

# ALTERNATIVE REVENUE STREAMS FOR COLLEGE STORES



**MBS**

Image Courtesy of Barnes & Noble College



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# ALTERNATIVE REVENUE STREAMS FOR COLLEGE STORES

Uncovering potential revenue streams and innovative ways to increase profitability is necessary for college stores in today's financially turbulent times. Additional income sources help stores diversify revenue, decreasing dependency on traditional sales. These innovative solutions also help stores make a positive impact on campus and support school initiatives.

Students acquire significant debt completing their degree. The cost to attend college has increased 213 percent<sup>1</sup> since 1988, and until recent years, the cost of textbooks increased at an even more dramatic rate. Between 1977

and 2015, the cost of textbooks increased 1,041 percent.<sup>2</sup> Naturally, students search for financial relief and support anywhere they can find it.

This demand for college affordability has spurred a variety of educational innovations, especially with course materials. Industry-wide changes, such as inclusive access, OER, SFA restrictions and new course material formats, have created additional pressure on the college store to redefine its relevance on campus and show how the store serves students in a meaningful way.

## GEN Z SHOPPING TRENDS

**81%**  
like to shop at brick-and-mortar stores<sup>3</sup>

**73%**  
use stores to discover new products<sup>4</sup>

**21%**  
stopped an in-store purchase 3-5 times over the past year due to bad experience<sup>5</sup>

**22%**  
stopped an online purchase 3-5 times over the past year due to bad experience<sup>5</sup>

Image Courtesy of Barnes & Noble College



## BENEFITS OF CREATING NEW CAMPUS STORE REVENUE STREAMS

As the collegiate retail industry shifts, many stores look to new revenue sources that can close the gap created by lost revenue in traditional sales.

These innovative, out-of-the-box ideas have helped stores in three significant ways.

### 1. Supplementing top-line revenue

By bringing more money in, stores can weather industry changes and evolve with campus needs and expectations. This additional top-line revenue provides stores with more flexibility and secures the store's role on campus.

### 2. Increasing campus relevance

Stores that provide additional campus services create a deeper, more intrinsic connection between the store and campus. These services also demonstrate that the campus store is more than retail. It can be another student resource that supports outcomes and elevates the overall student experience.

### 3. Changing the way students view the campus store

Students often develop negative opinions about their campus store based on a single experience or on the experiences of others. By providing more student services, you can change student perceptions and increase the natural flow of traffic.

## HOW TO CREATE ALTERNATIVE REVENUE STREAMS

Adding revenue streams doesn't have to be difficult. For many stores, it started with an opportunity to expand services or to form a mutually beneficial partnership. For others, it was the result of developing creative solutions to meet the store's current demands and help fill a revenue gap.

Stores diversify their efforts by incorporating many different strategies. From engaging students to community outreach, stores nationwide have found ways to add valuable campus and community services that reinforce the store's relationship with students, faculty, administration and the community.

# BENEFITS OF NEW CAMPUS STORE REVENUE STREAMS

### DORA HILL

**Bookstore Manager, Mountain Empire Community College**

"The Help Desk, IDs and parking passes bring more foot traffic to the store. The historical books bring in community traffic. It is up to us then to provide an excellent customer experience so customers will return. Also, making IDs has helped us sell more lanyards, especially since we merchandise them right next to the ID station. The food service provides us with more sales. However, the biggest benefit to the store is securing our place on campus."

### KEVIN PHELPS

**Vice President of Retail Operations, University of Wisconsin Book Store**

"The students of the University have been the biggest benefactors. If the university didn't keep an on-campus tech store, the alternative was for students to leave campus to find all their tech needs. The University avoided that by letting us take over the tech store operations. It would have been sorely missed."

### RICK CROWE

**Associate Director of Marketing & Computer Store, UCLA Store**

"When I ran across the idea [Happy Returns], I thought that it seemed like a very low-cost way to bring in more customers. Now that we have the program, people are happy with the service. Most of the comments we get are about how great and convenient it is. I hate buying online because I don't want to return it. This mitigates that, and it gives us the opportunity to expand our customer base."

# PARTNERSHIPS THAT USHER IN SUCCESS

Partnerships bring many benefits to the campus store like increased foot traffic, more revenue and improved student experiences. Some of the most pressing issues collegiate retailers face can be solved through strategic on and off-campus partnerships. Beneficial alliances can be formed by campus stores with departments or organizations, the surrounding community, and third-party vendors.

