



by Debbie Cottrell

Welcome from our President

Thanks for giving me the opportunity to serve as President of our organization. I am looking forward to a great year. We need to work together and assist one another as we attempt to overcome the many changes and challenges in our industry today.

Campus store personnel are in a unique position as we witness a major life event for our students when they earn their diplomas and graduate. Graduation is a life moment as students leave the college environment and start their careers. Store personnel need to capitalize on the goal of becoming a graduate when first meeting prospective students, and throughout our students' college careers. We must applaud our students in such a way that they always remember the role that the campus store played in supporting them to achieve and celebrate their life moment.

All of us need to realize the importance of relationships, and be aware that the college store industry is a relationship industry. We all have relationships with store personnel, faculty, campus administration and staff, students, shoppers, vendors, other stores, and industry personnel. We must always value these relationships, and remember that we are here to help each other. If we find ourselves having questions for which we need answers, stuck on a project, needing additional product information, or needing to know how other stores do certain processes, please remember to reach out to fellow SWCBA members.

Everyone should learn to say "yes". It is critical to our survival. Be openminded, and willing to take risks. If we are asked to do a new task, participate in an event, change a process, etc. Many times, saying "yes" opens the door to additional opportunities.

"Campus store personnel are in a unique position as we witness a major life event for our students..."

In this issue:

- Mega Conference 2019
- SWCBA 2020
- Store spotlight
- Vendor spotlight

Mega Conference 2019

The SWCBA was well-represented at the recent Mega Regional in Reno, Nevada. Personnel from fourteen SWCBA stores were in attendance, and many SWCBA members served on various Mega Regional Committees and were involved in sessions. The Education Committee, chaired by Starla Marshall, compiled a broad variety of session topics, and there was something for everyone. We learned about the Science of Shopping by Rich Kizer and Georganne Bender, who are always informative as well as entertaining. The keynote speaker, Scott Deming, provided a great presentation on branding. Other topics included licensing, succession planning, violence prevention, merchandising, trends, and loss prevention. The last day of the conference provided shoppers with a trade show with great show specials and door prizes. Of course, no experience surpasses the opportunity to network with other industry personnel.



SWCBA members Vicki Marvel and Terri Mitchell presented "Food for Thought: What is your store worth to your campus & community?" at the Mega Conference 2019.



SWCBA 2020

Mark your calendars as SWCBA 2020 is scheduled for October 18-20 on the Oklahoma State University campus. Committees are formed, planning has already started, and it is sure to be a great event.

Store Spotlight



by Melissa Nieto

The Victoria College Bookstore has been servicing Victoria College (VC) since 1925. We also serviced the students

Victoria College Bookstore

2200 E. Red River St.

Victoria, TX 77901

www.victoriacollege.edu/Explore/Students/Bookstore

at the University of Houston-Victoria (UHV) campus from 1973 until July 2019. I recently celebrated my 23rd year here in the bookstore and losing the revenue from our UHV

students has been our biggest challenge thus far. Our administration transitioned one full-time employee to a different area on campus to help with our expenses. Spring rush will be interesting since we are also starting a full service textbook counter. We have several purchasing options for textbooks now, so we want to ensure each student receives information before making a purchase. We also want to deter theft and refunds.

We are located in south Texas between San Antonio and Houston so we sell tons of VC short sleeve t-shirts in all colors, designs, and sizes. Students have the ability to use their financial aid funds in the bookstore so we also sell lots of headphones, laptops, tablets, calculators, and other inexpensive electronics. Our mascot is a big pirate named Captain Vic, so we try and slap his face on a lot of our spirit items. He's a handsome fellow so I'd like to think we are selling more spirit items because of Captain Vic.

Headcount: 3,726 for Fall 2019 term.

Full time enrollment: 2,492 for Fall 2019 term.

Number of full time employees: 3

Number of part time employees: 2

Bookstore textbook management & Point-of-Sale system: MBS

Learning management system: Canvas

Campus student database system (ERP): Banner



Escorting Captain Vic at an off campus event.

We are participants of the inclusive access program and rental consignments and we do see pros and cons on both subjects but that's another article.

We like to volunteer at student events when store traffic allows. The majority of events are fun and it also helps promote our bookstore.

Serving popcorn and lemonade to our LVN students during orientation.



Selling books for John Quinones at a speaking event held by Victoria College.



Vendor Spotlight

Hey SWCBA! I'm happy to have this opportunity to share with you a phenomenal partner of ours who has grown their Inclusive Access program into a massive > 1-million-dollar program! Please let me introduce you to John Wierson at Iowa State University and his Immediate Access program. Their program has gone from humble beginnings to ~1.5 million dollars this past Fall 2019 term. We are expecting closer to ~1.75 million for this spring term and it is currently growing every day to get there as I write this in mid-December. Immediate Access has grown from 70 courses in Fall of 2018 to over 100 in Fall of 2019 with over 15,000 participating students.



by Mike Repovz

RedShelf



www.redshelf.com

John has focused his program on three things: improving student learning opportunities, first day access to course materials, and saving the students money. In accomplishing these goals, he has used Inclusive Access to do so while utilizing opt-out reports and continuation logic for those courses that span more than one term. If this is something that you're looking into, please feel free to contact me or reach out to John at Iowa State who is more than happy to talk about his program's success and how you may be able to meet your goals through doing something similar.

I'm looking forward to seeing everyone at ICBA and Camex this upcoming February, please stop by our booth and chat it up with me!



Story Ideas?

We are aiming to issue a quarterly newsletter but we need your help on what you would like to see. Contact Melissa Nieto, Kathryn Vanover, or Mike Repovz with story ideas.

melissa.nieto@victoriacollege.edu

kathryn.vanover@neo.edu

mike.repovz@redshelf.com

The Southwest College Bookstore Association's mission is to promote a high standard of business methods and ethics among its members, unite those persons and firms engaged in the sale, manufacturing and/or distribution of products and services to the campus communities of its member states, promote the common interest of individuals and companies who provide those products and services, assist members in their efforts to serve their respective campuses and disseminate industry ideas and information among its members. The SWCBA is a 5 state regional association who unites people/services to serve the college community.

 Call 405-880-4131

 starla.marshall@okstate.edu

 <http://www.swcba.com>

 [Facebook.com/swcba/](https://www.facebook.com/swcba/)