

Bookstore Advisory Council

October 25, 2017 11:00 a.m.

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

Members Present: Erin Byrd (Chair), Thomas Beaucham (SG), Robert Stern (Chemistry), Kathy Weglicki, (Faculty Association Representative), John McEldowney, (Faculty Association Representative), Jennifer Spaulding (Faculty Association Representative), Nina Lee (Academic Senate President), Shawn Brayton (Academic Affairs)

Others Present: Tully Burnett (Business Services), Matthew Davidson (Bookstore Manager), Kirsten Golonek (Bookstore-Course Materials), Shane Borden (Business Services),

The meeting was called to order at 11:00 a.m. by Erin Byrd (Chair)

1. Approval to Audio Record Meeting

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

2. Approval of minutes from March 30, 2017, Meeting

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

3. Vice Chair Nominations

No nominations at this time

4. Operational Report

Matthew Davidson introduced the new Course Materials Manager of the Bookstore, Kirsten Golonek. Kirsten told the committee that she had been with Follett's Bookstore for more than 7 years. She added that she is a UNF alum, and she is excited to be back here on campus.

Matthew Davidson covered several items dealing with the Bookstore. He started with Financial Aid messaging. He said this is something that the Bookstore has really pushed hard to inform students that they have financial aid available. The Bookstore was able to partner with the university in sending out two emails this semester to alert students that they have financial aid available in the Bookstore. The first email is sent about a week after authorization begins, which informs the student that they have a Bookstore Authorization. The second email is sent a few days before the Bookstore Authorization

expires, informing students that they still have eligibility, but that they need to use it before it expires. Included is a link in the email to direct the student to the Bookstore site. The Bookstore had experienced issues in the past with students arriving a day or two after the Bookstore authorization expired, so the thought was “the more communication, the better” when getting this information to the students. One of the committee members asked Matthew if he is obtaining a list of students who might still have the eligibility for Bookstore authorizations from the Financial Aid Office. Matthew said the Financial Aid Office is distributing this. He added that the Financial Aid Office sends it out based on a threshold of funds available for each student.

Matthew Davidson transitioned to Follett Discover Rollout and Training. Follett Discover is the Bookstore’s new method of adoption submission. The Bookstore has been piloting the program and testing it the Provost Office and the Biology Department. He said that they are still trying to troubleshoot a few of the items to get instructional material to host “Lunch and Learns” before Rollout. This will begin Summer, 2018. He added that it should be much more user-friendly, and if anyone is interested in looking at it, it is available at follett.com/discover.

The next item discussed by Matthew Davidson was A to Z Florida Rollout. This new program is on the horizon, a program already being used by Jacksonville University. This program is going to condense the sales floor, but also, in theory, make it easier for students to find books. Stores that have rolled it out have seen sales increase because you don’t have a book that is adopted by twenty different sections in twenty different areas. It is listed by author. It is a bit of a learning curve for incoming students who may be trying to look the book up by their schedule, so there will be kiosks set up and learning the material in the store to assist. Another committee member asked, “When the students can see the books that they need, does it say where the book would be located in the store?” Matthew answered, “Typically when they print off their schedule (through Book Look and Book Now), the kiosks will be there so that they can look the book up by the author’s name.”

Matthew Davidson discussed item sales in the Bookstore. Ornaments, hats, foam basketballs, shirts, and sweaters are some of the featured items. He reviewed with the committee the top selling items for this time compared to last time.

The next updated item was author signings. Matthew Davidson explained that this has been fairly successful during the last couple of months. Anytime that there is a speaker on campus, the university will reach out to the Bookstore, and one of the Bookstore members will attend the event. Copies of the author’s book are brought for selling and

signing. So far, eight or nine authors have attended, and 72 copies have been sold. So far, author sales have totaled \$1,800.

General reading book sales are still declining due to people purchasing on-line versions. Children's books still remain fairly popular. Barcharge books are still the most popular. Barchart books are supplemental material for the majority of courses on campus. One of the committee members asked if the Bookstore has reached out to the Education Department to let them know of the availability of books to sell. The answer from Matthew was "no," but this definitely can be done in the future.

Matthew continued updating sales by discussing supplies. Blue books, which are required by instructors, are selling really well. Gift items such as foam wallets, emblematic pens, and license plate frames are selling well. Sales are also rising for clothing. Sales for greeting cards is surprisingly up. Sales are also up 227% for Apple computer hardware. Also, as a whole, sales are down about \$280,000 for the year.

