

Southwest College Bookstore Association

July 2023

NEWSLETTER

OFFICERS

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Site Selection Chair: Cherry Bailey
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ANNUAL CONFERENCE

Be our Guest and help us reflect on 50 years as an Association! We are looking forward to seeing all of you at this year's Annual SWCBA Conference being held in Stillwater Oklahoma, October 15-17, 2023. The meeting will be fun, interactive, and informative. We will have great networking and buying opportunities with vendors and other colleagues in the bookstore industry.

We also will be reflecting on 50 years as an association.

Annual Conference

- Hotel accommodations can be made at the Historic Hotel Atherton located on the OSU campus by calling 405-744-6835. Mention you are with the SWCBA for discounted rates ranging from \$109.95 – \$119.95.

- Education sessions

- Inclusive Access-components of a successful IA program.
- Social Media tips for college stores.
- Trends & Flops in college bookstores, with what's hot and not.
- NACS will be presenting "Attracting & Engaging Customers All Year".
- Coach Kenny Gajewsk (GUY-eh-ski) Head Coach of OSU softball

- Opening night (Sunday, October 15th @ 6:30pm) will be held at Stillwater's famous Eskimo Joes.

- Closing night at SWCBA is always a "don't miss" event. This year's theme is Be Our Guest – please plan on bringing your Be our Guest t-shirt generously donated by CI Sport. You will find the shirt in your welcome bag when you check in for the conference.

SWCBA – is all about YOU! To have a successful and effective association it takes all of us. We need and want your participation and your feedback! Let us know if you have any suggestions or comments. We take them seriously and want to serve your needs. Please get yourself involved – we would love to have you on a committee or on the board – whatever you might be interested in.

Thank you all for your support of SWCBA and I look forward to seeing you all in Oklahoma!

Sincerely, Kevin Hannegan

Annual Conference Forms

Looking for registration forms for stores, vendors, sponsors and more.

Check them all out in your email or on the SWCBA website, under Annual Conference.

<https://www.swcba.com/annual-conference/>

Message from our President

Change is inevitable, and the disruption it causes often brings both inconvenience and opportunity.

- Robert Scoble

We live and work in such a fast-paced world. Everywhere we turn, there is an amazing amount of disruption happening on campuses and with the world at large.

One of the biggest disruptors lately has been Artificial Intelligence (AI). If you have not heard about, you don't have to look hard to find articles and conversations on the topic. How will it impact students, faculty, and content creation? Will students cheat their way through college with AI? Could misleading speeches be given or statements be made and incorrectly attributed to us through "deep fakes"? How do we protect students and staff, as well as education integrity, campus information, and the greater global community? There are many more questions about how AI will impact campuses.

Even the leaders of AI creation don't agree or know how the affects will play out. They have said AI is revolutionary, yet in the same breath also warn of the enormous potential detriments. We all can agree this will be disruptive on a global scale.

Students already have so much to maneuver through in order to learn, graduate, and find their place in this new world.

Besides the impact of AI, campuses are also having to put in protections against ransomware, enrollment challenges, and how to manage finances once Covid funds are spent. There are reports released daily of how campuses are addressing these challenges.

We know administrators are making big decisions on where to spend limited budgets, where to shore up funding, how to protect campus systems, what affects AI will have on teaching and learning, and how best to attract new students.

Campus stores and vendors are also facing some of these daunting realities. Our campus store members are a major touchpoint when it comes to recruiting families and future students. Stores may already be asking administrators how they can help, or what affects budget or technology challenges will change their businesses.

All of this constant change can be scary, tiring, frustrating, exciting, and exhilarating. The fact is, change reminds us we are part of something greater than ourselves. Being part of a group like SWCBA reminds us we are not alone, and there are people who support us.

Being part of SWCBA has helped us to open discussions with each other. Some campuses are addressing threats head-on, while others are just beginning to review steps they need to take. These topics may not be campus store or vendor specific, yet SWCBA as a collective group are part of the ecosystem. When one campus or vendor is affected by change and disruption, it's likely to follow to other campuses and vendors. Being part of SWCBA allows us to share what we are seeing and hearing.

