



SWCBA NEWSLETTER



by Debbie Cottrell

New SWCBA Board of Trustees

I have been honored to serve as the President of the Southwest College Bookstore Association for the past two years. Due to the implications with Covid-19 and as many other state and regional associations chose to do, our membership decided to keep our 2019-2020 slate of officers through the 2020-2021 year.

The SWCBA officers were challenged and continue to be challenged with creative ways to communicate and provide value for all members. We hosted informational webinars, engaged our store members and vendors with the SWCBA Vendor Showcase, made enhancements to the SWCBA website, and published our quarterly newsletter.

We were in hopes of hosting our annual meeting in an in-person format this month in Stillwater, OK. Unfortunately challenges with the pandemic continue, and with our ultimate goal of keeping everyone safe and healthy, we adjusted our plans and will host our SWCBA Annual Meeting in a virtual format, October 18 – 20, 2022. We sincerely miss the opportunity to connect with everyone in person, and feel assured that better days are ahead.

We are also transitioning the SWCBA Board of Trustees to our new slate of officers. New officers will be installed at the conclusion of our virtual meeting.

I am happy to introduce the 2021-2022 SWCBA Board of Trustees.

President: Terri Mitchell

President Elect: Kevin Hannegan

Past President: Debbie Cottrell

Arkansas Trustee: Kellie Ranum

Louisiana Trustee: Mike Kelly

New Mexico Trustee: Julie Buchanan

Oklahoma Trustee: Kathryn Vanover

Texas Trustee: Kenton Beal

At Large Trustee: Melissa Nieto

Associate Book Trustee: Kerry McCorkle

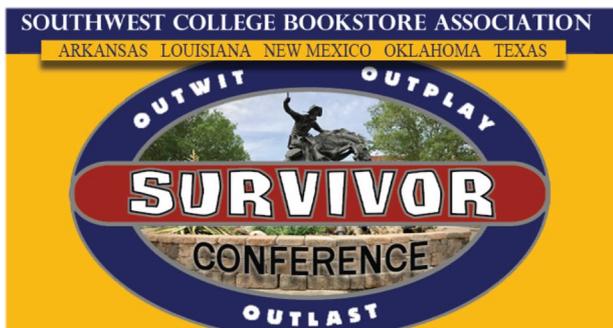
Associate Non-Book Trustee: Jody Danaher

Secretary/Treasurer: Jackie Slaughter

Administrative Assistant: Starla Marshall

Site Selection Chair: Cherry Bailey

Please mark your calendars for the SWCBA 2021 Virtual Meeting, and watch for updates as our meeting plans are confirmed. The SWCBA Annual Meeting theme is Survivor – Outwit, Outplay, and Outlast. What a fitting theme as we continue to find ways to navigate through challenging times!



Thanks again for the opportunity to serve as your President of the Southwest College Bookstore Association.

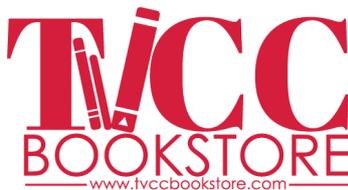
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Store Spotlight

Trinity Valley Community College

The TVCC Bookstore was ready to welcome students back to campus for the fall, 2021 semester! While our campus has been “open” since October 2020 this is the first semester since spring 2020 where our campus has looked “normal.” It is great to have students in the stores and be able to see their faces. Students were glad to get back to campus and experience in-person events rather than doing everything by Zoom. We still have many COVID-related complications to deal with, but hopefully we are all on the road to a more normal routine, whether it includes face masks or not!



by Beth Kidd
Director of Bookstore Services

As with other stores, we used the downtime to refresh our store and update our website offerings. We did some painting that was long overdue and also removed an outdated cash wrap which created a much more inviting retail space as customers enter our store. We were fortunate to already have in place during the closure a great e-commerce site that was primarily used for textbook orders. We spent time adding more apparel and supplies to our website and have seen website sales increase for those

items. Even with our stores open to the public, our e-commerce business has increased and we anticipate that trend to continue as it is with all retail.

