



CACCS Board Meeting Minutes

Attending: Shelly Schrimpf, Kristin Bonetati, Jeff Whalen, Eric Magallon, Beth Gallagher, Dillon Rickard and Nick Karvia.

February 6, 2018

Conference Call 1-866-453-5550 #3681532

9:03 am

1. **CALL TO ORDER/ADOPTION OF THE AGENDA:** *Shelly*
Eric Magallon motioned to adopt the agenda. It was second by Jeff Whalen. Shelly Schrimpf, Kristin Bonetati, Beth Gallagher, Dillon Rickard and Nick Karvia were all ayes at 9:04am.
2. **DISTRIBUTION OF REPORTS:** *Mona*
Partnership email, Amendment & Agreement
2.3 Dues Collection & 2.4 Dues Comparison 2 Tiered
Motion to approve Partnership Contract (discussion later at 9:45 am) by Eric Magallon and Second by Nick Karvia. All ayes @ 9:04 am by Shelly Schrimpf, Kristin Bonetati, Jeff Whalen, Beth Gallagher and Dillon Rickard.
3. **ANNOUNCEMENTS** *Mona*
Website now has Past Presidents List available as requested by Shelly Schrimpf. The document is under: Resources, orange button to click on, currently. This will change and have a page of its' own soon and include Honorary Lifetime Members as well.

The Doubletree from Ontario called & asked if we would be interested in holding a meeting at their newly renovated hotel. After some discussion, I told them that we have become smaller since 2014.
4. **CONSENT ITEMS** *Shelly/Mona*
 - A. **APPROVAL OF December 11, 2017 Board Minutes.**
Financial Discussion.

Beth Gallagher motioned to approve the minutes with Nick Karvia second. Shelly Schrimpf, Kristin Bonetati, Jeff Whalen, Eric Magallon and Dillon Rickard were all ayes at 9:10 am.

It was suggested the minutes of the Board and Committees be put under the Membership on the website.

Motion by Jeff Whalen to approve CACS to pay NACS Foundation \$1000 of the \$5000 – 5 Year commitment FY2018 and second by Eric Magallon. All ayes were Shelly Schrimpf, Kristin

B. New Partners

Shelly/Mona

The Board discussed the Partnership Agreement & Amendment. It was decided to sign for another year. Partnership Freight has been good to CACS. The Board voted earlier in the meeting with no opposition. It was noted the original contract was dated with the year of 2009.

C. Communication Channel

Mona

5. Strategic Plan Agenda 2018 – 2020 brief update action items:

Shelly

Summary

To best serve our current and prospective members in light of the impact on collegiate retail of the major changes occurring in Higher Education, CACS will focus its leadership and resources on the following strategic priorities:

GOAL 1 Advocacy:

CACS will prioritize strong advocacy for the vital role of college stores in higher education by:

- a. Continuing current successful lobbying and education at the state government level.*

Jeff Whalen, Nick Karvia & Suzanne Donnelly is keeping up with legal issues. Assembly Cunningham's Office contacted Wilke Fleury. Jeff Whalen said the email was some students at San Luis Obispo had come forward wanting more from publishers on the edition changes. It has a lot to do about HEOA and Education Code. What was sent to Assembly Cunningham's Office, changes in Education Code 66406 (b)

66406. (a) The Legislature finds and declares that the production and pricing of college textbooks deserves a high level of attention from educators and lawmakers because they impact the quality and affordability of higher education.

(b) The State of California urges textbook publishers to do all of the following:

- (1) "Unbundle" the instructional materials to give students the option of buying textbooks, CD-ROMs, and workbooks "à la Carte" or without additional materials.

(2) Provide all of the following information to faculty and departments when they are considering what textbooks to order, and post both of the following types of information on publishers' Internet Web sites where it is easily accessible:

(A) A list of all of the different products they sell, including both bundled and unbundled options, and the net price of each product.

(B) An explanation of how the newest edition is different from previous editions.

(3) Give preference to paper or online supplements to current editions rather than producing entirely new editions.

