



by Debbie Cottrell

## SWCBA & ICBA Webinar

On Friday, May 8, the SWCBA and ICBA worked together to host a webinar – “We’re all in This Together – Let the Re-Opening Begin!”

The webinar was an “open-forum” idea-exchange moderated by Jon Bibo and Paula Haerr with ICBA. Jon and Paula have moderated many similar sessions for other associations and groups, and were able to share a “national” perspective on the issues. Attendees also received many links to important resources to further help us as we reopen our stores.

The session was designed for attendees to share ideas with each other. The session was well attended by both store and vendors members. There was lots of discussion, and the consensus is that store personnel are all doing similar tasks related to rental books, buyback, and reopening. The interesting factor is that everyone is on a slightly different schedule of safely returning to campus and reopening stores.

I am encouraged with the attendance on our first webinar, and I am encouraged that so many vendors chose to attend and participate. Our vendors are critical to our store operations, and I realize they may not have access to information regarding opening campuses and stores. The webinar provided an opportunity for vendors to gain information on what stores are doing, reopening schedules, plus the products we need as the process begins.

Please check the SWCBA website for information on upcoming webinars this summer. The SWCBA Board of Trustees is discussing when best to host webinars and the relevant topics to discuss. We welcome your input and feedback for future webinar topics and dates.

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## SWCBA 2020

Look for updates regarding SWCBA 2020 scheduled for October 18-20 on the Oklahoma State University campus. The executive committee is working on the best plan of action considering all of our various circumstances. A survey will be released soon to our members to receive feedback on the best course of action. We look forward to your response.

# Store Spotlight

Navarro College is a Texas community college consisting of four campuses located in Corsicana, Waxahachie, Midlothian, and Mexia. The Campus Bookstores service students from several surrounding communities, students from other states, countries, and online learners. In a time when there are so many choices to pursue an education and purchase course materials, it is more important than ever to do everything we can to give the student the best experience possible. If our stakeholders do not get good customer service from our stores, they may choose to somewhere else. With the current pandemic and all the emotional stress that students, administration, faculty, staff and bookstores are



by Terri Mitchell



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

**Learning management system: Canvas**

**Campus student database system (ERP): Colleague**

facing, it is essential to provide a culture of caring, and a support system that is second to none. Navarro College has always led the way when it comes to caring and promoting a family environment, and the Campus Bookstore’s mission is to always go above and beyond to support this culture. Our staff members are always looking for new ways to support our students, and our school motto “When you invest in students, you’re investing in the future”.

It is critical that all Navarro Campus Bookstores’ choices work for students. This applies to everything from the textbooks, apparel, and general merchandise we sell to fundraising events that bring hundreds of visitors to campus and our surrounding Texas communities.

We believe in setting the bar high when it comes to doing everything possible to get community involvement and engage our students, so everyone knows the value of our college and our Campus Bookstores. We get such a reward when we are able to be a part of helping our students realize their goals and dreams. Scholarships and classroom innovation play a vital role in student success. My team and I work together to raise money for scholarships, and to promote Navarro College in all of our many endeavors. We take pride in watching our students graduate and become successful in their careers. We collaborate with each other and our colleagues on new ideas and strategies to help increase funding for scholarships and increase awareness of everything our school has to offer. We believe in thinking and going outside the box to do whatever it takes to stay relevant.



**Navarro College Bookstore participating in community events with their pop-up store.**

We consider ourselves ambassadors for Navarro College, so needless to say I love it when one of our team members goes into town to post flyers for events and everyone says, “Here comes the Navarro College Bookstore”. It reassures us that we have local support when they allow us to post our flyers on their store fronts.

## Store Spotlight-Continued

Going out into the community and building relationships helps win collaborations on and off the campus. We have hosted previous events like the Wizard of Oz themed “The Path to Success Depends on the Road you Choose”. This event brought in children of all ages and was a big success. We also hosted the Polar Express themed “Navarro Express” which involved our college President, faculty, administration, students and community. This past year we partnered with our marketing department to host a Grinch-themed holiday event, “Beauville” name after our mascot Beau. We partnered with several departments on campus to get everyone involved. The Waxahachie Cosmetology Department even did Whoville hairdos.

One of our biggest and most popular events is “Dancing for Our Stars” which takes place on the Corsicana Campus, and has grown in popularity for the past five years. The event is hosted

by the Navarro College Foundation, and raised over \$200,000 in scholarship funds this past year. This event brings the community and Navarro College together in a significant way. We select six teams from our community to represent our school and help us raise money for our students. These teams work with a local dance instructor to develop their techniques to win \$5 votes necessary to be crowned the winning dance couple and raise fundraising



Terri and Jerry with the “Dancing for our Stars” trophy.

dollars. I get the honor of working with all the dance teams to help them with everything they need to be successful in their endeavor to raise as much money as possible. I am now affectionately known as “The Dance Mom”.

Our Waxahachie Campus Bookstore team works with the Navarro College Foundation to host the Brilliance fundraising annual event. Proceeds are approximately \$200,000 each year. This money benefits students in the form of scholarships and classroom innovation.

Our latest fundraising event involved our Navarro College National Championship Cheer Team, our current Netflix stars. We received over 1500 online orders and had visitors from all over come to our bookstore to shop for Cheer Team apparel. We had so much fun watching our customers’ faces light up when Jerry, Lexi, Morgan, and the other cheerleaders would come in to the bookstore or help us with photo ops.



Navarro College cheer gear.

For me, the future of campus stores hinges on creativity, collaboration, and getting involved in every opportunity possible to show the value of the bookstore to your campus.

