Virtual Roundtable: We’re All In This Together
TRANSCRIPT
Chat, Poll, & Other Content
April 16, 2020

MEETING AGENDA
• Meeting Logistics
• Where We Are Today
• Wrapping Up the Current Term
• Summer Plans
• Challenges, Needs, & Solutions
• How NACS Can Help

WHERE WE ARE TODAY

POLL #1 HOW ARE YOU FEELING RIGHT NOW ABOUT THE PANDEMIC?
and related responses

75%: I'm worried out how this will impact my store and my school
13%: I'm scared about our future
10%: I'm bored and want to get back to normal
  2%: I'm a mess!

From Sheri Christensen: I thought there might be an answer that I am doing fine

From Cecilia Marsh: That's what I thought. Things are going ok right now, but Fall is questionable

Fall Enrollment Down; Online Classes Up – The Grim Reality of Higher Education
• Enrollment indicators for the fall suggest a decline, but this could also be due to fewer high school students
• Students can expect more online courses than usual
• 58% of respondents to an AACRAO survey are considering or have already decided to remain fully online for fall
• Boston University is even considering the option of not opening for fall and starting their new class in the spring of 2021

Data Source: American Association of Collegiate Registrars and Admissions Officers (AACRAO)
**POLL #2**

**WHAT IS THE CURRENT OPERATIONAL STATUS OF YOUR STORE?**

- **76%:** Closed, but store still operational for online orders
- **17%:** Closed, without access to the store & working from home
- **6%:** Open to public with social distancing

**Is Your Store Considered “Essential”?**

- In the context of the pandemic, an organization is classified as essential if it should remain open and while there are federal guidelines, typically each state decides the details.
- In your context – the context of your store and the institution that you serve – you may be considered essential if you have been mandated to remain operational at some level.

**QUESTION**

**IF YOUR STORE IS STILL OPERATIONAL, WHAT ESSENTIAL FUNCTIONS ARE YOU STILL ABLE TO PROVIDE?**

- From Cassie Wherry: We are not essential at this time because it isn’t textbook time.
- From Jo Mata: working from home but go in if/when needed - if there are orders to ship out.
- From Carol Miller Schaefer: Our technology sales are considered essential
- From Lyndon Lake: We are offering curb side service.
- From Kelly Jensen: technology, masks, gloves
- From Sheri Christensen: We only have 1 person in the store, but it is closed. They are filling online web orders & shipping/receiving
- From Amy Van Haaften: We’re only processing online orders at this time.
- From Gilberto Garcia: Our Express Store is open with Social distancing. We have window pick up at the store. We are offering free shipping on ALL product. - UCSC
- From Traci Hildebrandt-Smith: We are considered essential but are only filling online orders.
- From Donna Tessitore: textbook orders
- From Diane Schmitt: working from home but going in for online orders as necessary.
- From Tommi Grubbs: Our Vol Tech (Univ of TN) is still open on Mon & Wed, 10am-2pm to serve staff/students because all classes, including summer classes have migrated to being online.
- From Brandy Wood: Working from home, go in twice a week to process mail for the campus and fill online orders.
- From Scott Baseler: We are fulfilling online textbook orders. Both e-text and hardcopies.
- From Michelle Staley: Online order fulfillment, book and rental return, curbside pickup, receiving product
- From Anna Pavlik: Textbooks, eBook sales
From Jessica Roedelbronn: University of IL is not considered essential. We had to fight to be able to ship out course materials as 2nd 8 weeks were starting for semester. No other operations are running.

From Jeff Romano: Providing technology products to assist faculty in their online teaching.

From Jessica Hall: Receiving, process web orders, rental returns

From Rochelle McCoy: Essential functions are online sales for course materials & supplies & tech sales, collection of Summer/Fall adoptions;

From Matthew Toje: WE are maintaining on-line orders, faculty support, and student support from fully operational remote operations.

From Amanda Arena: everything must be ordered online and shipped

From Susan Gereli: minimally operating with only digital material orders being processed online

From Sarah Mavis: Working from home and we are shipping online orders 2x/week - shipping only.

From Darren Kwiatkowski: We’re able to provide online ordering, rental return, and 3 people have access to the store, but only 1 at a time.

From Marguerite Stocker: Processing online orders, responding to customer questions, depositing checks and paying invoices.

From Karla Schaefer: Just going in for online orders and if someone (faculty/staff) need something from us.

From Michael Goodrich: USD Torero Store is open to public to fill orders (both in store and online), course material needs, masks and other health needs.

From Gavin Jensen: course materials and Technology have been considered essential.

From Anna Stanway: working from home but going in as needed for online orders

From Robert Perks: We’re filling online course material orders, providing curb-side pick-up and buy back.

From Matthew Anderson: We can provide all functions. Except students not allowed in store. Half of employees work in store other half at home.

From Sheri Christensen: Most everyone else is working from home except 1 person for online orders

From Loreen Maxfield: Digital course materials and technology are really important to our customers right now so they can work from home

From Kelly Church: Working from home but going into the store to check mail and perform some functions.

From Michael Jastorff: considered essential. staff working in store, open for university employees only.

