

Bookstore Advisory Committee Annual Report 2017-2018

Meeting Facilitator: Steven Way

Current Committee Chair: Kenyatta Rivers

Summary of Meeting

The BAC met on December 12, 2017. Attendees included Rosalind Beiler, Bendegul Okumus, Roger Handberg, Woo Hyung Lee, Caroline Pratt Marrett, Kenyatta Rivers, Shannon Taylor, Michael Terry, Dan Topping, Veronica Decker, Rodrigo Amezcua Correa, Ying Zhang, Jeff Golub, Jamie LaMoreaux, Elizabeth Dooley, Curt Sawyer, Kevin Sowers, Steven Way, Melissa Yopack, Philip Mikels, and Katrina Schenk.

Call to order – *meeting starts at 10:10 waiting for late invitees.*

Topics Discussed

1. Mission Statement
2. Elect new chair: Kenyatta Rivers
3. Bookstore Results
4. Upcoming Events
5. Textbook Scholarship
6. Open Discussion

Discussion on role of Bookstore Advisory Committee

1. Mission of the Bookstore Advisory Committee – *continue to support UCF students through an annual scholarship essay contest. Title of essay is, "If I Were a Book My Title Would Be...". 250 words per essay. Essays divided between colleges based on enrollment of each. 15 scholarships in total, \$700 per award for entire school year.*
2. Appoint a Committee Chair – *Kenyatta Rivers unanimously voted in as returning committee chair.*
3. Bookstore Results
 - a. Merchandise Sales
 - b. War on I-4 Champions – *the UCF Knights football team has had an incredible season this year winning all games. This in turn has created interest in War on I-4 clothing and accessories (mugs, car flags, stickers, etc.). In-store traffic has increased substantially as more people are attending each home game.*
 - c. East Division Champions – *an amazing season of football has created interest in all levels of merchandise and merchandise sales. Online sales have increased tremendously over the past four months.*
 - d. AAC Champions – *it is all about football at both the UCF Bookstore and Barnes & Noble @ UCF. All things football related are selling well.*
 - e. Textbook Successes
 - i. Adoption % - *adoption percentage for the year are 3% higher than the previous year due to efforts of the Provost's office communicating with department chairs and faculty. The Bookstore and Provost's office have*

had several meetings throughout the year to assist with adoption percentages required for state standards and audit. Textbook team has created reporting that are used by the university to show compliance to state and federal laws re adoptions.

- ii. Sales – textbook sales are up in New Textbooks and New Rental Textbooks. Used Textbooks and Used Rental Textbooks are flat. Digital Textbook sales have increased each semester for the past ten years due to continued expansion and use of access codes. Access codes are being adopted by departments and faculty to be used on their own rather than being part of a bundle - physical textbook with code wrapped together. Students continue to request a physical textbook for reading materials.*
- iii. Online Results – textbook sales online are up 4% as more students opt to make their purchases online from home or on a smart phone or tablet. The bookstore’s app has been popular for online purchases. The app will notify students when their orders are ready for pickup as well as a push notification reminding them to return any rented textbooks.*
- iv. Price Matching – the bookstore prices matches Amazon.com, BN.com (Barnes & Noble, Inc.) and local competitor, Textbook Solutions. Prices will be matched for in-stock same format titles. Must be sold by each website proper and cannot be matched to third party vendors and individuals. Often times the bookstore has the least expensive price available for many titles.*
- v. Digital Sales – access codes continue to rise in popularity not only in bundle form but also on their own. Access codes provide content to the students as well as sample quizzes, tests, homework and link them to their professors. The professors can track student performance and gauge learning and comprehension based on sample quizzes and exams. Sales have increased steadily since first being introduced approximately past ten years ago. This trend is sure to continue as the Millennial generation is graduating from college and a new, digital-savvy generation begin to enroll.*
- vi. New Contract – Barnes & Noble College (BNC) entered a bid to continue managing the operations of the three UCF bookstores – UCF Bookstore at the John T. Washington Center, Barnes & Noble @ UCF located next to the CFE Arena and Spectrum Stadium and Rosen College of Hospitality Management Bookstore located on the grounds of the Rosen Shingle Creek Resort. The new contract will partner the two for the next ten years. BNC beat out one competitor on the bid, Follett.*
- vii. True Spirit Sites – the Barnes & Noble location now manages online sales for the Athletics department.*

4. 2017 Bookstore Events

- a. VIP Event – *the bookstore sponsored its annual Freshman VIP Night the Saturday before the start of the semester. The event was held 4-8 and featured a Star Wars theme tying in with the Pegasuspalooza events. A bounce house was erected on the grassy area outside the café doors. Indoors there was Star Wars music being played, photo ops, characters mingling with shoppers, scavenger hunt, café beverage samples and specials, raffle and prizes. The event brought in approximately 1,000 freshman and their parents.*
- b. Homecoming Window Painting – *the Homecoming window painting event is slowly regaining its popularity. Various organizations, fraternities, campus groups and individuals pay a donation to paint a section of window. Their artwork was submitted to the managers for approval and then painted onto the outside of each reserved section.*
- c. Faculty Event (Phil M/Katrina) – *in partnership with the Provost's office the Bookstore's textbook department sponsored a faculty event in the café area. Computers, flyers, adoption information, finger foods and beverages were set up for four hours. Textbook manager, Philip Mikels, and assistant textbook manager, Katrina Schenk, hosted the event to walk faculty, staff and department heads through the online adoption program, Faculty Enlight. They also were there to field any questions about the adoption process or textbooks in general.*
- d. Faculty Appreciation Days, Dec 7-8 – *the Bookstore held its annual Faculty Appreciation Days a little earlier this year based on feedback. The dates were also changed to include a Friday that fell on a payday.*

5. Textbook Scholarship

- a. Criteria
 - i. Keep – *no changes made at this time.*
 - ii. Recommended changes - *standard 250-word essay submitted digitally to the bookstore through the website created by Business Services.*
- b. Deadlines
 - i. Applications available by:
 1. Due to bookstore by: Tuesday after returning from Spring Break.
 2. Distributed to readers by: Week after application due date.
 3. Read and given back to bookstore by: One week before finals.
 - ii. 2 winners and 1 alternate (except COS 3 winners)
 - iii. Reception to be held: A reception is to be held in the café on study day.

6. Open Discussion – *committee would like additional information about the scholarship essay via email. Any copy created will be provided to the members. Communication should be increased by each committee shared with their departments, faculty, departments, students, etc.*