

## **Bookstore Innovation Group (BIG) Annual Report for 2013 - 2014**

**Submitted April 17, 2014 by Susan Stinson and Jaime Hillman**

### **1. Serving as Liaisons**

The Bookstore Innovation Group (BIG) committee members continued to serve as liaisons between faculty members and the bookstore manager(s) and staff concerning suggestions for, questions about, and / or problems with both textbook and trade book orders. The bookstore manager worked to communicate pertinent changes and important information to the committee members (such as book order deadlines and book return dates and policy / procedural changes) and has thoughtfully utilized the members in an advisory capacity, as appropriate.

This semester, the BIG worked to address faculty concerns brought to Faculty Senate regarding book order levels and book availability. Jaime Hillman presented to Faculty Senate in the fall, and the senators were pleased with the presentation. In the spring, it proved useful to provide via email the information that had been presented to Senate in the fall to all faculty and staff. That email was sent out to all faculty and staff and is reprinted as follows:

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*Greetings from the Bookstore and the Longwood Bookstore Innovation Group:*

*This is a gentle reminder that we have begun collecting book order information for the summer and fall sessions. We are transitioning some technology (and staff) in the store; therefore, the website may not indicate your particular course(s) at this time. Even if it's not available through the drop down menu, you will still be able to submit book orders by filling in department and course information.*

*As always, you may also send book order information via email, [sm342@bncollege.com](mailto:sm342@bncollege.com), or in person in the store.*

*Ms. Amber Clarke is our new assistant manager, and she will start on Monday, April 14th. For the last several years she has worked at the Liberty University store as the textbook manager. She trained our previous text manager, Kris Leasure, and is excited to get started. We will be out and about on campus starting Monday so she can familiarize herself with the Longwood grounds and various colleges and departments.*

*Before we go, we wanted to let you know that we are working hard to ensure that each of you--faculty and staff--has a positive book ordering experience with us. We understand that with frequent changes in course enrollment / scheduling / staffing and with last minute changes in textbook / book editions and formats, it's not always easy to place your order when, indeed, it seems so early in the academic season.*

*Many of you have asked us questions about store policy, such as why we need the orders so early and why we order books at the levels we do, and we wanted to provide you with*

**(BIG Annual Report pg 2.)**

*those answers. Below you'll find a synopsis of the information we provided during the fall semester to Faculty Senate. We hope you find it useful, and we want to encourage you to call if you have additional questions or simply want to provide us with feedback and / or ideas, so we've provided the contact names and numbers of those of us on the committee working on your behalf.*

*Thanks so much for your time,*

*Jaime Hillman - Store Manager  
Barnes & Noble @ Longwood University  
P (434) 391-1240 F (434) 392-4079*

*Bringing You What's Next*

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*###*

*BARNES & NOBLE & LONGWOOD'S B.I.G*

*Spring Stats 2013:*

*47% of course material brought into and by the store was returned to the publishers:  
This is 47% of what we bring into the store based on order demand history and availability.*

*59% of textbook sales are transacted online through our website*

*<http://longwood.bncollege.com>*

*52% of course material ordered was available to rent, and*

*51% of the time, students chose this rental option to meet their course needs.*

*41% of course material adopted in the store was also available in a digital format, but just over 1% of the time, students chose this option to meet their course needs.*

*\$449,090 is the amount saved by students through our practices for the spring 2013 semester alone.*

*FAQs*

*How does the bookstore determine how many copies of given course material to stock in the store?*

*A. We use previous sales data from prior semesters, course enrollment downloads, and communication from faculty to determine course materials stocked. We also consider the*

**(BIG Annual Report pg 3.)**

*availability of the material through other sources for which students have, historically, chosen to make purchases. Inventory is monitored closely to control costs incurred at the store. We have a reorder system in place to ensure students are able to purchase course materials in a shortage situation. These materials are usually available within 72 hours.*

*Why does the bookstore need my information so early?*

*A. Our deadlines are early so we can source every possible cost saving option for students. Used, digital, and rental options are sought for all course material offered so we can continue to save money for students.*

*If you have questions and / or feedback, please contact one of the members of the Bookstore Innovation Group (B.I.G.):*

*Jaime Hillman - Store Manager*

*P (434) 391-1240 F (434) 392-4079*

*Amber Clarke - Assistant Store Manager*

*P (434) 391-1240 F (434) 392-4079*

*Susan Stinson - B.I.G. Chair, English & Modern Languages*

*P x2810*

*Wendy Smith - B.I.G. Member, Math & Computer Science*

*P x2992*

*Linda Lau - B.I.G. Member, Business & Economics*

*P x2778*

*Melanie Marks - B.I.G. Member, Business & Economics*

*P x2372*

*Jan Evans - B.I.G. Member, Business & Economics*

*P x2045*

*Nancy Powers - B.I.G. Member, Education*

*P x2756*

*Frances Reeve - B.I.G. Member, Education*

*P x2507*

*Kevin Doyle - B.I.G. Member, Education*

*P x2000*

*\*\*\**

**2) Membership:**

This year's members are listed in the email mentioned above, and all members—except Kevin Doyle (1), Linda Lau (1), and Amber Clarke (new)—have served two years, so Senate will need to ask faculty members if they wish to continue serving or invite new members. SGA's Haley Vest has been contacted and will appoint a student representative for the fall 2014 semester.

**(BIG Annual Report pg 4.)**

Amber Clarke was hired in the spring and began in May:

Amber Clarke - Assistant Store Manager

P (434) 391-1240 F (434) 392-4079

**3. Blog Site**

The BIG continued its work on a blog that is available (in Beta testing) via Longwood's website and will serve as an additional vehicle of communication between the management at B&N at Longwood and Longwood faculty:

<http://blogs.longwood.edu/longwoodbookstore/>

The site is still under construction, however, and Linda Lau has volunteered to find an interested student to assist with data entry. We hope to have it functional for and announced to all faculty/staff in August 2014.

**4. Sell-Thru: Trends**

The bookstore continues to monitor sell-thru trends and adjust inventory levels to meet the needs of students and work to ensure best business practices are implemented at the store level. Via our emails to faculty and staff, we are now actively soliciting feedback in order to improve the textbook ordering, monitoring, and return processes.

**5. Email Correspondence**

The BIG has been able to make a few minor adjustments to eliminate some of the duplicate emails sent to faculty and staff regarding book orders and store initiatives.

**6. Student Internship Opportunities**

Jaime is compiling a one-sheet on B&N's Bestseller Program, an internship opportunity for students, which we'll be able to circulate to the faculty in the fall of 2014.