

# Bookstore Advisory Committee Annual Report 2016-2017

Meeting Facilitator: Steven Way

Current Committee Chair: Kenyatta Rivers

## Summary of Meeting

The BAC met on October 27, 2016. Attendees included Rosalind Beiler, Loretta Forlaw, Roger Handberg, Woo Hyoung Lee, Caroline Pratt Marrett, Kenyatta Rivers, Shannon Taylor, Dan Topping, Boris Zeldovich, Ying Zhang, Jeff Golub, Chris Tangel, Emily Dovydaitis, Kevin Sowers, Steven Way, Melissa Yopack, Philip Mikels, and Katrina Schenk.

## Topics Discussed

- ⑩ Mission Statement
- ⑩ Elected new chair: Kenyatta Rivers
- ⑩ Bookstore Results
- ⑩ Upcoming Events
- ⑩ Textbook Scholarship
- ⑩ Open Discussion

## Mission Statement

*1. Duties and Responsibilities.*

*1. To recommend policies that will foster a cooperative, mutually productive and beneficial relationship between the bookstore and its customers in the university community.*

*2. To develop scholarship selection criteria, review applications, and select scholarship recipients each year to receive free course textbooks and other awards for each semester.*

*2. Membership.*

*The committee shall consist of one faculty member from each academic unit (selected by the Committee on Committees), two staff members (nominated by the USPS Staff nt (nominated by the president of the Student Government), one representative from Academic Affairs, the bookstore manager, and the director of Business Services. The chair shall be elected annually from its faculty membership. Terms of service shall be two years, staggered, with the exception of the student member, who shall serve for one year.*

*Roger Handberg was nominated to remain chair and respectfully declined. Kenyatta Rivers was elected as BAC Chair.*

## Bookstore Results

### a) VIP Event

*a. Event details and photos were shared with the Bookstore Advisory Committee (included)*

### b) Homecoming Success

*a. Event details and photos were shared with the Bookstore Advisory Committee (included)*

*b. Homecoming Window Painting*

*c. Food Drive to support Knights Pantry (91lbs of food!)*

### c) Textbook Successes

#### 1. Adoption %

*Meeting goals established by the Textbook Affordability Act.*

#### 2. Sales

*Sales continue to be steady in many areas. The store saw an increase compared to Fall Rush 2015 which can be contributed to price matching allowing a gain in market share.*

*New Textbook Increase 9%*

*Used Textbook Increase 11%*

*New Rental Increase 16%*

*Used Rental Increase 7%*

*Today we rent more than 80% of our titles*

#### 3. Online Results

*Online orders have continued to increase in the past years. There double-digit increases in sales with a trend toward increased shipping orders.*

#### 4. Price Matching

*Price matching continues to gain popularity with UCF Students.*

*Save students on average 17%*

*Last semester saved students over \$2.4 million*

#### 5. Digital Sales

*Digital Availability 26.3%*

*Digital Penetration 6.6%*

*Increase in units sold 1%*

### a) Igniting the Student, Athletic, Alumni Connections

*Our multi-channel digital communications and exclusive new student in-store events help students transition more easily to college. And, by helping new students celebrate their rising connection to your campus, and making sure they understand how to find the affordable course materials they need, we continue to build loyalty which further cements the campus store as a true social and academic ally invested in their success.*

*At Barnes & Noble College, we believe in rising above the retail transaction to build meaningful relationships with your students – relationships that don't end at graduation. With the launch of our successful Igniting the Alumni Connection engagement program last year, we've worked with our campus partners and their Alumni Associations to help reinforce that important alumni bond. Our research showed that both recent grads and alumni want to stay connected to their alma mater, including their campus store, and this customized loyalty program helps them do just that*

*Launch of True Fan website with Athletics has been very successful and has been promoting free shipping on all orders for the promotional period.*

## Upcoming Bookstore Events

### a) New Textbook News/Faculty Connection

*At Barnes & Noble College, we are committed to student success through affordable textbook programs and seamless technology. Students and faculty alike tell us that the affordability of course materials continue to be a pressing concern. Fortunately, as education course materials evolve we have the resources in place to support successful academic outcomes. A popular conversation in higher education is in the opportunities provided by Open Educational Resources (OER). Open educational resources are teaching, learning, and research materials that reside in the public domain or have been released under an intellectual property license that permits their free use and repurposing for others. In collaboration with your Barnes & Noble Bookstore, XanEdu offers the ability to build affordable and engaging custom course materials through XanEdu Course Concierge and XanEdu DIY utilizing OER resources.*

## 1. Loud Cloud (Phil M/Katrina)

Our Courseware Solution is designed to address these challenges, giving you and your faculty access to the most affordable, customizable and easy-to-adopt course materials available, and setting your students up for success. Our solution is a complete course that is easy for faculty to implement, adopt and use, or personalize so that the courseware is an extension of your teaching, not your textbook.

