

## BOOKSTORE ADVISORY COMMITTEE

Minutes November 17, 2015

Attendees: Lori Cope, Jennifer Gebhart, Liz Russell, Donna Karlsberger, Blake Jamison, Don Miller, Daniel Zehringer Kelli Smith, Shannon Norton, Cathy Dalton, Jeff Wehmeyer, Mike Griest and Koty Johnson Student Government Representative

Not Attending: Jamie Norris, Jack Pence

### General

Jennifer Gebhart, Manager of the on-campus bookstore run by Barnes and Noble, welcomed everyone. We had several members on the committee who were unable to attend the first meeting, so everyone introduced themselves.

Jennifer presented the Fall Rush Review for August & September 2015

- Total Textbook Units (Including New & Used Textbooks, New & Used Rentals, and Digital)- 34,735 units which is up 16%
- Total Textbook units +4.3%
- New Textbooks +16%
- New Rental books +6%
- Used Rental books -18%
- Used Textbooks -15%
- Digital Textbooks -26%
- Overall Textbook Sales +10%
- Online Textbook Sales +41%
- Online General Merchandise Sales +79%

### Textbooks

- **Spring Adoptions-** Donna Karlsberger, Textbook Manager, stated that they are currently at a 74% adoption rate for spring semester. She has compared this percentage to other area B & N colleges and WSUs adoption rate is close to the top. Donna presented the Textbook Cycle (please see attached.)
- **Sales History Activity-** Textbook Buying Decisions- Jennifer discussed the various factors the bookstore considers when deciding what quantity of textbooks to order. Using a report containing the prior 3 semester sales histories for each course/title requested, Jennifer led an activity in which the committee reviewed the report. Using information including class enrollment, number of sessions, total textbooks sold, whether it is an old or new edition, and other various factors the committee made an educated “guess” as to the number of textbooks that should be ordered. The committee then compared their numbers to that of Donna Karlsberger, textbook manager, and Jennifer Gebhart.

### Events

- Author Event – Steven Galloway, Common Text Author - 11/16 Apollo Room
- Raiderthon – 11/21 10am-1am- Bookstore sold Miracle Network balloons. Donation sales tripled over that of last year sales.
- Faculty/Staff Appreciation Sale – 11/23 8am-7pm –Faculty and Staff will be able to shop in the bookstore and receive a 30% discount off of WSU gifts and gear, 50% off of clearance merchandise, and free gift wrapping.
- Men’s Basketball – 11/24
- Men’s Basketball – 12/1
- Men’s Basketball – 12/4
- Bookstore DeStressFest – 12/7 Pathfinder Lounge
  - Activities Include Ugly Sweater Contest, Adult Coloring & Hot Chocolate Bar

- Finals Week – Rental Returns 12/14-12/18
- Men’s Basketball – 12/17
- Commencement - 12/19
- Men’s Basketball – 12/20 (Mountain Dew Deck)
- Men’s Basketball – 12/22 (Mountain Dew Deck)

### Upcoming Promotions

- 11/9-11/21 – 25% off ALL FLEECE
- 11/23 – Faculty/Staff Appreciation Sale – See flyer
- 11/30-12/13 – 25% off Champion SALE

### Open Discussion

Cathy Dalton, CSAC Representative, suggested that the bookstore sell glass water bottles. Liz said that she will contact her suppliers and see what they have available.

Kelli Smith- Discussed that she shared information regarding textbook adoption and the importance of meeting the deadlines with the faculty in her area. Many of the faculty responded and provided her with a list of the required textbooks for their classes.

Mike Griest, Associate Director of Student Enrollment in RaiderConnect, noted that Financial Aid and Scholarship monies would be moved to students Wright1 cards on December 1<sup>st</sup>. Once those monies are available, students will begin buying textbooks for next semester.

Shannon Norton, Assistant to the Associate Provost, stated that she spoke to Dr. Berberich about the issue that some professors use textbooks that are old and out of print. These textbooks are difficult for the bookstore to obtain, so students are forced to purchase them elsewhere. This can provide a hardship for students because they are unable to use their scholarship and financial aid monies. Shannon looked at the Collective Bargaining Agreement for faculty and 7.1.2 states that faculty should make a good faith effort to select available and affordable textbooks for their classes.

Daniel Zehringer, Interim Director of Graduate Studies in Music and Associate Professor, noted that there will be concerts every night until the end of the semester. He also suggested that the bookstore carry Wright State University tie tacks. Jenn said that they would look into it.

Don Miller, Director of Orientation, stated that new student Orientation will be held on Friday, Jan. 8. He noted that he was appreciated all that the bookstore did during the summer orientations. The bookstore hosted a reception at the end of each session.

**New Product Highlights-** Liz had several new items including Ugly Christmas socks.

Website: [www.shopwrightstate.com](http://www.shopwrightstate.com)

**New!** Mobile APP: MyCollegeBookstore – available on AppleStore & GooglePlay

**New!** Twitter: @WrightStateBook

Facebook: [www.facebook.com/wrightstatebookstore](http://www.facebook.com/wrightstatebookstore)

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Next Meeting  
Tuesday, February 9, 2016 @ 2:00 in Room 153 SU