



UNIVERSITY OF HAWAII BOOKSTORES

Annual Report: Fiscal Year Ending June 30, 2016



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REACHING OUT TO OUR UNIVERSITY 'OHANA

As the retail sector adjusts to the changes brought about by a growing online marketplace, the University of Hawai'i Bookstore System has sought new ways to engage and support our campus communities. During Fiscal Year 2016, we have made a concerted effort to reach out to our clientele by participating in New Faculty and New Student Orientations, and issuing a customer satisfaction survey. By

building relationships with our customers, we have come to a better understanding of how to serve them.

One of our clientele's primary concerns was the accessibility of educational materials. We addressed this concern by making our UH Bookstore Scholarship available to students at all UH System campuses, awarding \$25,000 in funding. We also expanded our digital textbook inventory, resulting in significant cost savings for students.

Convenience was another important element to our customers. We provided a centralized shopping experience by expanding the services offered by Campus Solutions and adding high-demand lifestyle brands such as Herschel, RVCA, and TOMS to our inventory. For more information on our outreach efforts, please view the "Highlights of the Past Year" section of this report.

We are proud to serve such a diverse group of students, faculty, and staff. As we look toward the next fiscal year, we will strive to provide even more products and services that will make UH Bookstores the retailer of choice for our university 'ohana. Even in a changing market, we will continue to supply everything that our campus communities need for college life and more.

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
Kaua'i 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

Service
Honesty
Aloha spirit
Responsibility
Education

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.



HIGHLIGHTS FROM THE PAST YEAR

MERCHANDISE EXPANSIONS

- UH Bookstores expanded their selection of RedShelf digital books, providing students with a convenient way to access course materials. These digital titles offer substantial savings to students, are compatible with all readers and smartphones, and include enrichment tools such as study guides, definitions, and flashcards.
- UH Mānoa Bookstore worked with the UH Mānoa Dental Hygiene program office to consolidate the ordering of course materials. Students are now able to purchase kits that include all the materials they need for the semester. These kits yielded an additional \$160,000 in sales for this category.
- Posters and vinyl banners can now be printed at Campus Solutions. Finishing services such as poster board mounting and grommet installation are also available. Now students, faculty, and staff don't have to venture off campus

to obtain visual aids for presentations or signage for special events.

- Herschel, Natural Life, RVCA, and TOMS are just a few of the on-trend brands that have been added to our stores' selection of gifts and fast fashion. Mānoa Bookstore's Campus Road boutique maintains a constant flow of new and exciting products that appeal to our student clientele. During FY17, product line expansion will continue at all stores.



OUTREACH EFFORTS



- UH Bookstores awarded \$25,000 in scholarship funds to support students enrolled throughout the UH System during the 2015-2016 academic year. More than 2,000 applications were received and 13 winners were selected. Winning students were awarded \$1,000 for part-time tuition or \$2,000 for full-time tuition.
- UH Bookstores partnered with the Hawai'i Graduation Initiative on its 15 to Finish program for a third straight year. Students who were enrolled in 15

credits or more per semester during their freshmen year were eligible to win free textbooks during their sophomore year. In FY16, \$6,500 worth of textbooks were given to the winning students.

- During FY16, UH Bookstores provided \$19,000 in merchandise donations to nonprofit organizations. These donations consisted of such items as gift cards and UH-branded merchandise. Priority was given to those organizations that benefit students and the campus community.



For the fifth consecutive year, the University of Hawai'i Bookstore System released officially licensed HI Pride T-shirts designed by UH students.



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SPECIAL EVENTS

- The second annual Bed Bath & Beyond pop-up shop was hosted by Mānoa Bookstore in Fall 2015, which provided students with on-campus access to dorm room furnishings. An online shopping option was provided for additional convenience. This successful pop-up event yielded \$10,000 in sales.
- To herald the start of the 2015-2016 academic year, Mānoa Bookstore hosted a new faculty orientation reception. Incoming faculty members were introduced to Bookstores managers and the services provided by their departments.
- Mānoa Bookstore held Grad Fairs two months prior to the end of the Fall 2015 and Spring 2016 semesters. These fairs served as one-stop shops for students, where they could gather important commencement information and place orders for announcements, caps, and gowns.
- As Fall 2015 drew to a close, Mānoa Bookstore held two holiday events: the Faculty and Staff Holiday Preview Sale and the Employee Apple One-Day Sale. Both of these fun, festive sales were well-attended and offered valuable deals to UH's hardworking employees.



GOALS FOR FY17

- We will focus on increasing cost-effective options for students and improving educational outcomes through the implementation of a new Interactive Digital Access Program (IDAP). This program will supply interactive digital course materials at the lowest possible prices based on faculty agreement to teach from these materials. The IDAP program will be integrated into Laulima, where students can access all course materials starting one week prior to the start of the semester.



