

# MEETING MINUTES

## Bookstore Advisory Committee

5/4/17 11:30 AM – 12:30 PM

1. Introductions
  - a. Todd Smith, Nicole Larson, Jessica Lahner, Ann Handford, Matt Sirinek, Pam Watters
  
2. Book Buyback
  - a. 10 students returned books for the buyback program so far with 9 of the 10 never using the book!
  - b. Still need to work on communication about issue of being told to buy a book that is never used.
  - c. Encourage instructors to use recommended option
  
3. Survey Results
  - a. Customer Satisfaction Survey
    - i. More comments and detail available
    - ii. Focus on retail customers
      1. Surveyed anyone who is not an instructor on campus
      2. Sample of 600-800 participants
      3. 231 surveys completed
      4. Overall store Eval 3.78
    - iii. Highest areas of success
      1. Clean and organized
      2. Quality of Service
      3. Convenient Location
    - iv. Opportunities for Improvement – lower satisfaction rating
      1. Pricing
      2. Buyback program
      3. Comparison-shopping
      4. Promotional Offers
      5. Availability
      6. Communication about materials (late arrival or out-of-stock)
        - a. Ensure on our end that we are tracking our own communication methods
        - b. There's also been lack of communication between faculty
        - c. Interdepartmental communication processes
        - d. Control what we can with emails and notifications

- e. Late adoptions are number 1 reason books are not available
      - i. Publishers also substitute books and don't always give notification
      - ii. Look at how to close the gap and improve strategy
- v. Purchasing Behaviors
  - 1. Competitive Pricing
  - 2. Make it a one-stop shop
  - 3. Print still preferred format followed by print bundled with digital
  - 4. Students generally acquire prior to class
    - a. Important to have early adoptions
    - b. Some students are looking for fall before summer break
  - 5. Amazon is number one choice for buying books
    - a. CU Bookstore is number two for purchases but remain the number one for book rentals
    - b. Main reason not to purchase with CU is price
    - c. Easier to rent from CU than Amazon or Chegg
  - 6. Students also prefer to sell materials back to CU
    - a. Surprising to see how many students keep their books
    - b. Reasons for not selling back
      - i. Not good price
      - ii. CU wouldn't buy it
  - 7. Other Store Purchases
    - a. Clothing
    - b. Course materials
    - c. Gifts and novelty
    - d. School supplies
  - 8. Net Promoter Score (NPS)
    - a. Loyalty metric that tracks customers using a 0-10 scale
    - b. Hard to get a high number since most people fall in the middle
    - c. Detractors or unhappy people can bring down score due to a bad experience
    - d. Detractors outnumber promoters
  - 9. Demographics
    - a. Majority are full time students
    - b. Admin/staff
    - c. Part-time students

- d. Also can break out by student classification and major
- b. Faculty Satisfaction Survey
  - i. 71 completed surveys (out of close to 250-200)
  - i. Overall Store Eval 3.88
  - ii. Successes
    - 1. Helpful/friendly
    - 2. Convenient adoption process
    - 3. Knowledgeable personnel
    - 4. Availability of used or rental books
  - iii. Exceeding Expectations
    - 1. Selection of apparel
    - 2. Store layout
    - 3. Support of campus culture
  - iv. Opportunities for Improvement – higher priority
    - 1. Store support of students
    - 2. Transparency of course materials – comparison retailers
    - 3. Communication of problems (out of stock)
      - a. Manage as best as possible
      - b. Utilize Registrar’s office
  - ii. Lower priority – Store selection of food/beverage
  - v. Faculty Perceptions
    - 1. Viewed a valued partner 39.7% agree
    - 2. Offer a Variety at different price points 38.3% agree
    - 3. Cost of materials impacting student learning
      - a. Over half agree cost has an impact
      - b. Does it affect students and what they have?
  - vi. Course Material Selection
    - 1. More than half require all materials they adopt
    - 2. Where faculty refer students
      - a. CU Bookstore 72.9%
      - b. Amazon 28.6%
      - c. Library 14.3% (Optional books, reference materials, assignment reads)
      - d. Prefer that faculty are not referring other sources
      - e. Utilize the bookstore for as many purchases as possible
  - vii. Frequency of faculty visiting bookstore
    - 1. 18.3% indicated they never visited the store
    - 2. Encourage faculty to use bookstore and look at what’s on the shelf
    - 3. Explore ways to get faculty to visit
    - 4. 49% feel store is effective at meeting campus needs
  - viii. Visiting the Website

1. Website is also an issue with almost half of faculty stating they never visit the CU website
    2. Most visit at the beginning or end of a term
    3. Follett is willing to partner with faculty to provide alternative materials such as videos
  - ix. NPS for Faculty
    1. Slightly better than with student customer score
    2. Promoters are higher than detractors are
  - x. Demographics
    1. Health-related is largest respondent group
    2. Social sciences was second largest group
    3. Part-time lecturer, instructor or adjunct professor made up 31% of academic titles
4. Follett Discover Program rolled out shortly before survey
    - a. Student piece
    - b. Working on marketing the messaging to students
    - c. Want to emphasize ease of purchases but also have a choice on where to buy
  5. Alphabetical listing of books will be available by author
    - a. Helpful when students don't know their section number or instructor name
    - b. Print out a list of books they need based on schedule listing
    - c. Make it easier to find course listings
    - d. Hoping to have it setup by the end of June in time for new freshman
  6. Book Charge Program
    - a. Include a message about where to go
    - b. Highlight Follett Discover Process
    - c. Provide information on options
  7. Focus on Overall Communication
    - a. Orientation good place on "how to" and explain how it works on campus
    - b. Provide campus reps and contact info
    - c. Invite Todd to department meetings
      - iii. Adjuncts and lecturers will not be there
      - iv. In-person opportunities may be available at orientation (per college)
    - d. Confusion about dates
      - v. Registrar's office is different than the bookstore
      - vi. Bookstore uses dates provided by the Registrar and sometimes it ends up not being the same
      - vii. Clean up dates and deadlines

8. Share mutual process
  - a. Competing Priorities
  - b. Time limitations