

**University of West Florida**  
**Bookstore Advisory Committee Meeting**  
**Minutes---September 23, 2010**

- I. Welcome.
  - a. University Members
    - Dr. David Baulch, College of Arts and Sciences
    - Ms. Maera Carr, Business and Auxiliary Services
    - Ms. Ann Dziadon, Records and Registration
    - Mr. Josh Finley, SGA President
    - Ms. Erica Green
    - Ms. Ann McKinney, Student Affairs
    - Dr. Tim O'Keefe, College of Business
    - Ms. Deb Rougas, College of Professional Studies
    - 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 Products
  - a. Free gift-folder, temporary "for rent" tattoo, "Wow" colored pens that write the color of their base. The pens are a new product and come in a pack of 8 for \$4.29. Other new products being sold at the store are koozies and blankets.
  - b. Nike Products. The University has become an official Nike school and the Bookstore is continuing to get in more varieties of Nike products such as dry fit t-shirts, polos, shorts, hoodies, and hats. Price points with the Nike products have been in line with the other products carried at the store.
  - c. Fall Promo. Next week the Bookstore will receive in 312 of a thermal fleece, ¼ zip pullovers that will sell for \$24.95.
  - d. Sales to departments have increased. The Building Construction department ordered a specialized shirt. The orientation binders were ordered through the Bookstore as well. The Alumni Association ordered a customized coaster. Other departments are becoming more aware that these types of things can be ordered through the Bookstore and are considering placing orders with the Bookstore as well.
  - e. Off campus selling sites. Discussion on UWF emblematic products being sold off campus. There are UWF products at Walgreens and Publix and the University's licensing vendor, Strategic Marketing Affiliates, is trying to get products at places such as Academy, Walmart, and Beall's. Off-campus locations will have limited selections. The Bookstore will always have more variety as far as product and price points.
  - f. Faculty/Staff Appreciation. Looking for a date in October or November to hold the annual Faculty/Staff Appreciation event.
  - g. Student Appreciation. This will be a Student Appreciation event in the Spring and the Bookstore is considering holding it in conjunction with Exam Jam since it proved successful on that date last year.

### III. Fall Rush Recap

- a. Refresh/Remodel. The refresh was done in 4 days and included a rearrangement of some of the store, it added about 60 feet of textbook shelving, and it added two more registers to the front line, which brings the total to six.
- b. Rental Program. The roll-out of the Textbook Rental program was successful and allowed for considerable savings to students.
  - i. Out of 2,089 course sections, 448 had rentable titles. That is 22% of all sections.
    1. College of Business had 24.
    2. College of Professional Studies had 102.
    3. College of Arts and Sciences had 322.
  - ii. Out of the 1,303 titles, 437 of those titles were rentable. 34% of the Bookstore's textbook titles were rentable.
  - iii. Total units sold/rented 23,900 this past year. That is an increase of 11% over last year. Of these, over 4,500 of those units were rented. That is 20% of total units sold that were rented rather than sold. This represents a savings of over \$180,000 to the students who rented rather than purchased.
  - iv. Rental price was the same whether the book was new or used.
- c. Web site sales. The Bookstore saw a 20% increase in web sales. There were 956 packages shipped in the month of August alone. Along with this there were about 1,300 students that picked up their orders in the store. The Bookstore ran a second shift (2pm-10pm) with the main focus of pulling web orders. The refresh allowed the Bookstore to increase the size of the web order pick-up area so the store was able to accommodate the increase in sales/pick-ups.
- d. The cue lines during rush were not excessive, but even with the longest lines, the wait was usually no more than about 20 minutes. It is possible that the Bookstore may be adding two additional registers for Fall 2011 to better accommodate customers.
- e. Adoptions. The adoption process went very well this year. Typically, there are 50-150 titles added during the first week of classes; however, this year there were only about 20-25. The number of incorrect books ordered was minimal as well. Between the HEOA (Higher Education Opportunity Act) which started in July and textbook adoptions needing to be turned in earlier, the benefit to the students was great. The Bookstore was able to have the books available and was also able to acquire more used books as well. Spring adoptions are due October 15. An email was sent out by the Bookstore on September 23.

### IV. Challenges

- a. Syllabus Adoptions. The Bookstore was presented with about a dozen syllabus adoptions. A syllabus adoption occurs when an instructor advises the Bookstore that no books will be required but then students come in with their syllabus which indicates that a book is, in fact, required. The other situation involving syllabus adoptions is when the books shown as being required on the syllabus are different from the books presented to the Bookstore on the adoption request.
- b. Desk Copies. Publisher reps did not get desk copies out to professors in a timely manner and as a result the Bookstore loaned out books to faculty. The Bookstore does not always get the same materials that the instructors get with their editions. Sometimes adoptions had to change at the last minute because professors could not properly prepare for the new materials and had to go back to the old editions.

- c. Enrollment figures. The Bookstore adoption would have a tentative enrollment of 4 because CICS would have maximum enrollment for a class listed as 4 and then the actual enrollment would be 37. The Bookstore is then unprepared in situations where this occurs.
- d. For the most part, communications about this fall rush have been very positive from all sides.

V. Additional Discussions.

- a. eBooks. eBooks are considered on a book by book basis. Sometimes a title will automatically show that there is an eBook available, but some titles do not. There is still some tweaking being done with the eBooks and resolving of problems that have occurred through their use.
- b. Summer Hours. The four day summer schedule implemented by the University this past summer did not really impact the Bookstore much since the bookstore was still open Monday through Friday. The hours were increased Monday-Thursday and were slightly shorter than usual Friday.
- c. HEOA. Lead to a lot of the early adoptions. Also allowed for problems being handled earlier.
- d. Next meeting will be in November. If anyone has anything they would like to have added to the agenda, please let Ellen know.

VI. Meeting Adjourned.

Bookstore Advisory Committee  
September 23, 2010  
University Commons Room 265  
11:30am

**AGENDA**

- I. Welcome
- II. New Products
- III. Fall Rush Recap/ Textbook Rentals
- IV. Challenges
- V. Open Discussion