

Santa Fe College
Bookstore Advisory Committee
Minutes for Meeting held February 3, 2012, 2:30 p.m.
Cabinet Room

Members Present: Stephen Carlisle, Kristen Fletcher, Bill Hatfield (Bookstore), Mary Jane Mahoney (Bookstore), Maureen McFarlane, Susan Miller (Co-Chair), Ethel April Owusu, David Price, Carol Pugh

Members Absent: Travis Bennett, Audrey Holt, Angela Long (Co-Chair), Frieda Long, LaNiece O'Steen

Ex- Officio: David Schlafer, Secretary to the Committee

Guests: Bo Yurke (Bookstore)

Approval of Minutes

The 9/29/2011 minutes were approved, amended by clarifying that for eBooks Nook Study users do not need to be online to access their materials.

Bookstore Report

Miller applauded the bookstore for the lack of any significant issues for the spring semester.

Scholarships

All Spring scholarships were picked up promptly. There will be five offered for summer.

Facebook

Digital marketing initiatives by the bookstore on Facebook have resulted in 1,266 fans as of this date. The feed includes promotions, news, how to rent, etc. If "liked" on the page, people receive 10% off of SF-branded items.

March of Dimes

March of Dimes fundraising netted \$2,400 in 2011. This year the Bookstore has made \$400 up to now. A \$50 gas card will be awarded to one individual for participating.

Donations

- The bookstore donated hats to the College's Student Anglers Association for their championship.
- There were hundreds of high school students on campus this week and the Bookstore discounted and donated T-shirts for all of them.

Nook

There is a 10% discount on Nook products for faculty and staff and the Bookstore encourages everyone to check them out.

Textbooks

- Online orders and registration integration orders increased by 15.3% for Spring term. Free shipping was offered for a limited time.
- 600 of the orders are dual enrollment and brought over by bookstore to dual enrollment office by bookstore employees, who also organize the books for the dual enrollment office.
- Rentals increased to 3% of overall business, which represented a 100% increase from the prior year.
- Digital titles are 0.33% of all business (though digital sales doubled).
- Fletcher asked about procedure for eBook and textbooks for a Spanish class textbook. Bookstore will need the ISBN to determine availability.
- Fletcher also inquired as to the cost of flash drives (4GB for \$20). Mahoney responded that they do not buy from the manufacturer, but from a distributor which contributes to the higher cost.

Concerns

- A publisher is offering free textbooks at the start of a semester for 21 days. This is a problem because once the trial period runs out, financial aid charging is no longer available.
- Hatfield mentioned that some codes go directly to faculty from the publisher which causes the students to not be able to use their aid to purchase.
- Discussion took place on financial aid charging dates and the process of stopping financial aid to process the files.

Returns

Returns will take place (for Spring A) beginning a week before Spring B.

Adoption Deadlines

Summer: March 15

Fall: April 15

Spring B term is in good shape – 100% of adoptions have been received.

Open Discussion

Miller suggested providing information to students on what's available and how to access, including pros and cons.

Blue book – Hatfield mentioned the problem with a particular book, the “Blue Book”. If any item is required for a course, it should appear on the adoption list – even if it's not a textbook.

Financial Aid

McFarlane mentioned that there will be changes to the Board Scholarship rule. The \$700 allowance will go away. A summary of the changes will be provided at the next Bookstore Advisory Committee meeting.

McFarlane recommended referring students to notifications on eSanta Fe and will send an example notification to the Bookstore when ready.

The College will soon have a process in place for a student to authorize the ability to charge their materials to financial aid. McFarlane will inform the bookstore when this is implemented sometime this summer.

Canceling Orders

Some students have problems once an order is placed online locating the customer service number. Mahoney will assure that the customer service number is more obvious if possible.

Carlisle's Last Meeting

This meeting is the last one for student representative Stephen Carlisle. The committee thanked him for his service to the Committee and wished him well in the future.

Next Meeting

The next meeting will be in late June. A doodle poll will be sent out to determine the best day/time.

The meeting adjourned at 11:30 a.m.