



by Debbie Cottrell

## SWCBA Votes to Retain Current Board

Many state and regional associations are faced with the same situation, and the trend is to retain the current slate of officers through the 2020/2021 year.

The SWCBA Executive Board held a conference call for discussions to determine how best to proceed, and we believe retaining our current board members is a good plan. We also reached out to each SWCBA Board of Trustees member for their individual approval, and all are willing to continue in their respective offices.

The by-laws also state that the board of trustees must have two face-to-face at the annual meeting. We also sought your approval to conduct the face-to-face-meetings for this year in a virtual format.

The vote for the meeting and officers was conducted in mid-July and all were approved. Your current board members are:

- Debbie Cottrell, President
- Terri Mitchell, President Elect
- Beverly Constable, Past President
- Trudy Tinsley, Arkansas Trustee
- Mike Kelly, Louisiana Trustee
- Robert Adams, New Mexico Trustee
- Kathryn Vanover, Oklahoma Trustee
- Vicki Marvel, Texas Trustee
- Melissa Nieto, At Large Trustee
- Kevin Hannegan, Associate Trustee
- Arlinda Bush, Associate Trustee

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## SWCBA 2020

SWCBA Annual Meeting scheduled for October 18 to 20 is changing formats! Although we sadly won't be able to meet in person in Stillwater, the SWCBA Board of Trustees is working on developing Virtual Meetings. Be watching your emails for updates.



The first meeting is scheduled for October 19<sup>th</sup>!

**SAVE THE DATE**

**COMING UP**

## Virtual Happy Hour

Mark your calendars for a Virtual Happy Hour via ZOOM.

**OCTOBER 19, 2020**

More details to come, but be ready for a relaxed hour and kick off your shoes!

# Fall Rush at SWCBA Stores

## Northeastern Oklahoma A&M College

### Miami, Oklahoma

Rush at Northeastern Oklahoma A&M College was fairly smooth during the month of August. The store continues to offer plenty of print textbooks and students continue to purchase, even though we also experienced increased sales in e-books.

Students were able to physically visit the store, and everyone must wear a mask while on campus. In addition to large numbers of students physically visiting the store, we also experienced an increase in online sales.

The Inclusive Access Module at NEO has grown significantly over the past year with an increase from 35 sections to 90 sections this fall. As instructors and students grow more accustomed to the Inclusive Access program, we expect to see an increase in interest and growth.



On July 27th face coverings became a requirement to be on campus and that included the Norsemen mascot, Odin.

Northeastern Oklahoma A&M College is located in Miami, OK and just celebrated their Centennial in 2019. Kathryn Vanover, the Bookstore Manager, has held that position for 8 years now.

The store offers textbooks, supplies and NEO Fan Gear. You can visit their online store at <https://bookstore.neo.edu/>.

## University Store at Oklahoma State University

### Stillwater, Oklahoma

The University Store at Oklahoma State University had a great rush. We were short staffed and very thankful for the help of Miranda Nelp, MBS Sales Representative and Brad Smith, Willo Labs Sales Representative. The bookstore encouraged online shopping and did monitor customer capacity. The inclusive access program has seen significant increases whereas book sells have continued to decline.

Like all colleges, the pandemic has created challenges for everyone. We have reduced our classroom seating capacities, opened additional spaces for face-to-face classes and increased our online courses. The university saw a 1.5 percent increase in enrollment and retained 84.9 percent of first time, full-time undergraduates.

Our revenue for general merchandise sells is not what we are accustomed to getting due to limited seating during football games, no tailgating and a mask mandate. However, we are doing more online promotions for clothing to increase the sells. Go Pokes!!

# Fall Rush at SWCBA Stores- Continued

## Victoria College Bookstore

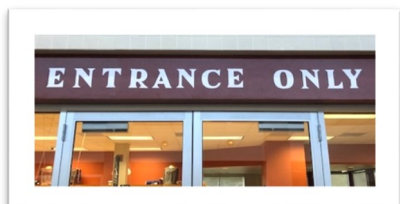
### Victoria, Texas

We saw a decrease in sales in all categories, but with a 9% decrease in enrollment we were not surprised.



Non-slip floor decals helped with traffic flow.

Online ordering has doubled for us this fall even though we still maintained the same store hours. We saw more sell-through for courses this fall and this may be due to last minute enrollments.



There were no changes in our inclusive access courses.

Designated entrance and exit doors helped with the 6ft apart mandate.

