

# Southwest College Bookstore Association

July 2024

## NEWSLETTER

### OFFICERS

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**Administrative Assistant: Starla Marshall**  
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***College graduation marks the culmination of years of hard work, dedication, and academic achievement. It's a significant milestone in a person's life, symbolizing the completion of one chapter and the beginning of another.***

***For college staff, faculty, and administration, it's one of the best times of the year. It means our job is done and we have helped to create the future with new, successful college graduates.***

***Building connections with students goes beyond simply providing them with textbooks and supplies; it's about making them feel valued and supported throughout their academic journey.***

**Interacting with students in a meaningful way can involve various strategies. Here are a few suggestions:**

- **Greet them warmly: A simple smile and greeting can go a long way in making students feel welcome. Let them know you're there to help with whatever they need.**
- **Engage in conversation: Take the time to chat with students when they come into the store. Ask about their classes, their interests, or how their day is going. Showing genuine interest in their lives can foster a sense of community.**
- **Offer assistance: If a student comes in looking for textbooks or supplies, offer to help them find what they need. Be knowledgeable about the products you sell and provide recommendations based on their requirements.**
- **Provide support during the transition: Many students may feel overwhelmed during the first few weeks of classes. Let them know that they can always come to the bookstore for assistance or just to talk. Offer resources or guidance if they're struggling academically or personally. Reach out to others on campus for additional assistance.**
- **Create a welcoming environment: Make the bookstore a comfortable space where students want to spend time. Consider adding seating areas, decorations, or even a coffee bar to enhance the atmosphere.**

**By making your bookstore a hub of support and community on campus, you'll not only increase foot traffic but also become an integral part of students' college experiences. Recognition from students and campus leaders, like the SBG President's acknowledgment in his recent commencement speech, is a testament to the impact the bookstore can have in the lives of our students.**

Kathryn Vanover  
President SWCBA  
2023-2024



# CONFERENCE NEWS

**FREE  
REGISTRATION  
FIRST  
30 STORES  
TO REGISTER!**



**NEW TO SWCBA?  
ANNUAL MEMBERSHIP  
FOR 2024  
IS WAIVED!**

**OCT. 20-22, 2024  
STILLWATER, OK**



**CURRENT BOARD MEMBERS & VENDORS ARE EXCLUDED**



# 2024 SWCBA EDUCATION SESSIONS

## **Digital Learning Opportunities, Tom Hirtzel, Verba Vital Source**

Beyond Access and Affordability: The New Role of the Campus Store

This session explores how college bookstores can transcend their current roles to become vital hubs of academic support, significantly impacting students' learning experiences and outcomes.

## **Creative Marketing Strategies on a Shoestring Budget NACS presentation**

Tailored for campus stores operating on a tight budget, this session will focus on out-of-the-box marketing strategies and cost-effective tactics to help your store stand out and engage your student community.

## **Maintaining Your Independence: Strategies & Tactics to Limit/Prevent College Store Outsourcing Jon Bibo, ICBA**

In this session, we will provide and review a detailed "Healthy Store Checklist" ICBA has developed for independent stores to use as a self-assessment tool to help encourage administrators appreciate your efforts and discourage them from even considering outsourcing.

## **Seasons of Success- Vicki Marvel**

Creative ways to bring awareness to your store and create foot traffic to achieve your goals

## **Innovation in Education: The Impact of Surface, AI, and Copilot+PC." - Microsoft**

This session will explore the integration of Surface devices with advanced AI capabilities, highlighting the benefits for educational environments and showcasing the seamless interaction between Copilot and PC for an enhanced learning experience.

## **Keynote Speaker - Edie Ingram**

### **Refresh, Renew, Reenergize at Work**

By the end of this session, you will have a comprehensive understanding of how to effectively refresh, renew and recharge. You'll be equipped with practical tools and techniques to manage stress, improve your well-being, and maintain a healthy balance in your life. Let's embark on this journey together towards a more refreshed renewed and recharged you!

# Vendor Update

## **BibliU Campus, Inc., formerly known as Texas Book Company, Announces Sale of Wholesale Division to New Entity Owned by TextbookRush.com and Book Dog Books LLC**



*Greenville, Texas, May 24, 2024 – BibliU Campus, Inc., a leading provider of academic course materials, is pleased to announce the sale of its wholesale division to an entity owned by TextbookRush.com and Book Dog Books LLC. This newly formed entity, Texas Book LLC, will continue to operate under the Texas Book Company name at its existing facility in Greenville, Texas.*

*This strategic acquisition represents a significant milestone in the academic course materials industry, merging the expertise and resources of two prominent companies to better serve colleges and universities nationwide.*

*Texas Book LLC aims to leverage the combined strengths of TextbookRush.com and Book Dog Books LLC to enhance service delivery to educational institutions. The integration of BibliU Campus, Inc.'s wholesale division with the innovative approaches of these two organizations will create a powerhouse capable of addressing the ever-evolving needs of the academic market.*

