Bookstore Advisory Committee
Feb 9, 2017
Open Forum
Approvals

• November Meeting Minutes
UH Bookstore Overview
## YTD Sales Units

<table>
<thead>
<tr>
<th>DIVISION</th>
<th>MAIN</th>
<th>LAW</th>
<th>UHSL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Textbooks</td>
<td>-2.4%</td>
<td>-8.8%</td>
<td>-4.8%</td>
</tr>
<tr>
<td>Rental N</td>
<td>-14.1%</td>
<td>-35.8%</td>
<td>-46.8%</td>
</tr>
<tr>
<td>Rental U</td>
<td>-11.6%</td>
<td>+18.6%</td>
<td>+21.2%</td>
</tr>
<tr>
<td>Digitals</td>
<td>+41.9%</td>
<td>N/A</td>
<td>+50.8%</td>
</tr>
<tr>
<td>Trade</td>
<td>-9.2%</td>
<td>-32.6%</td>
<td>-7.4%</td>
</tr>
<tr>
<td>Clothing</td>
<td>-15.7%</td>
<td>+42.4%</td>
<td>-0.7%</td>
</tr>
<tr>
<td>Supplies</td>
<td>-9.5%</td>
<td>+5.1%</td>
<td>-7.6%</td>
</tr>
<tr>
<td>Gifts</td>
<td>-21.0%</td>
<td>+5.1%</td>
<td>+18.6%</td>
</tr>
<tr>
<td>Web %</td>
<td>+42.6%</td>
<td>+44.3%</td>
<td>+25.3%</td>
</tr>
<tr>
<td>Overall Units</td>
<td>-10.6%</td>
<td>-2.5%</td>
<td>-16.9%</td>
</tr>
</tbody>
</table>
“BTS Promotions”

• Week 1 – 25% Off All Fleece and Winter accessories
• Week 2 – Champion BOGO 50% OFF
Trending

• Clearance Merchandise additional 50% OFF – Jan 26
• UH Shop Till You Drop Day! Over 600 units sold!
• 1-day sale only. (it happens 4 times throughout the year.)
“Spring 2017 Grad-Fair”

- February 21st through 24th; Tuesday through Friday
- 9:00am to 4:00pm daily in the lower level
- Vendors available to assist students with Cap & Gown, Class Rings, Diploma frames, Personal Announcements, Grad-Photos, Custom Stoles, & Spirit Cords.
- Custom Website is [www.herffjones.com/college/uh](http://www.herffjones.com/college/uh)
- Distribution starts: April 17, 2017
Textbook Adoptions

Student Success Campaign 2017
✓ Key Targets for Spring 2017

➤ First Due Date: **March 24**
➤ Registration start date early April
➤ Fall-Summer campaign starts Feb 23

➤ Options available; new, used, rental
  new, rental used, and digital.

Price Matching Available
Textbook Adoptions

• Create Campaign or Slogan: building communication. # your voice makes the difference!
  – You asked for rentals, we delivered
  – You asked for digital, we delivered
  – You asked for price match, we delivered
  – What’s Next? Share your thoughts!
Textbook Subcommittee

• Feedback
  – Greater SGA Involvement
  – Opportunity to speak with Faculty Senate
  – Link to provide feedback when students can’t find textbook information
  – Provide incentive

• Proposed Faculty VIP Event – Sweet Treats!
  – Early April 2017
  – Partner with publisher representatives for tabling.
  – Provide Cookies, Cup Cakes, and Coffee
Member Items
Next Meeting
April 13, 2017