

UNBF Bookstore Advisory Committee
Annual Report to Senate – 2010-11
May 2011

Overview

The Terms of Reference call for the Bookstore Advisory Committee to advise the Bookstore service provider (Follett) and the University generally on the goals and operations of bookstore services on the Fredericton campus.

The main purpose of the committee is to provide a vehicle for ongoing and effective consultation and communication between Bookstore management and representatives of the University constituencies most directly affected by Bookstore operations. Part of the mandate of this Committee is to prepare an annual report on its activities and topics of general interest and concern. This report will be presented to both the Senate and Board of Governors of the University of New Brunswick and to St. Thomas University.

The 2010– 11 Membership consists of:

Shirley Cleave, Associate Vice President Academic, Learning Environment (Chair)
Stephen Sloan, Harriet Irving Library
Christa Canitz, Department of English
Michael Boudreau, Dept. of Criminology & Criminal Justice, St. Thomas University
Ashley Wile, UNB Student representative
John Boldon, UNB Student representative
Craig Mazerolle, St. Thomas University Student representative
Tim Walker, Resource Planning and Budgeting (ex-officio)
James Brown, Residential Life, Campus and Conference Services
Shelley Nowlan, Bookstore Manager
Ernie Caissie, UNBEA Bookstore representative

Activities and Accomplishments

The Committee met twice during 2010-11. Pat MacAulay, a representative of Follett attended the September meeting as a guest to update the Committee on Follett initiatives and to hear concerns.

Over the years there have been a number of concerns raised with respect to the hours of operation for the Bookstore. In order to better understand customer needs, wants, usage patterns and the level of satisfaction, an online survey was conducted in the fall. Approximately 400 individuals responded with approximately 66% of those being students. Some highlights of the results are provided below.

- 68% indicated it was important or very important for the Bookstore to be open until 4:30pm on weekdays
- Satisfaction with selection for textbooks, office supplies, computer products, course related supplies, academic reference titles and apparel ranged between 3.5 and 4 on a 5 point scale
- Service elements (e.g., layout, customer service, ease of purchasing textbooks) all rated in the range of 4 out of 5

- 70% indicated they had not sold their textbooks back to the Bookstore; when asked for reasons and allowed to select multiple responses, approximately 40% were building their own library, 40% might use their books in another class, 30% sold their books to other students, 35% wouldn't get enough money back, and 11% didn't know they could sell their books back to the bookstore
- 56% indicated they preferred to purchase used textbooks

In response to the results of the survey, Bookstore hours of operation were extended to 4:30 on weekdays. The Bookstore's efforts to increase awareness of the buyback program are ongoing through communication with students and faculty.

In order to streamline the order process for textbooks, the online form has been updated and can now be completed online. <http://www.unb.ca/bookstore/> When an order is submitted an electronic acknowledgement of the order is automatically sent. Approximately 85% of orders were submitted electronically; the Bookstore has agreed to submit textbook orders to department Chairs for countersigning if required by the particular department.

This past year, Follet has been piloting a textbook rental program in 6 universities across Canada. In store promotion has already begun to advertise the launch of textbook rental starting in the Fall on the Fredericton campuses.

The Bookstore continues to be actively involved in the life of the University community, participating in 30 campus-related reading events, book launches and conferences. This spring UNB and STU will be co-hosting Congress 2011 and the Bookstore will play a key role in this event. The Bookstore will be open extended hours for the eight days of Congress and will host a book launch in the store as well as participate in five on-campus Congress events.

Dr. Michael Boudreau will be stepping down as the faculty representative from STU on the Bookstore Advisory Committee. Thanks for your many years of service and your commitment to ensuring that STU's voice is heard.

The Bookstore Advisory Committee would welcome feedback, both positive and negative, from students, faculty and staff at any time. Comments should be directed to the chair of the committee, Shirley Cleave, sccleave@unb.ca.