



# UNIVERSITY OF HAWAII BOOKSTORES

Annual Report: Fiscal Year Ending June 30, 2015



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## MAKE EVERY EXPERIENCE COUNT

We at University of Hawai'i Bookstores aim to provide a superior experience for each and every customer, and we have achieved many goals to that end in the past year. Let's look at the numbers.

During Fiscal Year 2015, we saw 423,810 transactions with our customers across the UH System. That's an impressive number, considering that the UH Mānoa campus alone attracts approximately 18,000 students and 7,000 workers during the academic year.

Of those transactions, we saw more than \$23 million in sales, many from our textbook department, where we have focused our efforts to help save students money.

As the authorized campus retailer for books, we've expanded our offerings to include more digital titles to meet faculty's needs. We've also given students more affordable options such as rental and used textbooks, and a website that allows them to compare textbook prices.

Our rental books program alone has saved UH Mānoa students \$783,386 and more than \$2.8 million (and counting!) systemwide since 2010.

In addition, I'm proud to report that our customers earned more than \$930,000 in cash through our book buyback program, hosted at least twice a year at all UH Bookstores.

Another important initiative we partnered with is the 15 to Finish program, which not only selects winners of free textbooks from each of our campuses, but helps students graduate on time.

In 2015, we also gave in-kind donations upwards of \$25,000 in value to organizations and events that serve students in their academic success and enrichment of their college experience.

Going forward, we want to do even more to improve our service for the UH community. That means exploring dynamic pricing options, diversifying our product lines, keeping up with industry standards, and reducing our expenses.

Thank you for supporting the UH Bookstore on your campus, where your purchases allow us to operate a self-sustaining enterprise and benefit programs that help students learn and grow.

**Tricia Ejima**

**Interim Director, UH Bookstores**

## Our Stores

University of Hawai'i at Mānoa Bookstore\*  
University of Hawai'i at Hilo Bookstore\*\*  
University of Hawai'i Maui College Bookstore  
University of Hawai'i—West O'ahu Bookstore  
Honolulu Community College Bookstore  
Kapi'olani Community College Bookstore  
Kauai Community College Bookstore  
Leeward Community College Bookstore  
Windward Community College Bookstore

\*Flagship store.

\*\*Also serving Hawai'i Community College and West Hawai'i campuses.

## Our Mission

The University of Hawai'i Bookstores' mission is to serve as a resource for the UH campus community by providing everything it needs for college life and more.

## Our Vision

The University of Hawai'i Bookstore System strives to provide a superior customer experience for our students, faculty, staff, and visitors as a one-stop campus resource. We uphold the true spirit of aloha by providing the highest standards of customer service, quality products at competitive prices, and operational sustainability in support of our university.

## Our Shared Values

**S**ervice  
**H**onesty  
**A**loha spirit  
**R**esponsibility  
**E**ducation

All proceeds from UH Bookstores support the educational mission of the University of Hawai'i. UH Bookstores is a sustainable operation owned and operated by UH Campus Services.



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## HIGHLIGHTS FROM THE PAST YEAR

### MERCHANDISE EXPANSIONS

- At the start of Fiscal Year 2015, Mānoa Bookstore introduced a new e-commerce site for UH gear. For the first time, online customers could mix textbooks, UH logo apparel, and school supplies into a single cart. All UH Bookstores also began offering year-round, in-store pickup for online orders, a convenience we're proud to offer local customers.
- In Spring 2015, UH Bookstores opened its annual HI Pride T-shirt Design Contest to students enrolled at all 10 campuses in the UH System. Previously, designs were sought from UH Mānoa students only. Once a winner was chosen from a public poll, UH Bookstores buyers ordered the 2015 HI Pride T-Shirts in all campus colors. The shirts will be sold at all UH Bookstores in Fall 2015 and will be used to celebrate National College Colors Day.
- Following the HI Pride tradition, UH West O'ahu Bookstore launched its own West is Best T-shirt Contest for students in Fall 2014. The new, student-designed West is Best T-shirts were released exclusively at West O'ahu Bookstore in Spring 2015.
- We also added microwaves, freezers, and hot water stations for our customers, meeting their need for quick and affordable snacks on-the-go. Our Kaua'i Bookstore joined forces with their campus cafeteria and now serves hot food and coffee beverages in-store.



UHWO student Ken Tom won the inaugural West is Best Contest.

