

# UNIVERSITY of HOUSTON

## Bookstore Advisory Committee Auxiliary Services

Date: Wednesday, November 9, 2011

Place: Moody Towers Dining Hall Conference Room

Time: 12 pm-1:30 pm

Attendees: Deborah Marks, Marcella Norwood, Michael Mchugh, Felix Robinson, Lili Zamarano, Lindsay Blagg, Paul Massman, Ramona Taylor, B. Renae Milton, Jeff Syptak, Christie Peters, Esmeralda Valdez

### Meeting Minutes

#### I. Open Forum

A. Jeff Syptak wanted to thank Felix Robinson and bookstore for their hospitality and help during Homecoming week and allowing the bookstore windows to be painted.

#### II. Approval Items

A. Approval of the Minutes from October 12, 2011 Meeting

1. Approved

#### III. Information Items

A. University Bookstore Updates – Felix Robinson

1. Answer questions from last meeting

a. eBook pros/cons

i. pros – can access anywhere; don't have to carry book around

ii. cons – depends on a student's study habits if it is a good fit; faculty may not allow electrical devices during lectures

iii. trend is changing and eBooks are gaining popularity – around 1,300 eBooks were available last year

iv. Download method and ownership periods depend on publisher

b. NookStudy promotions

i. free application from Barnes and Noble

ii. will discuss further in presentation

c. Update on Textbook Affordability Committee

i. over years, members have moved on and committee needs to be re-established.

2. Presentation – Bookstore update

a. Financial Sales (May 2011 – October 2011)

i. Total sales for Main, Law and Sugarland stores up from last year

- b. Textbooks
  - i. Adoptions at 40% as of time of meeting
  - ii. key targets – 90% by Dec. 1, 75% by May 1 for Summer and Fall 2012
  - iii. another communication will be sent to faculty next week
  - iv. students are already researching – bookstore will match prices
  - v. Bookstore welcomes feedback on best methods of communication
- c. Nookstudy
  - i. Available in stores – choice sign campaign, shelf talkers, flash drives with Nookstudy preloaded, inventory available for in-store purchase (main only)
  - ii. Live display in main bookstore
  - iii. Committee makes suggestions to reach out to Residential Life and Housing, Learning Support Center to teach students how to use the free application – may help their study habits
- d. General Merchandise
  - i. 3% increase in clothing sales and school spirit gifts over last year
  - ii. Sustainability – Bookstore is now an Alta Gracia flag ship store which allows more product selection
  - iii. Committee would like to see more professional clothing options
  - iv. Departments can order shirts through campuscasuals.com – Bookstore will see if they would like to do a presentation at a future meeting
- e. Athletic Sales (May through October)
  - i. Fan shop sales down from last year - probably due to location; relocation to stadium garage will help
  - ii. Sales significantly up in uhfanshop.com, Robertson Stadium
  - iii. Game Day Sales at \$73,590 for all stadium locations with highest game sales during East Carolina game
  - iv. Athletic Partnership Highlights and Promotions – 5-star Security caps, Monday Morning Money Back, featured item during game, rented storage pod for fan shop sales at Robertson Stadium
  - v. Opportunities – phone lines for credit card purchases fail consistently; need better technology to speed up process
- f. Bookstore Marketing
  - i. To students – participates in NSO training and NSO presentation, student email campaign
  - ii. To faculty – participate in New Faculty Conference to share bookstore programs
  - iii. Graduation committee and public flower sales during graduations
  - iv. supports student newspaper through back to school ads and ads in freshman transition magazine
  - v. ads in new bus shelters promote Nookstudy
  - vi. Facebook – would like to hire student to post more updates
- g. Business Opportunities
  - i. find ways to drive Nookstudy

- ii. looking for growth opportunities
- iii. Town Hall meetings – can discuss what should be presented in next meeting

B. Textbook Affordability Committee

- 1. members – Michael Mchugh, Paul Massman, B. Renae Milton, Jeff Syptak, Deborah Marks, Felix Robinson

IV. New Business

V. Adjourn