

BOOKSTORE ADVISORY COMMITTEE

Minutes October 6, 2015

Attendees: Jamie Norris, Lori Cope, Jennifer Gebhart, Liz Russell, Donna Karlsberger, Robert Matthews, Kelli Smith, Cathy Dalton, Jeff Wehmeyer, Maribeth Yoder (for Mike Griest) and Koty Johnson Student Government Representative

Not Attending: Don Miller

General

At this first meeting of the academic year, Jennifer Gebhart, Manager of the on-campus bookstore run by Barnes and Noble, welcomed everyone. Jamie Norris, the Business Manager of Campus Auxiliary and Business Services, introduced herself to the committee. She will serve as the Chair of the Bookstore Advisory Committee. Everyone on the committee then introduced themselves.

Jennifer Gebhart then gave a brief history of the bookstore. Barnes and Noble took over the WSU main campus bookstore in 1991 and the Lake Campus location in 2011.

Jennifer presented information regarding Orientation 2015. There were 20 sessions held from May-August. The bookstore hosted a reception at the end of each session. Students who attended the reception received an information card regarding the new Bookstore Mobile App. Any students (and parents) who downloaded the app, received a 25% off coupon for spirit gear. The app will also provide students with textbook rental due date reminders, order notifications and exclusive sales and discounts that are available at the bookstore. Students also received a free RaiderNation Howl T-shirt.

The RaiderNation Howl T-shirts that were given out during orientation to incoming students, and also sold to students in the bookstore, are linked to a weekly incentive plan. Students who wear their shirts on Friday are eligible to receive special discounts either in the bookstore or hospitality services. In addition to the weekly specials, Barnes and Nobles is planning on having raffles, fun contests and Frankenstein Friday on October 30th.

She also presented sales results for fall.

- Total Rental Units was 11,542
- Total Textbook units +4.3%
- New Textbooks +14%
- New Rental books +11%
- Used Rental books -5%
- Used Textbooks -21%
- Overall Textbook Sales +6%
- Web Sales +29%
- Web Textbook Sales +28%
- Web Non Textbook Sales +60%

Barnes and Noble College partnered with Visa for a promotion. For every purchase of \$100 paid with a Visa credit/debit card, the customer received a \$30 discount. The promotion was supplemented by Visa and resulted in increased web sales.

Textbooks

- **Spring Adoptions-** Donna Karlsberger, Textbook Manager, stated that they are currently at a 60% adoption rate for spring semester. The deadline for adoptions is October 15, 2015. Textbook requirements for courses need to be available to students prior to the November 5th early registration date for spring semester. The question was raised what would happen if the books were not submitted on time. Donna explained that the books would not be available at the beginning of the semester. The bookstore does its best to rush book orders when necessary,

however some students go out and purchase books elsewhere. The problem is, when students purchase textbooks from other places, they cannot use their financial aid monies.

- **FacultyEnlight Video and Demonstration-** Due to technical difficulties, the video could not be shown. Jennifer explained that FacultyEnlight allows faculty to research and adopt their textbooks in one convenient place. They can research and adopt textbooks, set up departmental approval, request desk copies, look at textbook affordability with up front pricing and options, and look at the three year adoption history in one easy location. A growing number of departments at WSU are choosing to order textbooks through FacultyEnlight. Jennifer encouraged committee members to go on <https://www.facultyenlight.com/> and explore the website.

Events

- Do The U/VIP Event - 8/29- The bookstore gave out cotton candy.
- Volleyball Game – 8/25- New this year, the bookstore is selling spirit gear at games.
- Soccer Game (Double Header) – 8/26
- Presidential Lecture Series *Temple Grandin* – 9/9-Bookstore sold copies of books for author to sign at the event.
- Visiting Author *Ryan Ireland* – 9/15- Author studied English at WSU for Bachelor and Master's degrees. The bookstore sold copies of his book "Beyond the Horizon" for the author to sign at the event.
- Women's Center Author *Sara Laschever* – 9/25- Author has written extensively about women in literature and the arts, women in the sciences, women in academia, and women in business. The bookstore sold copies of her books to sign at the event.
- Homecoming Spirit Crafts in Bookstore – 10/5-10/9- The bookstore had fun crafts every day leading up to Homecoming weekend. Craft included nail painting, scarf making and decorating posters.
- Homecoming & Soccer Game – 10/10- The bookstore set up and sold spirit gear at the game.
- Adoptions Due – 10/15- Spring textbook adoptions due.
- Bookstore Pumpkin Decorating Activity – 10/20- Students will be encouraged to visit the bookstore and decorate a pumpkin for Halloween.
- WSU Health Fair – 10/21 Apollo Room
- Make A Difference Day – 10/23- Once again this year, members of the Barnes and Noble bookstore staff will join millions of volunteers across the nation will join together with one mission - to help improve the lives of others.
- Harmony In Heartland – 10/25
- Grad Fair – 10/28-10/29
- Halloween Hoopla – 10/28 – The bookstore will take part in this night for trick-or-treaters to have a good time inside the Nutter Center. They will be passing out candy for trick-or-treaters.
- CELIA – ACCORDS 10 year Dayton Peace Prize Event – 10/29-10/31
- Volleyball Game – 10/30
- Season Ticketholder Event – Date TBD
- Bookstore Activity – Scarf Making – 11/3
- Breaking Silence Conference: Sex & Disability Tabling – 11/4
- Bookstore Activity – Pet Rock Decorating – 11/17
- Raiderthon – 11/21 10am-1am
- Bookstore Activity – Adult Coloring & Hot Chocolate Bar – 12/1

Open Discussion

Jeff Wehmeyer- USAC Representative- Commented that 10% of all sales at the bookstore go back to the university. Jennifer added that Barnes and Noble also support other functions on campus including Arts Gala.

Koty Johnson- Student Government representative-Inquired if the College Store, located on Colonel Glenn was affiliated with Wright State. Jennifer stated that they are not associated with the store. Koty noted that some of their textbooks are less expensive. Jennifer said that the bookstore will price match. He also asked how the store obtains a list of books adopted by the faculty. Jennifer stated that the bookstore sells a list of textbooks that are being used to the store.

Maribeth Yoder- Enrollment Services Advisor (Standing in for Mike Griest, Associate Director of Student Enrollment in RaiderConnect) Explained that financial aid money is loaded on students' Wright1 cards as soon as the bills are issued for the semester. This allows them to purchase their textbooks in advance of the beginning of the semester. If the professors have not adopted the textbooks listed on the syllabus and they are not available for purchase at the bookstore, the students either have to wait until the beginning of the semester or purchase the books elsewhere. If they are purchased from somewhere other than the WSU bookstore, they cannot use their financial aid money.

Shannon Norton- Assistant to the Associate Provost- Stated that she would speak to Dr. Berberich about the issues regarding faculty and not providing textbook adoptions in a timely manner.

Upcoming Promotions

- 10/7-10/10 - 25% off Hoodies & Pant Sale
- 11/5 – Flash Clearance Sale
- 11/9-11/22 – 25% off ALL FLEECE
- 11/30-12/13 – 25% off Champion SALE

New Product Highlights

Liz Russell, Assistant Manager of Barnes and Noble College bookstore, showed several new shirts, sweatshirts and a sneak peek of the holiday "Ugly Sweatshirts".

Website: www.shopwrightstate.com

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

New! Twitter: @WrightStateBook

Facebook: www.facebook.com/wrightstatebookstore

Get the latest industry news from BN College: www.bncnews.com

Next Meeting

Tuesday, November 17, 2015 @ 2:00 in Room 153 SU