

UNIVERSITY of HOUSTON

Bookstore Advisory Committee Auxiliary Services

Date: Wednesday, May 9, 2012

Place: Moody Towers Dining Hall Conference Room

Time: 12 pm-1:30 pm

Attendees: Michael Mchugh, Rosie Guajardo, Marcella Norwood, Felix Robinson, Lili Zamarano, Lindsay Blagg, Paul Massman, B. Renae Milton, Heidi Kennedy, Jeff Syptak, Kelli Getz

Meeting Minutes

I. Open Forum

II. Approval Items

A. Approval of the Minutes from April 11, 2012 Meeting

1. Approved

III. Updates and Information Items

A. University Bookstore Updates – Felix Robinson

1. Financial Update (May 2011 – March 2012)

- a. Sales not as high as last year due to popularity of rentals
- b. Rental sales up – 86% increase
- d. Clothing sales up – 6% increase
- e. Web sales – 3,000 unit increase

2. Textbook Adoptions – currently at 33%

- a. Key target dates: May 1st and December 1st
- b. Working with Heidi Kennedy to try to get more faculty to respond
- c. Some students are already asking for book information

3. NOOKstudy software download is free

- a. Nook e-books available in store for purchase

4. General Merchandise – UH Main store Spring results

- a. 6% increase in clothing sales in store
- b. 29% increase in school spirit gifts online
- c. Academic UH added back to general merchandise clothing line for Fall after many requests from customers
- d. New Cougar logo merchandise now available online and will be available in stores as it comes in

5. Athletics

a. Sales

- i. Online and at Robertson Stadium are up

- ii. Basketball sales down; working with Athletics to boost sales
- iii. Baseball sales still growing
- iv. Game day sales – red and white game at night was great for sales
- b. New Fan Shop will open in Stadium Garage this summer
 - i. Move in – July 16-21 with July 23 opening

6. Marketing Highlights

- a. New graduation tees will be available at flowers table during commencement and are already receiving much excitement
 - i. bookstore has agreed to take initial orders
- 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. Working with Heidi Kennedy to try and get more faculty responses for textbook adoptions
- 2. Building relationship with Faculty Development
- 3. Meeting scheduled with Provost's office, Auxiliary Services and Institutional Research to discuss e-books

C. BAC meeting schedule/time standardization for upcoming year

- 1. Committee will continue to meet on second Wednesday of each month from noon to 1:30 p.m.
- 2. Committee will consider changing member terms to August – August to coordinate with SGA terms. (Current terms run April – April)

D. Remaining meetings – AY 2011-2012

- 1. Committee votes unanimously to cancel summer meetings and resume in fall

E. Committee members

- 1. Four members' terms will expire on August 31 – they have been notified
- 2. Kelli Getz will replace Christie Peters

IV. Member Items

V. Adjourn