

Iowa State University Bookstore

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IOWA STATE UNIVERSITY BOOKSTORE



- 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

75 ICBA Store Reported to Survey							
Peer Institutions	Iowa State	Arizona	UC Davis	Minnesota	NC State	Wisconsin	Iowa
RANKING							
Inventory Turns	2	18	41	27	19	53	16
GMROI	1	11	42	36	22	29	26
Personnel Expense Ratio Rank	6	37	71	40	33	62	66
Percentage	9.1%	15.2%	21.1%	15.8%	14.6%	18.9%	19.9%

- 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.

Peer Institutions Comparison

Peer Institutions	Iowa State	Arizona	UC Davis	Minnesota	NC State	Wisconsin	Iowa
75 ICBA Store Reported to Survey							
Student Population	34,732	42,236	35,415	51,147	33,989	43,193	31,387
Total Course Material Sales	8	6	22	3	28	13	52
Total Technology Product Sales	6	8	20	7	28	60*	25
Total Supply Sales	12	13	3	4	48	10	69
Total Insignia Product Sales	20	4	28	15	25	7	43
Web Sales - total store	3	12	47	1	5	29	41

*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

COMPARE PRICES BEFORE YOU BUY!



Shopping around for the best price on textbooks is easy and you might be surprised when you find the book store isn't always the most expensive option.

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

GREET

Greeting is your first step in creating excellence in Customer Service! At UBS, we strive to greet our Guest within 15 seconds of their arrival to our store. A warm genuine smile and welcome makes our guest feel valued and opens the door for you to exceed their expectations.

INQUIRE & INFORM

Asking open ended questions to find out why they have come to UBS and how we can help them is important. It is as easy as "What brings you into the store?" Leading and guiding the Guest is a great way to show respect and that they are valued. We should always strive to escort them to the product or the department and introduce them to another associate if needed.

FINISH THE DETAILS

It is our goal to never stop helping a Guest until they dismiss us from their service. Never assume they don't have more questions or need additional help finding items. Simply asking, "What else can we help you find?" will lead you to the next item on their list. When they are finished they will let you know and what a great time to thank them for letting you help them.

THANK THE GUEST

Thanking the Guest is encouraged throughout their entire visit to our store! Perhaps saying "Thank you for coming in today. What can I help you locate?" We are glad they came to visit and they can always expect to be thanked when they choose our store for their purchases. Let's strive for excellence and thank them for coming in, even when they don't make a purchase!

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!

Academic Discount	One-Day Savings	Tax Savings	Total Potential Savings
Up to \$200	Up to \$180	Up to \$143	Up to \$523

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, the book store is tax free!

Discounted Price: \$1289.00

Apple Authorized Campus Store
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