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 and $2.8 million (and counting!) systemwide since 2010.

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 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

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.

TEXTBOOK OFFERINGS

• 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 to winning students who took 15 credits or more both semesters of their freshmen year.

• 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.

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

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

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• 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.

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

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 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.

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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.

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FINANCIAL OVERVIEW

TOTAL SALES BY STORE FY2015

- Mānoa Bookstore*: $11,657,530
- Hilo Bookstore**: $2,456,107
- Kapalā Bookstore: $2,415,461
- Leeward Bookstore: $2,406,179
- Maui College Bookstore: $1,276,706
- Honolulu Bookstore: $2,648,641
- Kapi'olani Bookstore: $2,431,650
- 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'olāni CC campus only), cosmetology supplies (Kapi'olāni CC campus only), UH Departmental Copier Program (Mānoa campus only), UH Departmental Supplies Source.

Emblematics: $1,905,130
Textbooks $15,411,180

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 Supplies (Honolulu CC campus only), cosmetology supplies (Kapi'olāni CC campus only), UH Departmental Copier Program (Mānoa campus only), UH Departmental Supplies Source.

SALES BY DEPARTMENT FY2014 FY2015

Textbooks $15,411,180

Trade Books $266,841

Supplies $2,406,179

Emblematics $1,276,706

Computers $1,276,706

Campus Solutions $1,276,706

FINANCIAL OVERVIEW

UH BOOKSTORE SYSTEM TOTAL SALES FY2015

$26,345,499.36 $23,963,769.35

TEXTBOOKS $16,439,641.00 $15,411,180.00

TRADE BOOKS $266,841

SALES BY DEPARTMENT FY2015

EMBLEMATIC $1,905,130

SUPPLIES $2,426,443

COMPUTERS $2,406,179

MĀNOA BOOKSTORE FY2015

E-COMMERCE SALES

MONTH TOTAL SALES

July $9,972
August $342,889
September $6,389
October $6,939
November $61,540
December $44,967
January $150,819
February $5,530
March $16,954
April $26,081
May $22,980
June $51,450
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 FY 2015, 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 or their shipping method.

UH BOOKSTORE SYSTEM TOTAL EXPENDITURES FY2014 vs FY2015

EXPENDITURES ACTUAL FY 2014 ACTUAL FY 2015

Other Personnel Costs (OT) $90,938.74 $86,052.04
Salaried Personnel Services $3,385,106.77 $3,502,499.53
Other Services $7,488.39 $1,235.29
Outside Services $16,376.68 $17,468.05
Repair and Maintenance $17,370.40 $16,468.35
Operational Supplies $15,217.19 $19,241.31
UH Materials $129,170.23 $188,864.86
Other Supplies $17,371.96 $18,466.98
Utilities $66,979.93 $54,530.05

National Affiliations
Independent College Bookstores Association (ICBA)
www.icba.org

National Association of College Stores (NACS) - Large Store 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

Deik University – authorized Dell campus retailer at Mānoa Bookstore

Ratner Inc. – retail textbook provider

Redshelf – e-book/digital textbook supplier

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

Verba – online textbook price comparison tool
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