

How to Keep up with the Changing Bookstore Landscape

Speakers:

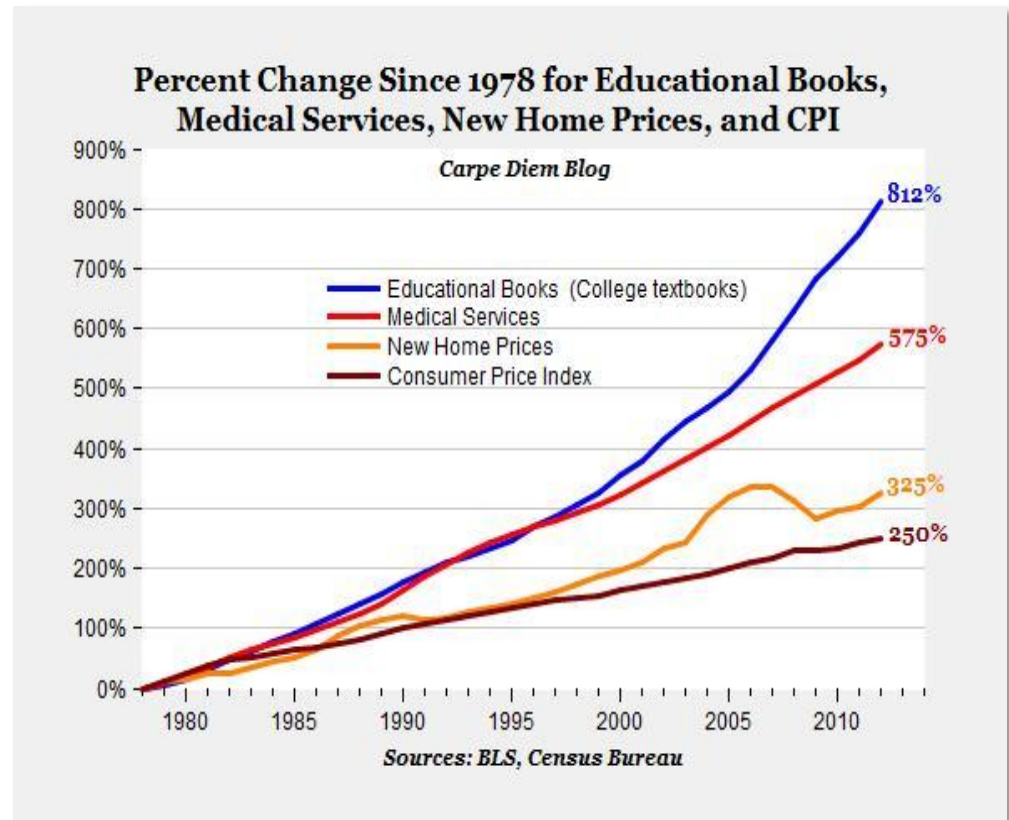
- Joyce Carson—*Vice Chancellor of Finance & Business Enterprise/CFO, City Colleges of Chicago*
- John Squires—*CEO, Akademos*
- Pamela Mueller—*Account Manager, Akademos*

Date: Tuesday, October 7



The Changing Landscape

- College textbook prices are 812% higher than they were a little more than three decades ago
- The majority of students are using a variety of ways to cut costs including buying used books (94%) and renting textbooks (72%)
- 65% of all students decide to not to buy a textbook for at least one of their courses
- 71% of students shop online with their smart phone



City Colleges of Chicago

- **Size:** One of the largest community college systems in the nation, serves 115,000 students
- **Student population:** Majority depends on financial aid
- Drivers to make the change:
 - System-wide CCC Reinvention program reinforced the need for student focused, results oriented services
 - Cost and competitive options
 - Ability to use financial aid for purchase



Faculty Adoption

- Programs/strategies for communicating to faculty—what works?
 - Making sure you have support from academic affairs for the communication plan
 - Create awareness; keep faculty informed about bookstore changes
 - How can we reach faculty on a consistent basis, and make them responsible?
- Book adoption submission process
 - Strategies to encourage early adoptions
 - Change faculty mindset to hold cost at a higher regard

Student Experience: Financial Aid & SIS Integration

- Creating a Seamless Shopping Experience
 - How do you meet students' expectation for a high-quality shopping experience?
 - Financial aid integration
 - SIS Integration

Marketing

- How do you effectively market the bookstore without an on-campus presence?
 - Email (faculty and students)
 - Social Media
 - Direct mail (email campaign showing student financial aid funds)
 - SMS text
 - On-campus ordering terminals
 - LCD Monitors/Displays around campus
 - Scholarship giveaway