As you know we are in the middle of renewing memberships for the upcoming year, and we are always looking for new members. Any questions about membership or dues, need a receipt, or general questions about the association can be sent to swcba@swcba.com. We are excited to continue discussing these and many more topics, as well as learning and growing with you.

Kevin Hannegan
President SWCBA



SWCBA COMMITTEES

Education Committee

Reggie Coleman-Chair (woodie.r.coleman@occc.edu) Oklahoma City Community College

Erin Green (erin.green1982@navarrocollege.edu) Navarro College

Peggy Freeman (p.freeman@elsevier.com) Elsevier

Marketing & Technical Committee:

Kathryn Vanover-Chair(Kathryn.vanover@neo.edu) Northeastern Oklahoma A&M College

Debbie Cottrell(dcottrell@umhb.edu)The University of Mary Hardin- Baylor

Mike Kelly (mkelly@texasbook.com) Texas Book Company

Nomination Committee:

Terri Mitchell-Chair(terri.mitchell@navarrocollege.edu) Navarro College

Kathryn Vanover(Kathryn.vanover@neo.edu)Northeastern Oklahoma A&M College

Kerry McCorkle (kmccorkle@mbsbooks.com) Missouri Book Services

Annual Meeting & Site Selection Committee:

Cherry Bailey-Chair (cherry.bailey@okstate.edu) Oklahoma State University

Kevin Hannegan (kevin.hannegan@pearson.com) Pearson

Starla Marshall (starla.marshall@okstate.edu) Oklahoma State University

Budget & Finance Committee:

Beth Ann Kidd-Chair(bkidd@tvcc.edu) Trinity Valley College

Mike Kelly (mkelly@texasbook.com) Texas Book Company

Strategic & Membership & Growth Committee:

Terri Mitchell-Chair (terri.mitchell@navarrocollege.edu) Navarro College

Jody Danaher (jody@thefanaticgroup.com) Fanatic Group

Kellie Ranum (kellie.ranum@vitalsource.com) Vital Source

Dillon Rickard (drickard@partnership.com) Partnership

Heidi Morris (Heidi.morris@eac.edu) Eastern Arizona College Campus Store

Lunch & Learn Sessions

December 7th 2022

Richard Hershman from NACS presented our first lunch and learn webinar: "Post-Election Analysis." He presented information about the recent election and how it could affect higher education and college bookstores.

February 15, 2023

A presentation about Inclusive and Equitable Access was our second lunch and learn webinar. RedShelf- Jason Heiselmeyer, Vital Source - Kellie Ranum, Willo Labs - Brad Smith

April 19, 2023

Kevin Hannegan hosted a zoom session giving updates about the recent ICBA and CAMEX annual conference. Discussion was open to all attendees to participate. The zoom recording can be viewed at <https://www.swcba.com/news/>

Future Sessions

July 18, 2023 at Noon CT via Zoom NACS Standards

The NACS Foundation Standards Project is a multi-year undertaking designed to ensure that independent college stores have access to the data and tools they need to be successful. The development of standards ensures consistency throughout the college store industry and allows stores to have a clear measuring stick when reviewing their performance. Industry standards provide a foundation and rationale for stores as they plan for the future, evaluate programming, and structure their focus.



The graphic features a blue and white background with a yellow banner at the bottom. On the left is the circular logo of the Southwest College Bookstore Association, which includes a lamp of knowledge, an open book, and the year 1973. To the right of the logo, the text reads: "Lunch & Learn", "NACS STANDARDS", "JULY 18, 2023", "NOON CST", "PRESENTED BY JEFF NELSON", and "ZOOM LINK PROVIDED BY EMAIL". The website "www.swcba.com" is listed at the bottom right.

All Campus Store Standards are expected to be 100% developed and approved by the end of June. Plan to attend and learn about how the Standards will help drive independent stores to success. Watch your e-mail for the Zoom link.