From Tina Macpherson: textbook buyers working from home, shipper/receivers going in for half days only to accept product. All spring courses have been moved online

From Anthony Marchewka: online GM & text orders. & package services.

From Stacy Elofir: Course Materials/Commencement is considered essential. We fulfill all web orders a couple of times a week. Work from home as we can.

From Wendy Gibble: Online orders are being processed and minimal staff needs/orders fulfilled. Course materials soon!
From Chris Sales: We are processing online orders (and department requests as they come in)
From Kathleen Grace: As of late last week, we are able to process any orders online. We also process orders via email and phone. All orders either ship out or are available to pick-up at our campus post office.
From Chris Kramer: Course materials are still being mailed to students as well as any merchandise purchased online.
From Loren Tooley: working from home but going into the store twice a week to process online orders, college mail and packages.
From Scott Chapman: We are determined to be essential at UCLA but limited in that only text, computer store and limited c store operations are open
From Debbie Cottrell: Our store is basically considered non-essential as is most of our campus. However, we notice a large amount of online orders are coming in from new students and we are processing those orders on a regular basis.
From Jessica Valeske: We are not open to the public, but we are able to perform all functions by request. One staff person works alone each weekday while the rest of the team works remotely. Online sales shipped out 3x a week.
From Gladys Okuda: We are working from home as well as doing phone and online orders.
From Janet Kelley: We ship out books and supplies for free, but also offer a pickup service and allow returns at our front door by appointment only.
From Erryn DeBlois: Online textbook sales
From Tracy Dyal: We run the campus mail center, so we are operating daily (M-Th) for short hours to process the mail. During this timeframe, we also have customers (mostly staff) come in to purchase snacks and other items.
From Patty Clark: Completing online orders and sending out to students free of charge,
From Christopher Henry: We have been self-declared essential working remotely to be as operational as possible through online sales and even outside sales.
From Cecilia Marsh: Ordering online and even store pickup at the shipping area. Receiving clothing and putting it in inventory. Only one person working at a time. Director is working from home mostly
From Leslie Craigle: Processing online orders, answering emails and phone messages.
From Steve Wenger: We are providing textbooks, supplies, electronics and computer repair for students. 1/2 of store is online and available 24/7.
From Lori Cano: We are still providing full services to students for access to supplies, gear, etc. Our store does not carry a physical inventory of books but do all of those online. We also provide copy/print services to the campus and faculty adoption coordination.
From Gena Mead: Working largely from home--going to office 2x a week to do web orders. Answering tons of emails, troubleshooting Digital content, bill paying from home
From Wendy Lowe-Madden: Our store is open on a skeleton staff with some persons working from home. We offer all services however we don't have students on the campus as all are now online.
From Suzanne Donnelly: We're able to fill web orders for any/all products we sell online and offer 'counter service' for computer/tech special orders and repairs, and for office/academic supplies. We can also sell snack/convenience items to essential staff working on campus and the few remaining dorm students who had no way to return home.

From Bill Napolitano: Course material, Computers, Swag

From James Flamm: All staff members are working remotely with access to the University's VPN. We rotate one full-time staff member going in three times a week to process web orders.

From Erin McGonigle: Yes. Access to Course Materials. We are also working with many groups on campus to create various packages for New students & graduating student to ship out. We are also processing online orders. An online buyback and created a program for our rental returns. We have small groups working in the store every other day.

From Amy Matthews: Not open to the public, but going in to receive shipments, place orders and process online orders.

From Kim Ergott: Our essential features include fulfilling online orders. Our mailroom is open on Tuesdays and Thursdays, so we come in on those days and complete all orders. We are also receiving textbooks for the summer semester.

From Emily Campbell: We are somewhat essential until the spring term is on its way and we will have minimal orders. I have had to lay off staff 2 temporary and 1 permanent. Still filling online orders!

From Leah Sobba: We have a skeleton crew working in the store and moved to curb service yesterday.

From Carrie Rose: There are 5 of us full-time, so we're each taking one day to go into the store for a couple of hours and fill online orders, check for mail/shipments, or do paperwork. Otherwise, we're working from home.

From Natalie Lane: only work occasionally from store. filling web orders as needed.

From Tommi Grubbs: Univ of TN employees are working from home, with exception of 2-3 order fulfillment employees. We are trying to increase business online, so that we can try to offset the loss of in-store business.

From Kim Ergott: filling online orders only both textbooks and general merchandise. Tuesdays and Thursdays

From Tristy Hillestad: Course material fulfillment with web orders or e-books, GM fulfillment for grad regalia orders for students ordering for pictures, online customer chat and other services in place, internal support for all operations

From Nikki Stoll: Fulfilling online orders including textbooks and grad regalia for our virtual ceremony...also have staff to receive textbook orders for upcoming terms

From Jerry Carroll: Classified as mission critical. Still processing orders for spring, graduation regalia, diploma frames, etc. Prepping for summer and collecting data for both summer and fall terms. Gearing up for our virtual buyback and rental returns... busy...:) 

From Patty Clark: answering all incoming calls from students, letting them know we care...