- Customize text, assessments, assignments and video
- Easily add, delete or adapt content
- Includes chapter quizzes, a full test bank and feature presentations in PowerPoint
- Student performance down to the learning objective, which allows you to identify and help the right students at the right time.
- E-book and print options
- Embedded video, auto-graded practice and online assignments
- Performance indicators at the chapter and learning objective level
- 24/7 access from laptop, tablet or mobile device

## 2. First Day Solution

First Day is Barnes & Noble College's tuition based model where the cost of course materials is added to the tuition for a particular course or program. This model supports our company's goal to offer convenience and ease for our customers, affordable options, and to support student success by ensuring every student is prepared for the First Day of class. Given that all of our schools have unique needs and use various software programs for registration, financial aid and communication, there is not a one size fits all model, which is why we developed First Day to be flexible to meet the needs of each situation. Our First Day Solution can be applied to a single course, a specific department or program, a year of study, or to the entire curriculum. We can offer traditional textbooks as well as custom titles for purchase or rent along with digital options when available. All of these variables are used to determine the price we would need to collect from the school for each student enrolled in the program.

What are the Benefits of First Day?

- Students are prepared on the first day of class with all their required materials, leading to greater student success.
- The price students pay can usually be significantly reduced.
- Students can use their financial aid to cover the course materials costs.
- Students easily select their items on the bookstore website and choose the delivery option.
- Faculty can rest assured that all of their students will have the correct required course materials, and will not fall behind due to missing materials.
- Faculty know that their students are getting affordable materials.
- Only students registered for that course will be able to order the First Day materials as part of this program.
- First Day results in 100% sell-through.

The UCF Bookstore is currently exploring First Day model solutions with the Engineering and Biology departments.

### b) Faculty Event

To encourage faculty to meet the textbook deadline, the UCF Bookstore hosted a reception in the Textbook Department with coffee and refreshments

Textbook Incentive deadline was October 14, 2016.

### c) Single Sign On

This past Fall, UCF and Barnes & Noble worked on federating the Barnes & Noble Faculty Enlight application with Shibboleth software. Shibboleth is the single on program utilized by the University of Central Florida and allows a user to sign in to the UCF Portal and then transfer to other applications without having to log in again. This process was requested after UCF IT requests were made to make user names and passwords easier for faculty and staff to remember. By federating Faculty Enlight with Shibboleth, UCF faculty and staff only need their UCF ID (NID) and password to access their Faculty Enlight account. The completion went live in November 2016.

d) Faculty Appreciation Days, Dec 1-2

*To show our appreciation for the UCF Faculty and staff, the UCF Bookstore will be hosting Appreciation Days on December 1 & 2. UCF Faculty and Staff will receive an additional 10% discount on UCF apparel and gifts. This means that the regular discount of 10% off is now doubled to 20% off!*

e) DeStress Event

*During finals week, the UCF Bookstore will host DeStress Fest with free chair massages, pet therapy dogs from Pet Alliance of Greater Orlando, an adult coloring station, and free food and beverage samples by various vendors.*

### Textbook Scholarship

a) Criteria

1. Discussed current criteria and Steven Way suggested a title change.

*No changes were made to the title of the essay or any other criteria.*

2. Recommended changes

*Chris Tangel asked for a digital method/website for essay submission.*

*Melissa Yopack will work with Sue Gonzalez in Business Services to establish a digital method (website) to collect essays and distribute to the readers.*

a) Deadlines

Applications available by: *January 16, 2017*

Due to bookstore by: *March 20, 2017*

Distributed to readers by: *March 24, 2017*

Read and given back to bookstore by: *April 7, 2017*

*2 winners and 1 alternate (except COS 3 winners)*

Reception to be held: *TBD*

### Open Discussion

*Kenyatta Rivers asked for more communication for faculty and staff about the academic/non-academic events put on by the UCF Bookstore. The UCF Bookstore agreed to use more mass email communication directed toward faculty and staff.*

*No additional topics were discussed.*

## **University Bookstore Advisory Committee**

### **I. Duties and Responsibilities.**

1. To recommend policies that will foster a cooperative, mutually productive and beneficial relationship between the bookstore and its customers in the university community.
2. To develop scholarship selection criteria, review applications, and select scholarship recipients each year to receive free course textbooks and other awards for each semester.

