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
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
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

RFP Development/Selection

Technical Integration

Faculty Adoptions

Marketing to Students

First day of Summer Term

2013
October
November
December
2014
January
February
March
April
May
June
July
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?
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