



SOUTHWEST COLLEGE BOOKSTORE ASSOCIATION

**Official Board
Procedure & Policy
Handbook**

January 14, 2025

Southwest College Bookstore Association Policy & Procedures Handbook

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OFFICERS/BOARD OF TRUSTEES

A. SUMMARY OF TRUSTEE RESPONSIBILITIES

Trustees should recognize their authority as being limited to:

- a. Providing vision and mission for the Association in a manner deemed beneficial to the Association.
- b. Effecting duties as provided by the Bylaws and/or by general or specific laws.
- c. Providing fiscal responsibility to manage the assets and resources of the Association prudently.
- d. Establishing policy to ensure ongoing effectiveness and efficiency for the Association.
- e. An administrative assistant will be employed to be responsible for the day-to-day operation of the Association under the supervision of the Board.
- f. Reporting and representing the needs of the constituency represented.

Trustees recognize that, except when the Board is in a formal meeting, their rights and authority are the same as the rights and authority of any individual member of the Association. No individual trustee may act on behalf of the Association unless explicitly delegated that authority by the Bylaws of the Association or by action of the Board.

Trustees recognize the need to avoid conflict of interest or impropriety, suggesting personal gain or profit by their office.

While an individual trustee may disagree with a policy or action adopted by the Board majority, said trustee should support said policy or action, which is the considered judgment of the Board. Within reason, any trustee who disagrees with a Board policy or action shall have the right and duty to present further evidence and argument to the Board for further consideration in a manner consistent with the Board's practices, and the Board shall have the duty of appropriately reconsidering its action.

Trustees shall publicly support and defend the Association and its employees when discussing matters with members of the Association and its various publics. Trustees shall limit any criticism of the Association and its employees to Board meetings or private conversations with other officers and trustees.

Trustees shall always recognize that they serve as a representatives of the Association and shall conduct themselves professionally, which fosters confidence and reflects positively on the Association and its members.

A Board position shall be declared vacant immediately when the individual filling that position ceases to meet the requirements for membership as defined

in Article III, Section 1 (A) and (B), of the Bylaws for a period not to exceed 60 days. In the case of a vacancy, the Board of Trustees shall have the power to fill the same by appointment until the membership group represented by the trustee elects a replacement at the position's elected expiration.

B. INSTRUCTIONS FOR TRUSTEES

The following instructions should be given to trustees before their installation.

1. Use of Trustee in Correspondence or Public Statements.

Trustees must exercise due care and judgment in their correspondence and public statements so that there shall be a clear separation and understanding of their personal or business views from their position as a Trustee of the Association.

2. Complaints and Correspondence to the Board or Trustee

Complaints made to an individual trustee or the Board of Trustees are deferred to the SWCBA President for resolution. General correspondence and inquiries for information may be answered by the individual trustee or deferred to the SWCBA President for an official answer.

3. Expenses

Expenses will be reimbursed for attendance of any meeting with board approval. Approval must be obtained before the meeting. Any other operating expense may be pre-approved for reimbursement by the Board.

4. Elections of Trustees

The annual election process works through the Nomination Committee as stated in the Policy and Procedures Handbook, Section II, G, and Article IV, Section I of the Bylaws.

5. Ethical Standards

The SWCBA will not participate in any agreement with any other association or association member to duly influence and/or boycott any individual or organization that attempts to sell in competition with college stores.

6. Legal Counsel

The SWCBA Board may designate a legal counsel. Counsel may be retained to offer legal advice in the areas of contracts, board decisions, and any matters that may require legal review.

7. External Auditor

The SWCBA Board may retain the services of an outside auditing firm to review our financial records yearly. The review shall be published on the

website once the Board has had time to review and accept.

8. Agenda

Any member of the Board or SWCBA member wishing to have an item placed on the agenda must submit their request in writing to the SWCBA Administrative Assistant no later than 5 days before the meeting date. A tentative agenda will be mailed/emailed to the Board before the meeting date.

9. Board Meetings and Conference Calls

The Board of Trustees will conduct an average of 9 meetings annually. Board meetings are open to the general membership. All meetings can be executed using video conferencing except for the annual meeting. Suggested meetings:

- A. Early spring is for the overall purpose of conducting association business unless the business can be conducted on conference calls and when the association has partnered with other associations and no face-to-face meeting is necessary.
- B. At the SWCBA Regional Meeting before the Association's general business meeting.
- C. At the SWCBA Regional Meeting following the installation of officers.
- D. At the discretion of the President to discuss goals and objectives for the Association.
- E. Upon majority request of total voting members of the Association.
- F. Via teleconference or videoconference when requested by the President or a majority of the Board.

