

April 2014

BOOKSTORE GROUP MINUTES (attendees: Tracy Dolan - Oneonta, Amanda Konopa - Binghamton, Chris Sackett - Brockport, and Sean Mulloy - New Paltz)

- Tour of Binghamton Bookstore - recent improvements from renovation include large display window with full mannequins and colored LED lighting, self serve Clinique counter on first floor, expanded checkout counter, reorganizing of textbook shelves, soft seating in the store, as well as other improvements.
- Discussed top sellers of general merchandise at our stores
- Talked about new ways to get textbook information from faculty and departments
- Departmental Ordering Program - We work with a vendor, Club Colors, that can imprint almost anything for bulk ordering of giveaways as well as small quantities of gifts; a percentage of those sales get kicked back through the bookstore and university. If interested, contact Markie Bacon at Club Colors ([mbacon@clubcolors.com](mailto:mbacon@clubcolors.com))
- Discussed impact (or lackthereof) to our stores of the SUNY Open Textbook Program
- Talked about digital textbooks and new technologies from publishers that are being used across campus
- Discussed previous and upcoming sales opportunities for graduation
- Tour of athletic facilities to show additional space that is used to sell at games, as well as talking about our relationship to athletics on each campus