

## UNIVERSITY SENATE ANNUAL COMMITTEE REPORT

**Committee Name:** *Bookstore* 2016-2017

Number of Meetings Held this Year: 2

Committee Chair: Anthony Hostetter

Committee Members: (list here)

Tighe, Karla L.	Sun, Qian	Novak, Alison
Doddy Thomas	D'Agostino, Russel	Iles, Janet
Liu Xia	Wu, Chun	Godsey, George
John Styles		

### ***Purpose of/Charge to Committee:***

Mediates faculty, student and bookstore relations and concerns. This committee provides an ongoing evaluation of staffing levels of the bookstore, works on improving the perceptions about the bookstore's work, both within the bookstore and externally among the rest of the campus, and facilitates cooperation of the faculty with bookstore needs and the bookstore with faculty and student needs.

### ***Summary of Activities this Year:***

At our first meeting held on October 27, we elected Anthony Hostetter as chair and discussed our concerns with the bookstore and textbooks. The bookstore continues to encourage faculty to order materials in a timely manner, which helps the students save money. Faculty did get orders in earlier for Fall of 16, but the store is still looking for improvements. Barnes and Nobel now has "Loud cloud" (<http://www.bnedloudcloud.com>) which allows faculty to create their own on-line materials. They also report that large blocks of classes sharing the same texts allows them to negotiate for reduced prices.

At our 2<sup>nd</sup> meeting on April 3, John Styles addressed our concerns and reported on a survey they conducted (see attached). The survey indicates that students are happy with the bookstore and services provided. It also indicates when students purchase course materials and why. They discussed the Barnes and Nobel website. They pointed out the ability to order specialized Rowan apparel through "Promoversity." "Loud Cloud" was also discussed. They provided a list of available textbook options including: new, used, digital, and rental options. These options allow students to choose how they get textbooks. Rowan University is in the top 30 schools for text book rentals. They stressed the importance of getting early book orders, which allows them to shop early for used textbooks. The local store can lose their inventory if

orders are not in early, which leads to higher prices for students.

-use additional pages if required

**-do not include suggestions & recommendations with this report** - use **separate form** for recording purposes

**UNIVERSITY SENATE ANNUAL COMMITTEE**  
**SUGGESTIONS & RECOMMENDATIONS**

2016-17

**SUGGESTIONS:**

The committee suggests that faculty should do their best to get book orders to the bookstore as early as possible. This allows the bookstore to secure used books before inventory runs out. Also, it allows the bookstore to keep used inventory currently in stock.

**RECOMMENDATIONS:**

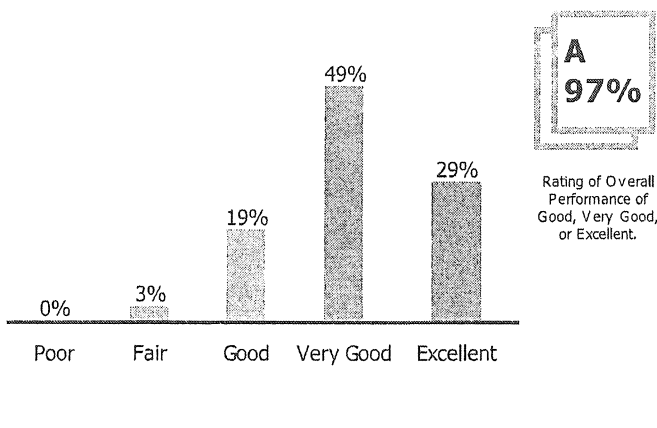
Given that the bookstore is a private enterprise, no longer run by the university, the charge of this committee should be edited. It seems that, "This committee provides an ongoing evaluation of staffing levels of the bookstore, works on improving the perceptions about the bookstore's work, both within the bookstore and externally among the rest of the campus," is no longer relevant. Perhaps the second sentence of the charge should be, "This committee provides communication between the bookstore management and the university in an effort to improving the perceptions about the bookstore's work among the rest of the campus."

Listen. Learn. Act. Three small words, one invaluable commitment to everyone we serve at your school. Through our Barnes & Noble College Insights platform, we ensure that the experience we deliver for your students, faculty and entire campus is directly shaped by their voices. With these insights - like those shared below - as well as your continued partnership, we can collaborate to drive even greater success in the years to come.

