Year of Growth and Change

The UH Bookstore System experienced tremendous growth in participation during Fiscal Year 2019. Our Interactive Digital Access Program (IDAP)—which provides digital course materials for students at the lowest negotiated publisher price—saw a 1300% increase from Fall 2017 to Fall 2018 and an 1100% increase from Spring 2017 to Spring 2019. Our 91% opt-in rate illustrates students’ support of the program. Customer feedback also shows that accessibility and cost-savings are key highlights of the program. However, these cost savings do translate to lower textbook revenue, given the lower cost of the digital material. Despite losing over $2.2M in revenues to IDAP in FY19, this is counted as a success towards our mission to help lower educational cost for students and will continue to expand our offerings in digital course materials.

In FY19, we actively worked to strengthen our partnerships with our campus affiliates. Our H-Zone partnership with Athletics continued to be successful, seeing a sales increase of $34,211. UH Bookstores strongly supports Athletics with distribution of course materials to their scholarship students, selling merchandise on road trips, corporate sponsorship of games, and contributions of promotional items. UH Bookstores built on our collaboration with the UH Alumni Association, Office of Admissions, and Office of Student Affairs by offering special promotions and participating in year-round events. We find tremendous value in engaging with our campus community as it allows us to stay in tune with the needs and desires of our students, faculty, and staff.

To fulfill our mission of serving as a “resource for the UH campus community by providing everything it needs for college life and more,” we have continued to diversify the product mix at our nine locations. Our sales of clothing and gift items grew 12.5% during FY19, yielding an increase of $233,039 in profits from the previous year. In addition, we invested in a new direct-to-garment printer that can produce custom merchandise such as shirts, sweatshirts, and bags in minutes.

Offsetting our successes with our partners like H-Zone and within our campus community is the required ceded land payment due to OHA which increased by 38% over FY18.

During FY20, we will complete our transition to our new point-of-sale and inventory management system. We are also looking to complete some in-store renovation projects including the launch of Kulanui Café at both the KCC and UH West Oahu campuses. Kulanui Café will serve Starbucks coffee as well as provide other food and beverage options. As always, we welcome the challenge of meeting our customers’ need in new and exciting ways.

Tricia Ejima-Zane
UH Bookstores Director
Highlights from the Past Year

• **IDAP EXPANSION**
  The IDAP program continued to grow exponentially as more students and faculty than ever before utilized the online electronic materials. During FY19, students enrolled in IDAP courses saved $2,227,033 on course materials, with a total program savings of $3,486,615 since the inception of the IDAP program in Fall 2016.

• **CAMPUS EVENTS ENGAGE UH COMMUNITY**
  UH Bookstores continued to offer successful campus events such as the Apple Faculty & Staff Sale, Bed Bath & Beyond Pop-Up, Graduation Fair, Holiday Preview Sale, and National Student Day. These events continued to showcase the Bookstore’s programs and services to the UH community.

• **PREPARATION FOR SYSTEM TRANSITION**
  The Bookstore’s system changeover will go live in July 2019. In the meantime, the staff prepared by reviewing processes/procedures and training with Nebraska Book Company staff for a transition to a new POS system, back-office system, and improved websites.

Goals for FY20

• With an eye on long-term sustainability, UH Bookstores will continue to look for innovative ways to serve our customer base, including emphasizing and expanding IDAP, renovating more of our stores to include Kulanui Cafés, and rebranding with the assistance of the Campus Services Marketing Department.

• We will work toward streamlining our operations, updating our websites, and enhancing our customers’ online experience through our system changeover.

• Campus Solutions will seek to expand their product line by offering business card printing and central supply and copier programs, along with direct-to-garment printing.

• We will aim to grow and expand Apple services and products to branch stores through an enhanced partnership with Apple.
FINANCIALS

Bookstore Financials

FINANCIAL OVERVIEW
TOTAL SALES BY STORE FY19
- Mānoa Bookstore*: $10,585,071
- Kapi'olani Bookstore: $1,485,037
- Leeward Bookstore: $1,155,052
- Hilo Bookstore**: $1,146,561
- West O'ahu Bookstore: $852,898
- Honolulu Bookstore: $814,984
- Maui College Bookstore: $633,980
- Kaua'i Bookstore: $577,551
- Windward Bookstore: $412,122

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

UH BOOKSTORE SYSTEM SALES BY DEPARTMENT FY19

- **Textbooks**: $8,865,464
  New, used, and rental textbook purchases for undergraduate, graduate, and Outreach College courses.

- **Computers**: $3,326,783
  Computer, laptop, and tablet purchases (Mānoa campus only). Phone cases, ink cartridges, flash drives, software, and other tech accessories.

- **Supplies**: $2,462,141
  School, office, and art supplies. Graduation regalia, culinary supplies (Kapi'olani CC campus only), cosmetology supplies (Honolulu CC campus only). Snacks and sundries.

