Faculty Senate Bookstore Committee
Annual Report for 2010-2011

Marilee Birchfield, University Libraries

For the Committee:
Yvonne Ivory, Languages, Literatures and Culture
Matthew Fisher, Undergraduate Student
Doug King, University Libraries
Susan Lessner, Medicine
Jodi Spillane, University Libraries
Elizabeth Sudduth, University Libraries
Graduate Student position vacant

The Bookstore Committee convened in the fall and spring semesters.

In response to issues raised at the October Faculty Senate meeting, the Provost’s Office and the management of the University Bookstore at Russell House investigated each complaint to identify the cause of the problem and come up with solutions. One of the actions taken was initiating the Textbook Hotline for faculty, 777-4270 during Fall 2010. After a challenging fall semester, reorder rates fell from 10% of all text units to 2.7% of all units in the spring.

In Spring 2011 the Bookstore Committee surveyed USC Columbia faculty about the performance of the University Bookstore at Russell House. A survey link was sent via email to 2,322 USC faculty members in March 2011, resulting in a total of 109 responses. This survey was to both assess the outcomes of University Bookstore enhancements that were put in place to improve services for the Spring 2011 semester, as well as to allow faculty to voice other feedback regarding the book order process, website experiences, and communications from the Bookstore. The topics addressed below are accompanied by both survey data, as well as continued enhancements implemented to address concerns.

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<th>Area of Measurement</th>
<th>Survey Results</th>
<th>Action Items</th>
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<td>Faculty Textbook Hotline (803.777.4270)</td>
<td>All respondents that utilized the hotline found it helpful.</td>
<td>- Committee and Bookstore will continue to educate faculty on the availability of the hotline</td>
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| Textbook Availability for Spring 2011 Courses | - 75% of responding faculty indicated a positive experience with their textbook fulfillment.  
- 91% of responding faculty found the bookstore to have maintained or improved textbook availability. | - The Bookstore will continue to ensure that textbooks are available to meet student demand  
- The Bookstore is happy to partner with any faculty member that has a specific concern regarding their |
Overall during the 2010-2011 academic year, the University Bookstore at Russell House saw:
- Textbook sales increase 4.4% over last year (NTE)
- Textbook Rental save our students $289,000
- Used Books save our students $578,000
- E-Textbook Sales grow from $2,000 to $32,000 in the last year.

The University Bookstore at Russell House was able to extend the deadline for textbook orders to March 25, 2011. Typically the deadline would have fallen on March 15th, but working with the Registrar’s Office the Bookstore was able to determine we’ll still be able to comply with the Higher Education Opportunity Act while giving the most accurate data possible.

Two Committee members rotate off this year, Marilee Birchfield (University Libraries) and Susan Lessner (Medicine). The Committee welcomes two new members, Douglas Meade (Mathematics) and Gloria Zinky (Law Library).

Respectfully submitted on August 11, 2011

Marilee Birchfield
Chair, Bookstore Committee