
Bookstore Advisory Committee April 30, 2014



March Meeting Minutes

B & N

Updates and Information

- **Main store** overall sales are down -12.0%
 - Overall textbook units are down -13.7%
 - Used Rentals units are up 71.9%
 - Digital units are up 10.8%
 - Web sales are down -5.0%
 - Merchandise sales are up 13.2%
- **Law store** overall sales are up - 6.0%
 - Overall textbook units are up 7.0%
 - Rentals units are up 100%
 - Law web sales are up 74.6%
 - Law clothing sales are up 27.7%
- **UHSL store** overall sales are down -3.9%
 - Overall textbook units down -8.5%
 - Rentals units are down -48.0%;
new book units are up 10.2%
 - Digital units are up 13.3%
 - Merchandise sales are up 12.8%

B & N Updates cont'

- ✓ We are back on the New Student Orientation Schedule, and our igniting the freshmen program has been accepted by the UH Office of Admissions.
- ✓ Our exclusive igniting the alumni program has also been accepted by the UH Alumni Association.
- ✓ Cap & Gown distribution began April 21 and will run through graduation day.
- ✓ Textbook end of the semester book buy back and rental check-ins began on April 28 and will run through May 9, 2014.
- ✓ Emblematic food items like chocolates, M&M, and health nuts are being added to the gifts assortment.

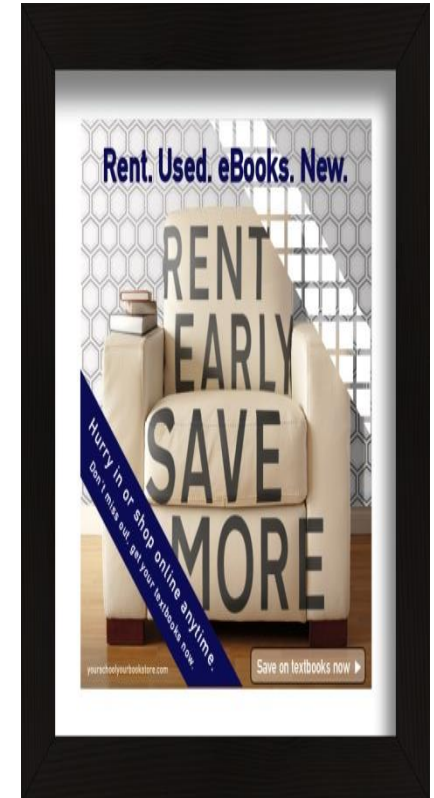


Textbook Adoptions

✓ Key Targets for Summer/fall

- First Due Date: **March 22, 2014**
- Registration start date April 7, 2014
- Last year 29% adoptions submitted by **April 1, 2013**

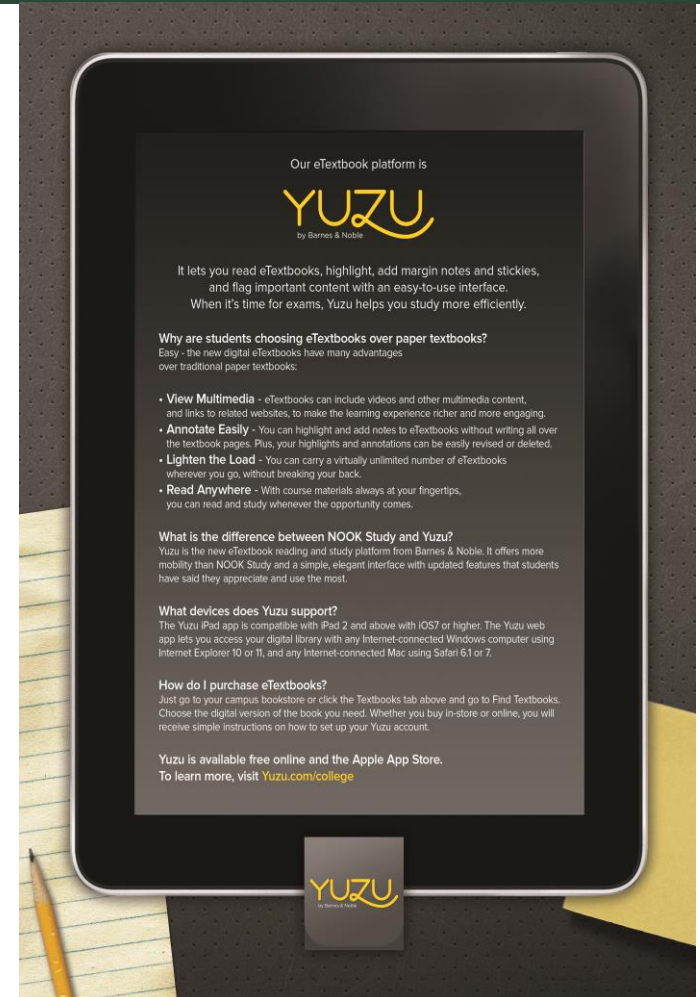
- **Today's fall results**
- Main – 31%
- UHSL – 18%
- Law – 82% Excellent!
- **Today's summer results**
- Main – 57%
- UHSL – 68%
- Law – 54%



