Virtual Roundtable:
Adapting Virtual Orientations
Facilitator: Stacy Elofir
University Store Director, Towson University

TRANSCRIPT
Chat, Poll, & Other Content
May 14, 2020

DISCUSSION TOPICS

- Impact of Virtual Orientations – What It Means for Stores
- Ideas for Staying Connected to Students and The Campus Community
- Store Involvement in Orientation Planning and Implementation

REMINDER: You can find recordings and transcripts from previous Virtual Roundtable meetings at the NACS Education web site:
https://www.nacs.org/educationevents/online.aspx

<table>
<thead>
<tr>
<th>POLL #1</th>
<th>IS YOUR INSTITUTION CURRENTLY PLANNING OR USING VIRTUAL ORIENTATIONS?</th>
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<tbody>
<tr>
<td>10%</td>
<td>No – nothing is planned</td>
</tr>
<tr>
<td>7%</td>
<td>No – orientations have been cancelled for the semester</td>
</tr>
<tr>
<td>71%</td>
<td>Yes – it was just announced and/or will start this summer</td>
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<tr>
<td>12%</td>
<td>Yes – our school does them already</td>
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From Cathy Dawson (Evergreen): How about an option on these polls. Do not know or decision not yet made

VIRTUAL ORIENTATION IMPACT ON SALES

CHAT QUESTION #1
What are your fears or triumphs as your institution implements a virtual orientation?

From Janet Wicks: No customers in the store = lost revenue
From Michelle Staley: missing that engagement with the freshman class
From Chauncy Eggland: store presence
From Chauncy Eggland: textbooks
From Erin Lambert: Not getting families/students into store.
From Missy Poock: Fewer textbook pre-orders
From UMassUStore: Not being able to talk directly to parents!
From Jerry Carroll: inside sales will suffer. people like to browse
From Jeff Romano: How do we transition the in-store sales to online for freshman and parents to online?
From Cynthia Farrington: Yes, missing that interaction with the parents!
From JoAnn Uhlenhake: fear of relating important information to the students
From Jamie Spaulding: Our store usually has a big turnout for orientation, we usually do a big sale and sell through a ton of our general merchandise.
From Cathy Dawson (Evergreen): We tend to get forgotten in a lot of these plans.
From Dana McCool: We will have a link to the store on the summer orientation page
From Jo Mata: missing interaction with parents & students=missed sales
From Karen Normann: Yes, we seem to be the Forgotten Department! Our "June Advising" sessions have been turned into virtual sessions. All I can think of is to somehow get a COUPON out there to those who are planning them so that incoming freshmen can get some specials on our website.
From Debbie Cottrell: Our face to face orientations give our store and staff many opportunities to meet with new students are parents. We have a resource fair that the store always attends. We have built a new page on our website and inputting information we distribute at the fairs and in the store. We are working on developing videos for how to find course materials information, etc.
From Jeff Romano: We are mailing out our printed Stores info directly to students that they you used to get when they registered on the day of their Orientation visit.

CHAT QUESTION #2

A virtual summer orientation will hurt technology sales. What are some best practices & ideas to overcome this challenge?

From Karen Evans: What form did these communications take?

From Jeff Nelson: The post from a University Technology Stores Facebook Group
CHAT QUESTION #3
What about high level customer contact related to textbook sales, price comparison, or textbook reservation programs?

From Chauncy Eggland: we use Verba but have not chatted about textbook sales as we were waiting to see what happened in the Fall.

From Jeff Romano: We have a video that is available online in a campus resources section that parents and students can view with course material information.

STAYING CONNECTED

BREAKOUT ROOM QUESTION #1 WITH SHARED RESPONSES
How have you stayed connected with your students? Share your successes and ways to improve.

From Dana McCool (Breakout Room #11): We did not really have anything. We are in a wait and see situation.

From Michael Goodrich: Our room was similar – mostly talked about experiences and reopening plans.

From JoAnn Uhlenhake (Group #12): We discussed how to share important bookshop information to students perhaps working with the orientation page with a possible video or a group Zoom.

From Robin Dziczek: Our group liked the idea of Zoom meet up hours. We’re also waiting to hear about virtual orientations, if any.

From Jeff Romano: Make sure you connect with your Orientation leaders to make sure you are included in the virtual program.

From Jeff Romano: Online information video is a good way to get your message out.

From Sara Thoreson: Short video/highlight store hours to take phone calls & questions, help students, pick up window available, and those hours.

ORIENTATION PLANS

<table>
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<tr>
<th>POLL #2</th>
<th>HOW INVOLVED ARE YOU IN PLANNING AND OUTREACH FOR ORIENTATIONS (NOT VIRTUAL)?</th>
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<tbody>
<tr>
<td>17%</td>
<td>Not involved at all</td>
</tr>
<tr>
<td>60%</td>
<td>Minimally involved</td>
</tr>
<tr>
<td>15%</td>
<td>Moderately involved</td>
</tr>
<tr>
<td>7%</td>
<td>Very Involved</td>
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From Chauncy Eggland: We do not know...
From UMassUStore: yes
From Cynthia Farrington: Can we hear from one of the stores who is "very involved"?
From Jennifer Gilmore: I am

**BREAKOUT ROOM #2 QUESTION WITH SHARED RESPONSES**

**What opportunities do you see for collaborating with your campus’ orientation group?**
**Share ideas you’ve done or want to do.**

From Jennifer Gilmore: Live Q&A sessions on course materials and computers
From Jennifer Gilmore: Promoted by orientation and the department
From Jennifer Gilmore: Email students a personalized booklist
From Cathy Dawson (Evergreen): I think we will figure out how to do a parent's orientation for first year students.
From UMassUStore: We’re using live chat on our website for technology questions.
From Gilberto Garcia: Long Beach state has a fantastic example of a “HOW TO BOOKSTORE” video: [https://www.youtube.com/watch?v=4li8JTyRB-w](https://www.youtube.com/watch?v=4li8JTyRB-w)
From Karla Schaefer: Great idea!!!!!!
From UMassUStore: That’s a great idea
From Jeff Romano: We've done a video for the parent program for a number of years. This year we updated it and it is available online to view.

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<th>POLL #3</th>
<th>WHAT ARE YOUR CAMPUS PLANS FOR FALL SEMESTER?</th>
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<tbody>
<tr>
<td>52%</td>
<td>No firm plans at this time</td>
</tr>
<tr>
<td>16%</td>
<td>Planning on students on-campus as usual</td>
</tr>
<tr>
<td>26%</td>
<td>Planning on adjusted virtual / on-campus fall for students</td>
</tr>
<tr>
<td>3%</td>
<td>Planning a virtual learning environment for fall (at least in the beginning of the semester)</td>
</tr>
<tr>
<td>3%</td>
<td>All virtual learning environment for fall</td>
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FINAL THOUGHTS

UPCOMING EDUCATIONAL PROGRAM TOPICS:

- Back to Campus: A Roadmap for Safely Reopening Your Store
- Mindfulness & Self-Care *Mental Health & Wellness Part 1*
- Leading & Taking Care of Others *Mental Health & Wellness Part 2*

*Registration Details Coming Soon:*
https://www.nacs.org/educationevents/online.aspx

From *Gilberto Garcia*: Feel free to reach out if you have any questions or want to chat: GRGarcia@UCSC.edu. Always happy to help.