With all the temperature monitoring and face mask checking stations, sign and sticker

productions, refilling of hand sanitizer dispensers, constant counter wiping, kiosk spraying, and barrier guard installations, this was an overall safe start to the semester for us.

Our staff remains healthy and ready to take on any challenges through the semester that comes our way.

Our graduation ceremonies were cancelled in August, but our campus created signs for all our graduates and posted them throughout campus.

This was a great way to celebrate with our graduates on their accomplishments. Signs were then presented to the graduates as a parting gift.



Graduate signs posted throughout the campus grounds.



Thank you to all our sponsors who have and continue to support SWCBA. PartnerShip is one of many who have continued to support SWCBA during challenging times. THANK YOU for all you do!

## Improved FedEx Discounts

### The NACS Shipping Program

Members receive exclusive discounts on inbound and outbound shipments of all sizes through the [NACS Shipping Program](#), managed by PartnerShip. Ship smarter with this free member benefit.

- ⇒ Save on small package shipping with discounts of 50% on FedEx Express and 30% on FedEx Ground (including returns and FedEx Home Delivery®).
- ⇒ Reduce your LTL freight costs and easily rate shop with UPS Freight, YRC Freight, XPO, ArcBest, R+L Carriers, and many others.
- ⇒ Easily manage and save on your [inbound shipments](#) with customized routing instructions.
- ⇒ Improve your supply chain efficiency with affordable [warehouse storage and fulfillment services](#).

### Get Started

[Enroll in the NACS Shipping Program](#) today to start saving. For members who are already using the program, but don't have the current FedEx discounts, make sure you re-enroll to receive the improved pricing. If you have any questions about using the program or would like a quote, [PartnerShip is available to help](#).

### Resources

Check out the [PartnerShip Connection Blog](#) for important industry news and practical tips that will help you ship smarter. Also make sure to follow PartnerShip on [Facebook](#), [Twitter](#), and [LinkedIn](#) to see the latest updates. Take a look at a few of the most popular resources:

- ⇒ [Freight Shipping Documents 101](#)
- ⇒ [A Practical Guide to Small Parcel Rates](#)
- ⇒ [5 Important Reasons You Should Be Using a Freight Broker](#)
- ⇒ [The Ultimate Guide to Packaging Your Shipments](#)
- ⇒ [4 Steps to Gain Control of Your Inbound Shipping](#)
- ⇒ [What Determines LTL Freight Rates? 9 Things You Should Know](#)
- ⇒ [Common Accessorial Fees Explained](#)



your shipping connection



## Free Webinar

This webinar is presented by Verba/VitalSource and is free to both ICBA members and members of participating state/regional associations.

### Forging Ahead with Data-Driven Strategies in Course Materials

With dramatic change happening almost daily across higher education, this year's fall rush was unlike anything we've seen in the past. With all of this change came new trends, new student buying behaviors, and new opportunities for store innovation. In this edition of our semi-annual Data-Driven Strategies series, our two favorite data geeks, Ryan and Jared of Verba | VitalSource, will provide important insights into trends and changing demands in the world of course materials. The data Verba collects, and has been kind enough to share with us over several years, has proven invaluable to independent stores for setting strategy and staying relevant in the midst of significant disruption.



This session will cover:

- New trends emerging from the impact of Covid-related changes
- Comparative trends in student purchasing behavior
- Growth and performance of inclusive access models
- Market share developments between new, used, rental, and digital

Understanding evolving student purchase behaviors and key trends in course material sales will allow your store to forge ahead and innovate during this time of rapid change.

October 13, 2020

2PM ET/1PM CT/12PM MT/11AM PT

[REGISTER HERE](#)

Register for "live" webinar or future playback.

## Got News?



How is your bookstore handling COVID-19? Buy-back? 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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## SWCBA Board & Officers

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## Industry News

[NACS](#) - A New User Experience is Coming Your Way! Check your emails for notification of the new launch.

[Pearson](#) appoints new CEO.

The Texas Higher Education Coordinating Board is pleased to welcome you to [OERTX](#), a digital repository of open educational resources (OER) for Texas students and educational institutions.

[Leading retailers](#) unite to address plastic bag waste.

[Concise Capital](#) now primary owner of Nebraska Book Holdings, Inc.

[The University of Guelph](#) has gone cash-free.

[Facebook Campus](#), a college only space designed to help students connect with fellow classmates over shared interest.

*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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<http://www.swcba.com>

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