## CONSIGNMENTS

### **UCLA Store creates new opportunities with consignments**

The UCLA Store fosters student and campus interest with pop-up shops and consignment events that increase merchandise variety. Through these events, the store's reach is extended beyond its walls to better serve the campus.

"We do different types of things throughout the year. It keeps people browsing our store to see what's new because the different pop-ups are only in the store for a limited amount of time," **Rick Crowe, UCLA Store Associate Director of Marketing & Computer Store**, said. "For example, we will do a poster sale usually during the fall and winter quarter. In the fall, students move into their dorms and want ways to decorate their space. We get a commission on that. We will also sell flowers during graduation and Valentine's Day. We usually set that up outside of the store in the locations that make the most sense. Those sales typically do very well. It's one of those things people don't think about until they're here."

"Another event that we have done for a long time is what we call our Bruin Bohemian Bazaar. It takes place on the patio outside of the store. It is typically held for two weeks every quarter but not during the summer," Crowe said. "We bring in a variety of consignment vendors for the bazaar. Each brings their own merchandise like handmade jewelry, crafts, kettle corn, accessories, tapestries,

succulents and more. We take a commission out of that. There's also some food concessions that take part in the event that we get a commission on as well."

Events like these bring in extra revenue without a large overhead investment. They also help the store keep an ever-changing inventory that offers every student something that fits into their lifestyle.

"The bazaar offers students the kind of stuff we don't typically sell in the store. Because of that, the event helps bring people into the store and attracts student attention."<sup>6</sup>



Image Courtesy of UCSD Bookstore

## ON-CAMPUS PARTNERSHIPS

### **UCSD Bookstore Sunshine Market creates revenue with an on-campus partnership**

The University of California San Diego farmers market is a hit. For 14 years, it has brought fresh, fantastic food options to campus every Tuesday. Co-run by the UCSD Bookstore

Pop-up shops generate \$80 billion a year.<sup>7</sup>

Sunshine Market and the Center for Student Involvement, the farmers market is going strong and engages students and alumni in campus life.

"Our store manages and co-runs the farmers market with the Center for Student Involvement on campus. We charge all vendors a 9 percent commission to participate and then our two groups split that," **John Poggemeyer, Buyer and Manager for the UCSD Bookstore Sunshine Market**, said. "The store does a lot of the day-to-day work, but the Center for Student Involvement helps us staff the market with students. They help us police the area, pick up trash, collect the load sheets for the farmers, write down vendor sales, etc. In the case of certified organic farmers, the farmers have to list exactly what they sold, such as 28 pounds of onions or 14 pounds of turnips or whatever. It can be a lot of paperwork, so it is good to have the help."

The farmers market has been a huge campus success, giving students, faculty and staff easy access to fresh produce and local restaurant vendors on the UCSD campus. At the same time, the bookstore supports student groups, alumni and the community.

"It's mostly local food vendors. Several are UCSD alumni which is great. We have everything from soup to nuts and everything in between. The market has Mexican food, Brazilian food, Hawaiian food, Filipino food, African food, crepes, tamales, barbecue, etc. My personal favorite — I go to it every Tuesday morning to get breakfast — is a place called Benedict's. They serve ten different versions of eggs Benedict with everything from traditional Canadian bacon to salmon and sausage and vegetables. They also make custom made omelets. They have a roasted potato that is to die for. It's fun," Poggemeyer said. "We have 14 hot food vendors, three certified organic farmers, a flower vendor, a cookie vendor that sells wrapped and packaged cookies and brownies, a gluten free pastry vendor, a poke bowl place, pretty much anything you could want. We actually have a new vendor starting next Tuesday. It is run by two

**"Our store manages and co-runs the farmers market with the Center for Student Involvement on campus. We charge all vendors a 9% commission to participate and then our two groups split that."**