### TEXTBOOK OFFERINGS



2014 HI Pride Contest design winner Rissa Fedora wears her winning T-shirt in black on the UH Mānoa campus. Shirts were also made available for the first time in campus colors at all nine UH Bookstores.

- The Book Department signed a contract with third party vendor Redshelf to increase our digital textbook inventory. In total, we were able to add 197 more digital titles for UH courses systemwide.
- UH Bookstores continued its partnership with wholesale vendor MBS Textbooks to provide a textbook buyback program at the end of each semester. In 2015, we were able to give \$931,402.75 back to customers selling their used textbooks to UH Bookstores.
- We celebrated the second year of our 15 to Finish promotion with the UH System Office of the Vice President of Academic Planning and Policy. All in all, we donated \$8,497.40 in free textbooks to winning students who took 15 credits or more both semesters of their freshmen year.

**UH System customers earned more than \$930,000 in cash through our textbook buyback program.**



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## SUSTAINABLE STARTS

- In 2015, the UH Bookstore System explored ways to make our daily sales reconciliation process more eco-friendly. With preexisting procedures, our bookstores used approximately 375 sheets of paper monthly to run their mandatory daily sales reconciliation reports. In addition to the paper cost, the fiscal department relied on each neighbor island store to mail reports to the Mānoa offices on a daily basis. O'ahu branch stores relied on the receiving department to pick up their sales reports and deliver them to the fiscal department once a week. Thanks to an internal collaboration among managers, along with the guidance of our POS service provider, the UH Bookstore System was

The new, electronic reporting system will save UH Bookstores approximately seven reams of paper per month.

able to develop new procedures that made our entire reconciliation system paperless.

Pride Contest winner's design, to make sustainable practices easy and affordable for our customers.

- UH Bookstores stopped using plastic bags at all branch store locations back in 2011. But on July 1, 2015, Mānoa Bookstore joined the ranks of other Hawai'i businesses to comply with the new O'ahu plastic bag ban. The UH Bookstore System also introduced low-cost reusable tote bags (under \$2), including a series featuring the 2014 HI
- In addition to recycling all cardboard that comes to our warehouse, our receiving department adapted its delivery schedule to reduce fuel used by our drivers and vendors. They also started saving wooden pallets from deliveries to be reused as reclaimed fixtures in the store, most notably to highlight Campus Road fashions and gifts.

## SPECIAL EVENTS

- In partnership with the National Association of College Stores (NACS), Mānoa Bookstore hosted a National Student Day celebration in-store on October 9, 2014. In addition to a storewide sale, the bookstore gave away free gifts—including ice cream and candy—every hour to any student who walked in the door. UH student groups were invited to the event, and vendors such as ColorClub also offered free manicures.
- Mānoa Bookstore, in collaboration with University of Hawai'i Press, hosted the book launch for UH volleyball coach Dave Shoji's memoir, *Wahine Volleyball: 40 Years of Coaching Hawai'i's Team*. The event attracted many UH alumni and Rainbow Wahine fans to the store, where they were offered a free, custom-designed T-shirt with purchase.



Students enjoyed free ice cream from UH Bookstores' vendors at National Student Day.





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## SPECIAL EVENTS (CONT.)

- Mānoa Bookstore hosted three special events for UH faculty and staff in FY 2015: a New Faculty Orientation Reception, a Holiday Sale Preview Night, and a Faculty and Staff Appreciation Day. For the Appreciation Day, UH employees could partake in a special vendor offer courtesy of our Apple Authorized Campus Store. Goodie bags were also handed out to UH faculty and staff.
- Mānoa Bookstore's Spring Grad Fair in March 2015 broke a new record for the number of UH graduation gowns sold at a single day event: 1,215. The semi-annual, informational fair provided graduating seniors with info about commencement requirements. Participating organizations included the UH Mānoa Chancellor's Office, UH Alumni Association, and merchandise vendors.



Mānoa Bookstore's Grad Fair saw record-breaking sales in FY 2015.

	Spring 2014 Grad Fair		Spring 2015 Grad Fair	
	Sales	Units Sold	Sales	Units Sold
Announcements	\$2,188.00	1,491	\$1,777.00	1,159
Gowns	\$5,481.00	141	\$14,169.00	1,215
Frames	\$0.00	0	\$304.00	2
Custom Regalia	\$0.00	0	\$779.00	9

## GOALS FOR FY 2016

- We want to put students first and offer a UH Bookstores Scholarship for the 2015-16 academic year, open to students enrolled at all UH campuses.
- We also want to connect more with UH departments by expanding our campus outreach.
- To increase sales, we aim to diversify our product offerings in general merchandise, textbooks, and bookstore services.
- Internally, we want to improve our efficiencies with better metric systems for tracking and comparing our operations with industry leaders.



