



SWCBA NEWSLETTER



by Terri Mitchell

SWCBA New President

I would like to thank everyone for electing me to serve as your President and I look forward to working with all of you to continue to grow our association and achieve great things together. I have had the honor of serving on this board in many different capacities over the past several years.

One of the things that I have been privileged to do is work with several bookstore directors, staff and vendors who have also served on the SWCBA board and committees. Please believe me when I tell you that there is no trade association with a group of people as competent and dedicated as ours. We have survived the Covid pandemic and many other challenges, and changes.

We have seen several bookstores go lease and businesses go under, but because of your commitment, creativity, and hard work we survived and are going to continue to stay strong. The past few years have been a test of what you can achieve when we work together the way this association has. It was evident in the way everyone stepped up and showed your ability to adapt when many of our campuses were shut down.

We learned how to work from home, communicate via Zoom calls, provide curb side service, utilize immediate access, and create a better online presence. This experience has made us stronger and confirmed how important it is to show the value of our stores to the administration, faculty, students, parents, and the community.

We also discovered how important it is to get involved in as much as you can on campus, so your store is considered a necessity to your institution and remains an asset.

It goes without saying that we should always work on building relationships with our administration, faculty, students, and all the people we work with in this industry. They are important to our survival and many of them have a wealth of knowledge and experience that can be a valuable resource to us.

As we head into 2022, I look forward to meeting face to face again and planning our mega conference in Stillwater, Ok. In October. I will work hard to support our committees and to recruit new members and I encourage all of you to reach out to as many people as you can to support us in our effort to grow our association.

I am a firm believer in TEAM- Together everyone achieves more. These are tough times but when the going gets tough the tough get going and there is no doubt, we have a great team, we are all tough and we are going to have a great year. I would like to wish all of you a safe and prosperous holiday and a Happy New Year.

Happy Retirement

SWCBA membership would like to wish Vicki Marvel a Happy Retirement.

After 30 years at Alvin Community College and 28 years in the Campus Store Vicki is retiring. She has touched so many lives and built wonderful relationships over her time at the college and SWCBA.



Vicki Marvel

Vicki has been an extremely active member of the SWCBA by serving on the Board of Trustees (two times), Education Committees, Educational Sessions, Sponsorship Committee....you name it and she has done it. The knowledge, creativity and enthusiasm can never be replaced.

Congratulations and HAPPY RETIREMENT!

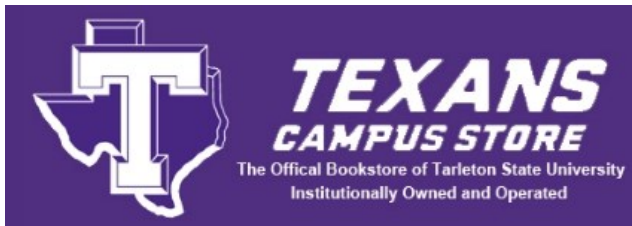
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Store Spotlight

Texans Campus Store in Stephenville, Texas

On July 9th, 2021, the Texans Campus Store opened its doors to the public, and for the first time in over 20 years, the campus bookstore at Tarleton State University is institutionally owned and operated.



Tarleton State University recently became NCAA Division I institution. Following that significant step, the university felt it was the right time to enact several changes, one of which was to centralize the bookstore and by doing so create new internal job opportu-

by Cliff Hoy
Store Manager

nities, that not only benefits the University, but our community as a whole.



Cliff Hoy, the new Manager of the Texans Campus Store, brings 21 years of bookstore management experience to our University. With this team and a solid plan, the Texan Campus Store has come alive and feels like a welcome place for all of the students, faculty, and staff that have made their ways down the aisles of purple and white.

From the ceiling tiles to the carpet, the Texan Campus Store has become a central hub for graduation regalia, school supplies, textbooks, refreshments, and the latest Tarleton spirit gear, and a place that Tarleton Texans can have pride in.



What sets the Texans Campus Store apart from its previous outsourced counterparts is the heart behind the store.

Each staff member has some sort of connection to Tarleton State University, which makes working here all the more special.

Susan Jones, the assistant manager of the Texans Campus store, who brings with

her 27 years of retail experience, 25 of which were spent in a managerial position, is a Tarleton Alumni, and danced with the Texan Stars during her time at Tarleton.

Susan says what makes this store different from her previous retail experience is the collaboration. "In a store where you have 200 employees under you, not everyone gets a say in what happens, but here, the collaboration of the team at the bookstore makes for a unique experience."



Store Spotlight – Continued

Other key members of the team at the Texan Campus Store are Kolton Shoop, the E-Commerce supervisor, who balances being a full-time student, and Alyson Ferrell, the Textbook Specialist who spent 5 years at A&M Commerce in the Texas Book Company.



