



**Bookstore Committee Minutes
June 22, 2004 1:00 pm
Room 111**

Present: Pegi Ard, Johanna Bowen, Glenn Dixon, Fabian Gauthier, Gabe Gutierrez, Paul Harvell, Susan Lonnblad, Steve Miner, Dan Rothwell

Absent: Adriane Garcia, Jeff Hickey

Notetaker: Tatiana Bachuretz

Pegi opened the meeting at 1:03 pm.

Agenda Modification

None.

Introductions

None.

Approval of Minutes

The minutes were unanimously approved without modification.

Pegi reviewed the follow up items from the minutes with the committee. Book buyback was extended through Monday following finals but there was not much activity. Once students finish finals they leave campus.

Susan sent an email congratulating faculty who had turned in their fall requisitions allowing their students to get top dollar at buyback. Also, there was a full-page ad for book buyback in the Voice.

Paul queried faculty. The idea of adopting a book for several semesters was met with great enthusiasm, but choosing a single book for all sections was not.

Facilities Update

Pegi reviewed the new Bookstore facility plans with the committee. Susan reviewed the floor plan, pointing out the dedicated, self-service textbook department, the portion of the store that would be open early and late for concession items, 4 permanent and 6 additional cash registers. All merchandise will be stored on the floor; there is minimal storage space. There will be 2 windows for buyback so that theoretically it could be year round. The 14-month construction project will start spring 2004 and conclude summer of 2005. Current timeline is that the building will be complete 2 weeks before school starts, so it is likely that the bookstore will open in the new facility in the spring of 2006. Online sales are a possibility for fall 2004 but more likely a reality in spring 2005.

Textbook Pricing

Susan distributed 3 budgets: (1) preliminary budget with a 25% margin, (2) a 24% and (3) 23% margin. The 25% margin nets an income of \$41,702. The 24% margin nets \$17,799 and the 23% margin nets a loss of \$7,519. At a \$3 million volume of sales, only \$17,000 is profit. Reducing operating costs by \$25,000 will reduce book prices by 1%. Previously, the Student Senate was concerned why the Bookstore budget always came in higher with higher sales than budget. Susan explained that used book acquisition did not meet the used book sales goal, increasing new book sales but not increasing income.

Susan recommended that the final Bookstore budget reflect between a 23 and 24% profit margin, but is uncomfortable with such a low income. But, because there is some reserve, now is a good time to try a lower profit margin. If sales increase, the bottom line will increase as well.

A 1.5% reduction in book prices will not significantly change consumer behavior, i.e., a \$100 book sold for \$98 or \$99 doesn't matter much, but an adoption policy that can reduce book prices by 25% will make a big difference to students. Pegi will review the transfer to general fund and the rent/utilities line items.

Educating Stakeholders

Pegi asked how we can move toward an adoption policy. Glenn commented that faculty don't understand the ramifications of turning book requisitions in late. Faculty need to be educated about how book costs are increased by late orders. Perhaps a student and a spokesperson from the Bookstore could explain policies to faculty. Johanna recommended developing interesting handouts to explain how to lower costs.

Paul queried Economics faculty and most could not believe that less than half of the students sold books at buyback. Susan commented that the goal is to double buyback by reducing lines and adding registers. Steve explained that an information table was set up during the summer rush period. A flyer has been developed on book buyback policies and requirements.

Fabian asked about looking into consignment to reduce price and get money directly back to students. Typical consignment margin is 30%, and the Bookstore is now operating on a 25% margin. Consignment could end up raising costs.

Susan explained that the Student Senate used to operate a book swap board. Calpirg setup a website called campusbookswap.com but no community colleges are on it and there is no intention of expanding it to community colleges. Johanna added that mailing books is a difficult and that Pay pal also takes a cut. Book swap is not the best way of achieving best price for students.

Fabian asked about how much books are increased if a requisition is received late. Susan explained that book prices aren't increased but shipping costs increase from 5 to 10%. Steve added that if books are bought back but are not used in the future then bookstore has unusable books, which results in a loss.

The meeting was adjourned at 2:00 pm.

Next Agenda

- Textbook requisition form
- Fall requisition report
- Information flyer "How to Lower Book Costs"
- Buy back flyer
- Flex week and Division Meeting education with Student Senate
- Budget review

Next Meeting

August 3, 2004 at 1 pm in room 111.