

# UCF BOOKSTORE ADVISORY COMMITTEE

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January 4, 2019 10:00am | *Meeting called to order by Steven Way*

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## In Attendance

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Veronica Decker, Roger Handberg, Bendegul Okumus, Carline Pratt Marrett, Amber Southwell, Patricia Hall, Steven Way, Melissa Yopack

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## Mission of the Bookstore Advisory Committee

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The mission was read and the Committee elected Roger Handberg as the Chair.

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 Council), one student (nominated by the president of the Student Government), and 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.

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## Bookstore Success

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The following success were shared with the Bookstore Advisory Committee:

- Adoption %
  - 98% Start of Fall Classes
- Sales
  - New Textbook Increase 4%
  - Used Textbook Increase 2%

### Textbook Rentals

- New Rental -9%
  - Used Rental -6%
  - Rental Availability 79.3%
  - Rental Penetration 57.2%
- Digital Sales
    - Digital Availability 41%

- Digital Penetration 12.8%
- Sales Increase 36%
- Increase in units sold 84%
- Online Results
  - Increase of 14% in sales
- Price Matching
  - Save students on average 18.5%
 Last semester saved students over \$2,496,204

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## New Programs

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The UCF Bookstore representatives discuss three new programs: First Day, Bartleby, and Ignite CX

### First Day

- The UCF Bookstore is piloting a First Day program with MAR 3023 with Spring 2019.
- Courses using eBooks and Courseware from the following publishers can work with the UCF Bookstore and their publisher representatives to move to a First Day Program: Pearson, McGraw Hill, Cengage, Norton, Sage, and Oxford Press. We are currently working to add more publishers.

What is First Day™?

First Day™ is Barnes & Noble College's inclusive access model, where digital course materials are included as an additional course charge for a particular course or program. This model supports our company 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.

Our First Day™ program can be applied to a single course, a specific department or program, a year of study, or to the entire curriculum.

What are the Benefits of our 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 is below market value
- Students can use their financial aid to cover the course materials costs
- Faculty will know that their students are getting affordable materials
- Students will have seamless access to their materials through their LMS
- Florida Schools will meet State Legislative Requirements using our Opt-In Solution
- First Day™ results in nearly 100% sell-through

## **Bartleby**

### **1. What is Bartleby?**

- *Bartleby is Barnes & Noble Education's online student success hub, which has products and services designed to improve student success and outcomes.*

### **2. What is Bartleby Textbook Solutions?**

- *Bartleby is an online platform designed to support students in their academics inside and outside of the classroom. Bartleby Textbook Solutions offers instant access to thousands of easy to understand textbook solutions written by subject matter experts with advanced degrees. This on-demand product will allow students to access the help they need anytime, anywhere. With our insights and deep understanding of today's students and their needs, we believe that Bartleby will help drive improved learning experiences and outcomes for students, while supporting the faculty's classroom instruction.*

### **3. How will students learn about this product?**

- *Bartleby Textbook Solutions will be available to students on the Course Material page of our website as an additional option when there is a textbook with Bartleby solutions available on their course list. Students can learn more or view samples of solutions before adding it to their cart for checkout. Bartleby Textbook Solutions is available for FREE for the first month with a monthly subscription continuing at \$9.99 each month. Review the Bartleby Textbook Solutions customer experience job aid for additional information. The subscription provides access to the entire suite of Bartleby Textbook Solutions learning materials.*

### **4. How will students use this product?**

- *With a subscription, students can access textbook solutions online 24/7. Students can browse by subject, ISBN or textbook to find the relevant material where they will have the opportunity to sample a solution prior to subscribing. Step by step explanations will lead the way to students learning to reach a given answer on their own.*

### **5. How does Bartleby Textbook Solutions benefit students?**

- *Bartleby Textbook Solutions will benefit any student who feels they struggle in a particular subject area. Students become more engaged and excel in the classroom when they have a firm grasp on their course material. Bartleby Textbook Solutions is available to everyone but is left to the discretion of individuals who believe they need additional support and guidance outside of the classroom.*

### **6. What differentiates Bartleby Textbook Solutions from similar products in the marketplace (i.e., Chegg)?**

- *The Bartleby Textbook Solutions platform features detailed explanations of textbook questions, and step-by-step guides to solutions authored by subject matter experts with advanced degrees. This product is meant to enhance student engagement, breaking down the process to reach a given answer, rather than simply providing the answer. This way, the student learns how to approach and solve a problem independently.*

### **8. What about plagiarism from published textbooks? How will you help ensure the questions and answers are not plagiarized?**

- *Bartleby Textbook Solutions is not designed to replicate textbook content. Rather, it is structured to allow students to seek and receive guidance in learning general concepts and ideas. A formal policy has been implemented that bans the posting of copyright-protected content and is included in the terms of use. Publishers can request the takedown of any material that they suspect may infringe their copyrights, using the mechanisms prescribed by the Digital Millennium Copyright Act.*

### **9. What does this mean for faculty and the university?**

- *For faculty, Bartleby Textbook Solutions means fully engaged students participating in classes with a better understanding of complex subjects. Bartleby Textbook Solutions in partnership with classroom instruction will support student success, stronger outcomes and better retention.*

### **10. How does Bartleby Textbook Solutions compare to StudyMode?**

- *Bartleby Textbook Solutions corresponds to specific textbooks solutions required by professors, StudyMode provides writing assistance. Both products can enhance students' learning without overlapping, and are pieces of the student success hub Barnes & Noble Education is building to increase student outcomes and performance.*

## IgniteCx

IgniteCX is an advanced fundraising platform that can create custom web pages to sell gear, promote causes, raise donations and increase awareness. With IgniteCX, organizations can better engage donors, promote events, more easily raise funds and collect donations for the causes they support. Its suite of offerings is designed to enable organizations, school departments, alumni groups, athletics clubs, Greek Life and non-profits to easily and affordably order personalized merchandise that will support their clubs, events and fundraisers.

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## Textbook Scholarship

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The committee voted to maintain the criteria for the textbook scholarship.

- 3.0 GPA Undergraduate/ 3.5 GPA Graduate
- Undergraduate enrolled in a minimum of 12 credit hours or
- Graduate enrolled in a minimum of 6 credit hours
- 250-word (or less) essay titled “ If I were a book, my title would be.....”
- Double-spaced, 12 pt. Arial Font, 250 word count at bottom of page

The following deadlines were established:

- Applications available by: January 22, 2019
- Due to bookstore by: March 19, 2019
- Distributed to readers by: March 22, 2019
- Read and given back to bookstore by: April 12, 2019
- 2 winners and 1 alternate (except COS 3 winners)
- Reception to be held: April 18, 2019

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## Open Discussion

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College representatives requested posters to be sent to them to be distributed to share about the Textbook Scholarship and New Programs. The Textbook Scholarship link will be distributed to committee members, sent through the campus email list, and posted on social media.

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## Adjournment

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Meeting was adjourned at 10:55am