(4) Disclose to faculty the length of time they intend to produce the current edition so that professors know how long they can use the same book.

(5) Provide to faculty a free copy of each textbook selected by faculty for use in the classroom for placement on reserve in the campus library.

(c) The Trustees of the California State University and the Board of Governors of the California Community Colleges shall, and the Regents of the University of California are requested to, accomplish all of the following:

(1) Work with the academic senates of each respective segment to do all of the following:

(A) Encourage faculty to give consideration to the least costly practices in assigning textbooks, varying by discipline, such as adopting the least expensive edition when the educational content is equal, and using a selected textbook as long as it is educationally sound, as determined by the appropriate faculty.

(B) Encourage faculty to disclose both of the following to students:

(i) How new editions of textbooks are different from the previous editions.

(ii) The cost to students for textbooks selected for use in each course.

(C) Review procedures for faculty to inform college and university bookstores of textbook selections.

(D) Encourage faculty to work closely with publishers and college and university bookstores in creating bundles and packages if they are economically sound and deliver cost savings to students, and if bundles and packages have been requested by faculty. Students should have the option of purchasing textbooks and other instructional materials that are "unbundled."

(2) Require college and university bookstores to work with the academic senates of each respective campus to do both of the following:

(A) Review issues relative to timelines and processes involved in ordering and stocking selected textbooks.

(B) Work closely with faculty or publishers, or both, to create bundles and packages that are economically sound and deliver cost savings to students.

(3) Encourage college and university bookstores to disclose retail textbook costs, on a per course basis, to faculty, and make this information otherwise publicly available.

(4) Encourage campuses to provide as many forums for students to have access to as many used books as possible, including, but not necessarily limited to, all of the following:

(A) Implementing campus-sponsored textbook rental programs.

(B) Encouraging students to consider on-campus and online book swaps so that students may buy and sell used books and set their own prices.

(C) Encouraging students to consider student book lending programs.

(D) Encouraging college and university bookstores that offer book buyback programs to actively promote and publicize these programs.

(E) Encouraging the establishment of textbook rental programs and any other appropriate approaches to providing high-quality materials that are affordable to students.

(d) It is the intent of the Legislature to encourage private colleges and universities to work with their respective academic senates and to encourage faculty to consider practices in selecting textbooks that will result in the lowest costs to students.

(Amended by Stats. 2006, Ch. 538, Sec. 131. Effective January 1, 2007.)

Students from Cal Poly San Luis Obispo contacted
Assembly Member Cunningham's office that in turn

contacted John Valencia of Wilke Fleury. John then got hold of us. Suzanne and Jeff will get in touch with one another. He thinks it is good we support, it mostly things we are doing now. Nick Karvia says we are supporting the students. Shelly Schrimpf asked if this can go on website and Suzanne Donnelly will give it to me to put on the website.

- b. Building deeper connections with legislators and policy influencers.*
- c. Achieving greater reach by allying strategically with other groups (e.g. state faculty and student associations).*

GOAL 2 Education:

CACS will provide guided, targeted, focused, connected experiences to our membership by:

- a. Developing education offerings that dive deeply into key topics/issues.*
- b. Leveraging subject-matter experts as needed from membership and other groups.*
- c. Creating opportunities for volunteer experts to create and share education content that are focused on specific needs/objectives rather than predefined roles.*
- d. Making CACS educational content available to more college stores.*
- e. Ensuring education penetration into each store's staff.*

Jeff Whalen requested CACS to have session for a merchandise buyer to obtain tips on how to do whatever or accounting or things that he/she can take back to their store and use. Jeff would like to see there are education sessions for entry level new to the industry. Shelly will pass this onto Dani O'Rourke, Chair of Education.

Kristin says she would like to bring assistant buyers to the meeting. Jeff's suggestion would be good for her assistants too.

Eric says we need to both. Education and shows are what makes CACS. Shelly says the education committee is strong with Dani O'Rourke (last years chair), Lia Dearborn from SDSU (Kim Mazycks' right hand person) and Jason Eisenmann from CSU-Long Beach who has been active with CACS.

