

UNIVERSITY of HOUSTON

Bookstore Advisory Committee Auxiliary Services

Date: Wednesday, February 8, 2012

Place: Moody Towers Dining Hall Conference Room

Time: 12 pm-1:30 pm

Attendees: Deborah Davis, Marcella Norwood, Michael Mchugh, Felix Robinson, Lili Zamarano, Lindsay Blagg, Paul Massman, Ramona Taylor, B. Renae Milton, Thomas Schanding, Cheryl Grew-Gillen

Meeting Minutes

I. Open Forum

II. Approval Items

A. Approval of the Minutes from November Meeting

1. Approved

III. Information Items

A. University Bookstore Updates – Felix Robinson

1. Financial Update

- a. Sales in all stores are up from last year
- b. Rental titles up to 58%
- c. Digital titles up to 48%
- d. Web sales are down slightly compared to last year – likely due to increase in rental sales which cost less

2. Textbooks

- a. Textbook adoptions for Spring 2012 – 98.9%
- b. Deadline for fall/summer is March 23
- c. New marketing plan will be implemented targeting students and faculty to highlight why textbook adoptions are important
- d. Approximate time to get order in for average, non-custom book is 7-10 days
 - i. customs take longer
 - ii. finding used, rental and digital in that title also takes longer
- e. Bookstore would prefer to have orders in at least 30 days prior to semester in order to research and find most affordable options
- f. Responses are still needed if faculty is not using book or is using a course packet instead of textbook

3. General Merchandise

- a. 25% increase in clothing sales over last year
 - b. 35% increase in spirit gifts over last year
 - c. Bookstore is flag ship store for Alta Gracia
- 4. Athletics
 - a. Sales up (May through December) from \$212,089 in 2011 to \$302,933 in 2012
 - b. Basketball sales down so far; bookstore will explore promo to push basketball during season
 - c. Game Day tent sale – over 600 T-shirts were sold
 - d. Get your Red On promo on Dec. 2 – two hour sale sold \$38,000 in clothing
- 5. UH Bookstore Marketing
 - a. Over 1600 fans on Facebook; also have Twitter account
 - b. Bookstore speaks at New Student Orientation and participates in New Faculty Conferences
 - c. Bookstore serves on graduation committee and manages public flower sales during graduation
 - d. Grad fair takes place on Feb. 28-March 2
 - e. Ads are run in Daily Cougar, freshman transition magazine in fall
 - f. NOOKstudy ads are on bus shelters
 - g. Partnering with RLH to introduce NOOKstudy to students
- 6. Business and Service Opportunities
 - a. CMA touch screen registers – made lines run faster; able to go to 19 POS instead of 28
 - b. Hired staff for night shift to pull orders
- 7. NOOKstudy video shown to demonstrate free study software

B. Textbook Affordability Committee

- 1. Purpose - One of the goals of the Bookstore Advisory Committee is to make sure that students have affordable options for their textbook needs. The purpose of this sub-committee is to work closely with the bookstore partner Barnes and Noble to ensure that students have multiple affordable textbook options. The sub-committee is charged with staying abreast, or leading the way, for reducing textbook costs and providing additional options to students. Additionally, the sub-committee can look at what other universities, either individually or collectively, are doing to rein in textbook prices on their campuses.
- 2. Dates of meeting - first meeting is scheduled for Wednesday morning, Feb. 15, 2012

IV. New Business

- A. March meeting will be March 14, 2012
- B. Town Hall for spring
 - 1. Committee will discuss possible topics for town hall in next meeting

V. Adjourn