### **2. Membership.**

The committee shall consist of one faculty member from each academic unit (selected by the Committee on Committees), two staff members (nominated by the USPS Staff Council), one student (nominated by the president of the Student Government), one representative from Academic Affairs, the bookstore manager, and the director of Business Services. The chair shall be elected annually from its faculty membership. Terms of service shall be two years, staggered, with the exception of the student member, who shall serve for one year.

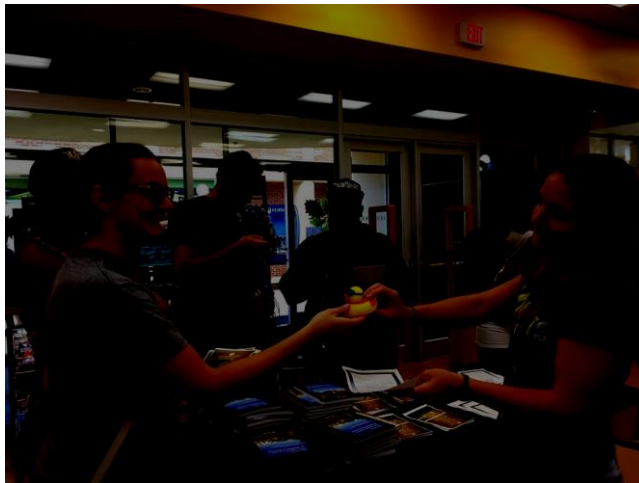
# VIP Event

## Saturday, August 20, 2016

### 4pm-7pm

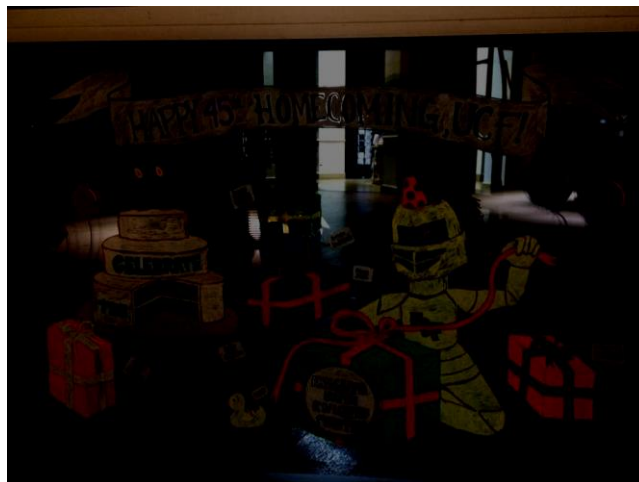
Calling all Knights and Superheroes: Launch your college career off right by getting all your textbooks and school supplies before the first day of classes. With extended hours at the UCF Bookstore you will have the power to dash in for colossal savings on new, used, digital, and rental textbooks before they fly off the shelves. Use your superhuman intelligence to know you are getting the value price on textbooks with our price match policy. Show off your keen sense of style with the latest UCF clothing and accessories, and enjoy coupons, prizes, giveaways, photo ops, a bounce house and more!

Attendance: 500



# Homecoming Window Painting Contest

Every year, the UCF Bookstore invites the clubs, organizations, and departments at UCF to participate in our Homecoming Window Painting Contest/Fundraiser. This year there were two themes for the window painting contest: 1) UCF Homecoming – “Celebrate the Knight”, and 2) UCF Football – “Charge On”. During Homecoming Week, students will vote in the store for their favorite window. The window with the most votes will receive a \$100 voucher from the UCF Bookstore. The donation fee for painting a large window is \$25 and a small window is \$15. All proceeds collected from the window painting will be donated to the Knight-Thon, the University of Central Florida’s Miracle Network Dance Marathon and largest student run philanthropy.