10. Board Meeting Minutes

The minutes will reflect a complete, accurate record of all regular, special, and Executive Committee meetings. They shall be transmitted to each Board member within 30 days after adjournment date.

Within 30 days after they have been received and reviewed by board members for accuracy, any corrections should be made and sent to the Administrative Assistant. When the minutes have been corrected and given the final approval by the Board, it will then be submitted to the webmaster for publication on the SWCBA website.

Each board member will have the minutes and correspondence from the previous year made available to him/her before coming on to the Board.

11. Office Correspondence

Officers and Trustees shall receive copies of all critical correspondence and communications as determined by the SWCBA President.

C. Duties of the Officers

1. President

The President of the SWCBA serves a one-year appointment, after having served one year as President-Elect, and will serve a one-year appointment as Past President.

The President's primary function is to provide leadership and vision to the Association during his or her year in office. The President must try to know the members of the organization and solicit opinions and concerns. The President must identify advantages and opportunities that can empower the Association to reach its goals, and promote activities that will make it more effective in meeting the membership's needs.

The President is responsible for developing a list of recommended committee appointments and taking that list to the Executive Committee for recommendations and suggestions on each appointment. The President is then responsible for notifying committee members of their assignments directly or through the committee chairs.

Committee appointments are made by soliciting interest from the membership before the annual meeting. If insufficient interest is available, recruitment is sometimes necessary. The President looks for individuals who are eager to participate, have basic knowledge of the industry and the Association, and are willing to devote time to making the committee successful. All appointments will be made in compliance with committee guidelines. The President will be an ex-officio member of all committees.

The President must preside at all Board meetings. Face to Face Board meetings may be held (2-3) times a year. The first meeting is held following the installation of officers (following the last day of the annual meeting). The second meeting is usually held in the spring. At this meeting, recommendations from the Nominating, Education, Strategic Direction, & Host Committees are on the agenda and any other business that may be brought before the Board. The Board's consensus determines the time and place. The third is held at the annual meeting before the Association's general meeting. Any other meeting may be called as specified in the Bylaws. Agenda items should be solicited, and an agenda should be given to the board members at least five (5) days before all meetings. All meetings can be executed via teleconferencing except for the annual meeting, which should coincide with the annual education and trade show event.

When necessary, the President represents the SWCBA and/or in interactions with other regional and national associations. The President may attend one other non-SWCBA meeting on behalf of the SWCBA at the Association's expense.

The President invites the NACS President and/or NACS President-Elect to the annual meeting. One complimentary registration will be provided. A complimentary room will also be provided if available; both pay for their travel.

With help from the SWCBA Administrative Assistant, the President will prepare invitations to all retired members from the SWCBA to attend the annual meeting.

The President presides over the first-timers session, greets first-time attendees, introduces trustees and officers, presides over the general business meeting, acts as master of ceremonies at the annual awards function, recognizes committee service to the Association; coordinates any special awards, and presides over installation of new officers and trustees, works with the executive committee to coordinate all annual meeting activities.

The President writes a presidential letter for the website quarterly.

As authorized by the Bylaws, the President signs checks in the absence of the Treasurer. The President, as authorized by the Bylaws, signs contracts on behalf of the Association.

At his/her first meeting, the President will instruct the Treasurer and Administrative Assistant to prepare his/her books for the agreed-upon procedures for audit purposes. This will be an agenda item so that the minutes will reflect that action was taken by the President to conduct the agreed-upon report.

In the event the position of President becomes vacant, the President-Elect will immediately assume the position with all the powers and prerogatives.

2. President-Elect

The duties of the President-Elect are to exercise all the powers and prerogatives of the President in the absence of the President. Upon the President's death, resignation, or removal from office, the President-Elect will assume the office of President for the remainder of the term, after which he/she will serve the full term as the elected President.

This position is the first part of a three (3) year commitment to the Association, the 1st-year as President-Elect, 2nd-year as President, and 3rd-year as Past President.

The President-Elect serves as a member of the Executive Committee assists the President and Past President on committee appointments to encourage continuity on the committees, smooth transition between committee chairs from year to year, and opportunities for new people to serve the Association.

The President-Elect serves as board liaison on the Membership Committee. The Membership Committee or State Trustee will submit the names of prospective members to the SWCBA Administrative Assistant for inclusion in the next regular association board meeting. The President-Elect, along with the Membership Chairperson and/or State Trustee of the new member will contact these new members and welcome them into the Association.

