

# UNIVERSITY of HOUSTON

## Bookstore Advisory Committee Auxiliary Services

Date: Wednesday September 14, 2011

Place: Moody Towers Dining Hall Conference Room

Time: 12 pm-1:30 pm

Attendees: Deborah Marks, Esmeralda Valdez, Christie Peters, Marcella Norwood, Jeff Syptak, Michael Mchugh, Heidi Kennedy, Felix Robinson, Lili Zamarano, Keith Kowalka, Lindsay Blagg, Thomas Schanding, Paul Massman, Ramona Taylor

### Meeting Minutes

#### I. Introductions

#### II. Roles and Responsibilities

- A. BAC serves in an advisory capacity to the Executive Vice President of Administration and Finance and the Assistant Vice President of University Services on all matters pertaining to the bookstore.
- B. BAC will meet monthly
- C. Goal is to make sure students have affordable options and that books are available to students on time

#### III. Chair Election

- A. Chair and Co Chair nominations – positions will be present at meetings and bring new ideas or questions to the table, run meetings and form agendas
- B. Michael Mchugh nominated for chair by Keith Kowalka; Christie Peters nominated for co-chair by Deborah Marks
- C. Both accept positions: BAC Chair – Michael Mchugh; BAC Co-chair – Christie Peters

#### IV. UH Bookstore FY 11 Highlights – Felix Robinson and Lili Zamarano

- A. Accomplishments last year
  - 1. Improvement of Textbook scholarship program - to ensure longevity of program, awards reduced to \$400 per recipient (previously \$500) each semester and renewal up to 2 years (previously 4 years)
  - 2. BAC hosted textbook affordability forum to introduce textbook options – rental, digital, new, used, NOOKstudy software
  - 3. HEOA Compliance – formulated plans to improved communication between bookstore and faculty through BAC faculty committee members, academic affairs, and students to ensure compliance (all adopted books must be posted 30 days prior to first day of class)

a. adoptions for Spring due Oct. 20

B. Marketing calendar

1. multiple national campaigns took place last year to drive sales
2. campus specific promotions and campaigns also took place
  - a. Partnered with Athletics - bookstore operates trailers at games and held contest to rename store in Alumni Building – “UH Fan Shop”
  - b. every Monday there will be a promotion if UH wins over the weekend
  - c. NOOKstudy presentations were made at Technology Fair, to system administrators, UH Libraries and to the committee.
  - d. Rental program very successful with over 5,700 textbook units rented (51% of total books leaving the store were rentals)
  - e. 2,100 titles in a digital or eBook format were offered with over 838 annual units sold
  - f. Bookstore will assist with visiting authors for book signings

V. UH Bookstore FY 12 Update – Felix Robinson

A. Fall Rush Review

1. Textbook Sales May through August 2011
  - a. all sales were up: UH main up 1%, UH Law up 15%, UHSSL up 8%
  - b. textbook rentals and digital sales are growing in all 3 locations
  - c. Opportunities-
    - i. outstanding textbook adoptions are still major factor; started August with 82%
    - ii. high volume of online orders – must shift online operation to after store hours next semester for timely processing of orders
2. General Merchandise
  - a. promotion will run every month
  - b. Opportunities-
    - i. during freshman week, ran out of Mom and Dad tees – stocking up for parents/family weekend
3. Operational
  - a. excellent temporary group this semester with excellent secret customer shopping results (100% UH main and law; 98% for UHSSL)
  - b. Stadium sales during UCLA game - \$14,000
4. New Initiatives
  - a. main campus store now has NOOK and NOOK Color in stock
  - b. also carry laptop and tablet PC's at good price
  - c. Fall Graduate Fair is scheduled for Sept. 27-30 from 9 a.m. to 4 p.m. at the bookstore

VI. Adjourn