

Santa Fe College
Bookstore Advisory Committee
Minutes for Meeting held July 10, 2012, 10:00 a.m.
Cabinet Room & Outside of the Cabinet Room

Members Present: Brandy Burgess (Co-Chair), David Durkee, Bill Hatfield (Bookstore), Mary Jane Mahoney (Bookstore), Maureen McFarlane, Susan Miller (Co-Chair), Ethel April Owusu, David Price, Carol Pugh, Niel Wingfield

Members Absent: Kristen Fletcher, Audrey Holt, Frieda Long

Ex- Officio: David Schlafer, Secretary to the Committee

Guests: None

Approval of Minutes

The 2/3/12 minutes were approved.

Bookstore Report

Mahoney presented the materials that are handed out at orientations (bags, information, advertisements, etc.)

The Bookstore and The Crossing (apartments) have entered into a relationship whereby the Bookstore provides The Crossing advertising space while the Bookstore can advertise and perform buyback on The Crossing's property.

Price asked if the bookstore continued to offer buyback on the North field and Mahoney replied that they no longer do so because buyback numbers are declining due to the increase of rentals and custom titles.

Mahoney showed several videos relating to Barnes & Noble's present and future plans regarding its College stores. Highlights include:

- Faculty Enhance – an online adoption and resource site (coming soon in a new way)
- Increased interactivity with Colleges' learning management systems (coming soon)
- The introduction of stand-alone convenience stores (available now)

- The introduction of technology centers in stores (available now)
- The ability to use Nook Study on all platforms (coming soon)
- A new online system is in development to allow users to order their textbooks from their mobile device.
- The Bookstore's new cashiering system allows for the digital transmission of receipts for financial aid.

Discussion took place regarding the digital system about the possibility that the stored receipts could help should a student lose a receipt. At this time, the system does not have a way to mark something as "returned" so the student will still need their receipt. Mahoney will investigate if the system can be developed to allow for this desired feature. Theft (or, more accurately, returns of the same book multiple times for refunds) is a major issue, which is why the original receipt is required.

Discussion took place about the possibility of adopting texts through eStaff, including adding the textbook affordability form as part of the process.

Discussion took place on the Bookstore's Facebook page. Currently the Bookstore has 1360 fans on Facebook.

Mahoney said that for Apple products to be in stores, a certain amount of space must be dedicated. The College's store is likely too small.

Rental Numbers:

Spring 2013: 27.2% of book sales were rentals, with 20.8% of books being rentable. The percentage of books that are rentable is lower than most schools due to the amount of custom and older editions being adopted. (MyMathLab was an example of a custom book.)

Digitally, 3.1% of book sales were digital titles. Some publishers offer a 7-day free trial. One problem is that after 7 days, financial aid is no longer available, so students who choose this option may be without a book for a period of time.

Mahoney stated that 81% of bookstore sales are textbooks while 19% is everything else.

Hatfield reported that as of this date, 87% of Fall adoptions have been received.

Scholarship Allocation Change

A request was made by AVP Bennye Alligood to set aside a portion of the annual scholarships awarded to students who attend classes at the Centers. After a lengthy discussion, the Committee decided the following:

1. The Centers would not receive a specified portion of the scholarships.
2. Schlafer will review recent scholarship awardees to determine how many took classes at the Centers. The Committee may revisit the topic at a later date.
3. Miller will inform Alligood of the Committee's decision.

Financial Aid Charges/Issues

Discussion took place on the charging dates for financial aid. Challenges occur when the charging period does not match the return period. Schlafer will develop a calendar that indicates dates charging will begin and end, as well as the invoice dates so that they are known well in advance to avoid this type of issue from happening in the future.

McFarlane reported that the scholarship board rule has changed so that books will no longer have a separate allowance.

McFarlane also described the process whereby the College would ask students to approve the use of financial aid for things such as charging at the bookstore. After discussion, the determination was made that this would likely occur on October 1.

Open Discussion

None

Next Meeting

The next meeting will be the week of September 17. A doodle poll will be sent out to determine the best day/time at the start of the Fall semester.

The meeting adjourned at 11:30 a.m.