

MEETING MINUTES

Bookstore Advisory Committee

12/7/16 11:00 AM – 12:00 PM

1. Introductions
 - a. In attendance: Sarah Freeman, Tyler Ratkowski, Nicole Larson, Nancy Ferguson, Jessica, Lehner, Todd Smith, Matt Sirinek, Pam Watters
2. Strategic Partnership Review
 - a. Follett program overview given on Power Point slides
 - b. Provide rentals up to 80% off
 - c. Competitive Price Matching
 - i. Meet pricing for Amazon and Barnes & Noble
 - ii. No longer match Chag
 - d. Timely Adoptions are important
 - i. Todd plans to attend faculty meetings to reach out
 - ii. Encourage open door communication
 - e. New “Discover” Program for faculty use
 - i. Encourage faculty to put price match in Syllabus and guidelines
 - ii. Email communication to students
 - iii. Faculty view for managing course materials
 1. Part of HEOA (Higher Education Opportunity Act) is that students can view and purchase required class materials online
 2. Saves time shopping on a course by course basis
3. Connecting to Campus Community
 - a. Email Marketing
 - b. Larger web presences
 - c. Weekly updates on social media
4. Advanced Online
 - a. Shop online for Carroll bookstore items
 - b. Offers merchandise beyond the inventory in the Pioneer Shop
 - c. Clothing is typically more expensive
 - i. Higher quality vendor selection
 - ii. Licensing fees
5. Financial Aid
 - a. Book Charge Program
 - i. Expand the online presence
6. July Preview Days
 - a. Improve communication to students and families that the bookstore is open during this time
7. Financials
 - a. Book rentals are up

- b. Books can be converted to purchase if rented
8. Customer Service Survey
- a. Looking for a higher response rate for the survey printed on receipts
 - b. Offer Incentives for completing the survey
 - i. Drawing for books
 - c. Survey will also be sent in the spring
 - d. Results are compared to national benchmarking scores
 - e. Suggestions
 - i. Provide an onsite survey
 - ii. If completed offer an immediate incentive
 - 1. Bookstore discount