Minutes

Bookstore Committee
September 19, 2008

Attendees: Jeanette Lien, Dianne Olla, Sara Petty, Georgia Branch, Clark Peterson, Mark McCaffery, Gillian Waterston, Karoline Gebert, Vanessa Gonzalez (for Steve Christopher), Debra Peterson, Duane Crowley, Marcela Nouzovska (for Doug Mitchell), Carol Barrett, Adam Oliphant, Yari Ojeda, B&N bookstore staff

Year in Review 2008-09 report delivered by Jeanette Lien:

- Customer service score 94%; last year 90%
  - Ended year 2007-08 with 12% increase
  - Increased online sales
- Reviewed customer service Words of Wisdom (WOW) program
- Secret shopper program during rush periods showed improved performance
- Departments and bookstore can communicate 24/7

Competition
  - RVS co-op closed
  - University coop rolls to next editions automatically
  - Bookstore changing to “lower end items” – preferred by students

Market share continues to grow

- ACC book orders coming earlier and earlier
- 11% increase in used books
- New books increased sales 11%
- Custom books increased sales
- Online sales increased 34%

Delivery Issues

- Books must be transferred campus to campus, e.g. RRHEC held at NRG; FBG held at RGC; delegation of OPC – books to RGC; delegation of field in XMS1
  - Purpose: remove campus delivery location off of XMS1 screen;
  - One suggestion: OPC – mail books to students’ homes;
  - Math/Dev Math courses have first 2 chapters online

Logo – “guaranteed lowest prices” at the official ACC Bookstore
  - Must be in-stock books at competition
  - Student’s word <$5.00 or show receipts
  - B&N cannot compete in Amazon.com

Buyback

- Early book orders provide more books available for buyback
- Bookstore staff travels to FBG and RRH to buyback books
  - Best time to sell back book is finals week each semester
  - Bookstore pays 50% book price to student
  - Also during 1st week of class
Campus Outreach

- Holly Walrath (bookstore staff) – RVS, Welcome palooza; table in student info, buy back, distributed goodies via student life
- Orientation – Kathryn Hill (NRG bookstore) – speak to students (see flyer in welcome folder) website to produce list of books student need; can we create? Does bookstore have this capability?
- Bookstore video
- New faculty bookstore video
- Faculty bookstore information folder
- ACC needs to insert SUBMITTING BOOK REQUESTS to provide info on our system

Proposed action plan 08/09

Goals

- Increase textbook sales, improve customer convenience
- Save students money by increasing the availability of used books, offer alternatives to the traditional textbook
- Further enhance the customer shopping experience
- RGC Bookstore moving to new location

Reserve copies if cannot find on shelf. E-books cost 30% less than new, but cannot sell during buy-back.

Issues of concern/to be addressed:

It was reported that an instructor was having materials printed outside of ACC and then charging the students for ISP. This is not an acceptable practice.

Materials printed at ACC (even if instructor has copyright ownership) cannot be used at another institution. This would be considered a misappropriation of college funds (using college staff, paper, and equipment to reproduce documents).

Changes to Datatel XMS1 Course Sections Materials Order screen:
1. Remove Delivery Campus row. Books will be delivered to nearest ACC Bookstore.
2. Freeze Qty as it defaults in from the section record.

Meeting adjourned and training session began.