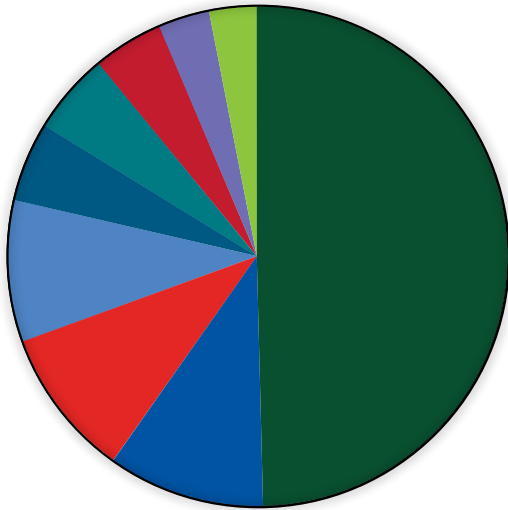
- In the coming year, we will continue to expand our range of products. Consumer interest in lifestyle brands such as Burt's Bees, Gund, and Papyrus shows that our clientele wants more from us than just textbooks and school supplies. With the decline of print book revenues, sales in other categories are essential to the success and sustainability of our stores.
- We hope to expand and strengthen our partnerships with key vendors and affiliates. During FY16, we focused our outreach efforts on increasing knowledge of our services and establishing new contacts. The focus for the upcoming fiscal year will be on identifying and developing partnerships to increase revenues and improve our current offerings.

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FINANCIAL OVERVIEW TOTAL SALES BY STORE FY16



■ Mānoa Bookstore*: \$11,042,883

■ Kapi'olani Bookstore: \$2,293,018

■ Hilo Bookstore**: \$2,211,529

■ Leeward Bookstore: \$2,101,596

■ Maui College Bookstore: \$1,182,299

■ Honolulu Bookstore: \$1,200,176

■ West O'ahu Bookstore: \$1,048,683

■ Kaua'i Bookstore: \$753,275

■ Windward Bookstore: \$701,718

*Flagship store.

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

UH BOOKSTORE SYSTEM SALES BY DEPARTMENT FY16

■ Textbooks : \$14,224,025

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

■ Computers : \$3,609,317

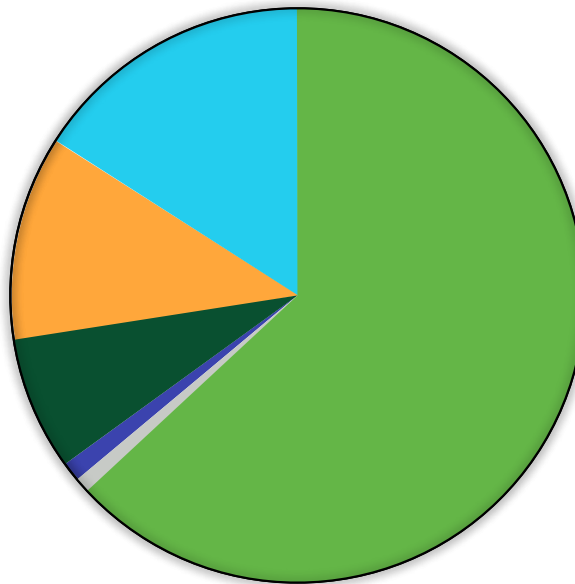
Computer, laptop, and tablet purchases (Mānoa campus only). Phone cases, ink cartridges, flash drives, software, and other tech accessories.

■ Supplies : \$2,636,561

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

■ Emblematcs : \$1,695,280

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



■ Trade Books : \$229,179

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

■ Campus Solutions : \$140,791

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

SALES BY DEPARTMENT	FY15	FY16
Textbooks	\$15,411,180	\$14,224,025
Trade Books	\$266,841	\$229,179
Supplies	\$2,426,443	\$2,636,561
Emblematcs	\$1,905,130	\$1,695,280
Computers	\$3,630,283	\$3,609,317
Campus Solutions	\$141,875	\$140,791

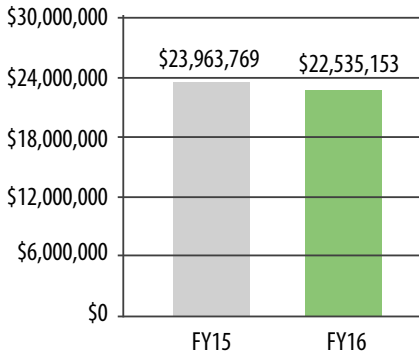


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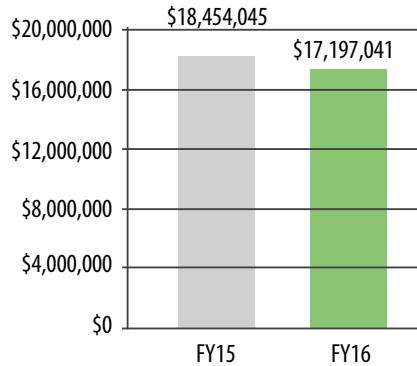
TOTAL SALES

FY15 VS FY16



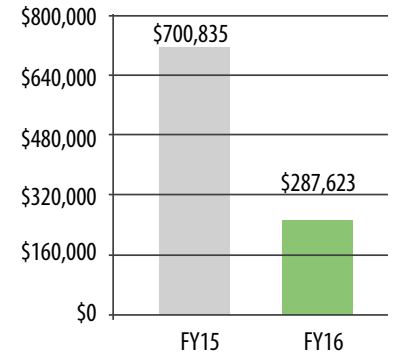
TOTAL COST OF GOODS

FY15 VS FY16



BOOKSTORE SYSTEM TOTAL NET SALES

FY15 VS FY16



MĀNOA BOOKSTORE FY15

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 sells officially-licensed UH apparel and spirit items, school supplies, graduation regalia, and general interest books. In FY15, 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. Alternatively, customers may choose in-store pickup as their shipping method.