The UH Bookstore System carries more than 4,000 tax-free school supplies for the campus community. All proceeds support the University of Hawai'i.

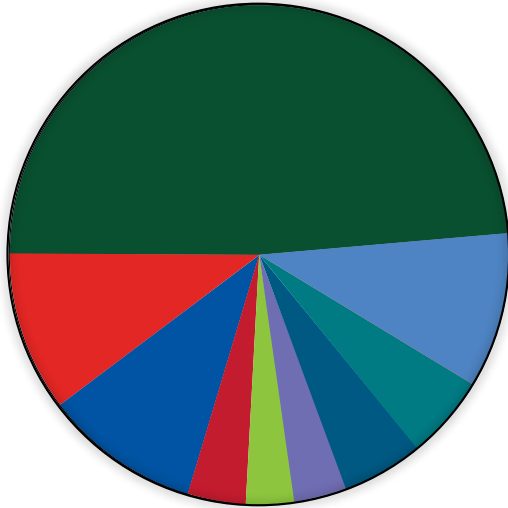


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## FINANCIAL OVERVIEW

### TOTAL SALES BY STORE FY2015



■ Mānoa Bookstore\*: \$11,657,530

■ Hilo Bookstore\*\*: \$2,456,107

■ Kapi'olani Bookstore: \$2,415,461

■ Leeward Bookstore: \$2,406,179

■ Maui College Bookstore: \$1,276,706

■ Honolulu Bookstore: \$1,261,961

■ West O'ahu Bookstore: \$864,615

■ Kauai Bookstore: \$843,248

■ Windward Bookstore: \$784,962

\*Flagship store.

\*\*Also serving Hawai'i Community College & West Hawai'i campuses.

\*\*\*Previously on John A. Burns School of Medicine campus. Merged with Mānoa Bookstore in July 2014.

### UH BOOKSTORE SYSTEM SALES BY DEPARTMENT FY2015

#### ■ Textbooks : \$15,411,180

New, used, and rental textbook purchases for undergraduate, graduate, and Outreach College courses.

#### ■ Computers : \$3,630,283

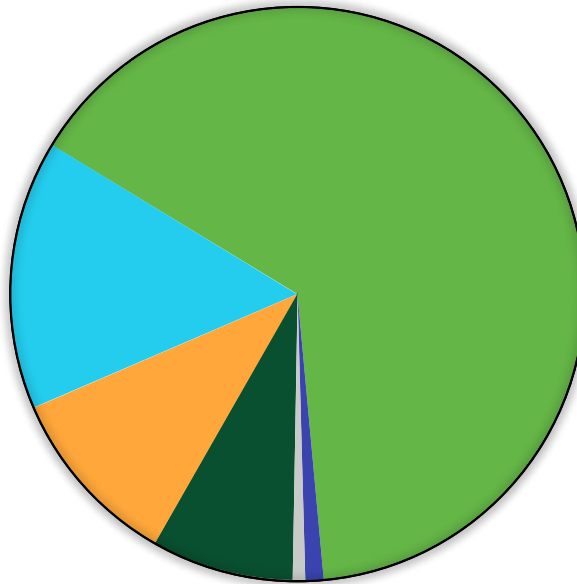
Computer, laptop, and tablet purchases (Mānoa campus only). Phone cases, ink cartridges, flash drives, software, and other tech accessories.

#### ■ Supplies : \$2,426,443

School, office, and art supplies. Graduation regalia, culinary supplies (Kapi'olani CC campus only), cosmetology supplies (Honolulu CC campus only). Snacks and sundries.

#### ■ Emblematics : \$1,905,130

UH licensed logo apparel and spirit items. Select non-logo apparel and gifts.



#### ■ Trade Books : \$266,841

Books by UH authors and UH Press. Books about Hawai'i, Asia, and the Pacific.

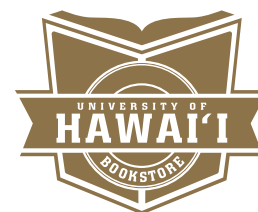
#### ■ Campus Solutions : \$141,875

Copy and Print Services (Mānoa campus only), UH Departmental Copier Program (Mānoa campus only), UH Departmental Supplies Source.