Before the shutdown, we had already begun the process to begin an Inclusive Access program starting in fall 2020. With events unfolding as they did, this timing worked out very well for us. The program has grown quickly starting with 41 sections and 950 students our first semester to 200 sections and 4000 students currently. The program has been well received by both faculty and students; but, we are all still learning something new about IA each semester. We are fortunate to have great cooperation from all the areas of our campus involved in IA and with our IA delivery partner – VitalSource.



TVCC has four campuses – Athens, Palestine, Terrell and Terrell Health Science Center with a total enrollment of 5600 this fall. Our main store is on the Athens campus and all other campuses have bookstores and carry course materials and general merchandise. As I write this, we are preparing for Family Day and homecoming which are always big events for the bookstore and our students. I look forward to the time where we can get together with other stores and share ideas!

Vendor Spotlight



Spectrum Uniforms is thrilled to be joining the Southwest College Bookstore Association!

Headquartered in Houston, TX, Spectrum celebrates more than 30 years of being a trusted worldwide manufacturer and supplier of medical apparel, professional medical accessories, work-wear, and uniforms.

Founded by a former healthcare professional, Spectrum continues today as a multi-generational, family-owned business with proud and established roots in the healthcare and educational communities.

Spectrum's 30-plus year tenure as a respected and quality manufacturer of scrubs and medical accessories is thanks largely in part to its longstanding association with college and university bookstores and programs. We built our core business on the nursing programs, medical programs, veterinary programs and countless other healthcare-related programs across the United States.

Ben Coimbra
(713) 645-3600 (ext 423)
ben@spectrumuniforms.com

Spectrum offers in house customization allowing apparel and medical instruments to be tailored for specific university and student programs. By offering embroidery, heat transfer, UV printing, screen printing, decals, and patches all in house, Spectrum reduces the cost and inconvenience associated with sourcing custom products. As a manufacturer, Spectrum has a high level of flexibility in regard to customization and personalization, and we are always open to working with you to find the best solution for your needs.

Spectrum also offers blind shipping directly to your students and customers allowing you to simplify and streamline your store's e-commerce experience.

At Spectrum, we know we owe our success to the hardworking professionals who choose a career in healthcare. We also know that a career in healthcare starts with quality healthcare education and we are always striving to provide a service that makes healthcare education more convenient and cost effective.

Please do not hesitate to contact us and discuss how Spectrum can help you serve the students and faculty at your college or university.



Prism|rbs
 retail business solutions

GIFT CARDS

What Students Want



Bookstore gift card sales are up!

This semester we are seeing a ton of new uses for bookstore gift cards on campuses across the country. Colleges are beginning to see the advantage of offering gift cards as prizes, giveaways and incentives. Here are just a few ways we've seen:

- social media contest prizes
- event giveaways
- incentives for COVID-19 or flu vaccination
- new student orientation prizes
- dean's list raffles
- dorm giveaways for never failing inspections
- recruitment event participation giveaways

Whether you offer a gift card to every participant or enter students into a raffle, bookstore gift cards are what students need.

Vendor Spotlight-Continued



As BarCharts Publishing is celebrating our 30th year of learning success, we would like to say **THANK YOU!** Without customers like you we wouldn't be the successful company you've come to trust for 30 years. Our success is your success, and we look forward to many more years of growth and prosperity together.

Stores having the most success selling QuickStudy laminated reference guides all have one thing in common, they place QuickStudy where the students will see them the most, with the textbooks. Stores list QuickStudy online under the corresponding textbook as “bookstore recommended” and use 30+ shelf talkers on your textbook shelves. Bookstores have seen their sales increase as much as 40%!!

800-226-7799
customerservice@barcharts.com

DID YOU KNOW? 💡

You can add \$7+ to each sale by listing QuickStudy® products under the corresponding textbook online - it's just like using shelf talkers, but virtual.

Here is an online testimonial from one of our successful stores:

“Since adding QuickStudy Guides to our course material listings, we've been able

to bolster our sales each semester. Even better, our students have been able to find handy reference guides to help them with their courses at a low price point. The BarCharts team has really helped us every step of the way with to make sure we have what we need each semester.”