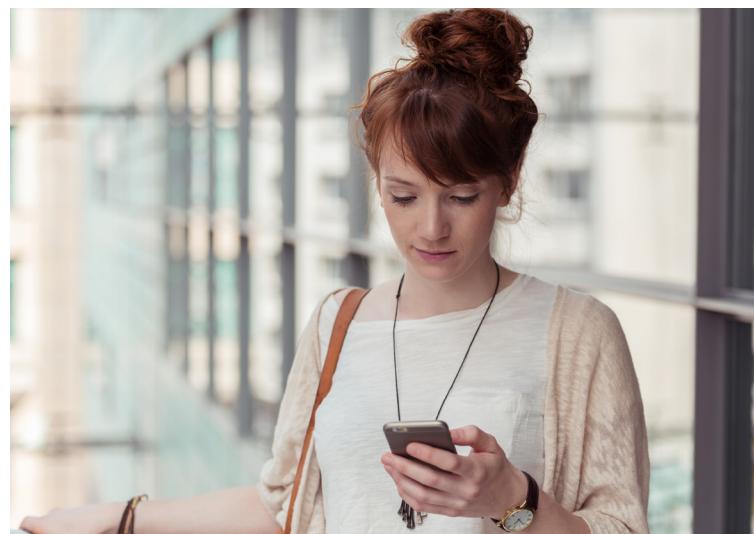
*John Poggemeyer, UCSD Bookstore Sunshine Market  
Buyer and Manager*

alumni, and they make Belgian waffle cones on site. The cones are filled with fresh fruit and whipped cream. In April or May, they will introduce ice cream as well."<sup>8</sup>

## THIRD-PARTY PARTNERSHIPS

### Web returns boost student engagement for the UCLA Store

College stores know that when more customers come into the store, sales increase. Therefore, it's valuable to look at the ways you can influence foot traffic even if it doesn't directly impact revenue. Events, large sales and flash sales are some of the most reliable ways college stores increase foot traffic, but many stores have looked beyond hosting events. They have established partnerships that bring in more foot traffic that can result in new business.



### Happy returns leads to happy customers

It is harder than ever to win students' attention. A fresh inventory selection helps but savvy stores like UCLA have added services that provide customers with a better, more convenient experience in the store.

"We recently brought in a program called Happy Returns. They handle the logistics for people who choose to buy items online but don't want to go through the hassle of making an online return," **Rick Crowe, UCLA Store Associate Director of Marketing & Computer Store**, said.

"We provide students with a location where they can easily bring in items they want to return, and we take care of the rest. The store doesn't get commission or revenue out of the program, but it does bring in people who otherwise wouldn't come here. It's been up and running for several

months. We have gotten about 30 to 40 returns every month since May. Generally speaking, those customers haven't been in our store before."

In addition to increased foot traffic, this program also provides students with a convenient service that demonstrates the UCLA Store is there to support and help them.

"When I ran across the idea, I thought that it seemed like a very low-cost way to bring in more customers. Now that we have the program, people are happy with the service. Most of the comments we get are about how great and convenient it is," Crowe said. "I hate buying online because I don't want to return it. This mitigates that and it gives us the opportunity to expand our customer base."<sup>9</sup>

## POP-UP SHOPS

### The University of Arizona BookStores bring in new products with pop-up shops

Pop-up shops help the University of Arizona BookStores test student interest in high-demand products from popular brands before they decide to order the products for the store.

"With the decrease of students purchasing actual books, we have to get them in somehow. Partnering with different companies for pop-ups allows us to bring in products that are in demand. We use these pop-ups to test out different product before we buy into it for inventory. Pop-up companies usually have relationships that we may not have with different vendors. This opens the door for collaborations and further reach with customers," **Jake Wright, Assistant Director, General Merchandise**, said. "So far, we've had between 10 to 12 different pop-ups in the store. These range from companies like Champion, Hype and Vice, and Chubbies to student-owned and run companies."

For stores thinking about adding pop-ups, Mr. Wright suggests that you form a true relationship with those vendors and listen to them about what works when marketing to the brand's audience.

"Don't be afraid to lean on the vendors. They know their audience, and they know what they want. It's okay to let go of the reins if you've done your research on that company. Give them the general guidelines of your customer demographic but listen to them on what's working," Wright said. "We've seen good traction with companies that have a larger social media following. Hype and Vice, a women's

tailgate apparel company, does a great job using social media. They understand how to drive traffic. We see different traffic in the store than we normally would."<sup>10</sup>



Image Courtesy of UCLA Store

### UCLA Store supports the campus community by hosting pop-up shops

The UCLA Store also partners with different companies to host in-store pop-up shops with the brands students love. Special pop-up events give the campus community the chance to see their favorite brands in the campus store.