Beth Gallagher said she talked to member that had not attended CACS before to make sure the group not only has sessions good for those new to the industry, but also to encourage stores to send their underdeveloped assets, who could benefit and flourish from education and thus help their stores.

- f. Develop and promote content to educate key related constituencies and influencers about the role and importance of independent campus stores.*

Shelly asked how do we make this happen? Kristin Bonetati says there was a book made for stores to show to campus leaders how the store supports campus. Mona said the presentation that was done a couple of year ago by Tom Bauer is ready to be posted under the Resource Tab of the Website. There are also other presentations available to the membership. Jeff Whalen says he was on the faculty senate at his District.

GOAL 3 *Connections:*

CACS will develop productive connections using concurrent, multi-level strategies by:

- a. Assisting our stores to build and strengthen connections with campus stakeholders.*
- b. Identifying and building relationships with key state constituencies and influencers in higher education.*
- c. Leveraging alliances with other organizations focused on collegiate retail industry.*

The Board discussed ICBA and Connect2One buying. There are other venues available to watch and attend such as Tailgate.

Utah Stores were invited to join us this year at The Peppermill in Reno. A letter went out to 17 stores on 12.20.2017. There will be a follow up reminder in March. Shelly knows most of them as a vendor and hope they will attend.

Phone calls from NCBA & SWCBA have been received at the CACS Office as well as emails. Kristin Bonetati is willing to do a Mega; she believes it is very profitable. Shelly Schrimp will be sending an email to decide the 3 representatives to do a Mega for CACS.

Travel is somewhat restricted to certain states. Nick Karvia says if using state money this is where there is a restriction. The information is on the state attorney's website that are blacklisted. Nick will send the list to the Board.

Shelly asked Kristin Bonetati, Dillon Rickard & Beth Gallagher if they would like to attend March 5 11:30 & 12:30 the State & Regional Leadership networking at CAMEX? She would like to go as a group. MBS Book Service will be sending field representatives whose territories include the ICBA area as well as corporate representatives. Since CAMEX is outside of Beth's territory, she will not be attending.

GOAL 4 *Relationships:*

CACS will facilitate beneficial store and vendor relationships that are mutually beneficial and strengthen our industry by:

- a. Creating unique and valuable opportunities for vendors and store buyers to partner. Take the year and see where Nacs is going before we decide on our next step.*
- b. Fostering networking between stores to share expertise.*
- c. Helping buyers learn and refine negotiation skills. Education and develop our website.*

The website needs to fix with verbiage when there is no job available. A simple line like "There are no current jobs available" until there is a posting or link. Mona to give Jeff Whalen access into the website.

CACS will also strengthen the association's leadership structure to be better support these goals by:

- *Reviewing CACS structure and governance and proposing necessary changes to the Constitution & By-laws*
- *Determining goals and metric for evaluating association offerings*
- *Launching a re-imagined communications plan that will:*
 - *Achieve wide-reaching penetration*
 - *Utilize social media effectively*

Shelly Schrimpf asked Beth Gallagher to post things weekly on Face book. instagram & twitter will get new content, but Face book will be the focus of the three. Beth asked the other Board Members to send items to her for posting.

Shelly has a goal in February to get some type of news brief out to the membership. Items will include, "do not forget to pay your dues" give update to membership and not let them feel like they are in the forefront and not in the background.

- *Feature focused topics and messaging*
- *Underscore organization's value*

7. *Business*

- A. *Chapter Office Report*
- B. *Good of the Order*

Mona
Shelly

8. *Adjournment*

Motion to adjourn the meeting by Jeff Whalen and second by Nick Karvia at 10:26am. Shelly Schrimpf, Kristin Bonetati, Eric Magallon, Beth Gallagher and Dillon Rickard were all ayes.

The next meeting will be April 4th & 5th at The Peppermill, Reno, Nevada. The meeting will start at 9 am in the Roma 2 Meeting Room. Shelly Schrimpf says that she plans on a half meeting day on April 5th and the goal is to be out by 1pm.