

## **Bookstore Advisory Council**

**November 2, 2016 2:00 p.m.**

**Business Services, Conference Room (Bldg. 8, Room 1106)**

**Members Present:** Kayleigh Harrison (Chair), Marielle Veve (Library), Rosalyn Gilbert (ORSP), Rachel Bryant (SG), Shawn Brayton (AA), Robert Stern (Chemistry), Chris Gabbard (English), Will Godwin (SG)

**Others Present:** Tully Burnett (Business Services), Matthew Davidson (Bookstore Manager), Aroline Neal (Bookstore-Textbook), Shane Borden (Business Services),

The meeting was called to order at 2:00 p.m. by Kayleigh Harrison (Chair)

### **1. Approval to Audio Record Meeting**

Kayleigh informed the attendees that the meeting would be recorded to assist with minutes. No objections.

### **2. Approval of minutes from March 31, 2016, Meeting**

Motion to approve minutes as written by Kayleigh Harrison and seconded by committee members. The motion to approve the minutes passed unanimously with no discussion.

### **3. Review Bylaws**

Kayleigh informed committee members of the two changes to the Bylaws:

Under section Voting Members:

(Old) Three student members appointed by the President of the SGA.

(New) Three student members appointed by the President of the Student Government

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

(New) The respective Association President will provide the names of their appointments to the Director of Business Services.

The motion to approve the Bylaws passed unanimously with no discussion.

#### **4. Vice Chair Nominations**

Shawn Brayton nominated Roslyn Gilbert as Vice Chair. Roslyn Gilbert asked to give time to think it over. Kayleigh asked for all nominations submitted to her by November 16, 2016.

#### **5. Operational Report**

Matthew Davidson discussed items which are selling well in the bookstore. He mentioned hats and t-shirts are selling well. Follett has brought new items to the bookstore, which are camo hats and shirts which are on the best seller list. Other new items are Peter Millar golf shirts, vinyl records, and USB record players.

Matt mentioned sales were on the decline since April 1, 2016. The bookstore is down \$100K for new and used textbooks. The bookstore had more used books than ever before because of increased timely adoptions. The average price of textbooks has not changed since the previous year. The average price of a used book is \$65 and \$89 for a new book. Digital books average price is \$80. The bookstore has an 80% off the rental program, which brought the average cost around \$49 - \$47 per textbook. Matt discussed textbook rentals, supplies, clothing, and convenience item sales are up this year. New and used textbooks and gift items sales are down for this year. Tully added the decrease in sales is because the bookstore had added more titles to the 80% off rental program which is 80% off the retail price of the book which is a good deal driving down the cost of course materials. Tully mentioned there are two types of rental programs which are the National and Local rentals. Local rental can accommodate local needs if national rental does not have items we need. Tully mentioned the bookstore will be promoting rentals because it drives down the cost of course materials. Matt mentioned that Follett looks at textbooks, primary National titles with long shelf life which qualifies them for discounts.

Matt discussed digital books are 2 -3%, sales of the bookstore, however, the sales of digital books are on the decline. Most students try out the digital books, but exchange for the physical books after two weeks using the digital books. Matt does not see the digital book trend increasing over time. Sixty percent of the titles at the bookstore are available in digital format with a lower cost association, but the students tend to buy physical books instead.

Matt discussed upcoming promotional items and mentioned online sales have increased every year. Advanced Online team store sales have increased 5K this year. Follett has developed a marketing campaign "Swoop in Swoop out" this year promoting online sales. Matt is planning on making staff shirts to help promote online promotions. Shawn Brayton asked if departments were able to buy promotional materials online and if it's available. Matt replied, not fully available to the public, but the bookstore has worked with Chartwells, the Physics department, and Admissions creating departmental promotional items in-house to generate revenue, however, the service is not available online. Tully mentioned the Advance-Online is the name of the company that manages

the online store which primary use is for the Athletics team store, however, in the future, the online store may expand to departmental use. Matt mentioned carrying more beach items at the bookstore, which are available to buy online. Matt mentioned partnering with Campus Life to help with marketing initiatives.

#### **6. Adoption Status**

Aroline mentioned the recommended due date for spring adoption was October 14, 2016. Adoptions are currently at 73% received with approximately 700 missing classes. The 45-day mandatory due date is November 25, 2016. Aroline sent missing adoptions list weekly to all office managers and chairs to provide notification on which adoptions were not in. This time last year, adoptions received were at 88%. Follett has allocated funds to buy back used books in the amount of \$40K for the spring semester. Tully discussed the key to driving down the cost of course materials is getting early adoptions in. Tully mentioned in the new bookstore contract a new adoption process will be introduced that will make adopting books easier in the future compared to the system currently in use. The new tool will make it easier for the students to know the cost of the course materials in advance which will help with price matching.

#### **7. New Contract Updates**

Tully mentioned in the new contract with Follett there are plans in place for a store renovation. Tully will hold several focus groups for feedback from students, faculty, and staff on the new concept. He mentioned students may like to see the bookstore as a destination to hang out rather than just an in and out experience.

#### **8. Emerging/Other Issues**

Shawn Brayton asked a question referring to the last meeting regarding the Library carrying course materials. Tully replied this was an initiative by the Library but the discussion is on-going. He knows the project is on the radar because as the university looks for ways to make course materials more affordable this type of program may be an option.

#### **9. Future Meeting(s)**

The next standard meeting will be held in March 2017.