September TBD

Kickoff to Annual Conference

Trends for Fall

Spirit Products present the Galway Studded Tumbler:

Originating with Starbucks, this silhouette of tumbler has been one of the hottest trends of 2022/2023. Students know this cup and are buying in multiple colors.

*Low minimum of 48 pcs - may split base colors in 12 pc ea. to meet min. (art must remain the same on all.)

Wide variety of color: available in various glitters, metallics and matte colors.

*Eco Friendly and Gives back: Made from 100% recycled SAN plastic.

Portion of proceeds donated to PADI Aware

Foundation, a publicly funded non-profit for global ocean conservation.

*Retailers between \$18.00 - \$25.00

Buyers are creating collections by switching up colors/logos to bring in during pre-assigned periods.

Below are some examples:

*First order to introduce for fall back to school: 1 or 2 of the TR357 colors and 1 or 2 of TR358 glitter/metallic colors.

*Second order to be delivered by October with "holiday edition" colors Breast Cancer Awareness (glitter and metallic pink) or (glitter silver or matte white with pink imprint)

Halloween Edition (orange glitter, smoke glitter, silver imprint)

Christmas Edition (red glitter, green glitter, gold glitter, silver glitter) holiday themed logo

*Third order to be delivered in late January with Spring, Earth Day, Valentines colors.

Spring: teal, purple, pink, green, blue

Valentines: smoke, silver, red, pinks.

Earth Day: (metallic green, glitter green)



For order info, questions or samples please reach out to your Spirit Products Rep, OR email Shannon Mondejar smondejar@spiritproducts.com We are happy to help!

See full color selection on our website: www.spiritproducts.com



Trends for Fall



Vibe Tumblers are a new high quality tumbler and can cooler with a Sony speaker attachment.

Tumblers can be branded with your choice of Laser Etching or Color Printing.

10 colors to choose from Black, White, Red, Grey, Seafoam, Water Blue, Navy Blue, Pink, Dark Green and Sandstone.

With low minimums starting at 36 units.

Choice of 18 ounce tumbler, 28 ounce tumbler or a drink cooler.

Designed with a detachable Bluetooth speaker and spill-proof lid.

Bluetooth water resistant wireless speaker with Built in Mic for 2 way calling.

Keeps 24 hours cold.

Keeps 8 hours hot.

Pricing as low as \$18.33 each.

Contact for additional information.

Beverly Constable

bconstable@firesideind.com

623-207-9333 ext. 416

727-647-7676



www.VibeTumblers.com

www.swcba.com

Trends for Fall

ID HOLDER IN VEGAN LEATHER

FEATURES

Textured vegan leather • Front-facing ID window • Three interior card slots • Snap closure • Classic keyring & swivel snap clip

Dimensions: 2.75" W x 4.25" H.

\$3.75
EACH

KDZID-U24
24 Piece Assortment
Reorder by style in packs of 4

KDZID-U24
24 Piece Assortment
7 22950 36204 4



Why DM?

- All merchandising tools/displays are FREE.
- Prices students can afford with average gross margin of over 65%.
- Offer terms, future ship dates, pre-filled displays, marketing material, and much more.
- Located in Elmhurst, IL, all products ship from our warehouse in 24 hrs.
- Low minimums to ensure easy reordering and displays full.
- Newly created products drop twice a year to keep inventory fresh.

Here is an example of what college bookstores everywhere are bringing in [College Bookstore.pdf](#)

Feel free to email me at arichter@dmmerch.com or call my office-line directly 630-782-2706

Thank you,
Adam



Adam Richter
DM Merchandising | 247dm.com
e arichter@dmmerch.com
p (630) 782-2700 x246



A View from our Members!

HOW DO YOU GET INVOLVED ON YOUR CAMPUS?

How do you get involved on your campus and support the mission of your college?

Kathryn Vanover Manager at NEO A&M College is currently working on a project with other departments for HLC. Part of that is writing a mission statement for the bookstore and making sure it supports the mission statement of the college. We then set objectives and how we can measure those objectives. Then the information will be used for continuous improvement.

