



UNIVERSITY OF HAWAII BOOKSTORES

Annual Report: Fiscal Year Ending June 30, 2014



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LOOKING BACK, MOVING FORWARD

They say time flies when you're having fun. While 2014 was not without challenges, the past year did fly by, thanks in part to University of Hawai'i Bookstores' exciting new offerings and consistent hard work.

We saw our first major change in the Textbooks department with a new online price comparison tool introduced in January 2014. Now, students at all 10 campuses may search and compare prices, condition, and availability of their required textbooks at their UH Bookstore and across the web, all in one place: www.bookstore.hawaii.edu.

Next, we met the demands of millennial shoppers by adding a new line of non-logo apparel and gifts, Campus Road Fashions. Our new line of "fast fashion" quickly took off and attracted more return visitors, including UH staff, to our stores.

Fiscal Year 2014 ended with some organizational shifts. After much deliberation, we chose to close our Medical Bookstore at the John A. Burns School of Medicine (JABSOM) in July 2014. In turn, we expanded the medical textbooks and merchandise offerings at our flagship store on the UH Mānoa campus, and we introduced custom JABSOM merchandise online for the first time.

With a restructuring of Commercial Enterprises, we also broke ties with our off-campus stores, UH Rainbowtique, and consolidated logo merchandise sales to nine campus stores. This change will allow us to refocus our efforts on meeting campus audiences' needs and boosting our merchandise offerings online.

Finally, we enter Fiscal Year 2015 with a significant change to the way we approach our business. Our new mission and vision statements, as seen here, communicate the many ways we are moving forward with Aloha for our University of Hawai'i community.

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 & 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, & 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, & 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 & operated by UH Campus Services.

HIGHLIGHTS FROM THE PAST YEAR

TEXTBOOK INNOVATION

- During FY 2014, the UH Bookstore System put forth efforts to increase awareness of its textbook rental program available at all stores. The result: 17,395 total books rented, with a total of \$1,167,206 textbook savings for students.
- UH Bookstores also introduced a price comparison tool online at www.bookstore.hawaii.edu to help students save money. With the Dare to Compare campaign, students were encouraged to compare prices on the UH Bookstores' site and make the best choices for their budget. At the end of FY 2014, students saved an estimated \$248,000 off new books at Mānoa Bookstore alone.
- UH Bookstores continued the tradition of buying back textbooks at the end of the semester. Students earned approximately \$1,160,460 in buyback sales. This sustainable model also increased the availability of used textbooks as a lower cost alternative to new books the next semester.
- In addition to textbook buyback, UH Bookstores partnered with One Planet, offering students the alternative to donate old textbooks to libraries, schools, or other organizations.

Our rental book program saved students more than \$1 million in Fiscal Year 2014.

UH Bookstores' new online price comparison tool challenged students to "dare to compare" textbook prices online with those available from their UH Bookstore.



LIFESTYLE PRODUCTS



New non-logo apparel & gifts were added to UH Bookstores' product line in 2014.

In FY 2014, there were many changes to the product lines offered by UH Bookstores. Here are the most notable:

1. To appeal to the needs of students seeking trendy and affordable fashions on campus, UH Bookstores created Campus Road Fashions as an alternative to logo apparel.
2. To meet the needs of the more active college students, UH Bookstores brought in new merchandise, such as:
 - GoPro and Intova action cameras.
 - A wider range of sunglasses, more affordable to name-brand sunglasses.
 - Merchandise to coincide with the opening of UH Mānoa's Warrior Recreation Center, such as locker padlocks, gym towels, jump ropes, Fitbit fitness trackers, and KT (Kinesio) Tape.
3. To meet the needs of a sustainable community, UH Bookstores also expanded its offering of "green" products and services.
 - Hydro Flasks and an expanded line of reusable beverage bottles.
 - New, eco-friendly art supplies that are gentler to the environment.
 - Commencement gowns that are made from recycled plastic bottles.
 - Ink & toner recycling for UH Mānoa departments.

Our grad gowns are made of recyclable materials.
#UHsustainability



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CAMPUS INVOLVEMENT

- Mānoa Bookstore donated more than \$13,000 to student groups, campus departments, and outside organizations in FY 2014.
- New to FY 2014, UH Bookstores collaborated with the 15 to Finish campaign spearheaded by the Office of the Executive Vice President for Academic Affairs. UH Bookstores provided freshmen an incentive to take 15 credits per semester and maintain a GPA of 2.0 or higher: automatic entry to win free textbooks! All in all, 19 winners were selected in May 2014 for free Fall textbooks.
- Another strong continued partnership was with the University of Hawai'i Alumni Association. All UH Bookstores provide a 15% discount on logo merchandise for UHAA members.
- To help students with their academic mission, Mānoa Bookstore continued to offer educational pricing on computers and software. This offer is available for any UH student or staff with valid ID, including graduate teaching assistants, adjunct faculty, and students at neighboring UH campuses.