"We explore and experiment with in-store pop-up shops as well. We will host tastings and various retail events. We try different things as the opportunity presents itself," **Rick Crowe, UCLA Store Associate Director of Marketing & Computer Store**, said. "We did a TOMS® trunk show last year, and we really tried to market the event. Mostly though, I think people were walking through and saw the event taking place. Then it became an opportunity for them to shop."

In addition to large consignment sales and pop-up shops, the store supports the campus community by hosting various pop-ups around campus.

"Our trade book section, the Book Zone, hosts different book pop-ups throughout the year in conjunction with book signings on campus. The signings are usually held away from the store in different areas of campus, so that's where we establish the pop-up locations," Crowe said. "The Book Zone also supports the psychology conference that is hosted here every year. They set up a little conference bookshop in our union and sell psychology books for the

duration of the conference. By going beyond the boundaries of our campus store, we can introduce ourselves to new customers and provide a needed service.”

For other college stores interested in establishing additional college store revenue streams, Mr. Crowe suggests that they bring something unique to campus and work to develop strong logistical and marketing support.

“Try to minimize your own inventory risk as much as possible, but also be willing to try something new. Get excited about the new things you offer and spread that excitement to the campus through your interactions and social media,” Crowe said. “Continue to look beyond the traditional retail model. Look at what your constituents want or need. If you can provide those solutions to students, staff, faculty, alumni and visitors, you will create a great foundation for the future.”<sup>6</sup>



Image Courtesy of Wisconsin University Book Store

## TECHNOLOGICAL OPPORTUNITIES

### **University of Wisconsin University Book Store expands student service with a tech store**

Recently, the University of Wisconsin University Book Store in Madison capitalized on a great opportunity and expanded its technology business. When it was announced that the University was closing its tech store, bookstore management stepped up and prevented students from losing an important on-campus service.

“As our University was exiting the tech business, we were quick to jump on the opportunity,”

*Kevin Phelps, Vice President of Retail Operations*, said. “We strongly believe that a University such as ours needs to have a retail tech store on campus serving Apple® and Dell™ customers. We also know that selling technology products is a core competency of most college bookstores across the country.”

In the evolving educational world, students require easy access to technology and support services. In the ECAR Study of Undergraduate Students and Information Technology<sup>11</sup> survey:

- Less than 1% of respondents reported that they did not have access to a smartphone, laptop, tablet or computer
- 98% reported using a laptop in at least one course

“With the Apple® contract taking as long as it did to get completed, we missed most of the summer orientation business which was a large part of the University’s business. We have, however, gotten up to speed quickly by hiring former employees of the University and are finally hitting our stride with merchandise flow, sales and marketing promotions,” Phelps said. “Ultimately, it worked out in our favor with the blessing from the University.”

Most importantly, though, students will continue to have on-campus access to the technology they need to be successful.

“The students of the University have been the biggest benefactors. If the university didn’t keep an on-campus tech store, the alternative was for students to leave campus to find all their tech needs,” Phelps said. “The University avoided that by letting us take over the tech store operations. It would have been sorely missed.”<sup>12</sup>

## IN THE ECAR STUDY OF UNDERGRADUATE STUDENTS AND INFORMATION TECHNOLOGY SURVEY:

**Less than 1% of respondents reported that they did not have access to a smartphone, laptop, tablet or computer<sup>11</sup>**

**98% reported using a laptop in at least one course<sup>11</sup>**

## **MECC Bookstore increases foot traffic with IT Help Desk**

The MECC (Mountain Empire Community College) Bookstore in Virginia has proactively worked to take on additional services and create new ways to bring customers into the store.

"We work hard to provide our diverse student population with the affordable educational materials they need to succeed. As most stores in the industry can attest, this has not been without its challenges," **Dora Hill, MECC Bookstore's Manager**, said. "The biggest challenge we currently face is OER. Mountain Empire Community College received a grant from the education reform group Achieving the Dream, which allows the college to cover the cost of transitioning from textbooks to OER. Since the implementation of this program, we have removed 32 feet of textbook shelving with more probably to come."

Looking at an uncertain future with diminished traditional revenue sources, store management began brainstorming ideas that would help them bring in additional revenue in inventive ways.

