

University of West Florida
Bookstore Advisory Committee Meeting
Minutes---November 29, 2010

- I. Welcome.
 - a. University Members
 - Dr. David Baulch, College of Arts and Sciences
 - Ms. Maera Carr, Business and Auxiliary Services
 - Ms. Shaneka Kent, Student Housing
 - Ms. Sarah Kuhl, Records and Registration
 - Ms. Ann McKinney, Student Affairs
 - Dr. Tim O'Keefe, College of Business
 - Ms. Ellen Till, Business and Auxiliary Services
 - b. Follett Members
 - Mr. Greg Kirby, Bookstore Manager
 - Ms. Mary Lutz, Bookstore Assistant Manager
 - Ms. Margaret O'Gara, Bookstore Shipping/Receiving Manager
 - Mr. Danny Worden, Bookstore Textbook Manager
- II. New Items. Popular new item in the store is the UWF's version of the Snuggie (A Blanket with Sleeves) which sells for \$24.95
- III. Events—Past, Present, and Future.
 - a. Faculty/Staff Appreciation. The appreciation sale was held over two days on Thursday and Friday, November 18 and 19. Faculty and staff received a 30% discount on emblematic clothing and gifts. Sales this year were up 58% over last year. This year was the first time that the Bookstore did not send out card invitations. The event was advertised by Argus announcements and the Argus calendar.
 - b. Cap and gown pick-up. Pick-up started today, November 29. The Bookstore orders about 300 extra caps and gowns for the students who did not pre-order theirs.
 - c. Following input from a faculty senate meeting, there is a survey being produced that will be aimed at the University's faculty and administrative staff. This online faculty satisfaction survey is set to be launched approximately two to three weeks after the start of the spring semester. The data will be collected through NACS (National Association of College Stores) as an independent and non-biased survey. NACS developed the survey and Follett has helped shape it. The survey will cover rental, e-commerce, and digital books. There will be a drawing when the survey concludes that will be for a prize that is yet to be determined. The survey focuses on perception, personal contact and other communication on campus (timely responses, pro-active problem resolution). The survey also has some questions as to whether the faculty/administrative staff values and/or promotes the Bookstore to their classes. What the Bookstore hopes to accomplish with this survey is feedback leading to improved services in areas where the store may be lacking based on the perceptions of the faculty and administrative staff taking the survey. Tim O'Keefe and David Baulch have requested a copy of the survey before it is finalized to help "tweak" it to get the information the company, store, and University really need. Greg indicated that he would send the survey to all members of the Advisory Committee for their review and input.

- IV. Textbooks: Rental Check-In and Buyback
 - a. There are 40 days from the start of Spring 2011 and data is still missing on 115 classes. The Bookstore does have nine more titles now than this time last year.
 - b. Buy Back. Last year, the Bookstore had over 2,600 transactions through the buyback registers. The Bookstore's goal is to increase buyback and conduct the rental check-in for the over 5,000 units rented for fall semester.
 - c. The rental program saved the students \$225K versus purchasing the books new for the fall semester.
 - d. Follett Higher Education Group as a whole rented 1.5 million units and saved students a total of \$60M nationwide. 34% (464 titles) of all of UWF titles were rentable in fall. About 30% of the titles for spring are rentable so far.
 - e. Rental customers get three emails notifying them of the need to return their book. The first is at ten days prior, then three days prior, and then one day prior to the due date. There is another email sent after the due date letting the customer know that the book is late and a charge to their collateral will occur.

- V. Café Scribe Presentation. Café Scribe is Follett's digital platform.
 - a. 49 of the titles for fall were available in digital platform through Café Scribe. So far, for spring semester, there are over 100 titles. My Scribe is free e-reader software used to help control a library of textbooks. Café Scribe has a try now, buy later free trial feature. One of the popular features of Café Scribe is that it enables customers to make and share notes with other customers that are using that e-book.
 - b. A 10-minute demo of Café Scribe was shown to the Committee.
 - c. The value to the students is that it is more cost effective. Faculty members, groups and meetings can be set up online and notes and questions can be posted. It is also more environmentally responsible.

- VI. Open Discussion. Brief conversation on students who already use Café Scribe.

- VII. Meeting Adjourned. Next meeting to be scheduled for February.