The President-Elect chairs the Strategic Planning Committee,

The President-Elect is responsible for the annual review and update of the Official Board Procedure and Policy Handbook.

The President-Elect should have compiled a list of prospective chairpersons to serve during his/her upcoming administration. This list should be compiled, and he/she should confirm their willingness to serve no later than sixty (60) days before the annual meeting.

3. Past President

The duties and responsibilities of the Past President are to serve on the Executive Board, Chair the Nominating Committee, serves as the Associations' Parliamentarian and legislative liaison with the National Association of College Stores and a member of the Finance Committee for conducting the yearly budget and audit reports. Past President provides insight and guidance as needed to the President and President-Elect. This is the last year of the three (3) year commitment.

4. Treasurer

The incoming President will appoint this position from a current Store, Associate or Retired membership, subject to Board approval. As authorized in the Bylaws, the Treasurer shall have final custody of all monies of the Association, shall reconcile all funds received and deposited by the Administrative Assistant, and shall keep regular books of account with a complete and accurate record of all funds received and expended in the name of and to the credit of the Southwest College Bookstore Association.

The Treasurer will present the audit report at the annual spring meeting. In the absence of the Administrative Assistant, the Treasurer shall keep a true and accurate record of all meetings and shall transmit records of the proceedings to the President and Board within a reasonable time, not to exceed 30 days after the meeting adjourns.

The Treasurer shall be the immediate supervisor of the Administrative Assistant and handle monthly payroll duties and prepare the annual contract for this position.

The Treasurer position shall be a three-year commitment beginning on January 1 following an October board meeting and continuing through December 31 after the third year. This way, the then-current Treasurer can work with the incoming Treasurer as a past Treasurer for a smooth transition.

5. Administrative Assistant

This position performs various managerial and budgetary duties vital to the SWCBA. Under the general supervision of the Board of Trustees, the Administrative Assistant provides and maintains an office for the Association. The office serves as the association's location for day-to-day operations such as mail and communications, supporting the treasurer with accounting and financial activities, and maintaining current and historical records. Administrative Assistant is an authorized signer for the SWCBA checking account.

Responsibilities include administrative support to the Board of Trustees, Officers, and Committees of the Association. This position requires high interpersonal, organizational, oral, written, computer, and customer service skills and initiative in performing SWCBA support activities.

II. COMMITTEES

1. The Chair must be a current member.
2. Each committee will include at least one (1) board member acting as a liaison.
3. Chairpersons are accountable to the SWCBA Board. All official meetings, activities, and communications are to be documented and copied to the President.
4. Chairpersons are responsible for planning, organizing, and coordinating the committee's activities; submitting annual budget requests to the President; and leading and motivating committee members.
5. Except as authorized by the Board, committee communications are to be

conducted by telecommunications or e-mail.

6. Chairpersons are responsible for coordinating and communicating activities and information between the committee and the Board.
7. The President of the Association is an ex-officio member of all committees.
8. To promote continuity, the chairpersons shall remain on the committee and all committee participants, including chairs, should be rotated regularly.

A. Annual Meeting/Site Selection

Purpose: To actively seek out and determine annual meeting sites.

Goals & Responsibilities: Screen proposals for selecting sites

Recommended Committee Profile: The committee should consist of the SWCBA Executive board.

Recommended Calendar: The committee chairperson will present all acceptable proposals to the Board at its Fall Board meeting. The Board will announce the final site selected.

B. Budget & Finance

Purpose: To ensure the SWCBA records, maintained by the Treasurer and Administrative Assistant are reviewed annually by the Budget & Finance Committee.

Goals and Responsibilities: The Chair will act as liaison between the Board and the Treasurer and will work with the Treasurer to prepare the Annual budget. The committee and the Association's Past President are responsible for conducting the annual audit.

The Chair will act as a liaison between the Board and the Treasurer and will work with the Treasurer to prepare the Annual budget. The committee and the Association's Past President are responsible for conducting the annual audit.

Recommended Committee Profile: The committee shall consist of a Chairperson, a previous chairperson, and the SWCBA Past President.

Recommended Calendar: After the annual meeting, the committee will audit the procedures that have been agreed upon. The report will be forwarded to the President and Board Members before March 31st. The Chairperson will present the report to the Board in April.

C. Technology/Marketing Committee

Purpose: To implement/maintain a website.