From Lisa Gray: We are currently closed to the public but still servicing students, staff and faculty by appointment and continuing to operate our website. We have been deemed critical vs essential which gives us flexibility to operate on a rotating schedule between store and home.
From Chris Larson: Store is closed but still: e-commerce, textbook operations, technology operations, medical uniform operations

From Annette Maguire: we are fulfilling online orders. Most everyone is working from home. Days are scheduled for workers to come in at different times, to do their jobs.

From Cathy Dawson: We are considered essential; we are mandated to be operational. We are doing online orders; the campus copy center is housed in the store. We are providing course packs, scanning. We are sending out faculty ordered copies. We can provide on campus deliveries of items. We have lent out mobile POS to the Campus organic farm stand so the college community can access fresh produce and plant starts.

From Jennie: We are the drop off and rerouting for mask donations for the hospitals. We are selling huge volume of PPEs. We are still receiving orders including Course Materials physical books.

From Robert Perks: We're essential, operating with minimal staff.

From Robb Faust: Thanks everyone for sharing! As you think of ideas or comments, add them here.

WRAPPING UP THE CURRENT TERM

<table>
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<th>POLL #3</th>
<th>WHAT IS THE STATUS OF YOUR SPRING COMMENCEMENT CEREMONY?</th>
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<td>and related responses</td>
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33%: Postponed to a later date - to be determined  
29%: Will be having a VIRTUAL spring commencement  
24%: Postponed until a specific later date  
15%: Cancelled & not rescheduled

From Kelly Jensen: we are postponed and doing a virtual.

From Gavin Jensen: We are sending cap and gowns out to all graduates. Including diploma covers, medallions, honor cords, campus newspaper, message from campus president, etc.

From Brandy Wood: We are sending cap and gowns, diploma, covers and all cords to all graduates in a celebration box.

Buyback & Rental Textbook Returns

- Most stores have figured out ways to manage the buyback process, many in partnership with book companies
  - Ask your wholesale partner if you haven’t already done so or see the NACS web site for upcoming vendor webinars
- Getting rental textbooks back may be a different story so please share your challenges or solutions with the group
**Question:** What is your strategy for getting spring term rental textbooks back from your students?

| From Emily Colton | We are still able to ship and receive orders and mail. We are still able to send invoices to our business office for payment. We are still going to be able to accept returns of rental texts through returns by mail or drop off into a box outside the building. We have a website for all GM orders which is operated offsite. Individual staff go in when necessary. |
| From Gilberto Garcia | Rental returns are being mailed back to our campus bookstore. We are manually managing. We are sending call tags. UCSC |
| From Sara Didio | We have a drop box outside the store and sending out UPS return labels for students not coming back to campus. |
| From Erin McGonigle | We are using Partnership to help get shipping labels to all of the students to get the rentals back into the store. |
| From Lyndon Lake | We are proving a label they can download to ship back their rentals that we will pay for. |
| From Rochelle McCoy | Waiting on approval from Parking Office to allow us to run a drive-thru rental return drop off stations on the lot/driveway closest to the Bookstore |
| From Jessica Valeske | Local drop off point and email labels for those who need them. |
| From Susan Gereli | Providing pre-paid labels to return rentals |
| From Clay Ludlow | Emailing UPS pre-paid labels |
| From Matthew Anderson | We are going to send out call tags to all students who have rented. |
| From Sarah Mavis | We are working with Partnership to get labels to students to have them ship them back |
| From Cassie Wherry | I have ideas, but I am hoping others will figure it out before I need to act! Otherwise, we will send return labels. |
| From Shanda Miller | Being dropped off at Public Safety |
| From Gavin Jensen | We teamed up with the library to use their drop boxes. |
| From Darren Kwiatkowski | Rental drop box located near doors and email labels to those in need. |
| From Mary Riker | Still not sure what we are going to do! |
| From Lori Cano | Our store no longer has a physical inventory of textbooks; we have a wholesale partner that the students will send their rentals back to. |
| From Kim Ergott | Going to provide student with a label to return |
| From Marguerite Stocker | We haven’t decided yet |
| From Jessica All | Drop box outside and looking into shipping labels that they can print from home |
| From Diane Schmitt | We will have set days and times for curbside drop off, or they can mail the books back to the store. |
| From Jo Mata | Fortunately, I don’t do rentals |
| From Erryn deBlois | We are providing a Fed Ex label to our students and have extended the due date |
From Michael Goodrich: USD is sending call tags to students who live domestically. We got a rental extension from NBC to return our books.

From Leslie Craigle: Prepaid shipping label to students for return.

From Debbie Cottrell: Work with the campus library to see if we can use a drop box and specify it to be specifically for rental returns as we have many students who are local. Otherwise, we will be sending prepaid labels to those students who are not local and have rentals to return.

From Robert Perks: Currently, receiving rental returns from Winter quarter students. Using a drop box and curbside drop off. Some students have mailed in their books. We’re currently offering rental textbooks to students for the Spring quarter that began yesterday.

From Jennifer Stacey: In-person drop off at door and mail in

From Traci Hildebrandt-Smith: Online buyback with MBS. Rental and PSEO book returns are TBD, but we will most likely have a combination of drop off and mail in.

