

Bookstore Advisory Committee
February 18, 2010 Meeting Minutes

Attendees: Eric Bentley, Heidi Kennedy, Lili Zamarano, Felix Robinson, Marc Eckhart, Patricia Yongue, Simon Bott, Reyes Ramirez, Keith Kowalka, Sharon Gates, Prince Wilson, Katrina Wamble, Esmeralda Valdez, Jonas Chin

I. Open Forum

- A. Introduction of Dr. Heidi Kennedy from Academic Affairs, Eric Bentley from General Counsel and Marc Eckhart from Barnes and Noble College Bookstores

II. Minutes from November 19th Meeting approved

III. State of the Textbook Industry presented by Marc Eckhart

- A. Educational Expectation Today- new formats, new modes of distribution, customer expectation
 - 1. Customer expectation: access to all content, in store, online, convenience
- B. What types of text book are used?
 - 1. 207,000 unique titles adopted
 - a. Fewer than 1,000 units demanded
 - b. 16% custom books at UH
- C. Higher Education Opportunity Act
 - 1. Requires professors to turn in the ISBNs and make it available to their students
- D. Barnes and Noble serving in the middle man in the industry
 - 1. Do not control the price, provide what professors ask to be on the shelves and publishers set the price
 - 2. More information- check the link presentation
- E. Textbook Rental Program- students can save up to 50% up front
 - 1. Barnes and Noble assume liability
 - 2. Bookstore takes credit card on file
 - 3. Student rents it for the semester, has ten days after the semester is over to return the book
 - 4. Student can make markings in the book, use it like a regular textbook
 - 5. Currently piloting the program around the nation

IV. UH Bookstore Updates

- A. Adoptions
 - 1. 20% by due date
 - 2. 63% of the adoptions for Spring in by December 1st
 - 3. Digital titles- 136 titles offered
- B. Digital Strategy
 - 1. E-textbook readers: Barnes and Noble E-text reader, Xplana, Vitual Source, Nook

- 2. Available in-store and online
 - 3. Future of the industry, however people don't want to invest in new system for readers
- C. What do students want = convenience and price points
 - 1. Make options available
- D. Reasons for Purchasing
 - 1. Recommended by professors, students are curious, other provider runs out of books
- E. Textbook and Course Materials Policy Review
 - 1. Call to the Provost and Academic Affairs to post the Provost Textbook Materials policy on the website
 - 2. Encourage Academic Affairs to address the questionable practices of a few professors
 - 1. Continue the conversation on how we can enforce the policy for textbooks
- V. Town Hall on March 31st
 - A. Make it a Forum based
 - 1. Forum address both the perspectives of the professors and students
 - 2. Professors are concerned about academic freedom and updated materials
 - 3. Students are concerned about price and accessibility
 - 4. Good formal to learn about the different perspectives
 - 5. Basic goal is to promote the educating everyone about the process
 - B. Will have to see if we are going to do it more informal or formal, continue to plan
- VI. Adjourn