Bookstore Advisory Committee
Auxiliary Services

Date: Wednesday, Feb. 13, 2013
Place: Fresh Food Co. at Moody Towers small conference room
Time: 1-2:30 p.m.


Meeting Minutes

I. Open forum

II. Approval items
   a. January meeting minutes
      i. Approved

II. B&N updates
   a. University Center during UC renovations
      i. Unexpected week-long power outage
         1. Employees had to work out of other store sites in Calhoun Lofts, Stadium Parking Garage
         2. Scantrons, bluebooks stocked up in both of the other store sites
         3. Library vending machine filled almost every hour to handle higher usage
         4. Signage put in front of UC directing students to other bookstore locations
      ii. Store sales up 3.3 percent over this time last year
      iii. Website sales up 19 percent over this time last year
      iv. Promotions being held regularly
         1. Champion buy one, get one 25 percent off promotion held for back to school
         2. One-day 50 percent off jump drive sale recently held
         3. 25 percent off all Jansport promo set for Feb. 18-24
   b. UH Fan Shop – Stadium Parking Garage
      i. Overall sales up 38 percent over previous year
      ii. Clothing sales up 57 percent over previous year
      iii. Spirit Gift sales up 50 percent over previous year
      iv. Fan Shop is only business at Stadium Garage that has overhead sign under walkway
      v. 25 percent off UH gear promo for stadium ground-breaking ceremony
      vi. Basketball Valentine’s Day game promo was wear your “Love Houston Cougars” shirt to game on Feb. 14
      vii. Check out all the new UH gear at uhfanshop.com

III. Textbook adoptions
   a. Key targets
i. First due date is March 22
ii. Registration estimated start date is in early April
iii. By April 1, 2012, 17 percent of faculty had submitted their lists for the fall 2012 semester

b. Communication plan
   i. Faculty email to be sent out Feb. 25, plus a reminder email on March 8

IV. B&N marketing
   a. Bookstore and SGA working to improve book adoption submissions, processes
      i. Textbook affordability subcommittee to develop textbook protocol guidelines – first meeting held Jan. 30
   b. Textbook ordering information link
      i. added to faculty page in PeopleSoft
      ii. updated for spring
   c. Bookstore uses all campus media to share information, including TV ads in Rec Center, ads in Daily Cougar, email and social media.
   d. Spring 2013 Grad Fair
      i. Feb. 26-March 1, 9 a.m. to 4 p.m., at the bookstore
      ii. UH law students should go directly to Calhoun Lofts store to order custom gown Feb. 28-March 1.

V. Textbook subcommittee
   a. Working with Tammy Hoskings, director of Faculty Development & Instructional Support

VI. New business/member items
   a. Bookstore in Calhoun Lofts doesn’t have a permanent sign
      i. In March, Deborah Davis to go before Facilities Planning Committee to present sign diagram to seek approval for sign to be installed
   b. Annual townhall meeting
      i. Typically held in April
      ii. Have to find a space to hold it in – Rockwell Pavilion is one suggestion
      iii. Is for students and faculty, but specifically want to target faculty for textbook adoptions
   c. Student complaints about textbook return policy
      i. Bookstore has a seven-day return policy for textbooks, whether student drops the class or not
      ii. For the bookstore, the window for returns to the publisher is a short one

VII. Adjourn

Next meeting
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Location: Fresh Food Co. at Moody Towers, conference room