"I wanted to offer an IT Help Desk to help students with their laptop and tablet issues. The IT department actually beat me to the punch on that idea and had set up a Help Desk on campus. However, their location was not well traveled, so I approached the IT director about moving it into the bookstore. He loved the idea, so they moved it, and best of all, they man it," Hill said. "This brought more traffic into our store, without additional payroll. As a bonus, we set them up beside the computer products we sell, so if a student's laptop/tablet isn't repairable, the Help Desk staff can show them what we have available."<sup>13</sup>

### **OSU's University Store OrangeTech enriches the customer experience**

Cost-free tech services nurture student trust in the University Store from the start of the college journey, according to **Christy Lench, OrangeTech Assistant Manager**.

"It really helps build relationships. Students know we're here for them," she said. "It usually starts in the first year. That's when students buy a computer for school. Then they keep returning throughout their time at OSU."

When students know they can return to the campus store for free service, the initial sale revenue becomes only a small part of its long-term positive impact. Lench said that she worked nine years for a large tech retail chain before

she joined OSU's OrangeTech. Free services elevate the University Store above off-campus competitors. Students rely on OrangeTech's expertise and commitment to serving educational goals, according to Lench.

"It lets us start building relationships from day one. One thing we try to offer customers is a consistent experience" said Lench. "You can expect the people here to have the knowledge you need every time you come in. No matter what, you'll find someone with the same level of experience who's able to help you."<sup>14</sup>

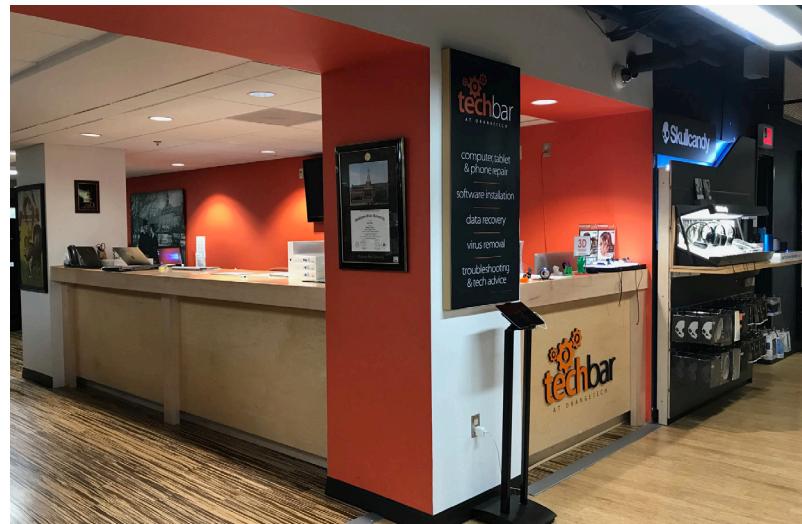


Image Courtesy of OSU OrangeTech

## **NEW PARTNERSHIP OPPORTUNITIES**

### **UCLA Store sees opportunity in esports**

Esports are competitive video gaming. Teams face off against one another to compete while fans watch them play an organized, multiplayer video game. It would be easy enough to dismiss esports here. It sounds simple. Some kids play video games while a few other people watch them. However, looking at the viewership numbers for esports, it is easy to see why this new sport is making headlines, has its own page on ESPN's website and is rapidly spreading across college campuses.

- In 2020, the global esports market will bring in an estimated \$1.65 billion in revenue.<sup>16</sup>
- 63 million Americans watched esports league games, matching the number of people who watch the NBA.<sup>17</sup>

In 2016, the National Association of Collegiate Esports (NACE) had six members and now it has more than 120, including large universities like the University of Oklahoma and the University of Missouri. Offering students the opportunity to participate in an esports programs has

already brought many benefits to participating campuses, such as enrollment boosts, improved student engagement and retention, and strengthening college brands.

The UCLA Store looks ahead to the upcoming opportunities esports provides to engage with students and improve student relations.

"We're definitely working on how the store can best support esports programs on our campus. We hope to become a partner with those campus teams and programs. We would like to be the place students go to get their esports accessories," **Rick Crowe, UCLA Store Associate Director of Marketing & Computer Store**, said. "We are already starting to stock some items. Through some of our vendors, we have brought in things like gaming chairs and gaming desks. We want to help provide the ancillary products that esports gamers need to continue succeeding in the sport."

The UCLA Store has taken an extra step beyond just selling esports products. It is also forming campus partnerships.