B & N What's Next?

Yuzu a Digital Platform from Barnes & Noble

- Read and study anywhere, at anytime
- Easily organize titles by term and course
- Highlight text in four colors
- Add freeform notes and post stickies
- Flag important content
- Filter highlights and notes to collect them all in one place.
- Can follow along in class on iPad app and then pick up where you left off on your computer using Yuzu's web app.



B & N What's Next?

THE BOOKSTORE — IN YOUR POCKET —

The Bookstore's mobile app makes buying and returning textbooks, and saving money, easy!

Students will never miss a rental due date.
Our app will notify them when their book is due back.

Mobile Express Textbook Pick Up saves time waiting in line.

Push notifications on all promotions, discounts and Flash Sales at the store will be sent straight to their smart phones.

All of your order information right at your fingertips

The bookstore's mobile app will be available to

Simplify your life with the Bookstore Mobile App

- Buy
- Return
- Rent
- Flash sales
- Order info
- Stay connected

- Available at your
- App store

WELCOME
— TO COLLEGE —
RENT OR BUY
New, Used and Digital Textbooks

An exclusive
25% OFF
one school spirit apparel item
Present this coupon at your college bookstore

I AM A student alumnus parent other I AM male female prefer not to say

EMAIL CLASS YEAR

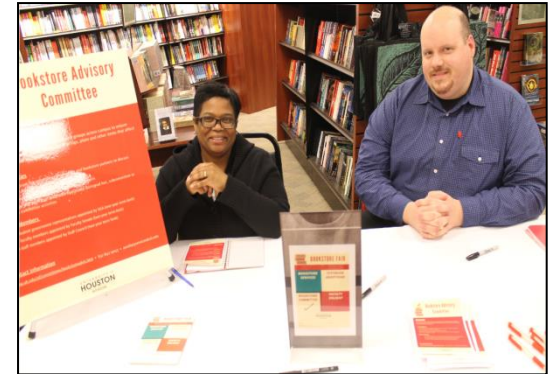
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*Offer valid in-store only. This coupon can be redeemed for 25% off one (1) logo apparel item. Offer not valid on textbooks. Offer can not be combined with any other promotion or discount. Coupon is not redeemable for cash. Exclusions may apply. See bookstore for details. Offer expires 12/31/15. **By providing your email address you agree to receive emails from your campus bookstore. We do not share your email address and you may unsubscribe at any time. © Printed on paper containing 10% post-consumer waste. Bookseller Instructions: Follow % off coupon keystrokes. Enter coupon (reason) code 42. Coupon can be redeemed with or without email address.

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2014 Bookstore Fair

- Held in the new Bookstore on April 2nd
- Tables
 - Bookstore Services
 - Textbook Adoptions
 - Faculty Enlight
 - Bookstore Advisory Committee
- \$25 B&N Gift Card Raffle
 - Winner-Maria Armenta
- 24+ participants



Bookstore Scholarship

- Criteria distributes scholarships based on merit.
- Currently awards 7 scholarships per semester for a total of 14 scholarship per academic year.
 - ✓ 3 Academic Excellence
 - ✓ 3 Dean's List
 - ✓ 1 Transfer Excellence
- Renewable scholarship that is awarded for a 2 year period with a maximum award of \$1,600.

Bookstore Scholarship

- Actual Disbursements
 - ✓ AY 11/12 \$15,600
 - ✓ AY 12/13 \$16,800
 - ✓ AY 13/14 \$ 10,400
- Tentative Disbursement
 - ✓ AY 14/15 \$11,200

Member Items

Next Meeting Fall 2014