

**Report of Bookstore Committee
Annual Report for 2004/05**

Report of Bookstore Committee
Annual Report for 2004/2005

Ernest L. Wiggins, Journalism and Mass Communications, Chair

For the Committee:

Randy Rose, Moore School of Business

Daniela DiCecco, Languages, Literatures, and Cultures

Jeffrey Persels, Languages, Literatures, and Cultures

Richard Clodfelter, Hospitality, Retail, and Sport Management

Elizabeth West, South Caroliniana Library

Changes in the operation of the University Bookstore that were initiated in 2003/2004 to improve the percentage and timeliness of book adoptions were more fully developed during 2005/2006. The Chair of the Committee met on July 7, 2004, with Helen Zeigler from USC's Business Affairs Office and Bookstore Manager Andy Shaffer to discuss the bookstore's goals and strategies. At that meeting, Shaffer outlined the proactive measures that would be taken to address faculty and student concerns, improve the flow of information between the Bookstore and its patrons, and enhance the Bookstore's image among members of the University community.

The Chair of the Committee assisted the Bookstore in identifying a qualified journalism student to write a series of articles for USC Times about the store and the benefits of timely book adoptions.

The Bookstore initiated online book adoptions in 2004 and built into the system nearly instant notification when orders were received. Shaffer told the committee the store increased book adoptions by more than 200 titles in fall 2004, and 240 titles in Spring 2005. As a result of the improved channels of communication, the committee received no complaints concerning the bookstore.

On Nov. 8, the Chair represented the Committee at a reception and dinner attended by members of the University Business Affairs Office on Nov. 8 at the Top of Carolina for the president of Barnes and Noble College Bookstores, senior vice-presidents and regional management. The University Bookstore has been recognized as one of the top Barnes and Noble College bookstores.

The Committee met with Bookstore management on Feb. 23 to receive a report from Shaffer on store operations. Shaffer reported that, in addition to increases in book adoptions, the store increased the number of used textbooks by 21 percent in Fall 2004 and 34 percent in Spring 2005. The store sponsored 40 author signings for faculty members with recently published books and employed six University students in its Bestseller Management Training program.

Committee Changes: Two members of the committee-Randy Rose (Business) and Ernest Wiggins (Journalism and Mass Communications)-rotate off the committee at the end of summer 2005. They are being replaced by Laurel Baker (Thomas Cooper Library) and Chin-Tser Huan (Computer Science and Engineering). Jeffrey Persels (Languages, Literatures and Cultures) will take over as chair of the committee.

Comment: The Faculty Senate trusts the Bookstores Committee to review complaints about the University Bookstore and other bookstores that cater primarily to the University community and recommend courses of action when necessary. Through fairly aggressive faculty and staff outreach, the management of the University Bookstore diminished the number of complaints to just a few ~ none of which required Committee involvement. For the 2004-2005 school year, the Committee functioned more as an advisory panel of faculty members, which, I would argue, worked well for all parties. The Chair was available to Bookstore management for consultation and stood ready to mediate any disputes that arose.

Ernest Wiggins
Associate Professor
School of Journalism
and Mass Communications
University of South Carolina
Columbia SC 29208
wigginel@gwm.sc.edu
1-803-777-3325