

# SWCBA NEWSLETTER



## Vendor Showcase

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Thank you to the vendors who participated in our first ever Virtual Vendor Showcase! We really appreciate the special discounts and product information. We would also like to thank all 61 attendees and those who placed orders. It was great to see everyone and we hope we can do this again real soon!



### Vendor Showcase Participants

- [Linda Holland](#) with L2 Brands
- [Shannon Mondejar](#) with Spirit Products, Ltd.
- [Jody Danahar](#) with The Fanatic Group
- [Adam Barrett](#) with Rittenhouse
- [Hunter Sanders](#) with Franklin Media
- [Cesario Lucero](#) with MV Sport



## Save The Date

We are happy to announce that plans are in development for our SWCBA Annual Meeting!

**October 17 - October 18**  
**Oklahoma State University**  
**Stillwater, OK**

## Store Spotlight

### Time to Rebuild

*When a pandemic forced thousands of students online for a year, the OCCC Bookstore made the most of it.*



Oklahoma City Community College sits in the southwest quadrant of a 1.5m metropolitan area and serves around 17,000 students each year. As the first college in the state to move classes entirely online in March 2020, and the only college to keep them entirely online through May 2021, OCCC expected to face enrollment declines and financial challenges. It didn't — in fact, the college saw net positive enrollment and head count in each 8-week term or semester it offered.

by Reggie Coleman

Of course, OCCC didn't know that would be the case and set in motion some significant reorganization, rebranding, infrastructure and leadership changes during what it anticipated would be its "down time."

Perhaps one of the more significant "rebuilt" the college took on was that of the OCCC Bookstore. Its long-time manager, Brenda Reinke — and most of her staff — retired. Her longtime friend and bookstore colleague, Reggie Coleman, was hired as her replacement. Reggie had already served in college bookstore management for more than 40 years, most recently as the Director of the Southern Nazarene University Bookstore.

Reggie immediately recruited two previous Assistant Directors, Keith Pierce and Paul Carroll, to complete the new management team. This new transition team took over during the summer of 2020 while the OCCC campus was converting all classes to an online format.

The campus store has always been blessed with lots of space and now with low traffic flow, the team set to transform the bookstore. From top to bottom, front to back, the team reorganized the entire sales floor, changed the flow of traffic, and dramatically changed the customer shopping experience.

Rather than endlessly searching the textbook department, customers can browse the store while store associates quickly retrieve their textbooks. This necessitated the creation of a "clerk service" process, the rearrangement of course materials, the streamlining of shelf tags, and an adaptation of a numbering system to match each customer to their order.

The resulting process - customers don't touch a textbook until payment is complete and it is passed to them across the checkout counter.



Textbook counter that offers "clerk service" at OCCC Campus Store

Every step insured a reduction in "waiting time" with significantly less hassle for the customer.



Clothing was also expanded and relocated to provide increased exposure within the store and to the campus traffic entering the main campus building.

## Store Spotlight – Continued

The final results, students enter the store, their schedule is generated and their books are pulled and delivered to the service counter (by the registers).

Students can then (with empty hands) wander through the snacks, make their way through the supply shelves, and then wait for the next open register while standing next to the clothing racks.



The OCCC Bookstore has additional renovation and expansion plans set to commence in fiscal year 2022, including a new name and branding, expanded online offerings and a continued rollout and emphasis on “OCCC Day One Access”, the brand new inclusive access program. After a successful pilot course in January of 2021, the program has grown rapidly.

This fall OCCC Day One Access will service hundreds of sections and thousands of students!

Like many schools in 2020, the inclusive access program has grown exponentially.

It has been an emotional, rollercoaster year for the new OCCC Bookstore team, but we’ve made the most of the time and space, completing a remarkable transformation and carving out a more unique, efficient and useful bookstore for the students, faculty, staff and guests of Oklahoma City Community College.



# Vendor Spotlight

Warmest Greetings Bookstore  
Folks –

With life *thankfully* starting to look a bit more normal, it is once again fun to consider the opportunities that await us on the path ahead!

As customers, but also as store proprietors, we have witnessed a hefty surge in online sales – and along with it a corresponding *elevation* of customer expectations.

herkimer media

ENGAGE | EMPOWER | ENABLE

*For almost twenty years, the team at Herkimer Media has designed Web-based tools that are easy to use and provide superior results.*

*Our specialty is creating profitable integrations for Campus Bookstore e-Commerce using the Booklog Point of Sale System.*

Nathan Marks

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It is tempting to dismiss the changes that we have seen at other retail stores/restaurants and sink back into our comfortable business-as-usual rhythm. But with the *convenience genie* out of the bottle, there is no room for the “We’ve always done it this way” mantra; instead we must look for new avenues to provide distinctive and accommodating experiences for every single core customer group: students, parents, alumni, faculty, athletic depts, and administrators.