*"We are excited about this acquisition and the opportunities it brings," said Phil Smyres, owner of TextbookRush.com and Book Dog Books LLC, "By combining our resources and expertise, we are poised to offer unparalleled service and value to colleges and universities nationwide. This move aligns with our commitment to enhancing the accessibility and affordability of educational materials."*

*BibliU Campus, Inc. has a long-standing reputation for excellence in distributing course materials in higher education. The sale of its wholesale division marks a strategic decision to focus on the core operations while ensuring its wholesale business's continued success and growth through Texas Book LLC.*

*BibliU Campus, Inc. will continue to own and operate its campus retail division, providing the highest quality of service and products. This focused approach will allow BibliU to enhance its retail operations and better support the campus communities it serves.*

*"We believe this transition is in the best interest of our wholesale division and its future development," said David Sherwood of BibliU Campus, Inc. "The synergy between our wholesale division and the capabilities of TextbookRush.com and Book Dog Books LLC will foster innovation and efficiency, ultimately benefiting our customers and partners in the education sector. This allows us to concentrate on a core competency of BibliU, retail operations, enhancing our ability to support the academic communities with innovative solutions and the highest quality customer service."*

*The acquisition was completed on May 24, 2024, with plans in place to ensure a seamless transition for all employees, customers, and suppliers. Texas Book LLC is steadfast in its commitment to upholding the high standards of service and quality that Texas Book Company, TextbookRush.com and Book Dog Books LLC are renowned for, providing a sense of reassurance during this period of change.*

### **About BibliU Campus, formerly known as Texas Book Company**

*BibliU Campus, BibliU's campus management division, offers Universal Learning+, a complete suite of store services, and enables institutions to operate a robust physical and/or online store while seamlessly leveraging a digital content delivery model that will support improved student affordability and outcomes.*

### **About TextbookRush.com**

*TextbookRush.com is a premier provider of new and used textbooks, offering a variety of academic resources to students and educators.*

### **About Book Dog Books LLC**

*Book Dog Books LLC specializes in the sale and distribution of academic materials, committed to supporting the educational community with high-quality resources and services.*

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*Julia McKee*

*Senior Marketing Manager, BibliU*

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# SAVE THE DATE

**SWCBA 2024**

**October 20-22, 2024**

**Stillwater, OK**

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**Sports Licensing & Tailgate Show**

**January 22-24, 2025**

**Las Vegas Convention Center**

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**ICBA 2025 Conference &  
PRIMEtime**

**Feb 2-7, 2025**

**Sheraton Grand Chicago  
Riverwalk**

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**CAMEX 2025**

**February 19-23, 2025**

**Fort Worth, TX**

# NACS UPDATE

- Session ideas and proposals are currently being accepted for CAMEX 2025 through July 31. CAMEX Call for Proposals
- Lacey Wallace recently offered a webinar on Student Watch findings. The recording is available to NACS members on NACS University.

## **Registration will open soon! Save the date:**

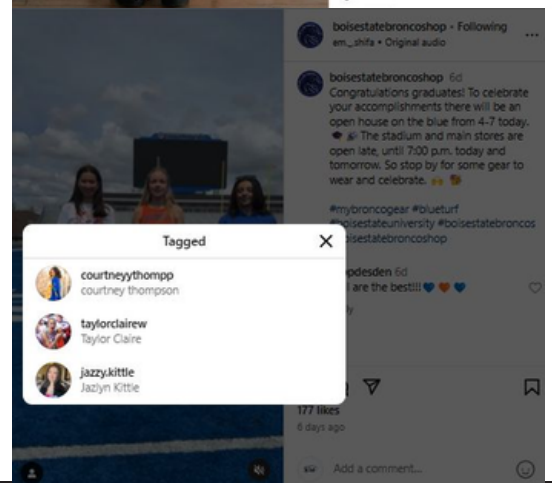
- Textbook Affordability Conference is November 7-8, 2024 in Chicago, IL.
- CAMEX is February 19-23, 2025 in Ft. Worth, TX.



# FROM ICBA

For the 🥰 of tagging!! Kudos to stores like Boise State Bronco Shop, UCLA Store, & UMass Store for often tagging their ambassadors/models/employees in IG posts (as well as other orgs!). The higher volume of engagement around tags & mentions is always palpable. The best peeps who appear or create in social already have their own networks and with the same affinities, so it's an awesome help. Being human is being real, engaging, authentic, & connective. Some quick looks at social accounts rapidly bear out the effects of being able to directly show or evoke emotion. Aside from tagging folks as mentioned above, here are other considerations to improve engagement:

1. Show humans
2. Show more than one human
3. Show the people smiling/emoting/gesturing
4. The "far off" gaze is generally less effective than the direct smile to the camera (and you're not a fragrance brand (yet?))
5. Show animals too!
6. Use your community's unique landmarks/idioms/visuals/language—these are all about community connections
7. Aside from tagging people/places/orgs, use the hashtags that these community stakeholders also use (since those affinities exist!)
8. And you probably already know about the power of those collab posts 😊



We welcome our members to share news, events, promotions, etc from their Bookstores to be featured here. Please email [kathryn.vanover@neo.edu](mailto:kathryn.vanover@neo.edu).

