

Bookstore Advisory Committee
November 19, 2009 Meeting Minutes

Attendees: Esmeralda Valdez, Emily Messa, Felix Robinson, Patricia Yongue, Claudine Giachetti, Sharon Gates, Lillie Zamarano, Simon Bott, Maria Honey, Reyes Ramirez

I. Open Forum- no new comments

II. Marketing: Operation Textbook Affordability Plan Report

- A. Work in phases – during this Buy Back period, be sure to let students know about Buy Back opportunities, maybe have a flyer to go with the book exchange
 - 1. Suggestion- don't worry about the flyer, staff will let students know when they ask about Buy Back dollars
- B. Work with Department Heads (Options Oriented): approach the department chairs to talk about the book adoption program and build relationship
 - 1. Dr. Bott has been leading the efforts on this end during this semester
- C. Powerpoint information/Slides/ Other Forms of Promotion
 - 1. Present to the faculty senate and gain more faculty support to have them approach fellow faculty members
 - 2. Information Townhall meeting to the students in the Spring
 - 3. Table during the faculty orientation

III. Faculty Best Practices for Publishers

- A. Discussion
 - 1. May want to add examples of rep interaction with professor
 - 2. Examples of how to talk to the reps through past stories
- B. Changing the game
 - 1. Remind professors that the publishers work for them, not the professors working for the publishers
 - 2. Examples of stories where professors told publisher, no thanks
 - 3. Customized books- answer the question about why customized books need to change
 - 4. Continue to have faculty members talking to faculty members about books
- C. May encourage faculty to add something to syllabus about textbook policy

IV. Bookstore Operations

- A. Buy Back- buy back is starting soon
 - 1. For the first time ever the bookstore will be accepting loose-leaf books for those who want to sell them back
 - a. In the past, did not buy the loose-leaf books back because were not too sure about missing pages
 - b. Suggestion from the committee was to weigh the books instead of scrambling through the pages
- B. Different Courses and the Course Listings
 - 1. Bookstore gets all the courses throughout the year and into next year, they are not sure about which exact course professor is teaching

2. Enrollment list is ever changing and that's how the bookstore knows how many students are taking the course
3. Finding the scheduling and talking to professors or coordinators who do the scheduling is key
4. 70% of the orders are happening online and then the coordinators who are told to turn in book orders, take their time

V. Meeting Adjourned