Goals & Responsibilities: To provide effective and efficient communication and marketing for the SWCBA.

Recommended Committee Profile: The committee should consist of the Administrative Assistant, Webmaster and a Board Member designated by the President.

Recommended Calendar: On-going communication between the Administrative Assistant, Webmaster and the designated Board Member.

D. Education

Purpose: To implement and produce educational programs the Board deems necessary, and to provide input to the Board concerning additional programs, scholarships, and educational topics requested by the membership.

Goals & Responsibilities: Produce the educational programs for the Annual Meeting by developing programs and activities to enhance the ongoing professional growth of all Association members.

Recommended Committee Profile: The committee should consist of a chairperson, previous chairperson, trustees, and one (1) associate member.

Recommended Calendar: Conference calls will be held as needed with the Board. During the May Board Meeting, the chairperson will present a tentative agenda with subject matter.

E. Strategic Planning

Purpose: Annually review the vision and mission of the Association, Board Handbook and Bylaws.

Goals & Responsibilities: Make recommendations to the Board to achieve stated goals and objectives of the Association.

Recommended Committee Profile: The committee should consist of a chairperson, who is to be the President-Elect of the Association, Administrative Assistant and two (2) additional non-board members, with one (1) being an Associate.

Recommended Calendar: Conference calls when needed.

F. Membership Growth & Development

Purpose: To seek new bookstore and associate members and contact nonmember stores and vendors to encourage active participation.

Goals & Responsibilities:

1. Administrative Assistant will release a list of all current members and those

- who have not reinstated their membership.
2. Develop an aggressive membership development campaign.
 3. Focus on marketing the benefits of the association to stores and vendors and encouraging them to join and attend the annual meeting.
 4. An ongoing membership drive will be conducted.
 5. Report actions and progress to the board every quarter.

Recommended Committee Profile: The committee should consist of a chairperson, two (2) store members, and one (1) associate member.

Recommended Calendar: Monthly conference calls and emails as needed.

G. Nominating

Purpose: To provide a slate of officers and trustees to serve the SWCBA.

Goals and Responsibilities:

1. Present nominations for officers and trustees as outlined in the Bylaws
2. Associate member trustee nominations and elections will be conducted with the assistance of the current Associate Trustees.

Recommended Committee Profile: The committee will consist of a chairperson, who is to be the Immediate Past President, two (2) Store members, and one member from each Associate membership.

Recommended Calendar: The Chairperson will present a slate of nominees for officers and Trustees at the June Board meeting.

III. **Contracts:**

All contracts relating to the Association shall be approved and signed by the President and one of the following: the President-Elect or the Treasurer. In the event, the President is incapacitated or the President gives oral approval, the President-Elect may sign any legal document. The President will be notified and provided copies of such contract within 10 days of signing. The President shall have the authority to call a special board meeting to resolve any contractual issues. All contracts shall be subject to Board approval.

IV. **Membership**

Membership dues are due January 15. Members who have not paid by April 30 are deemed inactive. Members who pay dues by October 31 do not need Board renewal approval. Any member paying dues after the October 31 deadline will need their membership renewal approved by the SWCBA Board.

V. **Miscellaneous**

The **Lifetime Service Award**, the Southwest College Bookstore Association's

(SWCBA) highest honor, recognizes outstanding service and dedication to both the bookstore industry and SWCBA. Nominations for this prestigious award may only be submitted by current SWCBA Board members or past SWCBA presidents.

Nomination Process:

1. The President will issue a formal letter to all current Board members and past presidents to solicit nominations.
2. Letters will be distributed by March 15, with a reminder sent by April 15.
3. Nominations must be submitted using the official Nomination Form on the SWCBA website.
4. Completed nominations will be submitted to the Administrative Assistant and presented to 2 members of the Executive Committee and Prior Year Lifetime Achievement Award Recipient before June 1st.

Selection Criteria:

- The Administrative Assistant, Prior Year Lifetime Achievement Award Recipient, Treasurer, and two members of the Executive Committee will determine the Annual Recipient.
- If no nominees are submitted, or if a recipient for the current year cannot be agreed upon, the award will not be presented that year.

Qualifications:

Years of Service

- Must have been actively involved in SWCBA serving on the board or a committee for at least eight years, demonstrating long-term commitment to the association and industry.

Industry Leadership

- Must have demonstrated leadership within the college bookstore industry, such as mentoring peers, advocating for innovation, or influencing positive changes.