Something to think about when asked the question, what is your bookstore doing to support the mission of your institution? And to add to the question is how do you measure the improvements and contributions as a bookstore? For a college bookstore it's mostly about revenue, but it needs to be more than that.

Julie Buchanan from New Mexico Junior College is an active participant in the Admin Cabinet and the Campus Safety and Security Committee. The Admin Cabinet is made up of about 25 different areas across the campus. Previously we met once a month but now meet twice a year. Our goal is to be informed and keep our areas informed.

For Campus Safety and Security, we meet every quarter to discuss and be proactive in preparing for or correcting safety and security issues on our campus. Some of us meet more often unofficially and of course are always prepared should a more pressing need arise. The Committee works with the campus and reminds them, if "You see something, say something" no matter if it's a crack in the sidewalk that could cause a trip hazard or any number of other things. I'm also included in regular training with our Security team. That important training is separate from the role of the Committee.

A View from our Members!

Trinity Valley Community College Bookstore Manager Beth Ann Kidd is staying involved with students and showing the bookstore value. We have our regular store hours but are always willing to be open for special occasions. These include new student orientation, football signee day, cheer tryouts, Family Day and Homecoming. We enjoy having these groups on campus and want to make sure they know where to find their Cardinal gear! We also have occasions to set up remotely at the football field and are always looking for new ways to make this process easier for staff and for our customers.

We also had a special event for Valentine's Day that was a hit with the students. We had a hot cocoa bar where they could make a cup of hot chocolate and add all the fun toppings – whipped cream, marshmallows, sprinkles. Students enjoyed this and came back several times to enjoy the cocoa. We had fun Valentine stickers and cards students could make while enjoying their cocoa.

New this Spring, we worked with Housing and installed lockers outside the bookstore for student packages. The bookstore staff processes student mail, and we are now using new software that allows us to receive packages, then assign them to a locker. Students receive an email notification with a QR code that allows them to open the locker and pick up their package. We just had the lockers wrapped with the college logo which really makes a statement as students enter our building.



A View from our Members!

Navarro Community College creates excitement in their bookstore when acceptance letters are sent to students that have been accepted into the Licensed Vocational Nursing. They create tables filled with Nursing Medical Supplies that include scissors to watches and much more. Erin Green, Assistant Director, created the flyer and it was sent to student last May when students received their letters. We started seeing students coming in early to shop, and our summer sales skyrocketed an extra \$7,000.00 in the supplies category.



HAPPENING NOW



DUES

Have you paid your annual dues yet? Your dues help SWCBA to stay active as an association. Have you paid yours?

Contact Starla Marshall at SWCBA@swcba.com to receive an invoice.

Welcome

Welcome some of our new and returning vendors
Franklin Media, CI Sport, The Fanatic Group and
Rittenhouse!

Please share the opportunity of our membership.

You can find our vendor application at
<https://www.swcba.com/store-vendor-application/>

Shipping News

Prepare for Potential UPS Strike-Safeguard Your Store Operations

Attention SWCBA members! Be ready for potential shipping disruptions. A UPS strike looms with the current Teamsters contract expiring at the end of July. While negotiations are ongoing, it is crucial to be prepared. Take proactive steps by planning ahead for inventory needs, opening a FedEx account as an alternative shipping provider, and making use of the exclusive FedEx discounts available to SWCBA members through NACS. If you're not signed up, enroll today for discounts of 50% off FedEx Express and 30% off FedEx Ground. Ensure the smooth delivery of your inventory and customer orders by taking action now. You can read more about the potential UPS strike [here](#).



Stay in Touch



Follow SWCBA on Facebook!

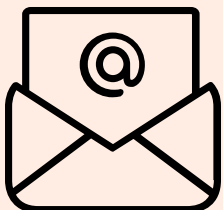
Like our page & stay connected!

<https://www.facebook.com/swcba>

Got News?

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

E-MAIL US *dcottrell@umbh.edu*
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mkelly@texasbook.com
swcba@swcba.com



Mission

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



SWCBA@swcba.com



http://www.swcba.com



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www.swcba.com