From Cathy Dawson: We haven’t decided yet. As a quarter school our rentals aren’t due to mid-June

From Gwen Sevits: we’re working with Partnership to send labels to students to mail back their rentals.

From Lisa Gray: We are utilizing out post office for in person drop off or the students can mail them back. We are not paying for shipping.

From Wendy Gibble: We have asked our students to return them to us by mail.

From K Brown: we are offering prepaid labels and local students can come to store.

From Karla Schaefer: We’re doing it all online...returning directly to supplier

From Loreen Maxfield: Partnership providing labels. We have a drop box outside of the store.

From Tracy Dyal: We have a drop box for students locally to return and will send out UPS labels to those not local to return, and extended our rental due dates

From Lee Grimley: Partnering with library to use their drop boxes, collection boxes at apartments, drop box outside store.

From Steven Westenbroek: Only change is an extended deadline for one month

From Amanda Arena: Encouraging students to mail rentals back to us. Also going to offer limited drive-thru drop off times students will not get out of their cars

From Janet Kelley: We are sharing the library's drop box.

From Christopher Henry: Drop box with emailed instructions and extended cut off dates

From Scott Chapman: We are looking into a drop box otherwise are letting students pay to ship them back as needed. One store location open for rental returns.

From Anthony Marchewka: Hybrid were providing labels through Partnership

From Jessica Hall: We changed the return date so that they will not be penalized and can return when we reopen. Or they can ship it back to us at their expense.

From Allison Hartel: Providing pre-paid UPS shipping labels

From Leslie Craigle: MBS online buyback
From Amy Comstock-Combs: We are still trying to figure this out so any ideas would be great. Aside from mailing labels we haven't made any determination yet.

From Jerry Carroll: We have partnered with FedEx and have gotten a web page setup so students can generate a pre-paid return label. Planning on having a few days for a drive-up book return and buyback too. Weather permitting! :)

From Gavin Jensen: We also are sending labels to those that request them.

From Jessica Roedelbronn: We're investigating using USPS Label Broker and UPS world ship for returns. Extended the return date for rentals.

From Gena Mead: We extended the Return date out 1 month

From Chris Kramer: Students will be encouraged to mail/ship their rentals back and we are organizing a drive thru drop off on campus and at 3 extension centers.

From Judy Zei: drop off at public safety

From Emily Colton: We bought a large galvanized steel box which is weatherproof and theft proof. It is outside the back door of Textbook rental. Students may also ship their books back at their expense. If they cannot do either of those things, we are exploring the possibility of the university paying for the postage back, but that is still undecided.

From Sheri Christensen: Online Buy back with MBS & Rental returns will be emailing and sending mailing to them to drop off on certain dates outside at tables with a form to fill out ahead of time with their information. A staff person will be there to be sure they can drive up to a table & put books in a bag. We will be putting them into a maintenance garage for a while before we check them in & send back.

From James Flamm: We have a drop bin outside the store that we check three times a week. We have extended the return deadline and are planning to send out UPS labels at some point.

From Tristy Hillestad: marketing rental returns, delaying buyback until fall start or possibly online only buyback in July

From Stacy Elofir: We will take rentals back by drop box and in store when we can open. Email shipping labels to students out of state/area, Fall return deadline.

From Tina Macpherson: At Laurier we are working with UPS and Canada Post for free shipping labels to send to students to mail their rental items backs. We have also received an extension to return our rental books

From Carol Miller Schaefer: we are sending rental students prepaid shipping labels to send those titles back to us. Those students who left their books in their residence hall room we are working with housing to get permission to get those books. Students who rented will get an email first with the books they rented so they don’t accidentally sell them.

From Barry Waters: UPS Labels sent Tuesday to the 4300+ with rentals. Added a new Drop Bin Behind the store accessible 24-7

From Suzanne Donnelly: We're accepting in-person rental returns at our web order pick up window, and currently students can also ship back at their expense. We are probably going to start utilizing Partnership's shipping label program though as the bad PR risk grows.

From Steve Wenger: We had a drop box and extended the time for winter quarter return of rentals by 10 days into the next quarter so they could mail them back
From Chris Larson: Sending out prepaid return labels and also setting up a drop box outside of store.

From Brandy Wood: We are complete rental. All students will bring books when they clean out the dorms or ship them back. I'm interested in the partnerships for labels to students that can't make it to campus. Our campus is also withholding a certain dollar amount from refunds until textbooks are returned.

From Michael Jastorff: Still torn between sending call tag or just have the students mail them in.

From Rochelle McCoy: Also allowing students to ship back their rentals (but currently at their expense), also worked out extension of a week past the original deadline.

From Tommi Grubbs: We are going to send them pre-paid shipping labels so they can return their rental books to us. Also, working with campus housing to retrieve any books that were left in the dorm rooms. Any textbooks to be sold back (not rentals) can be sold back via our website, directly with MBS. (Univ of TN)

From Susan Gereli: pushed back the rental return deadline date to June 8th

From Leah Sobba: We are providing a link on our website for students to download a UPS return label. Both rental and buyback will be shipped back to the store.

