

BOOKSTORE ADVISORY COMMITTEE

Minutes October 10, 2017

Attendees: Jamie Norris, Lori Cope, Jennifer Gebhart, Donna Karlsberger, Shannon McGrath, Kelli Smith, Cathy Dalton, Mike Griest, Shannon Norton, Karen Strider-Iames, Don Miller, Gina Keucher, and Olivia Thoman, Emily Bundesen, and Kat Adams Student Government Representatives.

Not Attending: Liz Russell, Ryan Black and Chris Bethel

Guest:

Welcome

At this first meeting of the academic year, Jennifer Gebhart, Manager of the on-campus bookstore run by Barnes and Noble, welcomed everyone. Everyone on the committee then introduced themselves.

Jennifer Gebhart then gave a brief history of the bookstore. Barnes and Noble took over the WSU main campus bookstore in 1992 and the Lake Campus location in 2011. She commented that approximately 10% of all sales at the bookstore go back to the university.

General Information

- **Year-In-Review Highlights (See attached)** - Jennifer Gebhart presented the Year-In-Review highlights from the bookstore at Wright State. Last academic year students saved \$1,184,204. That was up 1.7% from the 2015/2016 school year. There has also been a 42% increase in the number of Digital Textbooks sold.
- **Together We Partner for Success-** Jennifer discussed the brochure that was provided by Barnes & Noble College. This brochure focused on an overview of the various innovations and programs that Barnes & Noble College has implemented on college campuses that have improved student outcomes, made textbooks more affordable, and supported students throughout their college journey
- **College Insights** – Jennifer reviewed the results of a survey that was given to students, staff and faculty. The overall performance rating was 94% (that's an A rating) for the Wright State University bookstore. This was 2% better than the national rating of overall performance. Also, 75% of WSU students purchased at least one textbook/course material from the bookstore, either online or in-store.
- **Complete Content Delivery Solutions (See Attached)** - Jennifer presented a handout from Barnes & Noble College that highlighted how they bolster student success by 1. Providing students with access to the right course materials 2. Focus on affordability by delivering low cost course materials 3. Foster advancement by providing tools that help them thrive in the classroom.

Textbooks

- **Spring Adoptions-** Shannon McGrath discussed that the current adoption rate for spring semester is 25%. The deadline for adoptions is Sunday, October 15, 2017.
- **Inclusive Access Pilot-** Spring semester 2018, nine courses will offer Inclusive Courseware, the newest textbook delivery method at Wright State. The courseware includes a number of learning materials. Typically there is an eTextbook with an interactive learning platform such as Connect, MyLab, Mindtap, etc. These learning platforms contain interactive course material including readings, quizzes, videos, flash cards, and other material designed to help students learn and succeed in these courses. The cost for the courseware has been negotiated to be below market value which will present students with a savings. The fee for the materials are part of students' tuition and there is an option for students to opt-out of the program.
Mike Griest, Director, Student Enrollment Services Raider Connect, discussed how the opt-out program and the refund would work. He also discussed how the fees would appear the students' account.
Emily Bundesen, Student Government Representative, inquired about the possibility of tax free textbooks. Jennifer commented that it was being discussed at the state level but nothing had been finalized.

Olivia Thoman, Student Government Representative, asked how students would be made aware that the cost of the materials are negotiated and priced below market value. Jennifer stated that this information would be included on the website and in announcements. Don Miller, Director of Orientation, also said that he would be noting it in Orientation.

Merchandise- Presented by Shannon McGrath

- 50th Anniversary Merchandise Highlights
- New Product

Events – Presented by Shannon McGrath

- College Con Event 10/3 – Raffle Giveaway
- College Con Event 10/10 – 25% off Marvel Tees
- Raider 4 Life Grad Fair – 10/11 & 10/12 from 11-5
- Spring Adoptions Due – 10/15
- College Con Event 10/17 – Coloring Your Favorite Characters
- College Con Event 10/24 – Puzzles & Watching Anime
- WSU Benefits & Wellness Fair – 10/25 Apollo Room
- Halloween Party – 10/30 & 10/31 Pumpkin Painting/Decorating & Trick-or-Treating
- Author Signing – Dayton Peace Prize Author Colm Toibin – 11/6 2pm (Stein Gallery Tentative)
- First Home Basketball Game – 11/4

Upcoming Promotions

- College Con – All of October (Buy 2, Get 1 Free Graphic Novels)
- BOGO 50% Off Red Shirt – 10/10-10/12
- 25% off All Fleece Flash Sale – 10/17-10/19
- Clearance 50% off Flash Sale – 10/26
- BOGO 50% Off Hats – 11/7-11/9
- BOGO 50% off All Champion – 11/13-11/16
- 25% off Under Armour & Nike – 11/20-11/23
- Faculty/Staff Appreciation Sale – 12/1 & 12/2
- 25% off All Fleece/Cold Weather/Outerwear – 12/4-12/15

Open Discussion

Don Miller- Director of Orientation- Thanked the bookstore staff for all of their support during orientation.
Karen Strider-Iames- Discussed that she works for Marketing and Communication and now oversees Learfield licensing of items at the university.

Website: www.shopwrightstate.com

Mobile APP: MyCollegeBookstore – available on AppleStore & GooglePlay

Twitter: @WrightStateBook

Instragram: Wrightstatebook

Facebook: www.facebook.com/wrightstatebookstore

BNCNews: Get the latest industry news from BN College: www.bncnews.com

Next Meeting
Tuesday, November 14, 2017 @ 2:00 in Room 010 SU (Emerald Room)