We've donated more than \$13K to campus groups.

As a partner of 15 to Finish, we gave more than \$7,000 in free textbooks to students taking 15 credits or more per semester.

- The UH Bookstore System hosted its third annual HI Pride T-Shirt Contest in 2014. This year, students at all campuses were encouraged to submit designs that showed what "HI pride" meant to them. One winner and one runner-up, selected by public vote, were awarded prizes such as a UH Bookstores gift card and school supplies.
- UH Bookstores increased its distribution of customer information via social media in FY 2014. Mānoa Bookstore also started a Student Marketing Team, comprised of student employees, who provided suggestions for new merchandise and services for students, and who served as the face of the store at public events.






Mānoa Bookstore's Graduation Fair moved inside its expanded store space in 2014.

Informational fairs and special events hosted by Mānoa Bookstore in FY 2014:

- Bi-annual Graduation Fairs moved inside Mānoa Bookstore in 2014 and served as a convenient one-stop venue for students to get more information about graduation requirements, official regalia, announcements, and special merchandise to commemorate the day.
- Faculty and staff were also invited to two annual Faculty/Staff Appreciation Day events to celebrate and thank them for their support of the University.
- Students were also celebrated on National Student Day at Mānoa Bookstore.

Connect with us!

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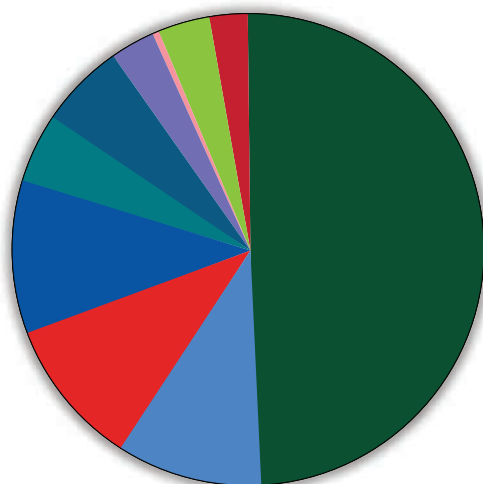
GOALS FOR FY 2015

- The UH Bookstore System will continue to look for ways to better its operations by decreasing costs and increasing efficiency.
- Through customer surveys, offerings from industry conferences and UH Bookstores vendors, and input from the Mānoa Bookstore Student Marketing Team, the UH Bookstore System will research ways to expand product lines and change the product mix to enhance the customer experience, offer more affordability, and give students a greater college experience.
- UH Bookstores will continue to offer itself as a helpful partner through hosting events for the campus community, donations to campus organizations, and sponsorship of non-bookstore events that better the college experience.
- The UH Bookstore System strives to be green not only in spirit, but also in operations. We are continually looking for ways to reduce our carbon footprint, from using biodegradable shopping bags to paperless work routing.



We proudly had more than 400,000 interactions with our customers in 2014.*

* Based on FY 2014 total transactions across all stores.



FINANCIAL OVERVIEW

UH BOOKSTORE SYSTEM FY 2014 SALES BY STORE

■ Mānoa Bookstore*: \$12,516,409	■ Kapi'olani Bookstore: \$2,622,830
■ Hilo Bookstore**: \$2,578,986	■ Leeward Bookstore: \$2,397,273
■ Maui College Bookstore: \$1,460,337	■ Honolulu Bookstore: \$1,190,495
■ West O'ahu Bookstore: \$672,568	■ Windward Bookstore: \$900,410
	■ Kauai Bookstore: \$774,844
	■ Medical Bookstore***: \$110,218

*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.



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UH BOOKSTORE SYSTEM FY 2014 SALES BY DEPARTMENT

Computers - \$4,308,541

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

Emblematics - \$1,619,746

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

Supplies - \$2,265,949

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

Trade Books - \$249,043

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

Medical - \$113,398

Books, apparel, & school supplies for John A. Burns School of Medicine students & staff.

Services - \$66,500

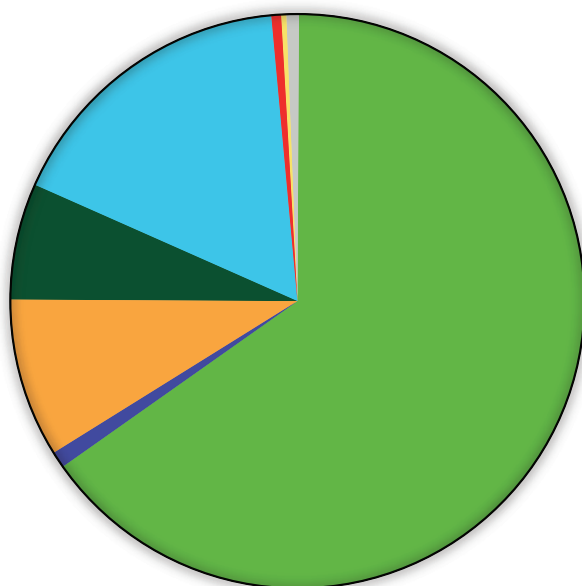
Stamps, bus passes, & ticket sales.