From Anthony Marchewka: providing labels through partnership & a drop box for locals;

From Patty Clark: We are looking into sending labels out to students for return of their rental returns... May start with drop boxing than follow up with labels to minimize costs.

From Erin Kuiper: Our first email out asking any rentals that they want to keep letting us know. We bill them the price difference and "check in" the rental. Second is to have them put in drop box in front of store if they are finished with a book when they come to campus to move out over the next 6 weeks.

From Natalie Lane: We are placing a drop box outside the college. students will ship back books.

From Wendy Lowe-Madden: We are extending the return time and allowing them to return when we reopen

From Pixel 2 XL: we will be open (extra hours) when students are scheduled to come back and get their belongings. we'll do but backs then also.

From Debbie Thompson: We began our spring term after the college had closed so any spring rentals are now the responsibility of the student to return, by mail if necessary.

Summer Plans

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<th>Poll #4: What is the status of your summer term?</th>
<th>and related responses</th>
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<td>73%: Moving to all virtual/online classes for summer</td>
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<tr>
<td>22%: Not yet decided</td>
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<tr>
<td>5%: Reduced or no summer classes</td>
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From Scott Chapman: One term online, one not yet determined

From Jessica Valeske: Do not have summer terms ever.
From Tina Macpherson: At Laurier we have 56 courses that are running completely Digital for Spring

From Barry Waters: Summer 1 all online and decision on Summer 2 very soon!

From Stacy Elofir to Jeff Nelson: Our summer session one will be virtual. Yet to be determined the rest of the summer.

From Carrie Rose: Our summer terms were already 100% online anyway.

From Natalie Lane: we are still planning classes as normal.

From Michael Jastorff: Are your drop boxes secure?

**Virtual Summer Orientation & Sales Strategies**

Many schools are planning to have **virtual** summer orientations, but this is a time when stores have a critical opportunity to sell technology products and school spirit merchandise.

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<th>QUESTION</th>
<th>RE: VIRTUAL SUMMER ORIENTATION &amp; SALES STRATEGIES</th>
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<td>What creative strategies has anyone come up with to promote online sales so that the opportunity is not lost?</td>
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From Sheri Christensen: Have most popular items on the bookstore website.

From Matthew Anderson: Where are drop boxes located vs store location?

From Kim Ergott: We have eliminated all shipping fees.

From Stacy Elofir: Email blasts offering free shipping, web orders, Curbside pick up

From Lori Cano: Using in-store manequins moving around and promoting items on social media, adding our clearance items to our website, running more sales on our website and promoting them through social media

From Emily Colton: We have a promotion on our website for 20% off clothing and gifts ordered online.

From Sheri Christensen: could use social media

From Carol Miller Schaefer: we’re working with orientation staff to submit our information with the online information they are already getting. We’re also doing videos and partnered with the orientation team to mail some swag to incoming students

From Jennifer Stacey: free shipping

From Gilberto Garcia: UCSC tried a virtual orientation last year. It was catastrophic to our in-store sales last year. However, we now have a system in place that will work to our advantage this year. We will be participating with our orientation leader to take participate in the virtual orientation. We will come up with technology bundles, school supply packs, and school spirit packs. Communications will be sent out throughout the summer. - UCSC
From Traci Hildebrandt-Smith: We are not a tech store, but we are putting GM on our online store, with free shipping on all items. We are featuring new items as they come into campus and using our campus app, Facebook, Instagram, etc.

From Loreen Maxfield: Social media marketing. Updating offerings on our website. Reaching out to the orientation group to see how we can connect and help.

From James Flamm: Our new-student and transfer Orientations will be held virtually. We are going to do different marketing posts each week on social media = New Item/Hot Item. Tiered discount promo codes, BOGO promotions, etc.

From Michelle Staley: We are trying to put together with the University’s orientation team an online code for a discount off orders placed online.

From Tracy Dyal: Our drop box has a lock but is on casters so technically could be rolled out the door. However, there are cameras in the area.

From Debbie Cottrell: We are already seeing an increase in our online website sales for students who anticipate attending in the fall. We have an orientation coming up soon and we have not been able to find out the plans for it. We have recently added a page to our website for Resources for New Students.

From Loren Tooley: free shipping, an online promo code for admitted students and for students who do a virtual visit.

From Cathy Dawson: Adding more items on website. We are also collaborating with Faculty to develop kits of things generally needed, art supplies, lab stuff, etc.

From Wendy Gibble: We will be offering a discount to our participants of the virtual orientation. We plan to build some "bundle options" to allow customers to get a few items for a discounted price.

From Anthony Marchewka: free shipping, discounts, social media, email blasts.

From Jessica Roedelbronn: We’re partnering with Admissions to share our Virtual Summer Reg flyers/coupons so it’s on their website and ours. Not doing any promos at this time. Univ of IL.

From Amy Matthews: Trying to add everything possible to our website.

From Tristy Hillestad: Marketing, staff participation in online orientation.

From Rochelle McCoy: Short videos featuring various products to share on social media; may work with Student Orientation program to include a video of the Bookstore products and services (before COVID-19 there were store tours as part of the orientation).