Advancement of the Industry

- Must have contributed to advancing the college bookstore industry through initiatives, programs, or advocacy that have had a measurable impact.

Exemplary Character

- Must have upheld the highest standards of professionalism, integrity, and collaboration throughout their career.

Educational Contributions

- Must have contributed to the educational mission of SWCBA by delivering workshops, training, or presentations that have provided value to the membership.

Community Engagement

- Must have actively engaged with the broader SWCBA community, fostering connections and promoting collaboration among members and stakeholders.

Innovation and Problem-Solving

- Must have demonstrated innovative thinking or problem-solving abilities that have positively impacted SWCBA or the bookstore industry.

Recognition by Peers

- Must have been recognized by peers within the association or industry as a role model or influential figure.

Commitment to SWCBA's Mission

- Must have consistently supported SWCBA's mission and objectives through their work and advocacy.

Award Presentation:

The Lifetime Service Award will be presented during the Annual SWCBA Meeting.

SWCBA Scholarships

Each year the Board may award registration scholarship(s) to attend the Annual Meeting. These scholarships are for the registration fee only.

The following criteria must be met to be considered.

1. The Board will consider scholarship applications based on membership standing.
2. Precedence will be given to a new store member or a member who has not attended a previous Annual Meeting.
3. Recipient must agree to serve on a committee the following year.
4. Recipients must write a news article regarding their Annual Meeting experience for the website.
5. There will be a limit of one scholarship awarded per participating store per year.
6. Recipients cannot receive a scholarship in any consecutive years.

Applications will be available on the SWCBA website ninety (90) days before the Annual Meeting. Interested applicants must submit their application of interest to the Administrative Assistant forty-five (45) days before the Annual Meeting.

Applications will be reviewed by the Executive Board and presented to the Board with recommendations for approval. Scholarship applicants should be notified forty-five (45) days before the Annual Meeting.

Non-Associate (Vendor) Member Annual Meeting Participation

Vendors that are not current members may exhibit at the Annual Trade Show. To be considered to exhibit at the trade show the following criteria must be met.

1. Non-member vendors will be charged the established annual meeting vendor exhibit fee and non-member exhibit fee to be established by the Board. Fees must be paid in full once the Board has granted participation approval.

2. Associate Non-Member Vendors wishing to exhibit must complete the Annual Meeting Registration requesting to exhibit as a Non-Associate Member and must list the merchandise/service planned to exhibit.

Registrations will be made available on the SWCBA website ninety (90) days before the Annual Meeting. Interested exhibitors must submit their registration to the Administrative Assistant sixty (60) days before the Annual Meeting. Registrations will be reviewed by the Executive Board and presented to the Board with recommendations for approval.

Non-Associate Member Exhibitors will be notified forty-five (45) days before the Annual Meeting.



Southwest College Bookstore Association

Mission

The Southwest College Bookstore Association's mission is to promote a high standard of business methods and ethics among its members, unite those persons and firms engaged in the sale, manufacturing and/or distribution of products and services to the campus communities of its member states, promote the common interest of individuals and companies who provide those products and services, assist members in their efforts to serve their respective campuses and disseminate industry ideas and information among its members.



Southwest College Bookstore Association Goals

Advocacy:

Proactively recognize and address industry issues in a timely and efficient manner.

Education:

Provide quality education programs to increase the professional and personal development of members.

Marketing:

Promote a continual and consistent recruitment marketing campaign to encourage new store and vendor association membership.

Service and Revenue:

Ensure viability and relevance to the membership.



Southwest College Bookstore Association Strategies

Advocacy:

Proactively recognize and address industry issues in a timely and efficient manner.

- Continual communication with members for discussion evaluation and dissemination of industry issues
- Provide membership with methods for discussion
- Provide membership with a united front for policy influence and issues

Education:

Provide quality education programs to increase the professional and personal development of members.

- Develop and Deliver member-driven educational and professional development opportunities via alternative delivery methods.
- Provide education and professional development on industry issues through annual conferences and webinars.

Marketing:

Promote a continual recruitment marketing campaign to encourage new store and vendor association membership.

- Provide a website that defines and describes the association's mission, goals, and strategies.
- Created and maintained marketing programs and materials to assist association members in recruiting new members.
- Maintain an effective organizational structure to accommodate changes in service and membership.

Service and Revenue:

Ensure viability and relevance to the membership.

- Provide yearly budget, financial statements, and audit reports to the membership.
- Identify additional revenue-generating methods.
- Successfully conducted the Annual Meeting and Expo.