and many food options at the Student Union. The trade went from misc. item sales to clothing sales so the profit, mark-up and number of units sold are better compared to last year.

- Lee talked about the text book rental pilot program that Follett started on April 3rd. UNF is 1 of 7 pilot bookstores that tried this. The program was very successful with sales of \$300,000 in the month of August. Follett rented 6,850 textbooks for this program the first semester. If you converted the \$300 dollar rental sales to what it would actually cost a student to buy the book new, Follett saved students approx. \$370,000 dollars.
- Approx. 25% of titles are rentable with no obligation from faculty to readopt these textbooks. New shelf tags are in yellow to let the student know what is available as rentable. Compared to a new textbook students can save approx. 55% on renting the same book. Textbook rentals for the semester are due back on December 21st a week after finals. Requirements to rent the books are 18 years or older, a State ID or Driver's License, passport or military ID, and a valid credit card. At the register, a student goes through the process of purchasing the books. At the end, a question pops up noting if the books are rentable. If the student changes those books to rentals then the price of the sale changes.
- Sally questioned how does Follett make money on the same book that someone else bought and be renting it for 55% less? Steve answered that the title needs to be used for more than one term. The reason that the list is 25% of titles now is it been determined that these books could be used at other campuses if not readopted. Kathy asked if it was just like used books where there are only so many. Steve replied that there are no limits to the rentable books. Lee stated most of the books on the list are new editions. Kathy brought up how good this was for Financial Aid. Both students and Administration saw the budget effects since they pay for exact amounts on the student's books and Kathy strongly encouraged her students go with rentals. The only problem is the student must have an ID and a credit card in case the student does not return the book. Steve reiterated the importance of returning the book.
- Sally questioned if the student could write and highlight the book. Lee said they can do everything as if he/she had bought the book. Kathy mentioned it is the same way with buybacks. Kathy brought up that private schools have been doing this a lot in the past.
- Lois brought up an issue of not having enough books ordered of several music courses that were capped. She mentioned not even 10% of those books were ordered for the majority of the music courses. Lee stated the bookstore orders primarily based off previous sales history enrollment increases for classes. This year was different with the new rental program and taking into consideration expanded interest in rental titles.
- Steve apologized for this issue for the music department and ensured this would not happen again. Steve stated the sale-through this year was almost 80% for overall textbooks compared to normally around 65%. The new rental program has attracted more students to come to the bookstore as opposed to buying on-line or at the College Bookrack. The emphasis on ordering was strongly based around the rental program so some orders that were not supported under the rental program were not fulfilled at the class cap size.
- Lois asked what happened to books not sold or rented- is there a loss to the bookstore? Steve answered yes there is the loss of business costs including freight and restocking fees.

- Lee stated along with past history sales and enrollment growth in classes Follett also takes into consideration their customer demographics. Freshmen are the largest contingency class of customers so new editions and rentals are their preferred choice
- Steve commented how recommendations from past Council meetings have increased the sales of course-related supplies to 43%. Mainly sales from arts and science/health classes. Unit sales have gone up by over 1,000 units. With the bigger space the bookstore is able to cross-merchandise course-related supplies next to textbooks.
- Steve talked about book authorizations and how sales through Financial Aid were good this year. He wishes they would allocate more money to the bookstore, but with the current economy more students are coming in to use their Financial Aid money as opposed to going on-line.
- Vince mentioned that Follett is looking into getting the rental program available on-line to rent instead of purchasing a new/used book on-line then and changing to a rental when they check-out in the store. There is a PCI compliance issue by storing credit cards in case the book is not returned. Steve noted that students can see if a book is rentable, but they cannot currently buy as a rented book.
- Meeting was adjourned at 3:25 p.m.
- Next scheduled meeting is Monday February 15th at 2:30 p.m. in Auxiliary Services Conference Room (Bldg. 8/ Room 1106)