"We have partnered with people in the residence halls who run their own gaming labs. We are there to offer them our support. We might help them bring in a vendor who could throw some tchotchkies their way or help them promote their space," Crowe said. "I think we have some strong partnerships in place, so we are going to continue to see where that leads. We have also done a field trip to UCI and some of the places locally that have taken the lead on esports in the campus store industry. It's a pretty interesting opportunity."<sup>9</sup>

## ESPORTS

In 2020, the global esports market will bring in an estimated \$1.79 billion in revenue<sup>16</sup>

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63 million American watched esports league games, matching the number of people who watch the NBA<sup>17</sup>



# CLOSE UP: HOW THE BELMONT STORE CHANGED TEXTBOOK DISTRIBUTION

## THE BELMONT STORE PUTS STUDENT EXPERIENCE FIRST

"The university decided to move our operation to a smaller location. We could no longer accommodate textbooks on campus," Chapman said. "We had to be creative. We knew we had a good partner in MBS, so we approached MBS quickly and went to work."

Belmont students would need a simple and convenient way to get their course materials by the start of class. Looking at all the options available for course material distribution, Chapman decided a custom virtual bookstore solution designed for their campus would work best.

The virtual bookstore would give students an official, convenient channel to order their textbooks. However, the Belmont Store recognized they had an opportunity to do more. To ensure more students had their materials by the start of class, the store implemented an opt-out auto order solution through Barnes & Noble College powered by MBS.

"Students can go into the system and select what they want to purchase or what they don't. If the students don't go into the system at all, the books associated

with their schedule are automatically shipped," Chapman said. "With it being online, they can shop anytime, anywhere."

Going beyond shipping books directly to students, Belmont University offers students several delivery options, taking the student experience to the next level. Students can now select from three different free shipping options.

"The first is free shipment to their homes. MBS ships the books and we pay for the shipping. Or, MBS will drop ship us pallets of books. We take those pallets and do one of two things: We either deliver to the residence halls free of charge, or we put the books in a select location for pickup," Chapman said. "When students have their books delivered to their dormitory, we pay the residence hall staff a dollar per box of books to put them into the student's room. This gives the residence halls money that can go toward a student event or programming. If a student chooses to pick up their books, we staff a location where students can pick up their books for the first 14 days of the semester."<sup>18</sup>

# MAXIMIZE EXISTING RESOURCES

Creating alternative revenue streams doesn't always mean bringing something new into your store. You can increase revenue by maximizing your existing resources and updating your equipment and procedures to better meet customer expectations.

Stores have had success with everything from honing their social media and eCommerce strategies to creating campus and community events that help move current inventory. By critically assessing resources and developing specific strategies, a store can increase sales and remain relevant to today's audience.

## STRENGTHEN SOCIAL MEDIA

### **University of Arizona BookStores boost revenue with social media**

The University of Arizona BookStores has cracked the code for converting social media engagement into store sales. Social media has tremendous potential to raise campus awareness and interest in store events and services. How can that potential be translated into a revenue generating idea for college stores?

"It's important to know who your audiences are on each platform. That way, you are not bombarding all your channels with the same posts. The University of Arizona BookStores is on Facebook, Twitter and Instagram. We tailor our messages to those audiences on each platform. Therefore, each platform has a different marketing strategy. Some campaigns, however, are advertised on all channels, depending on the content," **Dennis Lusiana, Assistant Director, Marketing and Communication**, said. "Our students are on Instagram, so we create engagement there. Our faculty, staff and campus departments are on Twitter, so we push out information on that platform. The community is mostly on our Facebook. Since our bookstore does a lot of community engagement, we post our literacy events, book drives and sales on Facebook."

The University of Arizona BookStores also developed a strategy to boost engagement and grow their audience by understanding how each platform works and who their target audience is on the different channels. They form strong relationships with departments and organizations that support their campus, creating new opportunities.

"Last year, we worked with Central Marketing and Brand Management to promote our Nike shoes, and we reached

26,900 organic impressions with 2,300 engagements. We also worked with them during back-to-school to encourage Wildcat Fridays. That's where we ask all faculty, staff and students to wear red and blue on Fridays. All the departments on campus joined in posting the same video," Lusiana said. "We also partnered with athletics to start a voting poll that selected our last football game of the season's t-shirt design. We had 27 campus departments share the post. We received 1,174 votes. My advice is to work with other departments on campus. Create the partnerships, especially with the all-stars on campus who have a great number of followers."



