

BOOKSTORE ADVISORY COMMITTEE

Minutes February 9, 2016

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

Not Attending: Jack Pence

Guests: Joe Kelly and Hayden Shawler

Welcome

Jennifer Gebhart, Manager of the on-campus bookstore run by Barnes and Noble, welcomed everyone. She introduced Joe Kelly and Hayden Shawler from Cengage Learning who will discuss the feature topic for today's meeting.

Feature Topic:

What does it mean when the book you need says "with Access Code"

Joe Kelly and Hayden Shawler from Cengage Learning demonstrated MindTap. MindTap is a digital learning solution that helps instructors engage students and provide a path to success. This online program is a supplement to the assigned textbook and classroom learning and can be customized by the instructor. It provides students with learning tools that include supplemental readings, multimedia, activities and assessments. Studies have shown that these engaging activities help the student master course content, improve test scores and result in higher overall grades. It also provides a digital dashboard that allows instructors to track student performance on learning objectives, grades and progress data in real time. This helps instructors identify students who are struggling with the coursework so they can intervene sooner.

Currently Cengage has over 600 textbook titles available.

Koty expressed that he had used MindTap for a class and he really liked it. He felt that he benefited from the program.

Textbooks

- **Summer Book Orders-** Book orders are due 2/4.
- **Fall Book Orders-** Book orders are due by March 11. Celebration for any department who gets 100% of textbooks adopted by the due date.
- **FacultyEnlight Demonstration-** Robert Matthews from bookstore had Dan Zehringer demonstrate how easy it is to set up an account and adopt a textbook on FacultyEnlight. Currently, 62% of textbook adoptions are done through FacultyEnlight. The goal is to reach out to faculty and have them adopt textbooks early for the upcoming semester. Students have saved 1.2 million dollars by having textbook adoptions in early. Early textbook requests enable Barnes and Noble to find, purchase and stock the best cost-saving options available. Additionally, by researching textbook options earlier, the bookstore will have more time to explore rental and digital format options which are more affordable for students. Also, when textbook adoption requests are submitted early, the bookstore can offer students cash back for those books that will be reused next semester. These books then become part of the used textbook inventory and will save students money in the future.
- **Yuzu by Barnes and Noble-**Yuzu is a free learning platform that lets students read and interact with digital content on-the-go. It allows students to digitally rent textbooks.

Events

- 2/3 Author Event – James Brubaker, author of the short story collection Liner Notes and the forthcoming collection Death Sphere: (Science) Fictions, will be reading from his fiction at 6:00 in the Pathfinder Lounge.
- 2/4 Men's Basketball – 7PM Nutter Center
- 2/6 Science Olympiad – Extended Hours
- 2/6 Men's Basketball – 7PM Nutter Center
- 2/12-2/13 Adventure Summit – Extended Hours
- 2/12 Presidential Lecture Series (Co-sponsored with Adventure Summit and Office of Disability Services) – The Wright State Presidential Lecture Series welcomes Amy Purdy. Amy is a double leg amputee and one of the top-ranked adaptive snowboarders in the world. She has become a powerful inspirational and motivational speaker

whose story and images have been featured in numerous national and international publications. She is a co-founder of Adaptive Action Sports, a nonprofit organization that helps those with permanent disabilities get involved in action sports. Barnes and Noble will be selling copies of her new memoir, *on My Own Two Feet*, at the event.

- 2/15 Men's Basketball – 5PM Nutter Center
- 2/19-2/20 Parent's Weekend- Will extend Flash Sale (50% off) discount.
- 2/20 Parent's Breakfast/Session – Bookstore Presentation
- 2/20 Women's (3PM) & Men's (7PM) Basketball – Faculty/Staff Appreciation Game
- 2/29-3/4 Spring Break
- 3/5 Inventory – Store Closed
- 3/9-3/10 Raider4Life Grad Fair – Kick off of 55 days until commencement calendar
- 3/12 Raider Open House
- 3/29-4/1 B&N Annual Meeting in Orlando, FL

Upcoming Promotions

- 2/1-2/29 Printer Sale (select models)
- 2/18-2/20 Flash Sale – 50% off Clearance
- 2/23-2/25 BOGO 50% all Women's Apparel
- 2/29-3/4 Howl Shirt Spring Break Contest- Students take a picture in any Howl Shirt during Spring Break, tag the bookstore in any social media, and post the picture. They will get registered to win a pair of headphones (worth \$179.00) to be drawn on March 7, 2016.
- 3/15-3/17 BOGO 50% Entire Stock Hats
- 3/9-4/29 20% off Diploma Frames

New Product Highlights-

- Star Wars Graphics
- Women's Apparel – New line from UTrau
- New & Improved Hat Selection and Wall Display
- Back to Basics
- New Logo & Debate Merchandise – Watch for this Fall

Open Discussion

Don Miller, Director of Orientation, would like to expand the Friday Howl shirt promotions to include Hospitality Services and the Wright1 card.

Cathy Dalton, CSAC Representative, stated that she is glad to be a part of the committee and has appreciated all of the new information that she picks up at the meetings

Jeff Wehmeyer, USAC Representative, mentioned that the library has, Kanopy, a streaming video service that provides access to over 26,000 videos. The videos cover a broad range of subjects including the arts and humanities, social sciences, sciences, education and business.

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Next Meeting
Tuesday, April 5, 2016 @ 2:00 in Room 153 SU