Campus Solutions - \$160,993

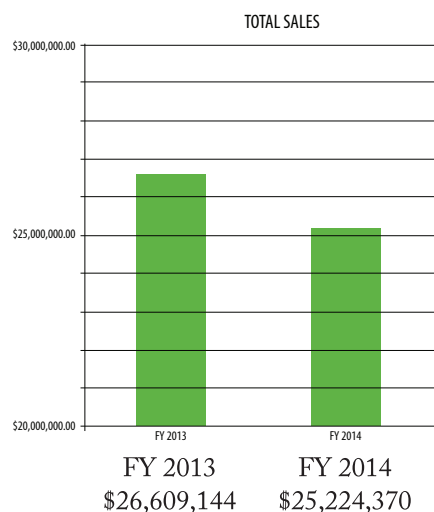
Copy & Print Services (Mānoa campus only), UH Departmental Copier Program (Mānoa campus only), UH Departmental Supplies Source.

Textbooks - \$16,439,749

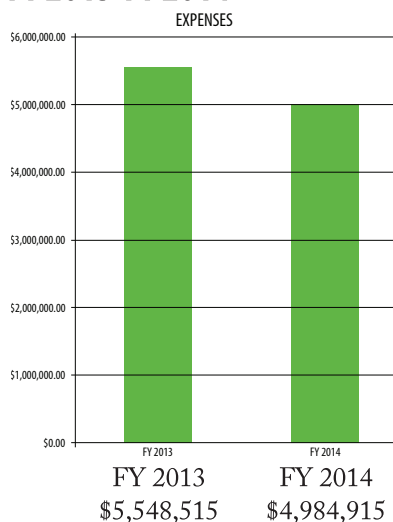
New, used, & rental textbook purchases for undergraduate, graduate, & Outreach College courses.



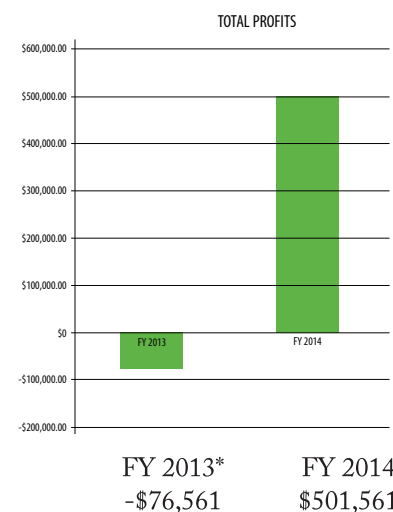
UH BOOKSTORES TOTAL SALES FY 2013-FY 2014



UH BOOKSTORES TOTAL EXPENSES FY 2013-FY 2014



UH BOOKSTORES TOTAL PROFITS FY 2013-FY 2014



*Acquired UH West O'ahu Bookstore

FY 2014 LEADERSHIP

Tricia Ejima

Interim Director
UH Bookstores

Jennifer Sogi

Operations Manager
Mānoa Bookstore

Gladys Okuda

Book Program Manager
UH Bookstores

Sarah Hutz

Interim Merchandise Manager
UH Bookstores

Kenji Jones

Warehouse Manager
UH Bookstores

Lee Tanimura

General Books Manager
Mānoa Bookstore

Dee Gushiken

E-Commerce Manager
Mānoa Bookstore

Travis Takahashi

Campus Solutions Manager
Mānoa Bookstore

Sylvia Honda

Manager
Leeward CC Bookstore

Jodee Dang

Manager
Kapiʻolani CC Bookstore

Shelly Oikawa

Manager
Honolulu CC Bookstore

Debralee Goto

Manager
Windward CC Bookstore

Kory Uramoto-Wong

Manager
UH West Oʻahu Bookstore

Noel Mock

Manager
Kauaʻi CC Bookstore

Jason Tanaka

Manager
UH Hilo Bookstore

Aaron Ventura

Manager
UH Maui College Bookstore

Emily Benton

Marketing Specialist
UH Bookstores

Marshal Chu

IT Manager
UH Bookstores

Staci Yoshihara

Fiscal Administrator
UH Bookstores

Jean Okubo

Manager
UH JABSOM Bookstore

FY 2014 EMPLOYEE SERVICE AWARDS

10 years

Jerriann Samura, Office Assistant IV
Wayne Yagi, Fiscal Support
Alvin Yoshida, IT Support

20 years

Karl Takahama, IT Support
Cynthia Tao, Office Assistant IV

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

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.





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