- **Emblematics**: $2,792,378
  UH licensed logo apparel and spirit items. Select non-logo apparel and gifts.

- **Trade Books**: $182,588
  Books by UH authors and UH Press. Books about Hawai'i, Asia, and the Pacific.

- **Campus Solutions**: $145,229
  Copy and Print Services (Mānoa campus only), UH Departmental Copier Program (Mānoa campus only), UH Departmental Supplies Source.

SALES BY DEPARTMENT

<table>
<thead>
<tr>
<th></th>
<th>FY18</th>
<th>FY19</th>
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</thead>
<tbody>
<tr>
<td>Textbooks</td>
<td>$10,893,373</td>
<td>$8,865,464</td>
</tr>
<tr>
<td>Trade Books</td>
<td>$216,361</td>
<td>$182,588</td>
</tr>
<tr>
<td>Supplies</td>
<td>$2,591,868</td>
<td>$2,462,141</td>
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<tr>
<td>Emblematics</td>
<td>$2,252,778</td>
<td>$2,792,378</td>
</tr>
<tr>
<td>Computers</td>
<td>$3,866,633</td>
<td>$3,346,783</td>
</tr>
<tr>
<td>Campus Solutions</td>
<td>$151,733</td>
<td>$145,229</td>
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</tbody>
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FY19 E-COMMERCE SALES

<table>
<thead>
<tr>
<th>MONTH</th>
<th>TOTAL SALES</th>
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<tbody>
<tr>
<td>July</td>
<td>$19,557.90</td>
</tr>
<tr>
<td>August</td>
<td>$267,701.44</td>
</tr>
<tr>
<td>September</td>
<td>$28,142.92</td>
</tr>
<tr>
<td>October</td>
<td>$22,170.30</td>
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<tr>
<td>November</td>
<td>$26,201.91</td>
</tr>
<tr>
<td>December</td>
<td>$29,147.52</td>
</tr>
<tr>
<td>January</td>
<td>$121,669.81</td>
</tr>
<tr>
<td>February</td>
<td>$15,189.36</td>
</tr>
<tr>
<td>March</td>
<td>$27,341.24</td>
</tr>
<tr>
<td>April</td>
<td>$46,305.52</td>
</tr>
<tr>
<td>May</td>
<td>$28,785.97</td>
</tr>
<tr>
<td>June</td>
<td>$23,421.47</td>
</tr>
</tbody>
</table>

Total Sales $655,635.36

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. 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. To help promote e-commerce sales, our Marketing and Communications Office distributes a Mānoa Bookstore e-newsletter to approximately 14,000 subscribers and manages social media accounts of more than 4,000 followers.

FY19 FINANCIAL OVERVIEW

EXPENDITURES

- Salaried Personnel Services: $3,164,346.20
- Other Personnel Costs (OT): $61,064.30
- Student Payroll: $450,825.85
- Outside Services: $74,336.65
- Repair and Maintenance: $20,379.54
- Materials and Supplies: $62,417.37
- Utilities: $76,434.86
- Travel: $17,286.36
- Freight and Delivery: $62,013.53
- Advertising: $19,990.40
- Computer: $6,955.04
- Bank Service Charges: $214,016.85
- Improvements, Furniture & Equipment: $25,015.94
- OHA Ceded Land Payments: $224,579.00
- Other Current Operating Expenditures: $98,192.10

Total Expenditures $4,577,853.99

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
FY19 Leadership

Tricia Ejima  
Director  
UH Bookstores

Staci Yoshihara  
Assistant Director  
UH Bookstores

Jake Chang  
Campus Solutions Manager  
Mānoa Bookstore

Dee Okahara  
Marketing Manager  
Campus Services

Staci Yoshihara  
Assistant Director  
UH Bookstores

Marshal Chu  
IT Manager  
Campus Services

Jean Okubo  
Customer Service Manager  
Mānoa Bookstore

Jodee Dang  
Manager  
Leeward Bookstore

Gladys Okuda  
Books Program Manager  
UH Bookstores

Debralee Goto  
Manager  
Kapi'olani Bookstore

Rodney Saito  
Fiscal Administrator  
UH Bookstores

Dee Gushiken  
Assistant Manager  
Mānoa Bookstore

Margaret Stanley  
Manager  
Hilo Bookstore

Kenji Jones  
Warehouse Manager  
UH Bookstores

Kelly Toyama  
Computer & Technology Department Manager  
Mānoa Bookstore

Noel Mock  
Manager  
Kaua'i Bookstore

Aaron Ventura  
Manager  
Maui Bookstore

Shelly Oikawa  
Manager  
Honolulu Bookstore

Kory Uramoto-Wong  
Manager  
West O'ahu Bookstore

ACKNOWLEDGMENTS

Mahalo nui loa to:

• Our team of employees who are dedicated to exceeding customer expectations.
• Our colleagues in the Fiscal, Human Resources, and Information Technology departments for supporting our daily operations.
• Department of Public Safety officers for providing a 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.