From Tommi Grubbs: We are working with departments to create bundles, and the departments are pushing us/our store. Also, we are looking at creating a promo online, to allow a discount, or gift with purchase for orientation attendees when they shop online. They typically get a 20% discount in-stores, so we want to encourage them to still shop with us.

From Jerry Carroll: Free shipping and discounts. Orientations are still up in the air.
From Matthew Anderson: Adding more GM items to website. Asking faculty what they think their students may need.

From Steve Wenger: Working on several spirit package deals and virtual tour of store and our ways to support students.

From Jennie: We are expanding online offerings, doing tiered promotions, each week adding to our discount offers (working well so far); planning a big grad frame discount promo on our virtual grad day; sharing PPE information and offering them at cost recovery online

From Emily Campbell: We are doing hoodie sales, pop up sales on Facebook that send them to our website. Anything to keep us relevant!

From Sarah Mavis: We’re adding more to our web store and have let the orientation team know the shipping timelines to pass on at each orientation.

From Patty Clark: Currently we are having a sale on clothing and gifts, and shipping is free... We are promoting to staff, faculty and students....

From Jo Mata: currently only our nursing & fire science programs are on campus since they are considered essential occupations in our area. Everything else has moved to online when they can or been cancelled if they can’t such as welding & auto classes. Our summer will be the same & at this point the campus is prepared to continue as long as needed

From Matthew Anderson: Free shipping on all ground shipments.

From Suzanne Donnelly: Working with Orientation to add a "how to bookstore" section to their online program, and in discussions with student affairs for "welcome package" ideas for students who commit.

From Leslie Craigle: Will work closely with Virtual Orientation as much as possible. Currently promoting online GM sales through social media.

From Tina Maxwell: We’re having a promo of 25% off.

From Allison Hartel: Our campus has been virtual orientation for a number of years. We do videos and info pages just for students on our website and partner to have a module in the Canvas course, social media, emails etc.

From Gladys Okuda: We are putting general books, supplies and emblematic online

From Sheri Christensen: We have FREE Shipping for Summer
CHALLENGES, NEEDS, & SOLUTIONS

BREAKOUT ROOMS QUESTION WITH SHARED RESPONSES
What is the biggest challenge your store is facing today and what are some possible solutions?

From Jessica Roedelbronn: So many challenges...but biggest struggle is losing Summer Registration/campus tours. Stores are moving this information online, as well as beefing up their websites.

From Sara Ellenberger: Challenges: Finding a way to do buyback for retail titles. Good solution for wholesale, but not for retail. Getting rental returns back. If we send UPS labels, very expensive. Lack of sales. Not having access to inventory but going in one at a time for web fulfillment. How to communicate best with students. Solutions: One main resource page for the school with everything COVID-related. Each division has a section for info pertinent to their area. Akademos & Valore offering retail buyback solutions. Going through Partnership for rental return labels. Created a survey for students to respond if they rented and need a return label.

From Debbie Cottrell: Group 13 - lack of sales, getting additional items online, inventory (inventory with lack of staff due to lay-offs) logistics (social distancing will have to be ongoing for a while so we need to work on office layouts to solve this), rentals and how to get them back on a timely basis to return to wholesalers.

From Marguerite Stocker: 1) Loss of revenue 2) Prep of store for fall (receiving inventory, prepping toolkits etc.) 3) Facing the unknown...how do you plan for the future when you don’t know what it looks like. 4) Don’t know what kind of staff we will have when we return. 5) Restrictions on advertising from the institutions 6) What will it look like in the fall with potential social distancing...store would have to double in size!

From Beth Christian: Our room’s list of challenges: communication, constantly changing directives from different levels of administration both on campus and statewide, immediate need for action without time to develop plan, bookstore getting forgotten for instance no reply to emails sent, faculty having tech issues in transition to remote teaching, internet problems for students, how to do retail buyback, how to handle the expected volume increase in shipping and receiving in our Current state

From Sheri Christensen: Most are trying to figure out how to get inventory/merchandise sold online. One store does not have an Online website, only in store purchases.

From Dana McCool: Group 10 talked about issues with product orders, canceling orders, getting rentals back, what we need to open, buys backs, increasing online sales to help with sales to help stores

From Jeff Nelson: If your group only discussed the challenges, not the solutions, please feel free to share that

From Stacy Elofir: How to handle rush with social distancing is keeping me up at night.

From Scott Chapman: Having just gone through spring quarter rush, our challenge is sales. Our spring sales were off 60+% at UCLA.
From Erin McGonigle: Here is the site for the company:
https://www.holscience.com/instructors/?gclid=EAIaIQobChMI0vea88zt6AlVu-y1Ch1faQkEyAAAYASAEgKxfD_BwE

From Kieranan Rushford: Challenges: Loss of Students buying in the summer/fall, Loss of sales during Orientation (insignia products etc.), Website does not show/sell what is actually in the store, Online orientation can be catastrophic for in-store sales, Overall sales decline, General loss of revenue with walk-in sales (convenience etc.), the unknown (inventory, used/rental programs, staffing etc.), how to manage CM inventory (needing more or less), needing a plan to reopen and what modifications will be needed (plexiglass, gloves, no cash, etc.) Solutions: Create packages (insignia, tech, apparel, supplies, etc.) and partner with Orientation leaders to market during the summer.

