Iowa State University
Bookstore

October 30, 2015

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• Heather Dean, Course Materials Manager, hdean@iastate.edu
Owned and operated by Iowa State University

Mission: As the official bookstore serving Iowa State University, we will provide customers the educational products, services and resources to support Iowa State University's mission.

Our role on campus is to generate revenue for Iowa State – our 2015 campus contributions equate to 28% of net sales.

- Institutional Support Funding
- Donations and Scholarships
- Rent and Utilities to the Memorial Union
## Peer Institutions Comparison

<table>
<thead>
<tr>
<th>Peer Institutions</th>
<th>Iowa State</th>
<th>Arizona</th>
<th>UC Davis</th>
<th>Minnesota</th>
<th>NC State</th>
<th>Wisconsin</th>
<th>Iowa</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>RANKING</strong> Inventory Turns</td>
<td>2</td>
<td>18</td>
<td>41</td>
<td>27</td>
<td>19</td>
<td>53</td>
<td>16</td>
</tr>
<tr>
<td>GMROI</td>
<td>1</td>
<td>11</td>
<td>42</td>
<td>36</td>
<td>22</td>
<td>29</td>
<td>26</td>
</tr>
<tr>
<td>Personnel Expense Ratio Rank</td>
<td>6</td>
<td>37</td>
<td>71</td>
<td>40</td>
<td>33</td>
<td>62</td>
<td>66</td>
</tr>
<tr>
<td>Percentage</td>
<td>9.1%</td>
<td>15.2%</td>
<td>21.1%</td>
<td>15.8%</td>
<td>14.6%</td>
<td>18.9%</td>
<td>19.9%</td>
</tr>
</tbody>
</table>

- University of Iowa included for regent school comparison. University of Northern Iowa does not have an institutionally owned bookstore.

- Peer institution bookstores under 3rd party contract or private ownership: University of Illinois, Michigan State, Ohio State, Purdue, Texas A&M.
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<tbody>
<tr>
<td>Student Population</td>
<td>34,732</td>
<td>42,236</td>
<td>35,415</td>
<td>51,147</td>
<td>33,989</td>
<td>43,193</td>
<td>31,387</td>
</tr>
<tr>
<td>Total Course Material Sales</td>
<td>8</td>
<td>6</td>
<td>22</td>
<td>3</td>
<td>28</td>
<td>13</td>
<td>52</td>
</tr>
<tr>
<td>Total Technology Product Sales</td>
<td>6</td>
<td>8</td>
<td>20</td>
<td>7</td>
<td>28</td>
<td>60*</td>
<td>25</td>
</tr>
<tr>
<td>Total Supply Sales</td>
<td>12</td>
<td>13</td>
<td>3</td>
<td>4</td>
<td>48</td>
<td>10</td>
<td>69</td>
</tr>
<tr>
<td>Total Insignia Product Sales</td>
<td>20</td>
<td>4</td>
<td>28</td>
<td>15</td>
<td>25</td>
<td>7</td>
<td>43</td>
</tr>
<tr>
<td>Web Sales - total store</td>
<td>3</td>
<td>12</td>
<td>47</td>
<td>1</td>
<td>5</td>
<td>29</td>
<td>41</td>
</tr>
</tbody>
</table>

*Technology store is not located in the bookstore

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Affordability Initiatives

• Fall 2015 – students saved $1.4M through utilizing affordable options made available at Iowa State

• Average cost of textbooks across all majors (based on mostly freshman data) - $383.86
  ◦ Fall 2009 was $506.32

• Student Savings through our various initiatives:
  ◦ Textbook Rental
  ◦ Used Textbooks
  ◦ Digital books and adaptive learning tools (aka Access Codes)
  ◦ U-Bill & Sales Tax Exemption
  ◦ Price transparency & retailer comparison
Price transparency has become our #1 initiative for students.

- Fall 2015: 76% item win-rate with 7,552 clicks to Amazon.com and half.com.
- Fall 2014: 75.5% item win-rate, with 7,851 clicks to Amazon.com and half.com.
Higher Education Opportunity Act

The Higher Education Opportunity Act of 2008 (HEOA) requires titles, ISBN numbers and retail pricing of all required and recommended course materials be published for students’ review prior to course registration.

- Spirit of the Law – students can assess all expenses associated with the course and allow reasonable time to obtain affordable course materials.

- Communication – each term, Dr. Holger sends a memo of information regarding the compliance with textbook orders.

- Taking action – encourage faculty to continue to adopt quality course material to support the curriculum while keeping the costs and affordability options in mind as well. Bookstore staff is on hand to assist with research of available options.
Customer Service

- Making the first impression at the bookstore.
- Student employee investment - 50% of education outside the classroom.
  - Lead student promotions
  - Student buyers
  - Internships
Thank You

FACULTY AND STAFF APPRECIATION DAY
Wednesday, November 18th, 7:45 am - 6 pm

As our thanks for the many things you do for Iowa State University, we are offering savings on Macs and iPads, especially for you! Save big when you shop our Appreciation Day event in-store or place a pre-order online at www.isubookstore.com!

<table>
<thead>
<tr>
<th>Academic Discount</th>
<th>One-Day Savings</th>
<th>Tax Savings</th>
<th>Total Potential Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to $200</td>
<td>Up to $180</td>
<td>Up to $143</td>
<td>Up to $523</td>
</tr>
</tbody>
</table>

Example Savings:
iPad Air 2 (16GB with WiFi)
Academic savings price: $479
Appreciation discount: $40
No sales tax, book store is tax free!
Discounted Price: $439

13" MacBook Pro Retina (256GB)
Academic savings price: $1399
Appreciation discount: $110
No sales tax, book store is tax free!
Discounted Price: $1289.00