Image Courtesy of University of Arizona BookStores

There are many ways a college store can monetize its social media efforts. On Instagram, stores can easily create shoppable ads where up to five items can be tagged and linked to your eCommerce site. You can also use social media to build excitement around store events and sales.

"Social media helps our store drive revenue, especially when we partner with other departments on campus. For example, we partner with the Alumni Association to promote our Graduation Festival and with Athletics to promote football and basketball shirts or items for each game. This, along with our call-to-action on each post, drives traffic to our website, because we link each product we are promoting to our website," Lusiana said. "When we have partnerships with vendors and do pop-ups, we create paid ads that drive traffic to the store. When Champion did their pop-up, we spent \$200 advertising on Facebook and Instagram. The ad had 31,891 impressions. When Hype and

Vice came to our store, we had a line of people circling throughout the store from the 500 people watching our Instagram stories.”<sup>10</sup>

## EVOLVE YOUR ECOMMERCE EFFORTS

### **UCLA Store uses an email service to convert more abandoned carts**

It isn’t a secret that students spend a lot of time online. In the fast-moving virtual world, it can be even harder for campus stores to catch students’ attention and increase engagement. The UCLA Store also shared how they help their online store stand out from the competition.

“Our eCommerce site successfully reaches alumni and brings in customers who want spirit wear products. To help increase the site’s effectiveness, we recently started using a new email service provider called Bronto, which helps us manage our email lists better,” **Rick Crowe, UCLA Store Associate Director of Marketing & Computer Store**, said. “It really works well with things like abandoned carts. We are starting to see a lot of revenue come from a targeted email series to people who add an item to their cart but don’t complete the checkout process. We then send an email nudging them to complete the transaction. It says something like ‘Hey, you forgot this. We would love to send this merchandise to you.’ Some people get an offer for free shipping if they complete their order. We have really experienced good traction with that. We track how those customers are converted and it has really been enlightening.”<sup>9</sup>

### **KU Bookstore incentivizes online textbook ordering**

Located on the main campus of the University of Kansas, the KU Bookstore serves a large student population. As other stores around them closed and the online student

population grew, KU Bookstore’s customer base ballooned. The sheer volume of people being directed to their store made it increasingly difficult to provide all students with the great service they expect. To help streamline the textbook purchasing process, the KU Bookstore made some changes to incentivize online ordering.

“Our customer base had really grown to critical mass, and it threatened our ability to serve customers. So, we wanted to develop a way to continue to grow without being overrun the first week of class. The Textbook Door Delivery program really came from that,” **Kyle Whitley, KU Bookstore Textbook Manager**, said. “At its core, it is a free shipping promotion to incentivize online ordering. Basically, the program encourages students to preorder their textbooks. We have a campus initiative to ensure students have their books by the start of class. So, the last day of the promotion corresponds to the date when we would need to ship the order.”

Thinking beyond what they typically do, the store was able to come up with a solution that helped them better serve all of their customers and support campus initiatives.

“We started the program in 2014. That was our trial run. When we started it, we offered five days of free shipping. Our goal was to bolster online ordering the week prior to classes starting. We have the most books in the store at that time which helps us really crank out preorders,” Whitley said. “Over the next couple years, we slowly expanded the program, pushing the boundaries. Now, we offer 13 days of free shipping. We start as early as possible, inventory-wise, and keep it going until the last possible day where we can still process the orders and get them shipped out before classes start.”

By offering students a free shipping window online, the store has been able to increase the number of orders its site receives, which helps control store traffic and ensure that they maintain market share.

“We’ve seen an increase of about 4 to 7 percent in online orders every semester when compared to the same term the previous year,” Whitley said. “When I first started, students would come in as soon as they started summer classes. They would start placing online orders in July for fall classes. While most of our adoptions are in place, we are still getting new adoptions at that time. It wasn’t ideal. I wanted to encourage that behavior but a little bit closer to the start of the semester. This program has given students an incentive to wait until our information is as accurate as can be. That helps prevent refunds and returns as



Image Courtesy of KU Bookstore

adoptions settle in or instructors change their mind. It has helped build the mindset of ‘this is when we need to start ordering books.’<sup>19</sup>

## INNOVATIVE APPROACH TO COURSE MATERIALS

### Colorado State University Bookstore saves students \$4.1 million with inclusive access

The Colorado State University Bookstore has not only met new industry challenges but has also saved students more than \$4.1 million in the process with a creative approach to inclusive access.