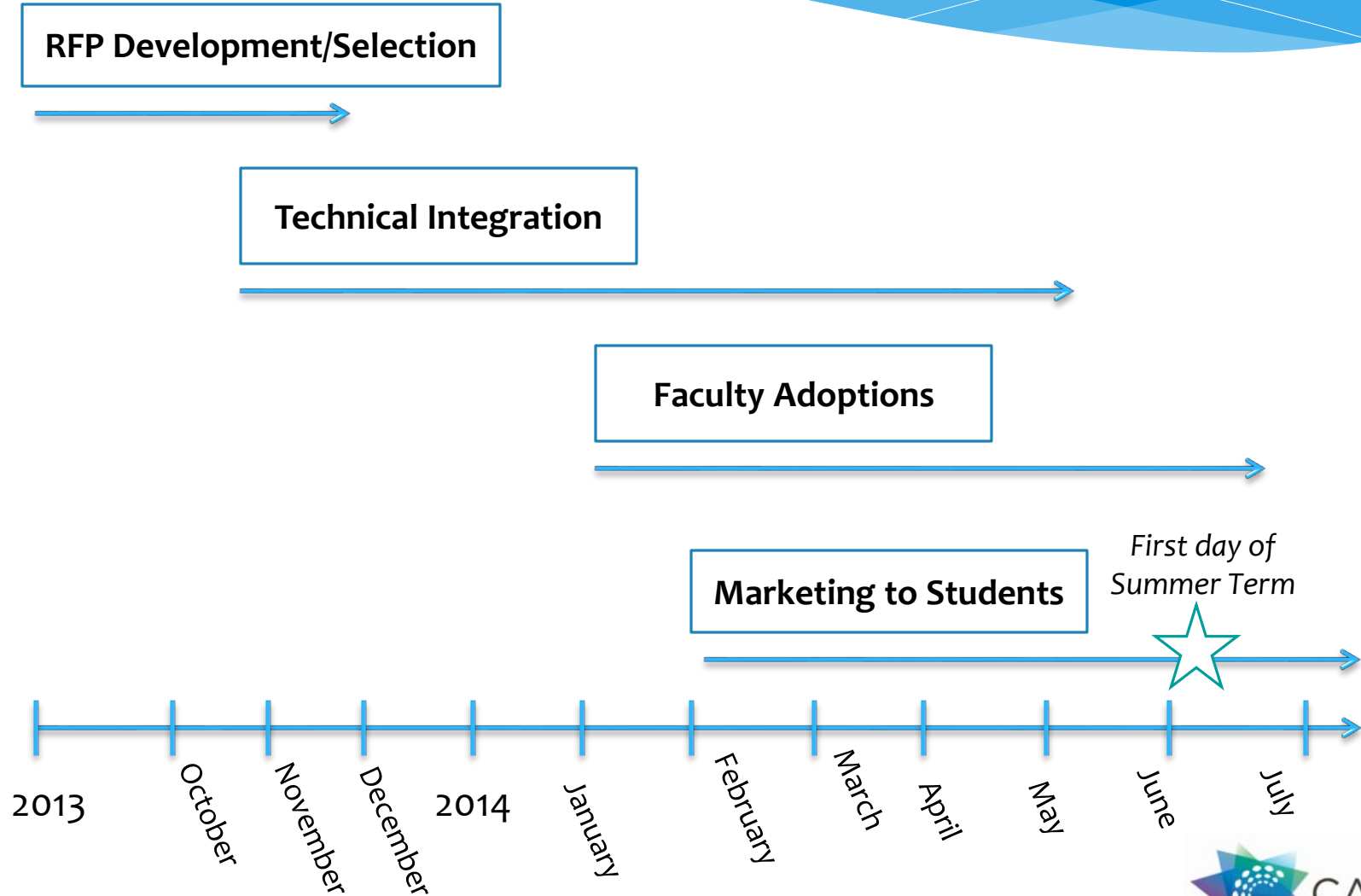


Operations

- Transparency is key!
 - Intern program
 - Student ambassador training
 - Support during registration period
 - Student government was a key ally

- Operational Considerations
 - To make a partnership with your online bookstore provider successful, the institution must designate key contacts at the campus level.
 - How has the CCC staffing model evolved to accommodate an online solution?
 - Clarifying roles and responsibilities
 - Key learning: involve publishers at a high level on changing distribution model

Key Timelines



Profit & Revenue

- Main objective: deliver student savings
- Was there anything that you decided to do as an institution that would cut costs and add value for your students ?
- Financial Implications
 - For students?
 - For your school?

Results

➤ Benefits

- Student savings—to date, students have saved 1,668,664 off list price.
- More buying options
- Increased utilization of ebooks

➤ Challenges

- New book purchases
- Student buybacks