Adapting to Virtual Orientations

May 14, 2020

Facilitators: Stacy Elofir, Director and Makea King, Marketing
from University Store, Towson University, MD
Poll #1

Is your institution currently planning or using virtual orientations?
Today’s 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
What are your fears or triumphs as your institution implements a virtual orientation?
“UCSC piloted a virtual orientation last year. It was catastrophic to in-store sales.

However, we now have a system/relationship in place that works to our advantage this year. We are working with our orientation director to enhance participation in UCSC’s Canvas virtual orientation.

We are putting together a new welcome video along with technology bundles, school supply packs, and school spirit packs. Also, we have secured communications that orientation will be sending out to all incoming students in the summer.”

– Gilberto Garcia, The Bay Tree Bookstore, UC Santa Cruz, CA
Tech Sales Impact?

Let's hear a few responses!

Kimberly Anvinson
April 6 · 🌐

Our campus just announced that summer orientations will occur online. As you know, this will kill our technology sales.

Has anybody else been running a virtual orientation or will be doing it this summer? Looking for best practices and ideas. TIA

2 likes

Let’s hear a few responses!
Raise your hand to share verbally or type into chat
Another opportunity for a high level of customer contact is with promoting course material sales and especially price comparison (i.e. Verba) or textbook reservations / pre-packs.

Share your thoughts and ideas on how you are planning to handle these situations.
STAYING CONNECTED
Breakout Groups Question #1

How have you stayed connected with your students?

Share your successes and ways to improve
Breakout Groups Recap

Let’s hear a few responses!

Raise your hand to share

and/or

“Chat” your group’s responses
How are you promoting online sales?

- FREE SHIPPING
- email blasts
- CURBSIDE PICKUP
- expanding products on website
- online promo codes
- BUNDLE OPTIONS
- social media
- SHORT PRODUCT VIDEOS
- PARTNERING WITH ADMISSIONS

MORE IDEAS?
Use “chat” to share your responses
Poll #2

How involved are you in planning and outreach for orientations (not virtual)?
“Our campus has been doing 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.”

– Allison Hartel, CU Bookstore, University of Colorado Boulder

“**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.”

– Suzanne Donnelly, Cal Poly Pomona
Breakout Groups Question #2

What opportunities do you see for collaborating with your campus’ orientation group?

Share ideas you’ve done or want to do.
Breakout Groups Recap

Let’s hear a few responses!
Raise your hand to share
and/or
“Chat” your group’s responses
Poll #3

What are your campus plans for fall semester?

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FINAL THOUGHTS
Upcoming Topics

Registration details coming soon!

Back to Campus: A Roadmap for Safely Re-Opening Your Store

Mindfulness & Self-Care
(Mental Health & Wellness Part 1)

Leading & Taking Care of Others
(Mental Health & Wellness Part 2)
THANK YOU!
nacs.org/educationevents