

# MEETING MINUTES

## Bookstore Advisory Committee

10.15.19 11:00 AM – 12:00 PM

1. Advisory Committee Members Present
  - a. Alicia Ellison, Matt Sirinek, Denise Friestedt, Ann Johnson, Nancy Ferguson, Susan Hornung, Mary Meier-Ramstack, Pam Watters, Tom StGeorge, Paul Taylor
2. February 2019 Survey Highlights
  - a. 65% of students said they use campus bookstore (more than half)
    - i. Student feedback indicates that Amazon is cheaper
    - ii. They prefer to rent vs buy if possible
    - iii. Online bookstore doesn't always list the correct book
  - b. 58% of students did not have materials for first day of class
    - i. Students wait until class starts to see if book is actually required
    - ii. They don't want to pay for books that are not needed
    - iii. Student prefer staff has correct information
  - c. Strengths
    - i. Fall adoptions 94% vs company ave of 83%
    - ii. Centralized Pickup
      1. Changes from dorm delivery in Spring 2019 to instore pick up in Fall 2019
      2. Limited storage space
      3. Better tracking of student orders (902 packages)
    - iii. Lab manuals sold on campus
      1. Less expensive
  - d. Opportunities for Improvement
    - i. Backorders
    - ii. Late Adoptions
      1. Confusion on returns
      2. Getting resources in place and "how to" guides
    - iii. Inability to use Barnes & Noble gift cards
      1. Does not work with MBS (online ordering system)
      2. Can only use with general merchandise
    - iv. Order Pick Up
      1. Debrief of fall processes
      2. Delivering USPS direct to store
3. Feedback
  - a. Library
    - i. Students asking for help finding books
    - ii. New Freshman not familiar with Canvas
  - b. Faculty frustrations
    - i. Communication

- ii. Issue with Barnes & Noble having incorrect information or not in a timely fashion
  - c. Confusion about lab manuals
    - i. Professors instructing students to go to library, but manuals were not there
    - ii. Looking to cleanup processes
    - iii. All manuals are printed through Xanadu instead of inhouse
  - d. Concerns about inaccuracies
    - i. Helpful to know details in order to help correct the situation
    - ii. Course Sections and specific materials
  - e. Kiosk setup in the Bookstore
    - i. Students can stop by and get help
  - f. Communication
    - i. Email inquiries were not getting responses
    - ii. March – June timeframe had interim bookstore manager
    - iii. Generally, work through department heads for faculty needs
      - 1. May need to go through FEC for some communication needs for all faculty
      - 2. Adjunct materials are based on pre-defined curriculum
    - iv. Correct way to logon and order materials
  - g. Parent Usage
    - i. Lists all required materials
    - ii. Third party sellers may not have correct version or ISBN
  - h. Prefer students purchase through campus bookstore
    - i. Better customer service follow-up
    - ii. Refunds may not always be available if purchased through outside sellers
    - iii. Marketplace Sellers available on MBS site
    - iv. Leverage financial aid up to \$750 per semester
      - 1. Only way to utilize funds
      - 2. Payment plan available
    - v. Price Match available from reputable sellers (not third parties)
  - i. Use OEMS to help freshman with ordering process
- 4. General Merchandise
  - a. Strengths
    - i. Quality of products
    - ii. Customer suggestions for products
    - iii. Presentable, clean store
    - iv. Increased communication with customers for online orders and product interest
    - v. Increased clearance items
  - b. Opportunities for Improvements
    - i. Inexpensive options
    - ii. Sizes selling out of mediums
    - iii. Communication about sales
    - iv. Promote app
      - 1. Birthday discounts

- 2. Sales promotions
- c. New Styles Available
- d. Team Merchandise is Online
  - i. On demand orders for departments
- e. Clothing Suggestions???
- i. Available sizes
  - 1. In store, infant 0-3 month all the way up to adult 3X
  - 2. Working on extended sizing options
- ii. Student designed artwork
- f. Phone usage
  - i. Get feedback about sales
  - ii. Promotions
- 5. Other Purchases
  - a. Books for student gifts
    - i. Send titles to Alicia for pricing
- 6. Contact Info
  - a. [bookstore@carrollu.edu](mailto:bookstore@carrollu.edu)
  - b. [SM8295@bncollege.com](mailto:SM8295@bncollege.com)
  - c. [aellison@carrollu.edu](mailto:aellison@carrollu.edu)