

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