# SWCBA COMMITTEES

## **Education Committee**

Jody Danaher-Co-Chair (jody@thefanaticgroup.com) Fanatic Group  
Terri Mitchell- Co-Chair (terri.mitchell@navarrocollege.edu) Navarro College  
Dave Mulberger (dave.mulberger@okstate.edu) Oklahoma State University  
Sherri Dykes (s.dykes@sscok.edu) Seminole State College  
Maudley Clermont (mclermont@hbu.edu) Houston Christian University

## **Marketing & Technical Committee:**

Kathryn Vanover-Chair(Kathryn.vanover@neo.edu) Northeastern Oklahoma A&M College  
Debbie Cottrell (dcottrell@umhb.edu)The University of Mary Hardin- Baylor  
Starla Marshall (swcba@swcba.com) Admin. Asst. retiree Oklahoma University  
Paula Lein (paula.lein@tvcc.edu) Trinity Valley Community College

## **Nomination Committee:**

Terri Mitchell- Chair (terri.mitchell@navarrocollege.edu) Navarro College  
Julie Buchanan (jbuchanan@nmjc.edu) New Mexico Junior College  
Starla Marshall (swcba@swcba.com) Admin. Asst. retiree Oklahoma University  
Kerry McCorkle (kmccorkle@mbsbooks.com) Missouri Book Services

## **Annual Meeting & Site Selection Committee:**

Cherry Bailey-Chair (cherry.bailey@okstate.edu) Oklahoma State University  
Starla Marshall (starla.marshall@okstate.edu) Admin. Asst. retiree Oklahoma University  
Kathryn Vanover-Chair(Kathryn.vanover@neo.edu) Northeastern Oklahoma A&M College

## **Budget & Finance Committee:**

Terri Mitchell - Chair (terri.mitchell@navarrocollege.edu) Navarro College  
Beth Ann Kidd (bkidd@tvcc.edu) Trinity Valley Community College  
Reggie Coleman (woodie.r.coleman@occc.edu) Oklahoma City Community College

## **Strategic Planning Committee:**

Mike Kelly- Chair (mkelly@texasbook.com) Texas Book Company  
Terri Mitchell (terri.mitchell@navarrocollege.edu) Navarro College  
Kellie Ranum (kellie.ranum@vitalsource.com) Vital Source  
Starla Marshall (starla.marshall@okstate.edu)Admin. Asst. retiree Oklahoma State University

## **Membership Committee:**

Beverly Constable- Co-Chair (bconstable@firesideind.com) Fireside Industries  
Heidi Morris- Co-Chair (heidi.morris@eac.edu) Eastern Arizona College Campus Store  
Erin Green (erin.green1982@navarrocollege.edu) Navarro College  
Kami Morgan (kami.morgan@navajotech.edu) Navajo Technical University  
Melissa Nieto (melissa.nieto@victoriacollege.edu) Victoria College Bookstore  
DJ Bauck (djb@cisport.com) CI Sport  
Bryan Curry (bryan@cisport.com) CI Sport

# ***Lunch & Learn Sessions***

## **PAUSING LUNCH & LEARN**

Taking a moment to make sure we are serving our membership with the Zoom Sessions. We will always look for ways to engage and educate our members and we encourage you to make suggestions of ways to accomplish that task.

# HAPPENING NOW

IN THE  
NEWS!



Resources

Navarro College & Vital Source were awarded the Power Learner Potential Award, and @LearningImpact Gold Award, in partnership with @NavarroCollege. We're honored to receive this recognition of decades of innovation and solving for affordable access.

NACS Foundation – <https://www.nacsfoundation.org/>  
Arkansas Department of Higher Education – <https://adhe.edu/>  
Louisiana Board of Regents – <http://www.regents.la.gov/>  
New Mexico Higher Education Department – <https://hed.nm.gov/>  
Oklahoma State Regents for Higher Education – <https://okhighered.org/>  
Texas Higher Education Coordinating Board – <https://www.highered.texas.gov/>

DUES

Have you paid your annual dues yet? Your dues help SWCBA to stay active as an association. Have you paid yours?

Contact Starla Marshall at [SWCBA@swcba.com](mailto:SWCBA@swcba.com) to receive an invoice.



# Stay in Touch



Follow SWCBA on Facebook!

Like our page & stay connected!

<https://www.facebook.com/swcba>

## Got News?

Reach out to our team and let us share what you have with our store members.

## E-MAIL US



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