

Bookstore Advisory Committee Auxiliary Services

Date: Wednesday, April 10, 2013

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

Time: 1-2:30 p.m.

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

Meeting Minutes

I. Approval items

- a. February meeting minutes
 - i. Approved

II. B&N updates

- a. University Center – Store changes during UC renovations
 - i. Ongoing construction in the lower area since the middle of February
 - 1. Staff have adjusted as needed to the changes
 - 2. Signs will go up when needed to tell customers to excuse the construction
 - ii. Year-to-date store sales up 2 percent over same period last year
 - 1. Website sales up 19 percent over prior year
 - iii. Still running promotions almost every week
 - 1. Recent promo was 25 percent off all T-shirts that lasted for two weeks
 - 2. Another recent promo was buy a NOOKHD and get a free NOOK simple touch, which lasted for one week
 - A. Committee said bookstore needs to find better ways to get message out about sales
 - B. Maybe a flash on the UH homepage
 - C. Distribute through social media and Campus Communicators listserv
 - iv. New Faculty Enlight will go live on April 15
 - 1. Great interactive program for faculty
 - 2. Will allow faculty to save students money by providing them access to textbook costs/prices
 - 3. Press release should go out to inform faculty about it
 - v. Igniting the Freshman connection
 - 1. New program with freshman orientation group
 - 2. Communicating with students prior to them getting to campus
 - 3. Helping them understand the process of getting their books in advance
 - 4. They can make their decisions at home before coming to campus
 - 5. They get links to bookstore online sent to them and promotional items as well
 - 6. They received a calendar they can put in their rooms
- b. UH Fan Shop – Stadium Parking Garage
 - i. Check out all the new UH gear on uhfanshop.com

1. It's being updated and getting a new fresh look
2. Changes should be made to the site in the next 30 days
- ii. Softball, fan shop served two games with excellent results
 1. Pink shirts sold out within 25 minutes at March 27 game (200 shirts)
 2. Take a trailer out to the field with products in it
- iii. Overall sales up 40 percent over prior year
- iv. Clothing sales up 65 percent over prior year
- v. Gift sales up 55 percent over prior year
- vi. Football games to be played off site this upcoming season
 1. For games played at Reliant Stadium, Reliant controls all concession sales

III. Textbook adoptions

- a. Key targets for summer 2013 and fall 2013
 - i. First due date: March 22, 2013
 - ii. Registration start date April 7, 2013
 - iii. Last year, 17 percent submitted by April 1, 2012 for fall 2012
 - iv. Adoption campaign began early February 2013, emails, letters, fliers, reminders and videos
 - v. 32 percent book adoptions submitted for fall 2013 (as of April 9, 2013)
 - vi. 68 percent book adoptions submitted for summer 2013 (as of April 9, 2013)

IV. B&N upcoming events

- a. Spring football game on Friday, April 12 at 7 p.m. on UH practice field
 - i. Location is outside track and field
 - ii. Fan Shop will be on site
- b. Spring end-of-the-semester textbook buyback will be April 29 through May 9, 2013.
- c. Textbook rental check-ins will be May 1 through May 10, 2013. Notifications will be sent out
- d. Cap and gown distribution will be April 22 through graduation day for all spring 2013 graduates
- e. Commencement 2013 T-shirts will only be available at the public flowers tent for all ceremonies on graduation day
 - i. Price is \$20
 - ii. Have every students' name that is in the graduation program
 - iii. Sells out every year

V. Textbook subcommittee

- a. Annual subcommittee charged this year with ensuring that the Student Government Association has standard protocols for textbook adoptions.
 - i. Increases awareness and helps to understand the textbook adoption and affordability parameters.
 - ii. Continue to work on creating the document for the SGA standards
 - iii. Review communication plan to date. Review video for distribution
 1. Textbook adoption video shown to committee
 2. Video supplements emails that have already been sent out
 3. Suggestion made to get videos added to video screens across campus
 4. See if it can be linked and included to CoogNews
 - iv. Need to determine the date and agenda for next town hall meeting
 1. Typically they are held in April

2. May not be productive or helpful to hold one in midst of construction work taking place
3. Town hall tabled until spring of 2014 and can be held in new bookstore facility

VI. New business/member items

- a. Suggestion to meet less frequently starting in fall semester to make better use of time
 1. Going to look into meeting once or twice per semester
- b. Won't have a meeting in May because it falls during finals

VII. Adjourn

Next meeting

Date: TBD

Time: 1-2:30 p.m.

Location: Fresh Food Co. at Moody Towers, conference room