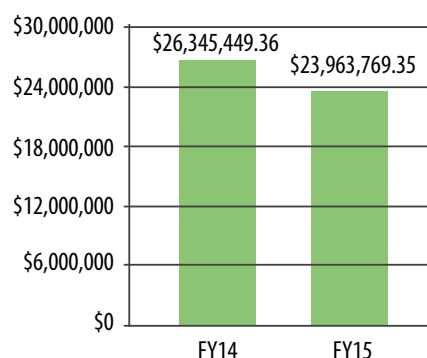
SALES BY DEPARTMENT	FY2014	FY2015
Textbooks	\$16,439,641.00	\$15,411,180.00
Trade Books	\$248,181.00	\$266,841.00
Supplies	\$2,328,273.00	\$2,426,443.00
Emblematics	\$1,594,281.00	\$1,905,130.00
Computers	\$4,283,838.00	\$3,630,283.00
Campus Solutions	\$159,550.00	\$141,875.00

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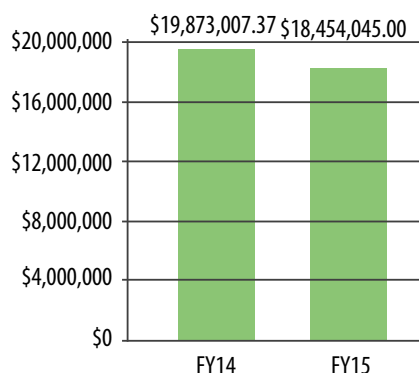
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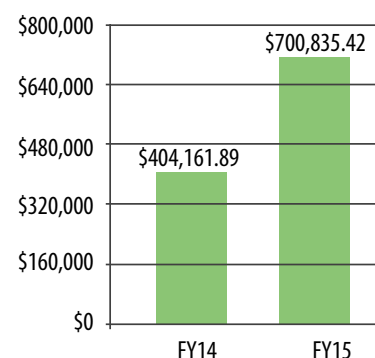
## UH BOOKSTORE SYSTEM TOTAL SALES FY2014 vs FY2015



## UH BOOKSTORE SYSTEM TOTAL COST OF GOODS FY2014 vs FY2015



## UH BOOKSTORE SYSTEM TOTAL PROFITS FY2014 vs FY2015



## MĀNOA BOOKSTORE FY2015 E-COMMERCE SALES

MONTH	TOTAL NET SALES
July	\$9,372
August	\$342,889
September	\$28,511
October	\$8,390
November	\$11,540
December	\$41,907
January	\$169,898
February	\$5,530
March	\$15,554
April	\$28,781
May	\$22,980
June	\$10,473
TOTAL	\$695,830

In addition to textbooks, the online store at [www.bookstore.hawaii.edu/manoa](http://www.bookstore.hawaii.edu/manoa) sells officially-licensed UH apparel and spirit items, school supplies, graduation regalia, and general interest books. In FY 2015, we moved the merchandise management of this website to our Marketing and Communications Office, which also distributes a monthly Mānoa Bookstore e-newsletter to approximately 15,000 subscribers and manages social media accounts of more than 2,000 followers. Orders placed online may be shipped anywhere within Hawai'i, the U.S. mainland, or internationally out of our warehouse on the UH Mānoa campus. Alternately, customers may choose in-store pickup as their shipping method.

## UH BOOKSTORE SYSTEM TOTAL EXPENDITURES

EXPENDITURES	ACTUAL FY 2014	ACTUAL FY 2015
Salaried Personnel Services	\$3,385,106.77	\$3,502,499.53
Other Personnel Costs (OT)	\$90,938.74	\$86,052.04
Casual Payroll	\$-	\$-
Student Payroll	\$621,560.27	\$443,670.91
Outside Services	\$169,379.68	\$119,900.61
Repair and Maintenance	\$17,738.40	\$16,406.50
Operational Supplies	\$50,527.83	\$39,264.33
R&M Supplies	\$129.12	\$883.86
Office Supplies	\$17,773.98	\$18,946.96
Food Supplies	\$62.20	\$-
Other Supplies	\$23,351.38	\$26,490.88
Utilities	\$66,979.91	\$54,343.05
Transportation (In-State)	\$6,360.51	\$4,580.81
Transportation (Out of State)	\$6,424.72	\$11,868.39
Per Diem (In-State)	\$5,985.82	\$1,687.14
Per Diem (Out of State)	\$9,100.25	\$15,431.88
Dues and Subscriptions	\$13,120.60	\$13,813.22
Freight & Delivery	\$23,071.52	\$31,599.66
Postage	\$7,356.47	\$4,562.74
Telephone	\$18,999.45	\$15,484.62
Printing	\$2,446.90	\$2,258.64
Advertising	\$38,092.85	\$39,412.48
Rentals - Equipment	\$89,100.72	\$26,602.99
Rentals - Other	\$21,666.93	\$20,193.84
Computer	\$35,304.93	\$39,524.68
Training Material	\$4,227.56	\$3,429.46
Registration	\$3,388.14	\$7,500.80
Bank Service Charges	\$190,514.42	\$186,815.89
Improvements, Furniture, Equipment	\$2,679.80	\$20,374.91
OHA Ceded Land Payments	\$27,330.60	\$33,816.40
Fees Other Than Pers Svcs	\$7,488.39	\$1,235.29
Other Current Operating Expenditures	\$32,801.23	\$20,236.42
Total Expenditures	\$4,989,010.09	\$4,808,888.93