“Obviously, campus store directors must have some office time. But that old business model is changing. If you’re not out working with the community, your college administration, faculty and students, you’re going to miss opportunities to make a difference.” I, for one, am dedicated to spending my time making a difference.



by Mike Kelly

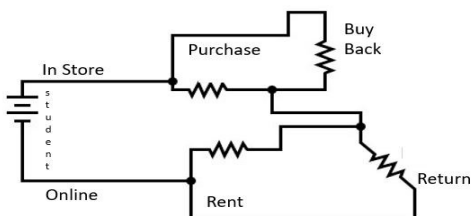
# Vendor Spotlight

## Better is Born from Challenge

### Innovation begins when limitation is not present.

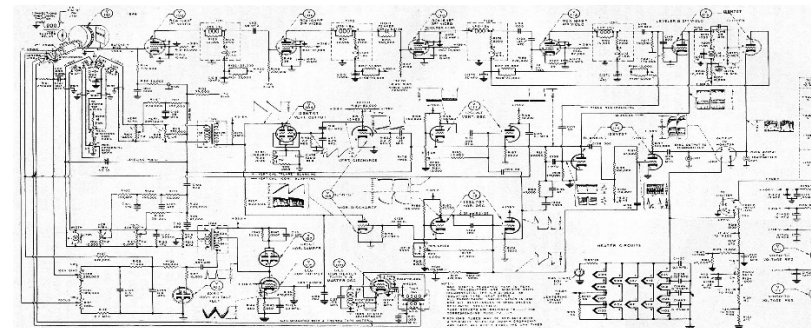
In order to do something “better”, we have to be at least a little bit innovative. Each day we are faced with obstacles. These obstacles at work, school or home may be big or small, but this is where innovation begins. Innovation starts when you realize you have a problem on your hands and need a better solution.

For example, remember when things were simple?



Your customers either came into your store or went to your website and purchased or rented their books and then either brought them back to either sell at buyback or return at the rental counter.

Times have changed! The new store model? I think we’re all trying to make sense of all of this and now there’s a pandemic complicating things even further.



With all of this in mind, allow me to share a story about innovation.

When my son was in sixth grade, he was given a school assignment to come up with as many words as he could until the total of all the letters equaled exactly 100. If an “A” is equal to one and “B” is equal to two, continuing through the alphabet, a “Z” would be worth 26. Just as an example, the word “CAT” would have a sum total of 24. Although this was a somewhat complicated exercise for a sixth grader, he was pretty innovative.

He found a way to take the entire dictionary out of a word processor, load it into a file, and write a program to sift through the words assigning the correct value to every letter in every word and total them up. Through this process, he found over 400 words with a total letter value of exactly 100. I was pretty proud of him, but his teacher called it cheating.

Remember, innovation begins when limitation is not present. With his perceived lack of limitations, he was able to be innovative and look for a better way to get the answers.

My son did what Apple calls “thinking different.” The challenge for all of us is to find ways to use innovation to do things faster and smarter, which results in all of us doing things “better”.

We have tools developed at Texas Book Company to help you do just this. We have solutions which help you simplify some of the complications presented by our industry today. We are all challenged to make more with less and this is going to take some innovation. It really isn’t cheating to look for better ways to get it done.

Let’s “think different.”

# Vendor Spotlight



by Kevin Hannegan  
Channel Partnerships  
Pearson Higher Education

Like many vendors who serve campus communities, Pearson has been busy during this time of uncertainty.

As most of you know, when the pandemic began forcing the closure of campus stores, Pearson's senior management made the decision to provide students who had been using Pearson print products for spring term with digital course materials at no charge. There were students who were already at home, and many more who were forced to leave campus early. With belongings and books remaining on campus, Pearson felt providing digital access was the appropriate thing to do.

Jumping ahead a couple of months, we see most schools had to quickly create online courses, and students have completed the term. Campus administrators and faculty who had been reluctant to utilize digital learning, or those who had a "3-year plan" to implement it, were suddenly motivated to jump in with both feet and have learned to embrace on the personalized learning that comes with interactive courseware. Pearson worked closely with many faculty who needed help with digital course design, testing materials, and student content, to get them up and running quickly.

There will be a day when students come back to campus. Certain disciplines need to have labs and hands-on training, which requires classroom settings, especially at 2-year institutions. The summer will be a test for some campuses of online and on-campus hybrid models.

Campuses are finalizing decisions and plans for fall term. Pearson continues to work with faculty and stores to determine the best options for course content. Digital, print rental, Inclusive Access, or some combination will be ready for students when the term starts.



SWCBA officer elections have been postponed. More information will be sent to members when a resume decision is made.

## Got News?



How is your bookstore handling COVID-19? Buyback? Closures? Online sales? How are you keeping connected with students? Graduation postponed or cancelled? How are you managing your team from home? How are vendors staying connected with bookstores? Any vendors out there having product delivery issues? Also, bookstores and vendors can pass on any job openings that they are needing to appear in the next newsletter. Share article links you wish to see in the next newsletter as well.

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Next Board Meeting:  
October 18, 2020 @ 8am  
October 20, 2020 @ 8am  
Oklahoma State University

## Industry News

[Cengage and McGraw-Hill](#) merger called off.

[CI Apparel](#) new Fargo factory.

[ICBA extends deadline](#) for membership renewal.

[COVID-19 Planning Guide](#) and Self-Assessment for Higher Education.

[NACS](#) has information regarding college store resources during COVID-19. Login is required on some items.

[How retailers are adapting](#) to curbside pickup.

[Additional lawsuits filed](#) targeting inclusive access textbook programs.

*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.*

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