## WHY YOUR BOOKSTORE MATTERS

The days of simply selling textbooks and sweatshirts are far behind us. Your campus bookstore plays a direct role in supporting your strategic objectives - enhancing recruitment, retention, academic success, and always, always asking, "how can we do more?" Let us be a true champion for your mission and values, and you'll see the results.

**If you were to rate the bookstore on overall performance, what would your rating be?**



**What are the benefits of having a bookstore on your campus (as opposed to an online-only store)?**

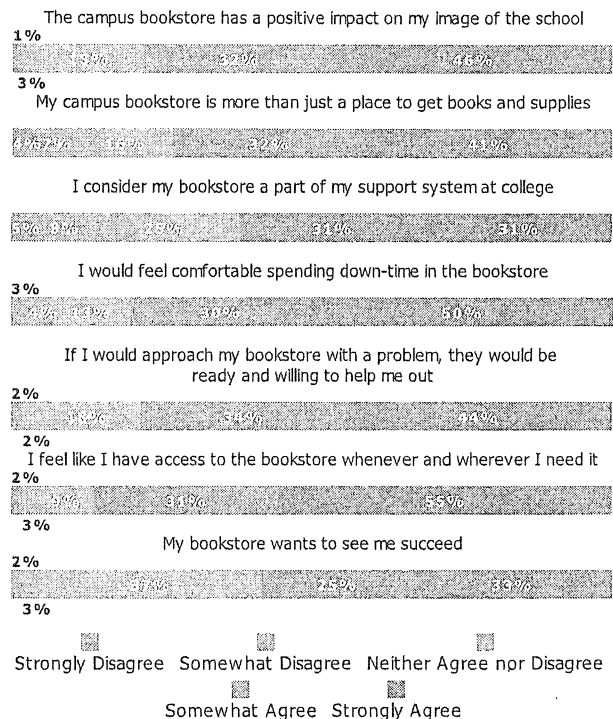
- 65%** On-campus location is convenient
- 61%** I can see the products in-person before I buy them
- 58%** Easy checkout process
- 57%** Textbooks/Merchandise are immediately available for pickup
- 56%** Easy to browse apparel/merchandise

N = 779  
Fielded: February 2017

**Which of the following events or offerings from your campus bookstore would make you want to visit more frequently?**

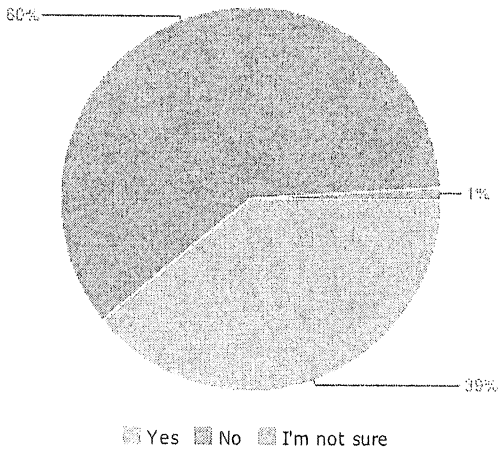
- 61%** Free samples
- 47%** More promotional events and sales
- 35%** Author events/book signings

**Please indicate your agreement with each of the following statements.**



# EMPOWERING THE ACADEMIC EXPERIENCE

**This term/semester, did you have all of your textbooks/course materials on your first day of class?**



The higher education industry is constantly changing, but one thing remains the same: your students and faculty need guidance and support throughout the academic journey. Not having access to affordable course materials or not being prepared for the first day of class can impact student outcomes from day one. Our solutions set them up for success.