Finally, Matthew discussed the breakdown of the pie graph. He explained that the graph is a breakdown of unit sales by the publisher. The Bookstore sells at least one book from 339 publishers per semester. Pearson is the leading publisher used, with 654 titles. McGraw is second with 204 titles.

One recent promotion was Family Weekend. Each student received a coupon for 20 percent off of a Bookstore purchase. The students are prompted to enter an email when purchasing, and this allows the Bookstore to send updates to them. The student can always opt out of the emails.

One of the committee members asked about the status of merchandise sales at the UNF Arena during basketball season. Matthew Davidson explained that the Bookstore just purchased two new kiosks and placed them in the Arena lobby. The Bookstore has averaged \$200 - \$300 in merchandise per game. The Bookstore also sells merchandise at volleyball, soccer and baseball games.

One committee received a couple of suggestions from customers. The first request was for pet supplies, like bowls, leashes, and collars. Currently, the Bookstore does carry leashes and collars. The second suggestion was for an "Ozzie" ornament. Matthew mentioned that the Bookstore will be selling "Ozzie" bobbleheads in the future.

5. Adoption Compliance

The next item covered by Matthew Davidson was Adoption Compliance for Fall, 2017. He said that the Bookstore has had great help with the Provost and Marianne Jaffee in getting the emails distributed. On July 7, a week before the 45-day deadline, the Bookstore was at 92 percent compliance, which is really amazing. During compliance week, the Bookstore met the threshold of 95 percent, so at that point, it's really tough to get to 100 percent because there are always classes being added. Tully Burnett added that the Board of Governors' rule on adoption is that 45 days before class begins, the university needs to be at 95 percent of the adoptions posted on the website to be in compliance. Tully added that last year, the university did not meet compliance, but it was met for this year. One of the committee members asked how far in advance is the Bookstore in asking for assistance from the Provost Office. Matthew said that the Provost Office sends out the email asking for adoptions by April 15 for the Fall term and October 15 for the Spring term. Matthew added that the Bookstore is sourcing for used books right now, so the earlier that the Bookstore has the information, the better, and then the Course Materials Manager will send out missing lists to the Provost. The lists are also sent out to the deans, who are allowed to share this with faculty members on a weekly basis. One committee member asked that before the Bookstore falls into non-compliance, at what point are we aware that we are in non-compliance so that we can be more action-oriented in meeting this compliance deadline. Tully answered that when the email is sent out, which is about 40 days before the 45-day deadline, the missing lists are sent to the Provost beginning a week later. The committee member asked if the missing lists also show the threshold status. Tully answered that this can only be estimated at that time due to the possibility of additional classes being added in the future.

Kirsten Golonek reported that for Spring, 2018, the Bookstore compliance is currently at 36 percent for courses and 26 percent for titles. Matthew Davidson added that looking at the historical data from last year, the percentage was closer to 50 percent because the notices were sent out a couple weeks earlier than this year.

6. New Contract Updates

Tully next reported on the renovations project. As part of the new Follett contract, they have committed \$800,000 to update the Bookstore. On the first floor, the main objective is going to be to open the entry from the food court hallway into the Bookstore, near the elevators. It solves a huge ADA issue. Currently, if someone in a wheelchair enters and needs assistance getting to the second floor, presently they are told that they need to exit and enter near the elevator, or they are taken to the freight elevator in the back of the Bookstore. There will also be new flooring and some other updates such as carpet and wall treatments. There will be more UNF logos present for a branding purpose. The second floor will be treated similarly, pertaining to flooring and branding. At one corner, a small free-throw area of a basketball court with a hoop will be built. Also, new seating will be added to the second floor along with charging areas for electronic devices.

7. Emerging/Other Issues

Erin Byrd mentioned that the council is in need of a vice-chair for the committee, and she asked the committee, "Is anyone interested in this role?" The role of vice-chair would begin October 18, 2018. No one has volunteered yet.

Matthew Davidson explained that the Bookstore sent out the Faculty/Staff survey yesterday, which was located on the Osprey Update today, and is live until the 28th. He's hoping to get some positive feedback from the survey so that the Bookstore can grow and get better.

8. Future Meeting(s)

Erin Byrd ended the meeting by announcing that the next Bookstore Advisory Council meeting will probably be held in March 2018.