Michelle Kulley is a full-time staff member who focuses on shipping, receiving, and packaging, and Kaitlyn Dearth is the Merchandising Supervisor, and is also a Tarleton State University Alumni.

This team brings a combined total of 114 years of customer service retail experience, all of which makes up the soul of the store. We want the students to know that we are not just a bookstore.

We are all individuals who love Tarleton, and we want to show our support to the University.

Being a part of the University also allows us to do extra events that the bookstore in the past was not a part of. We can often be found at sporting events, and popping up at special events not just at the main Tarleton campus in Stephenville, but in Waco,



Fort Worth, and with plans to branch out to our University's other sister schools, such as Midlothian and RELLIS-Bryan.



Kolton Shoop, Cliff Hoy, and Alyson Ferrell

We are also able to make retail items for specific branches of Tarleton, which further connects each Tarleton student, even if they are not a part of the main campus in Stephenville.

The Texans Campus Store also provides the textbooks to each of the other Tarleton Campuses.

We, as a store strive to represent the core values of Tarleton: Excellence, Integrity, and Respect. We are proud to be a part of this beautiful university, and happy to be a part of the Texan family.

Farewell to David Ritz

It is with a very heavy heart that we inform you of David Ritz's passing on Friday, October 29, 2021.

Our thoughts and prayers go out to his family, friends and colleagues.

David worked as the Director of Tulsa Community College for 23 years before joining MBS in 2010. We were very fortunate to have him serve as the SWCBA President 2010-2011.

David was also an SWCBA Lifetime Achievement Award recipient in 2017.

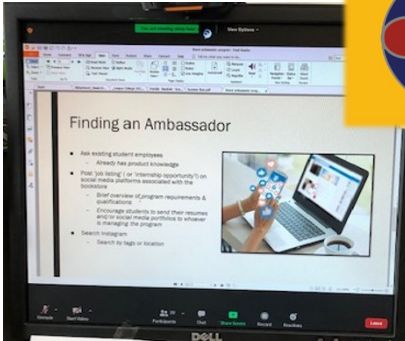
He was very dedicated to the SWCBA and the bookstore industry and will be missed by all.



SWCBA Survivor Conference

It was good to see YOU!

Thank you to all who participated. We had 18 college store personnel and 23 vendors join us for the 3 day event. We all reviewed Retail Math and discovered new tips on “tooting our own horn”. There were great discussions regarding custom t-shirt printing, student ambassador programs, and social media tips. Our Vendor Showcase included various companies and great product information. We couldn’t have done this without YOU! Until next time...



Thank you to Vicki Marvel’s granddaughter for putting a fun video together of all the SWCBA board members. Special thank you to Mike Goodman and Mike Kelly with Texas Book Company for setting up the technical side of our conference.

Did you miss our Survivor Themed introduction video? Click [here](#) to see it again.



Save the date!

We are happy to announce that plans are in development for our SWCBA Annual Meeting next October. We are going back to [Stillwater, Oklahoma!](#)

SWCBA Annual Meeting 2022 October 16 to October 18



Pistol Pete
OSU Student Union
Stillwater, OK



Closing Night—Disco Theme
Stillwater, OK
2018



Eskimo Joe's
Stillwater, OK
2018

Vendor Spotlight

MBS Can Help You Reduce On-Hand Non-Returnable Textbook Inventory

As many stores are facing staffing shortages, excess textbook inventory may fall through the cracks and those books will be left untouched, decreasing in value as time goes by. However, there is a quick and easy solution to prevent this loss.



MBS will help reduce losses through special inventory quotes. You can get the most money for any overstock, books from student buyback, deadstock titles, etc. that you have on-hand and remove excess inventory from the store. Best of all, your store will even earn a commission.

How to get started

Contact your MBS representative to let them know you want to do a special inventory quote.

Send a spreadsheet of any inventory you want to sell to your representative. Please include:

- Author
- Title
- ISBN
- Quantity

MBS will provide your store with a quote for each title and even pay for shipping.

Reduce the cost of your store's inventory while adding dollars to your bottom line. Contact your MBS Field Marketing Territory Manager Kerry McCorkle [kmccorkle@mbsbooks.com] today.

MBS Inducted Into Its Local Hall of Fame

On October 22, 2021, MBS was inducted into the Boone County [Missouri] Historical Society's Hall of Fame. The tribute video produced by the Boone County Historical Society celebrates the origins of MBS and the tremendous impact it has had on the community.

The story begins with the founding of the Missouri Store Company by Reuben E. Lucas in 1909, building a strong business foundation that we still honor today. This video tribute to our company and the family we have built with our community and all of our college store partners is the foundation of what makes MBS a reliable, strong college store partner.

[MBS Textbook Exchange 2020 Boone County Hall of Fame](#)

[Tribute Video - YouTube](#)



Digital Transformation (DX)



by Kevin Hannegan
Channel Partnerships

Pearson Higher
Education

Have you heard about digital transformation, also known as DX? Is your store involved in discussions about campus plans for DX? If not, here is a little background for your store to know and get involved.