TOTAL EXPENDITURES FY16

EXPENDITURES	ACTUAL FY15	ACTUAL FY16
Salaried Personnel Services	\$3,502,499.53	\$3,643,515.72
Other Personnel Costs (OT)	\$86,052.04	\$97,945.08
Student Payroll	\$443,670.91	\$383,278.48
Outside Services	\$119,900.61	\$190,056.28
Repair and Maintenance	\$16,406.50	\$19,090.13
Operational Supplies	\$39,264.33	\$73,586.63
R&M Supplies	\$883.86	\$842.33
Office Supplies	\$18,946.96	\$15,785.04
Other Supplies	\$26,490.88	\$22,570.73
Utilities	\$54,343.05	\$55,625.85
Transportation (In-State)	\$4,580.81	\$9,440.06
Transportation (Out of State)	\$11,868.39	\$12,698.30
Per Diem (In-State)	\$1,687.14	\$9,549.81
Per Diem (Out of State)	\$15,431.88	\$14,283.32
Dues and Subscriptions	\$13,813.22	\$16,494.09
Freight & Delivery	\$31,599.66	\$28,743.00
Postage	\$4,562.74	\$2,795.97
Telephone	\$15,484.62	\$-
Printing	\$2,258.64	\$8,801.02
Advertising	\$39,412.48	\$25,368.41
Rentals - Equipment	\$26,602.99	\$4,966.87
Rentals - Other	\$20,193.84	\$33,350.46
Computer	\$39,524.68	\$49,656.24
Training Material	\$3,429.46	\$1,302.77
Registration	\$7,500.80	\$4,015.00
Bank Service Charges	\$186,815.89	\$248,238.81
Improvements, Furniture, Equipment	\$20,374.91	\$1,584.22
OHA Ceded Land Payments	\$33,816.40	\$34,699.00
Fees Other Than Pers Svcs	\$1,235.29	\$1,809.53
Other Current Operating Expenditures	\$20,236.42	\$40,395.80
Total Expenditures	\$23,262,933.93	\$22,247,529.95

NATIONAL AFFILIATIONS

Independent College Bookstores Association (ICBA)
www.icbainc.com

National Association of College Stores (NACS) - Large Stores Group
www.nacs.org

National Association of College Auxiliary Services (NACAS)
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

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

Rafter Inc. – rental textbook provider

Redshelf – e-book/digital textbook supplier

Verba – online textbook price comparison tool

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FY16 LEADERSHIP

Tricia Ejima
Interim Director
UH Bookstores

Emily Benton
Marketing and Communications Manager
Campus Services

Earl Chang
Administrative Assistant
UH Bookstores

Jake Chang
Campus Solutions Manager
Mānoa Bookstore

Marshal Chu
IT Manager
Campus Services

Jodee Dang
Manager
Kapi'olani Bookstore

Debralee Goto
Manager
Windward Bookstore

Dee Gushiken
E-commerce Manager
Mānoa Bookstore

Sylvia Honda
Manager
Leeward Community College Bookstore

Sarah Hutz
Merchandise Manager
UH Bookstores

Kenji Jones
Warehouse Manager
UH Bookstores

Noel Mock
Manager
Kaua'i Community College Bookstore

Shelly Oikawa
Manager
Honolulu Community College Bookstore

Jean Okubo
Customer Service Manager
Mānoa Bookstore

Gladys Okuda
Books Program Manager
UH Bookstores

Margaret Stanley
Manager
UH Hilo Bookstore

Kelly Toyama
Computer & Technology Department
Manager
Mānoa Bookstore

Kory Uramoto-Wong
Manager
UH West O'ahu Bookstore

Aaron Ventura
Manager
Maui Bookstore

Staci Yoshihara
Fiscal Administrator
UH Bookstores

ACKNOWLEDGEMENTS

Mahalo nui loa to:

Our dedicated team of full-time and part-time employees who work hard to meet and exceed customers' expectations.

Campus Services employees in the Fiscal, Human Resources, and Information Technology departments for supporting our daily operations.

Department of Public Safety officers for providing a safe and secure shopping environment.

The Marketing and Communications team for generating excitement about our products, services, and special events.

UH faculty and staff for collaborating with us to best serve the student population.

Our partner organizations for finding new ways to reach out to the university community.

Our customers for their feedback and patronage.

FY16 EMPLOYEE SERVICE AWARDS

40 years

Sylvia Honda, UH Bookstores

10 years

Mari Anguay, Marketing and Communications

Noel Mock, Kaua'i Community College Bookstore









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