

# UNIVERSITY of HOUSTON

## Bookstore Advisory Committee – Auxiliary Services

### Meeting Minutes

**Date:** Thursday, October 10, 2019

**Place:** Auxiliary Services Conference Room

**Scheduled Time:** 2:00 PM -3:30 PM

**Attendees: Voting Members** – Marcella Norwood, Meghan Griggs, Christopher Caldwell, Brooke Kaiser, Leigh Ann Smith, Julie Grob

**Non-Voting Members** - Matt Prasifka, Eve Esch, Maysarah Kazia, Ariana Santiago, Samantha Eades (Follett UH Bookstore Manager), Debra Carpenter (UHCL), Joshua Apple (Campus Store), Roger Harvey (Follett-Corporate), Maureen Veer (Follett-Corporate), Mary Torres and Megan Lee (UHD) via Skype

- I. Welcome and Introductions – Matt: As you know, as of this summer we have a new bookstore vendor, Follett, who hit the ground running at all of our UH stores. Present from Follett’s corporate office is Roger Harvey (Regional Manager) and Maureen Veer (VP General Merchandise Planning & Allocation)
- II. Approval of Minutes by Chair Meghan Griggs
  - ✓ Motion to approve minutes for April 11, 2019 BAC meeting. No opposes. Minutes were approved.
  - ✓ Election of Vice Chair, Marcella Norwood; all voted in favor of.

- III. Follett General Updates & Presentation – Roger & Maureen (Agenda items 6, 7 & 8 rolled into the presentation)

#### **Partnership Accomplishments**

- ✓ Massive undertaking with store equipment set ups (servers, POS & workstations)
- ✓ Reset of sales floors with clothing and gifts
- ✓ Formal meeting & collaboration w/ UH Brand licensing and Marketing Team
- ✓ New logo merchandise ordered and arrival began
- ✓ Hiring and training of new store staff (key leadership positions filled)
- ✓ Financial Aid set-up
- ✓ Installation/integration of Discover View and Shop & Auto Course Import

#### **Forward Thinking**

- ✓ Placement of NEW Follett ordered UH merchandise
- ✓ Coaching/Training/Role Clarity of Store Team
- ✓ Outreach to build campus connections/relationships and event support
- ✓ Installation of: Discover ADOPT & Discover ACCESS
- ✓ Faculty/Admin training on new book adoption tool (actively pursuing adoptions)
- ✓ Recruiting, hiring and training for Buyback & Rental check ins
- ✓ Renovation discussion, next steps timing – plan review and approvals

- IV. Maureen - Follett’s mission is to deliver a customized assortment that champions the campus spirit. We want to service more than just the students (faculty/staff, alumni, parents & fans). Very important to consistently have new merchandise in each store. “Promos” are offered every six weeks at a great price.

- V. Sourcing process: Sourcing team (buyers) to assortment selection to finalize (build up)  
 Planning process: Data collection to assortment selection to purchase order creation  
 4 key Seasons: Fall, Holiday, Spring & Summer
- a. **HUGE** amount of merchandise shown in the presentation representing each campus, which included headwear, vintage apparel, law school shop, high end apparel, gifts, drinkware (coming soon) logo brands pop-up shop, collegiate revival, Nike (coming soon) fleece and flannel apparel, 80s throwback items, crops (huge item), tie dye items, tailgate items and an expanded selection of youth items.  
 (Matt interjects that Follett does not have the “Athletic Contract”. Fanatic is the contractor for Athletics)
  - b. Key part of Follett’s business is repeated testing to discover what the customer likes and wants.
  - c. **UH Apparel & Gift Strategy; YTD Sales - \$413,074**    **UHSL Apparel & Gift Strategy; YTD Sales - \$3,667**  
**UHV Apparel & Gift Strategy; YTD Sales - \$6,065**    **UHCL Apparel & Gift Strategy; YTD Sales - \$24,755**  
**UHD Apparel & Gift Strategy; YTD Sales – \$60,804**
- ✓ Meghan asks questions based on UH undergrad student demographics price point and frequency of sales
  - ✓ Chris shares his concern that pricing is very expensive. Are there any economically friendly prices in the \$19-30 range? Also commented that Follett’s Social Media presence is very low. Generation Z relies on Social Media prior to visiting a website.
  - ✓ Marcella stated that Follett is missing out on the population of online students w/o a Social Media following
  - ✓ Eve – after students post pictures on Instagram, those particular items are sold out rather quickly
  - ✓ Maureen & Roger indicated they would both reach out to their Follett counterparts and come back with responses and/or solutions. They owe it to UH to have a discussion
  - ✓ Eve wants to streamline the process of staff getting taxed on items and a discount structure
  - ✓ Chris suggests Follett to further engage with all departments on campus so they will know who you are  
 Want to ensure we are servicing departments and not waiting for them to come to us

VI. **Follett Discover** – integration within LMS/SIS; video overview presented by Roger

- a. **Adopt**-faculty adoption tool;
  - b. **View**-HEOA compliance solution
  - c. **Shop**-procure materials during registration;
  - d. **Access**-purchase and access course materials within LMS digital codes
- ✓ **ADOPT BENEFITS** (video shown) – Single sign-on, personalized experience, easily submit adoptions to campus store and discover new course materials
  - ✓ **KEY FEATURES** – easy searching, add your own content, create personal library
  - ✓ **CONTENT TYPES** – adopt new, used, rental text/digital e-book, adaptive and OER content and course packs

Training on campus will be provided and personalized to accommodate all. With Discover, analytics are used to help save more money and drives down the cost of materials. Students will have the choice to choose what type of book (hard copy, e-book, digital). Follett IT and UHS IT departments are working together to make Adopt/Access ready for training; Matt suggests our preference is to not do an alternative system again;

- ✓ Mary UHD wants to know if and when training will be provided for each campus
- ✓ Training needs to be targeted with a more focused approach; Bring in key folks

VII. **Member Items** – None.

**Meeting adjourned at 3:40 pm.**

**Next Scheduled Meeting**

Date: November 14, 2019

Time: 2:00 – 3:30 PM