As a starting point, it's important to understand what DX actually is and how it can impact campus stores. For higher education, and campus stores specifically, the drive for DX is to make education more accessible and affordable to students and their communities, while integrating and capitalizing on the use of new technologies to give a seamless and coherent experience. Campus stores play a key role by providing seamless options for students to obtain digital content, either through inclusive access programs, 3rd party fulfillment agents, or directly from educational content providers.

DX can be complex and hard to explain, yet we hear about DX in nearly every business and industry, from retail to health care, from manufacturing to entertainment. At the simplest level, DX is the incorporation of digital technologies to benefit and enable operational processes, products, procedures, solutions, and interactions of a business or institution. It's using technology to positively impact business by focusing and creating new ways of working by building a seamless digital ecosystem while including and involving all stakeholders.

Your campus is likely already seeing DX in other areas, such as, recruiting, admissions, financial aid, housing, parking, and athletics. In some of these areas, for example, students are able to tour the campus virtually, get answers via a chatbot, apply for housing or parking online, as well as buy and redeem tickets digitally for events.

Campus administrators had talked about 3-year to 5-year plans for developing or expanding online and digital learning. When the pandemic hit, those plans were fast-tracked in weeks rather than years. Campus administrators were forced to review and quickly pivot to digital learning. They had to determine what the campus already had in place to serve remote students, as well as what students, faculty, and staff needed to get on-boarded. Many campuses focused on the areas of infrastructure, student and faculty access, bandwidth, pedagogy and content.

Campus stores have heard about digital education for over 20 years. Digital learning is here and growing. If you are not part of the conversation already, start asking the administration about DX plans on your campus. Stores should be involved in those conversations to know what platforms and software are needed to ensure their systems remain compatible to support students and faculty. The best contacts on each campus may differ by title. The key administrator for most DX discussions is often the Chief Information Officer (CIO), Chief Technology Officer (CTO), or IT Administrator on campus.

Those who oversee the digital aspects of campus can get so focused on the technology needs of the campus, they sometimes forget to include those entities who supply and support learning content for the end user or student, such as the campus store.

What is your store doing to help your campus with digital transformation?



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

Your FedEx and UPS Shipments Will Be More Expensive in 2022

FedEx and UPS raise their rates every year, but there are a few things that make 2022 unique. Demand for parcel services is at an all-time high thanks to the pandemic and all of its ripple effects. As a result, the announced average rate increase of 5.9% is notably higher than what we've seen in the past several years. To help college stores prepare and budget for the year ahead, PartnerShip has analyzed the new rates. [Download the full guide](#) to get a simplified explanation of the complicated changes. Then be sure to [enroll in the NACS Shipping Program](#) to offset the rising costs with FedEx discounts of up to 50%.



PartnerShip
The Essential
Guide to the
2022 FedEx
and UPS Rate
Increases

Tips & Tricks

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

1



Paula's Picks for Campus Stores

@PaulasPicksforCampusStores · Consulting Agency

Follow Paula's Picks on Facebook for neat college store ideas and tips.

2

The Fingertip Pulse Oximeter has been a great seller for one of our SWCBA stores. Not only is it used by nursing students, but it is also requested by non-students. Customers purchasing this item like to check their oxygen levels at home due to COVID-19 and other health related ailments. The MSRP is \$32.95 from Prestige Medical and is available in many colors. It's difficult to stock items that are both beneficial to students and non-students. Keep sharing this information with us!



3

Aaron's Crazy Thinking Putty is a fun seller with mini tins to keep by your registers. This is a great item for those students who need to FIDGET! Squishy FUN for hours in assorted colors, scents, and textures. Give it a TRY!



4

Get connected with your campus alumni team to help promote alumni and athletic sales. For example, Bulldog Hall of Fame at Navarro College.



What a great way to increase athletic program sales and honor student athletes! Navarro College is excited to announce the organization of the Bulldog Hall of Fame, honoring its former student-athletes, coaches, teams and supporters who have enriched the legacy of the institution through intercollegiate athletics. This takes a major step in celebrating and recognizing those who have exhibited exceptional ability and performance in their selected field of athletics and have represented Navarro College in an exemplary manner. [Read more.](#)





Follow SWCBA on
FACEBOOK!

Let's stay in touch!

Like our page and
stay connected!

facebook.com/swcba/

Industry News

[Camex](#) is planning for both an in-person and virtual event for 2022.

[ICBA](#) is also planning for an in-person and virtual event for 2022.

[Verba|VitalSource Coffee Chat](#) podcast series serves up pipping hot course materials insights!

[Educational Publishers Enforcement Group](#) win another injunction against pirate sites.

[Will Publishing Sales Grow Again?](#)

SWCBA Board & Officers

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Got News?

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



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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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