

MEETING MINUTES

Bookstore Advisory Committee

9/28/16 11:00 AM – 12:00 PM

1. Introductions

- a. In attendance: Sarah Freeman, Claudia Toldo, Tyler Ratkowski, Nicole Larson, Nancy Ferguson, Todd Smith, Matt Sirinek, Pam Watters
- b. Still awaiting representation for 2 Faculty openings and 2 additional students

2. New Adoption Process

- a. Adoption process is when an instructor requests materials for the classroom.
- b. Changed for Winter and Spring but nothing will affect administration.
- c. Entered the same way but provides automated updates on numbers for Todd.
 - i. Follett Discover (Faculty and Student versions) – plan demo at next mtg.
 - ii. Ability to look up history and what other instructors are using around the country.
 - iii. Instructors can provide video so students can get an overview of the class.
- d. Everyone will benefit!

3. HEOA Compliance Issues

- a. HEOA (Higher Education Opportunity Act) specifies that during registration students should be able to see what's being used in class and how much it costs.
 - i. Legal issue for school to be compliant with showing all materials that are necessary for a class.
 - ii. Students have the ability to comparison shop.
- b. Instructors can list books as required, recommended or suggested.
 - i. Important for bookstore to know what to keep on shelves.
 - ii. Items on Syllabi are not matching what is listed by bookstore.
- c. Students have had issues where a book is required according to the syllabus and the student buys it. However, then the instructor decides not to use it.
 - i. Bookstore will buy it back but student still loses money.
 - ii. Important to report issues back to Student Senate as well.
- d. Instructors may not be putting the book orders in.
 - i. Educate whoever is doing the orders to specify better requirements for the class.
 - ii. Define what it means for materials to be required vs. suggested or recommended.
- e. Access codes are another issue.
 - i. Is the access code being used or not?
 - ii. Todd can buy books at a less expensive cost if he knows upfront that access codes will not be use.
- f. Publisher Substitutions
 - i. Not always informed when a substitution is made.
 - ii. Question is what do we do?
 - iii. It becomes an issue for students when they've already purchased the materials elsewhere and now there's a change.
 - iv. Publishers tell instructor or department chairs one thing and communicate something else to bookstore.

- v. Nicole requests specific ISBN from Instructors. Communicate not to upgrade materials unless you know they are going to be printed and ready to go.
 - g. Our goal is to support what Instructors are looking for.
- 4. 3 Ways the bookstore can Save Students Money
 - a. Options include Rental, Used books and Buy Back.
 - b. Savings for rental, used or buyback when compared to purchasing new:
 - c. 12 months ending June 2016 Comprehensive Savings
 - i. Rental Savings \$228,893 (vs. 2015 of \$230,060 and 2014 of \$229,261)
 - ii. Used Savings \$42,383 (vs. 2015 of \$61,075 and 2014 of \$61,571)
 - iii. Buyback \$42,141 (vs. 2015 of \$50,714 and 2014 of \$50,918)
 - d. Price Match was recently added.
 - i. Started off complicated but was a smoother process in fall.
 - ii. Carroll will match prices with Amazon, Chegg and Barnes and Noble.
 - iii. Match based on ISBN. Must show either a print out or screen shot.
 - iv. Biggest obstacle is Amazon not always shipping from their warehouse.
 - v. Also issue with Amazon rentals was stopping short of rental date period.
 - vi. Students like the idea of price match; Create more awareness that it's available.
- 5. Customer Feedback
 - a. For purchases at bookstore there is a survey code available on the receipt
 - i. Net Promoters Score (NPS) – People that are highly satisfied with the bookstore
 - ii. Compare bookstore with regional scores.
 - iii. Tend to look at areas that are less than regional scores.
 - iv. Biggest problems is that we get fewer than 30 people who complete the survey within a 30 day timeframe; not a large enough sample.
 - b. On Campus Research – invited Carroll to participate in survey process taking place with other institutions across the country in 30 states and 2 Canadian provinces.
 - i. Find out where students are shopping and how often.
 - ii. Looking for better benchmark to compare how Carroll is doing.
- 6. Pioneer Shop Update: What's New and What's Coming?
 - a. Clearance area is becoming smaller.
 - b. Waiting for new "C."
 - c. Have lots of new Pio Pete merchandise stocked.
 - d. Learning what they can/can't do with new logos
 - e. Carroll bookstore is not a big enough volume store to do Nike brand.
 - i. Look into joint venture with athletics to negotiate Nike purchases.
 - f. Partnering with a company to provide broader product base and print on demand.
 - g. We can't compete with timing for athletic department needs even if we can beat price.
 - h. Look at different Carroll groups and departments that buy apparel.
 - i. Revisit list of suggested merchandise such as wrapping paper, tissue, gift bags, coon skin hat, puffer vest etc.
- 7. Q&A
 - a. Next Meeting Wed, Dec. 7 at 11am.
 - b. Next Agenda item will include presentation of more detailed survey scores.