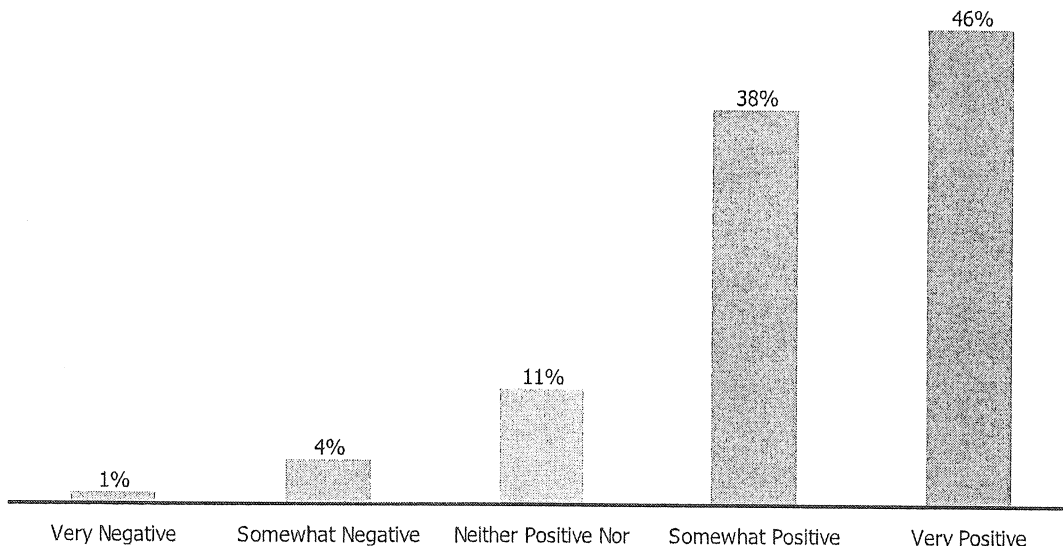
**For what reason(s) did you not have all of your textbooks on the first day of class this term/semester?**

- 65%** I wanted to check with professor first if textbook is needed
- 22%** Professor didn't list materials in time
- 19%** I can't afford the cost of a new/used book
- 18%** Professor doesn't use the textbook
- 15%** I wanted to gauge the class to see if I would keep it or drop it

**What are the reasons you are attending college?**

- 82%** To prepare for a career
- 74%** To secure a stable job
- 72%** To learn/better myself
- 59%** To earn more money
- 57%** To follow my passion

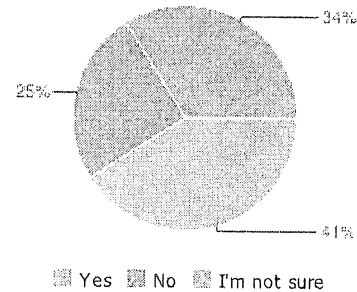
**Overall, how do you feel about your current situation at school?**



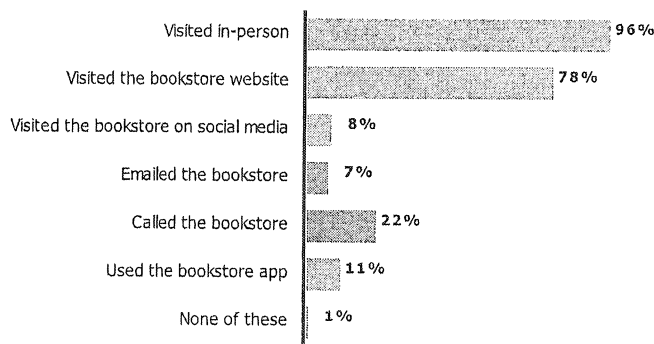
# DRIVING REVENUE

Revenue doesn't come from selling products - it's about engaging students and your entire campus by building relationships and earning their loyalty. It's about creating a campus hub that enhances the social and academic experience of everyone on your campus. Supporting the campus bookstore directly funds scholarships, salaries and academic programs, ensuring we are driving success in and out of the classroom.

Does your campus bookstore match the prices of other textbook providers (e.g. Amazon, bn.com)?



In what ways have you used the campus bookstore in the past 6 months?



Where do your professors generally recommend you purchase your course materials?

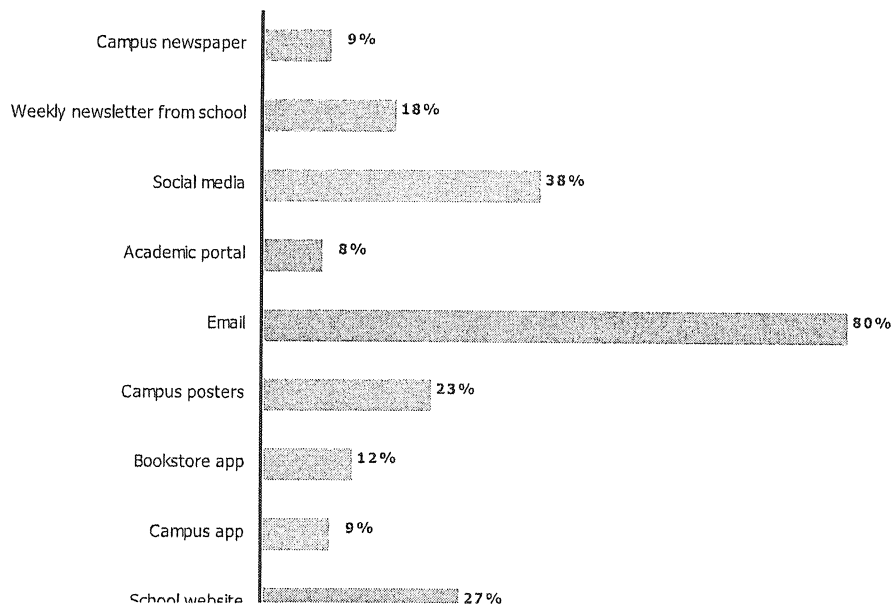
**56%** Campus bookstore (online/in-store)

