



BOOKSTORE ADMINISTRATIVE UNIT REVIEW: ANNUAL REPORT

Part 5: Data Findings

Goal 1: Continue to grow the Inclusive Access program providing digital course material for classes that require adopted resources. Inclusive Access reduces student costs for adopted course materials and provides first day access to course materials.

2024-2025 - Sale of Digital Access Materials - \$283,387.85

2024-2025 - Sale of Digital Materials - \$138,970.00

2025-2026 - Sale of Digital Access Materials - \$443,398.71

2025-2026 - Sale of Digital Material - \$124,609.63

Goal 2: Increase sales of food and beverage at the bookstore. Expand both food and beverage inventory to augment bookstore sales with the goal of breaking even as an enterprise.

2024/2025 – Sales of Beverage and Food - \$44,845.15

2025/2026 - Sales of Beverage and Food - \$233,773.00

Goal 3: Work with the Instructional team on guidelines and policies for the adoption of non-returnable course materials. The goal is to implement a consistent policy requiring either prepayment by students, or having departments purchase non-returnable course materials at the end of the school year to eliminate dead stock of on-returnable course materials.

The bookstore did a very good job of meeting with many departments to discuss course materials. These meetings were delayed longer than I would have liked this school year as I was waiting for the new Course Materials Specialist to be hired for the bookstore.

The meetings have been very productive. These department specific meetings have expanded from simply discussing non-returnable course materials to a wider range of subjects including fine-tuning course material adoptions and moving course materials to Inclusive Access. These meetings will continue once the first several weeks of fall term are over as we continue to reshape adoptions for course materials here at the college.

Part 6: Data Analysis

Goal 1

Physical course materials continue to increase in price. Publisher discounts are static. Shipping prices continue to increase. Many publishers have enacted restocking fees, or begun adding limits to the percentage of books that can be returned each term. Some publishers have moved to non-returnability for all of their products. Collectively, this often times means that carrying physical course material is a break even at best policy for the college in 2026.

The Inclusive Access program continues to grow. While I believe that the tangible savings to students is important, I believe most instructors would say that the day one access of course materials is even more important. From our conversations with instructors, students lacking required course materials remains instructors' biggest concern. Inclusive Access removes that issue for all students able to enroll in an IA course.

Current conversations with departments will allow us to reduce the amount of required physical course materials from the bookstore and move those course materials to Inclusive Access in 2027. This includes the Dental Assisting, HIM, Veterinarian Technician programs.

Goal 2

As part of the Coats Campus remodel, the bookstore was asked to take over beverage, food and sundries sales to serve the students from the Residential Hall. As part of this new service, the bookstore added a new tender type to our point of sales for flex cash, which is part of the Residential Hall meal plan package.

The bookstore started with an inventory template of the previous year's Sodexo sales and folded in the local and smaller food vendors that we were already carrying. However, the bookstore rapidly increased our inventory by adding another major food distributor, KeHe, to broaden our food choices and also reached out to new local vendors to increase our fresh food selection. The bookstore reached out to local beverage distributors before fall 2025 term began, and added four new beverage coolers to the bookstore.

Cyan, our food buyer also was very responsive to requests from our customers during the school year to help shape our food, and especially beverage, inventory to appeal to our customers. By the end of the first year, our beverage and food inventory had evolved and was very different from the beginning of fall term.

Goal 3

Direct communication with departments and instructors has allowed us to explain the financial concerns that the bookstore, and college, is facing with reduced textbook sales, rising shipping costs, and more restrictive return policies and the increasing number of unsold adoptions.

The value of these meetings is that we were also able to hear directly from instructors to immediately affect changes to the adoptions for fall term moving forward. We also learned that in many cases, our lack of sales for physical materials was also reflected in the number of students who simply never purchased any materials for the course. The higher cost of physical course materials directly impact students.

This discussion point lead directly back to Inclusive Access and the day one access of course materials for students. Coming from a different perspective of students receiving course materials on day one – as opposed to the reduced cost to students - has made the Inclusive Access program more appealing to many instructors we have spoken with this last year.