From Emily Campbell (Group 13): We had a few different scenarios-- how to do inventory, virtual tours and how to keep up with rental returns

From Scott Chapman: We have largely forgoing store buyback but have set up MBS online buyback. Rental returns are our focus on alternatives without the expense of call tags.

From Wendy Gibble: Sara, can you tell us again about the google message for rental returns? Sounds intriguing!

From Jessica Hickman (Group 7): Unknowns for buying inventory in the event the store still isn't open in fall, not cancelling orders put rather pushing back shipments. discussed unknowns for football season and planning inventory. state limitations on selling outside of the campus community. frustration with state restrictions and store not considered essential to go on campus to fulfill online orders. Carroll college has created a video to contribute to virtual orientation, when virtual visits are scheduled, the tour guide visits the bookstore

From Mary Adler-Kozak (Group 10): Had a lot to say about what their store is doing now and for the future to open up the store. They’ve got staff in the warehouse and some on the floor to fulfill online orders. Some of their purchases from shows like CAMEX and Campus Stores Canada are on hold, some cancelled. They’ve already started preparing for students coming back with sneeze guards on their cash registers, stickers 6’ apart at registers for social dist. They’re considering limiting the number of students allowed in store at one time. 15%-20% of sales online would be considered good. Their usual is about 3%. Jerry Murphy commented on his original concern being getting rental textbooks back and how he worked with UPS to get pre-paid return labels. They’re planning on doing an online buyback and are doing drive-by (in front of store) sales and/or buybacks.

From Kathleen Grace (Group 12?): And I didn’t see anyone post in the chat window for our group, so from my notes for our report back, here is what our group discussed:

1. A couple stores realized that their web sites weren’t quite up to snuff but it just never made it to top priority. Web site updates and improvements have gone straight to the top of the priority list on some campuses. This doesn’t “solve” the revenue problem, but it helps.
2. Related to #1, social media is another item that has risen in priority for some. This is in response to customer “engagement” efforts and tends to bolster campus “experience” priorities. One store in our group just created a Facebook page for their store.

3. I believe without exception we had concerns about the financial health of our stores. We continue to have significant expenses with very little revenue—in some cases no revenue at all. How will we pay the bill?

4. Related to #3, we all had concerns about our staff. While I believe everyone in our group was currently paying all staff, clearly at some point that will not continue.

5. Course Materials. Probably enough said there. But more specifically, how do we stay in the game if students are studying online from home? We lose a lot of our competitive advantage if we aren’t right where the students are with what they need. If they’re going to order online and wait for a book, will they really order from us? Probably not. And digital revenue is very low. Course materials are very time-consuming, and we may be addressing these needs with fewer staff.

HOW CAN NACS HELP?

NACS Virtual Covid-19 Pandemic Efforts to Date

- Virtual Roundtable Meetings: [https://www.nacs.org/educationevents/online.aspx](https://www.nacs.org/educationevents/online.aspx)
- Education Archives: [https://www.nacs.org/educationevents.aspx](https://www.nacs.org/educationevents.aspx)

Visit [NACS.org](http://www.nacs.org) for more details, updates, and developments

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<tr>
<th>QUESTION</th>
<th>WHAT MORE CAN NACS DO TO HELP MEMBER STORES AND COMPANIES SURVIVE THE PANDEMIC?</th>
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<tbody>
<tr>
<td>From Carol Miller Schaefer: The NACS education archives are great for working at home training</td>
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<td>From Cathy Dawson: One of the things I am doing - I am working from home exclusively. I am writing manuals on how to do everything.</td>
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<td>From Melissa Nieto: Good idea, Cathy!</td>
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<td>From Marguerite Stocker: Continue with these virtual roundtables.</td>
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<td>From Cassie Wherry: continue to help us communicate with each other on a regular basis as things develop.</td>
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<td>From Carol Miller Schaefer: it’s possible travel is going to be one of the expenses we need to cut—how can NACS offer conferences virtually?</td>
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From Traci Hildebrandt-Smith: I have an employee who is creating a POS how to power point presentation.

From Jessica Roedelbronn: Continue having webinars, and discussion groups! It's so important for us to hear from other stores! - Univ of IL

From Scott Chapman: Coordinated outreach to vendors on returns extensions

From Kim Ergott: I like these round tables.

From Sara Didio: Keep sharing information on what successes other stores have had- it helps to have documentation from other programs that have worked

From Debbie Cottrell: My staff is working from home and we are updating the operations manuals. I am glad to see the education archives as I am trying to keep my staff engaged.

From Lori Cano: it would be nice if vendors could send out information to us on where they are, what's closed, what is shipping from where, will anything be cancelled, etc. and what delays we might expect from them.

From Diane Schmitt: More opportunities like this.

From Leslie Craigle: Webinars to share ideas have been great!

From MELISSA NIETO: Virtual round tables...is definitely what NACS can do for us

From Emily Campbell: continue with the round tables and keeping people updated!

From Chris Larson: Your webinars, and vendor partnered webinars you host, are very useful, thank you NACS!