How well we identify the needs of these groups, and our reaction to their changed expectations will define our success and survival in the coming years. The rest of this article will be devoted to sharing some hopefully novel ways to approach this.

**Students:** want it all – and they want it now.

Have you considered a dedicated *Virtual Bookshelf*? Our company has developed an e-Commerce integration which instantly recognizes and logs-in students to your website, and displays all materials required for their upcoming classes. This makes it possible for a student to arrive at your site, add all their materials to the Cart, and complete checkout within 90 seconds.

Also, once the order is fulfilled, Curbside Pickup has become a huge timesaver for students and all local customers. Why not add a link to your store’s confirmation emails, so that they can let you know that they are just outside.

**Parents:** don’t have time/energy to do things the hard way.

Take the time to curate a dedicated “For Parents” area on your website where parents can: pay tuition or add funds to a house-account, buy a care package, personalize a birthday-gift/basket, and order graduation stationary and supplies.

Elevating your store’s level-of-service in new and creative ways takes work. But working hard to meet your customer-groups *at their level* ensures a memorable and convenient experience, provides you with more frequent points of contact, and increases repeat business.

*\*For a comprehensive list of every good Bookstore e-Commerce idea I’ve stumbled over, click here: <https://timberforum.bookstorewebsoftware.com/success-ideas>*

## Vendor Spotlight-Continued

# Refurble

Michael Breslaw  
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Refurble was started in 2012, by myself, and my business partner.

We predominantly provided laptops to the reseller market and to some online channels.

Since then, we have added several more individuals to the company, as well as, expanded,

our market share.

We are a Microsoft Registered refurbishing company, and all of our laptops are guaranteed to have authentic software and licensing on them.

Our market niche is that for affordability for students with financial considerations.

Our laptops are priced so that the bookstores could earn 20-25% mark up on them.

We provide a 1 year depot warranty on our laptops, which means, if there is a hardware defect during that year, other than batteries, we warrant them.

In addition, all the laptops we ship to the bookstore are sent to them at no shipping charge.

We look forward to meeting all your bookstore laptop sales needs.

If there are any questions or concerns, feel free to call us at 224-365-5264

Refurble is a member of the IACS and of NEBC associations.



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### Don't Let a Lost Shipment Cost You More Than It Has To

It's happening way too often – bookstores out tens of thousands of dollars due to missing or damaged shipments.

The pandemic has only made it worse, with limited capacity and strained networks there's been an increase in lost shipments. The most alarming part is that the invoice amounts usually aren't even close to being covered by your carrier's standard liability.

This nightmare doesn't have to be your reality. PartnerShip offers freight insurance that can help protect you from significant financial loss. Coverage is very affordable and there is a \$0 deductible.

[Learn more about how to protect your shipments.](#)



## Tips & Tricks

Let's share! This section is for new or old product ideas, tips, and tricks from fellow SWCBA stores.



Email [blake@baysales.com](mailto:blake@baysales.com) to receive monthly closeout emails from Bay Sales. Closeout merchandise such as Mead, Acco, Carolina Pad, Fiskars, Elmer's, Ampad, Tops and so much more! Great items to fill your \$1 bins up with random supply items.



Later.com will help you plan your social media posts and publish posts automatically. Thirty or less monthly posts gives you FREE access to this platform. It's a great way to schedule posts weekly/monthly across all your social media accounts.

# 3



Lego notebooks and Lego gel pens are a different, fun item to try in your store. Notebooks are 6x6 and come with a gel pen that snaps inside. Santoki.com also has fun Lego key-chains to add to any mix. Contact Santoki directly at <https://santoki.com/pages/contact-us>.



## Happy Retirement

SWCBA membership would like to wish Robert Adams a Happy Retirement. Robert has been with The New Mexico Junior College Bookstore since 2011 and has served as a board member for SWCBA. We all hope you enjoy retirement and you will be missed!



Robert Adams

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## Got News?

Reach out to our team and let us share what you have with our store members.



Follow SWCBA on  
FACEBOOK!

Let's stay in touch!

Like our page and  
stay connected!

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

## SWCBA Board & Officers

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## Industry News

ICBA's popular Trend Chat brings fresh insights to what's hot in the college store channel. Trend Chat posts on ICBA's [Facebook](#) and [Instagram](#) pages.

Report on educational resources released by Bay View Analytics, [Digital Texts in the Time of COVID](#)

[Ingram Content Group announces agreement](#) for Francisco Partners to acquire VitalSource Technologies.

Wayland Baptist University share details of their strategy to successfully scale digital at their institution on [VitalSource's IA 360 webinar](#).

['A Mass Exodus': Inflexible Remote-Work Policies Could Bring Major Staff Turnover](#) is an interesting article regarding campuses ending remote work for employees.

[Falling Tuition Revenues, Rising Tensions](#) explains the Santa Fe Community College Bookstore closure.

*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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