# Textbook Successes

## Adoption %

Start of Fall Classes

## Sales

New Textbook Increase 9%  
Used Textbook Increase 11%  
New Rental Increase 16%  
Used Rental Increase 7%  
Today we rent more than  
80% of our titles

## Online Results

Increase of 25% in sales  
compared to last year

## Price Matching

Save students on average 17%  
Last semester saved  
students over \$2.4 million

## Digital Sales

Digital Availability 26.3%  
Digital Penetration 6.6%  
Increase in units sold 1%



# Igniting the Student Connection



# Igniting the Alumni Connection



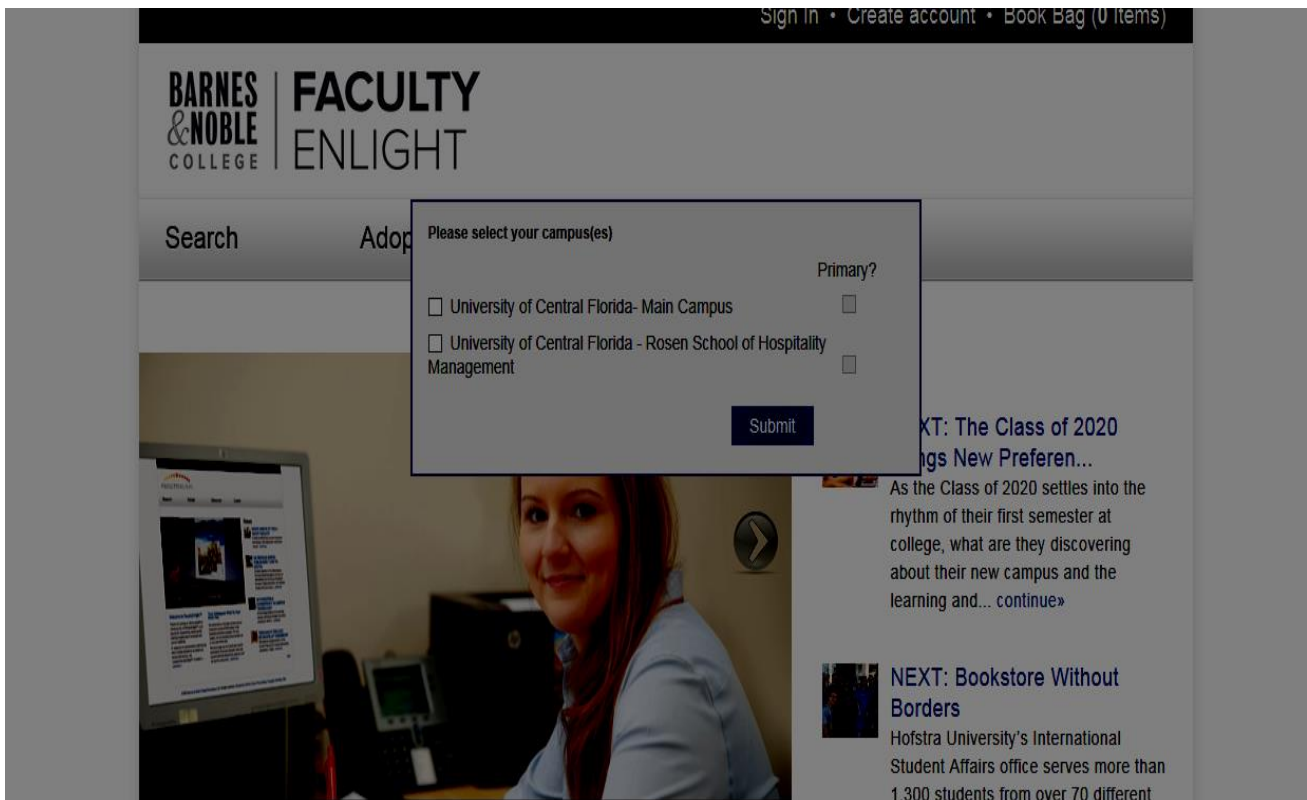
# Igniting the Athletic Connection



# Faculty Event

## UCF Bookstore Textbook Department

# Single Sign On



# Coming Soon

# DeStress Event



Next event: Finals week