Call BarCharts today so we can help with your online adoptions and to order your shelf talkers for the upcoming

QUICK TIP 🕒

Merchandise BarCharts products on a textbook end-cap that corresponds to the textbooks in the aisle like Gwinnett Technical College.



Dillon Rickard
800-599-2902 x2810
drickard@partnership.com

The Current State of Freight: What You Can Expect

If you've been dealing with significantly higher freight rates and less reliability from your carriers, you're not alone. A perfect storm of factors has been threatening the freight industry, creating new challenges and setting new standards. With hurricane season upon us and the holiday rush right around the corner, freight disruptions are inevitable. It's essential for college stores to understand how these strained networks will continue to affect your business. PartnerShip®, shares an inside look into trends to watch and what you can expect. [Read more.](#)

Tips & Tricks

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

1



Canva.com is a free site to help you create presentations, posters, social media posts, videos and other visual content. Canva provides tons of free templates and photos to be creative.

2



Metalmorphose 3D keychains and bookmarks. Keychain display and bookmark displays are available. Made from raw metal. Their motto is: "Big in Miniature". Distributed by Anew International Corporation, (201) 453-4178.

3

Move It, Move It, Move It!

Everyone has frustration when we go to the grocery store and realize we can't find strawberries because the grocer has decided to do a reset in the produce department. Applying this concept in our campus stores can be a great help as we experience challenges with stock situations. Having enough items to sell has certainly been an issue in our store with our campus hosting two major fall events and multiple home football games in one month. Knowing we cannot depend on additional stock arriving on a timely basis, our approach has been to constantly move and relocate merchandise as much as possible. Not only do shoppers notice and purchase items they have previously overlooked, it helps our store disguise low stock situations with a revamped, fresh look. This is a great time to consider a reset in your store.



Have You Heard?

\$25 FLAT RATE
~ thru January, 1 2022 ~

Because we know everyone could use a little extra space, we're increasing our Flat Rate program to \$25 a box AND we pay the freight! [Request more information.](#)

E-MAIL US

melissa.nieto@victoriacollege.edu

kathryn.vanover@neo.edu

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/

Industry News

Great articles from MBS' Foreword Online:

[How Can College Stores Improve Digital Accessibility for Students?](#)

[Hundreds of Free Ways to Promote Your College Store.](#)

[House Bill 885](#) permits Navarro College to offer a bachelor's degree in nursing.

[More information](#) regarding Texas House Bill 1027.

Pearson's new [subscription-based app](#).

[CAMEX 2022](#) is set for Louisville, Kentucky.

SWCBA Board & Officers

President
Debbie Cottrell
UMHB Bookstore
dcottrell@umhb.edu

President –Elect
Terri Mitchell
Navarro College Bookstore
Terri.mitchell@navarrocollege.edu

Past President
Beverly Constable
Signature Announcements
beverly@signaturea.com

Secretary-Treasurer
Jacqueline Slaughter
Texas State-Retired
js47@txstate.edu

Administrative Assistant
Starla Marshall
Oklahoma State University
Starla.marshall@okstate.edu

Louisiana Trustee
Mike Kelly
Texas Book Company
mkelly@texasbook.com

New Mexico Trustee
Robert Adams
New Mexico Junior College
radams@nmjc.edu

Oklahoma Trustee
Kathryn Vanover
NEO A&M College Bookstore
kathryn.vanover@neo.edu

Texas Trustee
Vicki Marvel
Alvin Community College Store
vmarvel@alvincollege.edu

Arkansas Trustee
Trudy Tinsley
Hinds Community College
tmtinsley@hindsc.edu

At Large Trustee
Melissa Nieto
Victoria College Bookstore
Melissa.nieto@victoriacollege.edu

Associate Trustee
Kevin Hannegan
Pearson Education
Kevin.hannegan@pearson.com

Associate Trustee
Arlinda Bush
AB Student Services
abstudentservices@hotmail.com

Site Selection Chair
Cherry Bailey
Oklahoma State University
cherry.bailey@okstate.edu

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://facebook.com/swcba/)