**46%** Amazon

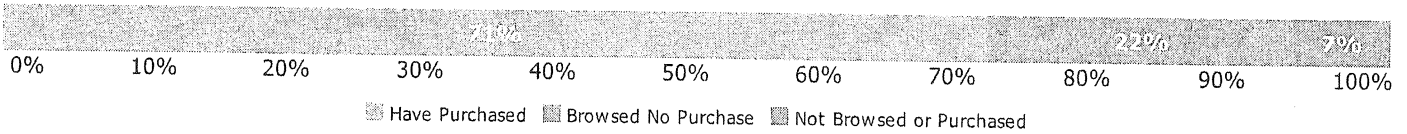
**21%** N/A; my professors don't provide specific recommendations.

**68%** Purchased at least one textbook/course material from the bookstore (online and/or in-store)

How would you prefer to hear about bookstore offers and events in the future?



# APPAREL/SCHOOL-SPIRIT CLOTHING



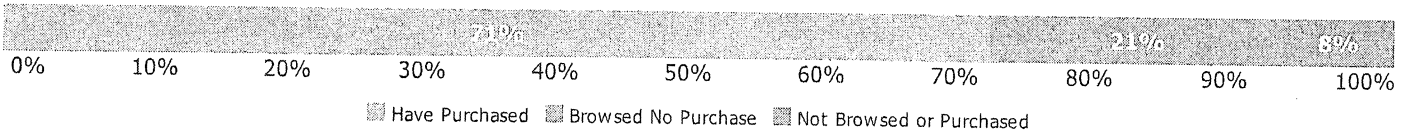
**For what reason(s) have you purchased apparel at the bookstore?**

**70%** To support my school  
**56%** Item was what I was looking for

**Why haven't you purchased apparel at the bookstore?**

**40%** This type of purchase isn't in my budget  
**25%** Haven't needed apparel

# SCHOOL SUPPLIES



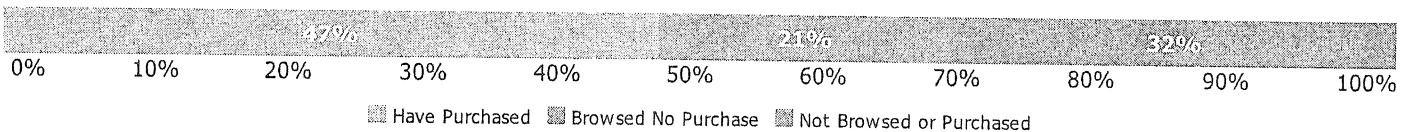
**For what reason(s) have you purchased school supplies at the bookstore?**

**65%** Required for specific class  
**57%** Item was what I was looking for

**Why haven't you purchased school supplies at the bookstore?**

**54%** Previous negative experience at bookstore  
**20%** I prefer shopping online

# CONVENIENCE ITEMS



**For what reason(s) have you purchased convenience (e.g. candy, snacks, soda) at the bookstore?**

**61%** Unplanned/impulse purchase  
**59%** Convenience

**Why haven't you purchased convenience (e.g. candy, snacks, soda) at the bookstore?**

**68%** Wasn't hungry/didn't need a snack  
**32%** Not a type of product I typically purchase

With our Barnes & Noble College Insights platform, we regularly engage our network of more than seven million students, parents, faculty and alumni to better understand the thinking, behaviors and expectations of these stakeholders. These insights are the foundation of our strategic partnership and ensure whatever challenge lies ahead, we are there to listen and respond.