Bookstore Advisory Committee Meeting
October 1, 2009
Meeting called to order: 1:10pm

Attendees: Esmeralda Valdez, Claudine Giacchetti, Patricia Yongue, Simon Bott, Keith Kowalka, Sean Tarver, Reyes Ramirez, Jonas Chin, Felix Robinson, Kris Richie

I. Introduction of the members

II. Review of the by-laws and roster information
   A. Three main areas of the by-laws for this committee: to serve as a conduit of information exchange, provide advice and assistance regarding policy and other issues presented to the committee

III. Election of Chair and Vice Chair
   A. Reyes Ramirez voted in as Bookstore Advisory Committee Chair
      1. Chair Address to the committee: focus on providing the information talked about in committee for more student and faculty members and lets raise on-time textbook adoptions
   B. Dr. Simon Bott voted in as Bookstore Advisory Committee Vice-Chair

IV. Open Forum Purpose and Procedures
   A. Purpose: to allow students, faculty, staff to address the committee on issues pertaining to the bookstore
      1. Gives students and anyone else an opportunity to talk to committee about issues
   B. Procedure: Person wishing to address the committee will come and sign up to speak at the beginning of the meeting, individuals will be allotted 3 minutes to speak, the forum will not exceed 20 minutes, committee may address the concerns of the speaker after the forum has closed
   C. Marketing: inform the Daily Cougar about this new forum, provide signage when there are open forums, refer people who have issues to the public forum
      1. Add a blog feature on the website

V. Understanding the Textbook Adoptions
   A. Pricing- not determined by the seller
      1. Publishers approach professors, professors and publishers agree on a price and it maybe different from the price publishers tell the bookstore
         a. Bookstore would like to build closer relationship with professors to know which price the professor and publisher agreed upon
         b. In the past, rep can agree that textbook price should be 90 dollars with professor and then come to bookstore and tell them it should be $125
   B. Solutions and Ideas on Textbook Adoption Campaign
      1. Best Practices Booklet- bullet point information booklet for faculty members about the textbook adoption process, talking to publishers and how turning in book orders on time benefits students
a. Get contact list of department reps collecting book orders currently and talk to them about getting book orders in on time

C. Textbook Ordering Process- no set ratio, based on history
   1. No standard math ratio, look at the history of the people who buy the books and enrollment in the class, publishers don’t take back most of the returned books

D. Custom and Bundling- used to combat the used book market
   1. Customized books- have the university’s name on the front disabling it from being bought back at the end of the semester
   2. Bundling- books, CDs, passwords for homework all put together in a package becomes more costly for the student
   3. Loose-leaf books are not good for buy back, not sure if there are missing pages

E. Publishers- Modern Classic Languages starting to order from foreign publishers, takes more time for books to get here

VI. 2009 Year in Review
   A. Textbooks- 24% of books sold were used, with buy back dollars it comes out to $404,000 back to students
   B. Goal for this year is to increase buy-back dollars
      1. On time book orders and adoptions help this process
      2. The sooner the bookstore knows about the order, increase in amount of used books
      3. Currently only 88% of faculty have turned in order, still don’t know all 100% of the titles
   C. Process behind ordering books
      1. Professors need send book order whether they’re ordering book or not
      2. Need to know whether using the book or not
      3. In the past departments have encouraged professors to get orders in on-time, campaign needs to continue
   D. Competitors to the university bookstore- competitors in surrounding area get the book orders through public information and the internet
      1. Last year was the first year where the book information was available online

VII. Recap
   A. Adoptions and Textbook Orders, work on a communication campaign
      1. Fair Practice Booklet with bullet point info on how ordering textbooks on time benefits students, what to do when talking to publishers about price
      2. Contact the book order contacts in each department, talk to them about process and get more faculty involved
         a. Make it known and easily accessible on who to contact in the department about making orders
      3. Compile all info about textbook process and make Power point information
   B. Issues- homework produced by publishing company
      1. Goal to encourage faculty to get away from using publisher company online system for homework
a. Cost students more because they have to buy a new book with the password or if they have the book, they still have to buy the password and its part of their grade