From Anna Pavlik: I think continued roundtable discussions will always be helpful as we navigate the next few weeks and months.

From Loren Tooley: keep sharing information and having virtual round tables to keep stores connected to each other.

From Lori Cano: have a session on just marketing on social media and promoting web sales

From Cecilia Marsh: These round table are great for us to know what others a doing and get ideas, even ideas to pass to other departments in the college.

From Tristy Hillestad: Travel will likely be eliminated so plan how to have annual meeting online

From Debbie Cottrell: I agree with Kathy's comments on what everyone else is doing, it is extremely helpful to know this information.

From Mary Riker: Can the HUB be opening to non-members just for this time. I am not a member. And cannot join now due to budget. Thanks

From Sheri Christensen: Love this round table discussions! If we could have rooms to discuss & ask our own questions too....just as they come up while talking.

From Suzanne Donnelly: Continued GR advocacy on relief packages

From Rochelle McCoy: Can NACS reach out to publishers to get a sense of how they will be handling order fulfillment during COVID-19?

From Cathy Dawson: Yes, sharing info, it would also be great to know what schools everyone is with
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From Lee Grimley: best practices for reopening - or limited operations - how to modify receiving practices, rental check-in, clothing returns etc.

From Eric Oleson: Linked In!

From Beth Christian: Can NACS gather info from retail that is open now, such as grocery stores for a general idea of what measures have been successful for them in being open —we could use this for whenever the campus stores open

From Emily Colton: I agree with Beth's idea of NACS gathering info from other industries.

From Richard Hershman: Good idea Beth. We can talk with FMI and NGA.

From Kevin Hannegan: I agree with Beth C. There is much to be learned from other businesses also going through similar concerns.

From Mary Riker: Non-members don't have access to the HUB

From Sara Didio: Rochelle has a good question- can NACS gather information on Publisher's decisions/order fulfillment/etc.?

From Leslie Craigle: Sharing ideas about Virtual Orientations would be a helpful roundtable topic.

From Loreen Maxfield: Continue to facilitate chats with groups to identify solutions to common problems. Sounds like you’re on track with the next few webinars.

From Carol Miller Schaefer: can you also tailor some webinars by store size/sales?

From Suzanne Donnelly: Ooh, like the idea of doing one on mental health/stress/trauma.

From Matthew Anderson: Thanks for doing it. Great information.

From Patty Clark: I also agree with a webinar or chat session regarding how to set up your store for the next chapter

From Cathy Dawson: how about the student and faculty experience with remote class delivery

From Cathy Dawson: One on graduation issues.

From Sheri Christensen: what about an APP where you can order things from the store? Not sure if there is something like this like there is when you order food for delivery (Door Dash, Grub Hub, etc.). Deliver them, pick up or mail items.

From Kathleen Grace:

1. It might be nice to have a “directory” of sorts for resources for addressing Coronavirus challenges. For example:

   - I know that we have vendors who are sewing masks for first responders right now. If/when they are caught up (which they may never be!), it might be helpful to provide a directory of industry vendors that can provide masks. It also might be helpful (to the stores and the vendors) to gather orders together in quantity to provide more certainty to the vendors and to drive down the price for stores to buy masks for store staff, campus staff, and even customers. We’re thinking that people will still be wearing masks when we get back to campus. Right now, in Pennsylvania, stores can refuse service to people who aren't wearing masks. And masks are required on our campus.

   - We’ve been talking about things like partitions when we go back — some kind of way to provide social distancing spacing at the register lines, etc. This is something that might be handled by
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campus facilities staff. But some places may not have that option. And it might be helpful to have a consolidated directory, so everyone doesn’t have to figure it out on their own.

2. I stumbled upon the “Campus Store Retail Operating Status Form” on the NACS web site as I was looking for something else. Did something go out about that? If so, I missed it. And I usually read everything. Maybe send it again?

3. I know you don’t want to over-survey. But maybe a weekly touch base with 2 or 3 quick questions? And then posting of those results? And I’d put it in all of the places you suggested in your survey today—the Hub, the NACS web site, emails, Facebook, etc.

4. Engagement ideas. We are always trying to engage our customers. But this is different. If people have ideas, they’re willing to share about engaging families of newly accepted students, engage graduating students and their families, keep touch with faculty and staff, etc., I’d love to hear them!

POLL #5 WHAT IS THE BEST WAY FOR NACS TO GET YOU IMPORTANT INFORMATION?

35%: Email
29%: Virtual meetings & webinars
19%: The Hub
 8%: Partner with state & regional associations
 6%: NACS.org
 4%: Social Media - Facebook

If You Want to Help…Volunteer Virtual Roundtable Facilitators Needed

Send an email to Education@NACS.org with your contact information and the topic you would be comfortable facilitating

You don’t need to be an expert – only confident in your grasp of the topic so that you can facilitate the discussion

From Robb Faust:

Upcoming Virtual Roundtables: https://www.nacs.org/educationevents/online.aspx

Quick 2-minute Survey: http://nacs.az1.qualtrics.com/jfe/form/SV_6JQHa7f3L42lqCh

NACS Education Email: Education@NACS.org - Jeff Nelson & Robb Faust