

# UNIVERSITY of HOUSTON

## Bookstore Advisory Committee Auxiliary Services

Date: Wednesday, April 11, 2012

Place: Moody Towers Dining Hall Conference Room

Time: 12 pm-1:30 pm

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

### Meeting Minutes

#### I. Open Forum

#### II. Approval Items

##### A. Approval of the Minutes from February 8, 2012 Meeting

##### 1. Approved

#### III. Information Items

##### A. University Bookstore Updates – Felix Robinson

##### 1. Financial Update (May 2011 – March 2012)

- a. Sales increasing for all stores
- b. Rental sales up – top choice for students as alternative to used textbooks; 58% of titles now offered as rental
- c. Digital sales up – 48% of titles offered in digital format
- d. Clothing and spirit gifts also up – last year was first year to pass \$1 million mark and already at \$1.4 million so far this year
- e. Web sales – 3,000 unit increase

##### 2. Textbook Adoptions – currently at 27%

##### 3. NOOKstudy software download is free and will be available for iPad in Fall

- a. not available on Nook tablet yet due to layout concerns
- b. Bookstore sales Nook touch, Nook Color and Nook Tablet

##### 4. General Merchandise – UH Main store

- a. 22.6% increase in clothing sales over last year
- b. 40% increase in school spirit gifts over last year
- c. Alta Gracia (sweat-free clothing line) will do roll-tees now (#1 seller in emblematic clothing)
- d. New Cougar logo merchandise now available online and will be available in stores after this week

##### 5. Athletics

- a. Sales

- i. Online and at Robertson Stadium are up
  - ii. Basketball and Baseball sales down
  - iii. Total sales year to date are up
- b. New Fan Shop will open in Garage by August 2012
  - i. Will offer textbooks for sciences at beginning of semester and then roll back out after four weeks

6. Marketing Highlights

- a. New graduation tees will be available at flowers table during commencement
- b. Partnered with New Student Orientations to include ad in Parent's guide
- c. Facebook – over 1,700 fans

7. Business and Service Opportunities

- a. UHSSL and UH Law will receive CMA touch screens during the summer
- b. Stadium Garage fan shop opens this summer
- c. Main Store – will lose UC underground during renovations so will have to make adjustments to space/storage

B. Textbook Affordability Committee Updates

- 1. Sent out email to faculty and will send out additional email
- 2. Tammy Hoskings, Director of Faculty Development and Instructional Support – wants to set up presentation on Nook to her constituents
- 3. Robinson is working with Dr. Bott on ideas for digital solution for his classes in Fall

IV. New Items

- A. May meeting – schedule for May 9 (week of graduation)
  - 1. Committee is ok with date
- B. Town Hall for Spring
  - 1. Postponed until Fall 2012

V. Member Items

VI. Adjourn

**Next Meeting:**

Date: May 9, 2012  
 Time: 12:00 p.m. – 1:30 p.m.  
 Location: Fresh Food Company @ Moody Towers