

Bookstore Advisory Committee Auxiliary Services

Date: Wednesday, Feb. 13, 2013

Place: Fresh Food Co. at Moody Towers small conference room

Time: 1-2:30 p.m.

Attendees: Rosie Guajardo, Marcella Norwood, Joshua Boadi, Alexandria Rodriguez, Deborah A. Davis, Heidi Kennedy, B. Renae Milton, Beverly Garcia, Felix Robinson, Richard Zagrzecki

Meeting Minutes

I. Open forum

II. Approval items

- a. January meeting minutes
 - i. Approved

II. B&N updates

- a. University Center during UC renovations
 - i. Unexpected week-long power outage
 - 1. Employees had to work out of other store sites in Calhoun Lofts, Stadium Parking Garage
 - 2. Scantrons, bluebooks stocked up in both of the other store sites
 - 3. Library vending machine filled almost every hour to handle higher usage
 - 4. Signage put in front of UC directing students to other bookstore locations
 - ii. Store sales up 3.3 percent over this time last year
 - iii. Website sales up 19 percent over this time last year
 - iv. Promotions being held regularly
 - 1. Champion buy one, get one 25 percent off promotion held for back to school
 - 2. One-day 50 percent off jump drive sale recently held
 - 3. 25 percent off all Jansport promo set for Feb. 18-24
- b. UH Fan Shop – Stadium Parking Garage
 - i. Overall sales up 38 percent over previous year
 - ii. Clothing sales up 57 percent over previous year
 - iii. Spirit Gift sales up 50 percent over previous year
 - iv. Fan Shop is only business at Stadium Garage that has overhead sign under walkway
 - v. 25 percent off UH gear promo for stadium ground-breaking ceremony
 - vi. Basketball Valentine's Day game promo was wear your "Love Houston Cougars" shirt to game on Feb. 14
 - vii. Check out all the new UH gear at uhfanshop.com

III. Textbook adoptions

- a. Key targets

- i. First due date is March 22
 - ii. Registration estimated start date is in early April
 - iii. By April 1, 2012, 17 percent of faculty had submitted their lists for the fall 2012 semester
- b. Communication plan
 - i. Faculty email to be sent out Feb. 25, plus a reminder email on March 8
 - ii. News release done by March 1 and distributed to CoogNews, UH Digest , A&F Newsletter and A&F Week Ahead

IV. B&N marketing

- a. Bookstore and SGA working to improve book adoption submissions, processes
 - i. Textbook affordability subcommittee to develop textbook protocol guidelines – first meeting held Jan. 30
- b. Textbook ordering information link
 - i. added to faculty page in PeopleSoft
 - ii. updated for spring
- c. Bookstore uses all campus media to share information, including TV ads in Rec Center, ads in Daily Cougar, email and social media.
- d. Spring 2013 Grad Fair
 - i. Feb. 26-March 1, 9 a.m. to 4 p.m., at the bookstore
 - ii. UH law students should go directly to Calhoun Lofts store to order custom gown Feb. 28-March 1.

V. Textbook subcommittee

- a. Working with Tammy Hoskings, director of Faculty Development & Instructional Support

VI. New business/member items

- a. Bookstore in Calhoun Lofts doesn't have a permanent sign
 - i. In March, Deborah Davis to go before Facilities Planning Committee to present sign diagram to seek approval for sign to be installed
- b. Annual townhall meeting
 - i. Typically held in April
 - ii. Have to find a space to hold it in – Rockwell Pavilion is one suggestion
 - iii. Is for students and faculty, but specifically want to target faculty for textbook adoptions
- c. Student complaints about textbook return policy
 - i. Bookstore has a seven-day return policy for textbooks, whether student drops the class or not
 - ii. For the bookstore, the window for returns to the publisher is a short one

VII. Adjourn

Next meeting

Date: March 13, 2013

Time: 1-2:30 p.m.

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