## National Affiliations

Independent College Bookstores Association (ICBA)  
[www.icbainc.com](http://www.icbainc.com)

National Association of College Stores (NACS) - Large Stores Group  
[www.nacs.org](http://www.nacs.org)

National Association of College Auxiliary Services (NACAS)  
[www.nacas.org](http://www.nacas.org)

## Professional Partnerships

Apple Campus/Apple Inc. – authorized Apple campus retailer at Mānoa Bookstore

Dell University – authorized Dell campus retailer at Mānoa Bookstore

Rafter Inc. – rental textbook provider

Redshelf – e-book/digital textbook supplier

MBS Textbooks – textbook wholesaler, textbook buyback, POS, and website

Verba – online textbook price comparison tool



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## FY 2015 LEADERSHIP

**Tricia Ejima**  
Interim Director  
UH Bookstores

**Marshal Chu**  
IT Manager  
Campus Services

**Gladys Okuda**  
Book Program Manager  
UH Bookstores

**Kenji Jones**  
Warehouse Manager  
UH Bookstores

**Jean Okubo**  
Customer Service Manager  
Mānoa Bookstore

**Lee Tanimura**  
Trade Books Manager  
Mānoa Bookstore

**Dee Gushiken**  
E-Commerce Manager  
Mānoa Bookstore

**Jodee Dang**  
Manager  
Kapi'olani Bookstore

**Shelly Oikawa**  
Manager  
Honolulu Bookstore

**Debralee Goto**  
Manager  
Windward Bookstore

**Kory Uramoto-Wong**  
Manager  
UH West O'ahu Bookstore

**Bethanie Salas-Selem**  
Assistant Manager  
UH West O'ahu Bookstore

**Deborah Huebler**  
Director  
Campus Services

**Emily Benton**  
Marketing and Communications Manager  
Campus Services

**Staci Yoshihara**  
Fiscal Administrator  
UH Bookstores

**Sarah Hutz**  
Interim Merchandise Manager  
UH Bookstores

**Travis Takahashi**  
Campus Solutions Manager  
Mānoa Bookstore

**Kelly Toyama**  
Computer Department Manager  
Mānoa Bookstore

**Sylvia Honda**  
Manager  
Leeward Bookstore

**Noel Mock**  
Manager  
Kaua'i Bookstore

**Jason Tanaka**  
Manager  
Hilo Bookstore

**Eowyn Rogers**  
Assistant Manager  
Hilo Bookstore

**Aaron Ventura**  
Manager  
Maui Bookstore

**Earl Chang**  
Administrative Assistant  
UH Bookstores

## Acknowledgements

Mahalo nui loa to...

Our dedicated team of more than 47 part-time students, 34 temporary rush workers, and 39 full-time employees who go above and beyond to meet our customers' needs...

Additional full-time and part-time staff in Fiscal, Information Technology, Human Resources, Public Safety, Civil Service, and Administration who support our daily operations...

Our Campus Services Marketing Team for their website design, promotional management, event coordination, and overall creativity...

Academic department staff, faculty, and administrators for their tireless efforts in getting course material requirements together...

Partnering campus organizations that keep us engaged in our ever-growing university community...

And finally, thank you to our customers for your patronage, feedback, and support.

## FY 2015 EMPLOYEE SERVICE AWARDS

### 10 years

Tricia Ejima, Interim Director  
Wayne Yagi, Fiscal Support  
Jing Yuan, Fiscal Support

### 20 years

Cynthia Tao, Customer Service

### 30 years

Gail Tamura, Customer Service









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