Since we will be adopting far less physical course materials for fall term, both our publisher costs, and shipping costs, should be reduced from fall 2025. We should also see a significant reduction of returns starting this school year, which will also reduce shipping costs. Those numbers can be determined after fall term ends.

Part 7: Action Plan

Goal 1: Inclusive Access

The two long-term bookstore goals are to reduce the amount of physical course materials carried at the bookstore, and to increase the use of Inclusive Access for adopted course materials. Ultimately, we continue to move forward with the progress that we have made the previous school year.

Increased communication with the Instructional team, and meeting with individual departments and instructors, to confirm adoptions for physical course materials, and to move to either digital or inclusive access options whenever possible, to help save both students and the college money, is our primary goal.

The long-term goal will be to see that most departments have moved to either OER or Inclusive Access materials for their students, which will eliminate the majority of shipping costs for the college. The college spent, at minimum \$11,000 in shipping for textbooks in the 25/26 fiscal year. Because of the various shipping firms used by publishers, this cost is probably several thousand dollars higher.

The bookstore will continue to meet with departments still adopting physical and digital course materials this year. Monitor sales and returns for those departments, and suggest changes in adoptions, when possible.

CIS courses still using digital course materials, or paper activation codes, Communication courses still adopting digital course materials, and the Nursing department, are primary goals for making changes to move to Inclusive Access course materials before Fall 2027. Both EMT and Fire are other suitable departments for changes to adoptions.

At this time, I feel like we have made a tangible change to moving away from physical course materials. By meeting with Instructional Deans, we will continue to work on several levels to bring about these changes. With the increase in adoptions moving to Inclusive Access course materials, we have a proven track record of student success.

And moving forward from meetings this spring with the Instructional Deans, ITS and Student Account Manager, the college will be moving to more automation for student billing for Inclusive Access charges in Spring 2027. We will also change Inclusive Access fees from course fees to material fees which will improve the timeline and flexibility for adding Inclusive Access courses, and updating fees based on publishers changing the pricing, before we lock in those student fees each term. All positive steps in making the Inclusive Access program more user friendly, reducing manual labor and increasing profitability for the college.

Goal 2: Increase sales of food and beverage at the bookstore.

During the summer, bookstore employees have reached out to new local food vendors to increase the variety of new foods we will be offering to staff and students this fall. From baked goods to fresh salsa, we have reached out locally to increase the food selection that we offer to our customers.

The bookstore also needs to be more proactive in getting the word out to students on campus, and at the Residential Hall, to make sure everyone on campus knows about the beverage and food options available here at the bookstore.

And, happily, and sadly, has the time come to change the bookstore to the campus store? I think so.

Goal 3: Course Material Adoptions

The bookstore broadened this goal to include discussions on all physical course material adoptions with departments and faculty, and as opposed to simply non-returnable adoptions.

The bookstore met directly with the Automotive, Culinary, Dental Assisting, Health Information Management, Manufacturing & Veterinary Technology departments last spring. These meetings allowed the bookstore to discuss physical course material sales, return numbers and areas of concern with non-returnable adoptions, for these departments. We discussed the importance of accurate adoptions each term, confirming what instructors are telling their students about those required adoptions, and whether the adopted course material is actually required.

There was general agreement in all departments we met with to start reducing or eliminating physical textbooks, beginning fall term, and moving to digital only adoptions if possible, and then moving to Inclusive Access course materials, during the next available adoption cycle.

These changes will save both the college, and students, considerable money. The other important issue, which was agreed by many of the instructors we spoke with, was that moving to Inclusive Access means day one access of their required course materials for students. Lack of required course materials is an issue that weighs heavily on many instructors' minds.

The bookstore will continue to have direct meetings with each Instructional Dean, to share this same information, and also allow each Instructional Dean a chance to ask questions about adoptions and course materials. This is ongoing. But the meetings that have happened has provided more clarity to the Instructional team, and hopefully opens up more communication if any Instructional Dean hears concerns and complaints about the bookstore, and our current policies.

The bookstore will continue to reach out to departments and instructors and remain open to feedback, and suggest changes to adoptions, that works best for instructors, students and the college.