Date: Wednesday, February 8, 2012
Place: Moody Towers Dining Hall Conference Room
Time: 12 pm-1:30 pm
Attendees: Deborah Davis, Marcella Norwood, Michael Mchugh, Felix Robinson, Lili Zamarano, Lindsay Blagg, Paul Massman, Ramona Taylor, B. Renae Milton, Thomas Schanding, Cheryl Grew-Gillen

Meeting Minutes

I. Open Forum

II. Approval Items
   A. Approval of the Minutes from November Meeting
      1. Approved

III. Information Items
   A. University Bookstore Updates – Felix Robinson
      1. Financial Update
         a. Sales in all stores are up from last year
         b. Rental titles up to 58%
         c. Digital titles up to 48%
         d. Web sales are down slightly compared to last year – likely due to increase in rental sales which cost less
      2. Textbooks
         a. Textbook adoptions for Spring 2012 – 98.9%
         b. Deadline for fall/summer is March 23
         c. New marketing plan will be implemented targeting students and faculty to highlight why textbook adoptions are important
         d. Approximate time to get order in for average, non-custom book is 7-10 days
            i. customs take longer
            ii. finding used, rental and digital in that title also takes longer
         e. Bookstore would prefer to have orders in at least 30 days prior to semester in order to research and find most affordable options
         f. Responses are still needed if faculty is not using book or is using a course packet instead of textbook
      3. General Merchandise
a. 25% increase in clothing sales over last year
b. 35% increase in spirit gifts over last year
c. Bookstore is flag ship store for Alta Gracia

4. Athletics
   a. Sales up (May through December) from $212,089 in 2011 to $302,933 in 2012
   b. Basketball sales down so far; bookstore will explore promo to push basketball during season
   c. Game Day tent sale – over 600 T-shirts were sold
   d. Get your Red On promo on Dec. 2 – two hour sale sold $38,000 in clothing

5. UH Bookstore Marketing
   a. Over 1600 fans on Facebook; also have Twitter account
   b. Bookstore speaks at New Student Orientation and participates in New Faculty Conferences
   c. Bookstore serves on graduation committee and manages public flower sales during graduation
   d. Grad fair takes place on Feb. 28-March 2
   e. Ads are run in Daily Cougar, freshman transition magazine in fall
   f. NOOKstudy ads are on bus shelters
   g. Partnering with RLH to introduce NOOKstudy to students

6. Business and Service Opportunities
   a. CMA touch screen registers – made lines run faster; able to go to 19 POS instead of 28
   b. Hired staff for night shift to pull orders

7. NOOKstudy video shown to demonstrate free study software

B. Textbook Affordability Committee
   1. Purpose - One of the goals of the Bookstore Advisory Committee is to make sure that students have affordable options for their textbook needs. The purpose of this sub-committee is to work closely with the bookstore partner Barnes and Noble to ensure that students have multiple affordable textbook options. The sub-committee is charged with staying abreast, or leading the way, for reducing textbook costs and providing additional options to students. Additionally, the sub-committee can look at what other universities, either individually or collectively, are doing to rein in textbook prices on their campuses.
   2. Dates of meeting - first meeting is scheduled for Wednesday morning, Feb. 15, 2012

IV. New Business
   A. March meeting will be March 14, 2012
   B. Town Hall for spring
      1. Committee will discuss possible topics for town hall in next meeting

V. Adjourn