

MSC Bookstore Advisory Committee

Minutes

November 8, 2011 Meeting



Members in Attendance: *Ann Kenimer, Peter Drysdale, Mark Zoran, Bekah Gold, Stephen Barnes, Amber Adams, Shane Hinckley, Tom Reber, Pierce Cantrell, Jennifer Martin, Jeanne Harrell, Holley Scott, Jason Brooks, Chad Wootton. Dean Endler, Ex-Officio.*

Presenters Present: *Marc Eckhart, Regional Manager for Barnes & Noble*

Chad Wootton, chair, provided welcome remarks. Committee reviewed and approved minutes from September meeting.

Committee discussed Charge, no additional changes were proposed. Charge to be posted on MSC Advisory Committee website on Provost Councils & Taskforce page.

Tom Reber provided general update on the MSC construction status, still on target for April 21st re-dedication. Construction manager to provide keys to Student Affairs in March, contractors for vendors commence in earnest at that time. Discussed other vendors to include some dining options, a banking entity, and potential copy store and others in the works. Tom also mentioned that the first week of the Fall semester will feature a number of open house events.

Holley Scott, MSC Bookstore Manager and Marc Eckhart, Regional Manager of Barnes & Noble provided a review of the MSC Bookstore space design and features. A number of new elements will improve service to students in textbooks and all visitors in overall look and feel. A new coffee shop and lounge will be open in varied operational hours to serve students, faculty and visitors.

Pierce Cantrell shared that the Learning Management System review committee has finalized their work and selected Blackboard Learn. This enhancement could provide faculty with additional resources to incorporate into their courses.

Chad and Holley Scott discussed the status of departmental submissions of required and recommended course materials for Spring courses. Jason Brooks, Assistant Manager of MSC Bookstore, shared information on historic rates of submissions from departments. Chad discussed new federal and state regulations regarding universities posting the required and recommended course materials listing along with course listing.

TAMU accomplishes these requirements through a couple of mechanisms that have been in place for some time:

- 1) Each academic department has a designated Bookstore Liaison, who receives communication from the MSC Bookstore each semester regarding submitting their listing of required and recommended course materials via an online system. Holley shared an email that goes to the listing of liaisons.
- 2) At entry, the required and recommended materials are downloaded to the MSC Bookstore website and shared with other vendors who wish to serve Texas A&M students purchasing needs.
- 3) As of last Spring, the Information Technology Division and MSC Bookstore worked together to have this listing also link to the HOWDY registration portal, so that as students register for courses they can also see listings of the known required and recommended course materials for each course. The students are notified of their rights to purchase from any vendor of their choosing and that this information is provided as a resource to them. They can print the listing, which includes the federally required ISBN number, author, suggested retail price, etc. They can also reserve their books from the website at this time if they choose.
- 4) The MSC Bookstore works with the Office of the Registrar to ensure proper accounting of courses that need to be tracked on the listing (removing Special Topics or others that do not have required and recommended course materials).

Holley and Jason shared that the listing not only allows Texas A&M to remain compliant with new federal legislation, but also gives students better options particularly as it relates to used book availability, electronic text options and the new rental programs – all of which require some lead time by the book vendors to identify and find the course materials the faculty have adopted for use in their courses.

The Committee discussed ways in which to highlight the importance of submitting the listing to Departments.

Some members noted that many departments do not realize the need for the listing or that it is shared beyond the MSC Bookstore. It was also noted that graduate students may not be aware of this issue as well.

It was suggested that a letter be sent to department heads reminding them of this process, who their current designated Bookstore Liaison is and why submitting the listing is important. Chad will work with Peter Drysdale and Mark Zoran on a letter that could be sent.

It was discussed that an event should occur in the spring that would provide department heads and their liaison with better connection to the MSC Bookstore and some sharing of best practices.

Chad noted that because we have had processes in place for some time, there was no immediate concern with the legislation, but we would have to evaluate effectiveness after this fall and determine some ways to improve in the Spring semester.

Future Discussion Items for next meeting include:

- National Campus Bookstore Trends & Data
- MSC Re-Dedication plans
- SEC marketing and promotions

Chad discussed possible meeting dates in February and indicated Stacy De Leon, Assistant to the Associate Vice President, would be in contact to seek best date for the committee.

Chad thanked all again for their service and adjourned.