“Our inclusive access digital online homework platform has been great for the store. Inclusive access has grown almost 300 percent on our campus since 2017. It’s now about 30 percent of our textbook business. For us, it has worked extremely well,” *Kurt Kaiser, Assistant Director of Textbooks at Colorado State University Bookstore*, said.

“One thing that distinguishes our inclusive access program is that we mainly target the homework platform, not straight eBooks. We’re not taking away from print books sales that much because of that. So, it hasn’t hurt our wholesale. The store can negotiate with publishers to lower the cost for students. It’s a great deal for students and good for the bookstore. I think inclusive is the way of the future for the homework platforms.”

Implementing any inclusive access program on campus requires input and buy in from many campus stakeholders. However, campus stores can lead these discussions and share course material expertise with the administration. To get started, Kaiser met with other college stores that have existing programs to learn from their experiences.

“My store director sent me to UC Davis to learn how they were doing their inclusive access pilot. When I got back, I presented the idea behind the program and how things would flow in our store to my boss. Once we were all on board, I reached out to McGraw-Hill and a specific instructor that had a class that fit into the requirements,” Kaiser said. “We all sat down to discuss how it would work so everyone was on the same page. After that initial pilot went through, we started recruiting other classes and publishers. We worked with our Vice President for Information Technology and Dean of Libraries to make sure the student information was being handled properly. He presented it to the Provost as well, so everyone on campus is behind it.”<sup>20</sup>

### CU Bookstore gets more wholesale and marketplace inventory

When the CU Bookstore had the opportunity to try MBS’ new ordering tool, they jumped at the chance, wanting to see if it really could help them get more books and save time. With SimpleSource stores can watch their wholesale fulfillment increase in real time, maximize fulfillment and set the percentage of inventory they want to source from the marketplace.

“Sourcing from the internet is very advantageous for us, but also time-consuming. If there was a way to get the benefits of online sourcing while reducing labor, we wanted to explore that,” *Jason Katzman, Assistant Director, Academic Resource Support*, said. “Receiving single orders is very time-consuming, so getting all those orders from MBS saves time.”



Image Courtesy of CU Bookstore

Katzman is happy with the number of books the store is getting through SimpleSource and the convenience of being able to monitor his wantlist fulfillment. SimpleSource has helped the CU Bookstore cut back on paperwork with a single shipment and invoice, maintain more control over price thresholds, and increase their fill rate.

“I don’t need to go to other vendors because my fill rate is so high. I get to see in real-time how things are working and what books are being supplied, so that’s great,” Katzman said. “We’re getting pretty near 50 percent fill rate on our wantlists, which is an outstanding number.”

Every store that uses SimpleSource can choose whether or not to source from the marketplace. Katzman came to the tool with a lot of past experience sourcing textbooks on behalf of the CU Bookstore. He said he’s trying a lot of

different approaches and testing the parameters to maximize the number of books they receive, and so far, the outcome has been positive.

"Those of us who have done a massive amount of sourcing on the internet know how valuable that is and how some wholesalers just can't supply books cheaply enough," Katzman said. "SimpleSource seems to change the economics of the online sourcing proposition. I would definitely encourage others to try it and to leave their wantlists with MBS for as long as they can."<sup>21</sup>



Image Courtesy of NDSU Bookstore

## FINDING NEW WAYS TO SELL OLD INVENTORY

### NDSU Bookstore makes room for new inventory with yard sale events

A few years ago, the NDSU Bookstore began hosting a summer yard sale event. The goal was to help clear older merchandise to make room for new fall inventory.

"Considering that it's summer, the yard sale is a pretty busy event," **Mary Sivertson, NDSU Bookstore Apparel Buyer**, said. "It gets everybody out of their offices, and it's a good way for us to clean out any older merchandise from the previous school year to make room for all the new, back-to-school merchandise."

The store hosts the yard sale event twice over the summer, once in June and once in July. Both events run from 10 a.m. to 3 p.m.

"It's a really fun event, especially if the weather is really nice. The first year that we did it, it was a beautiful day. We partner with NDSU dining services, and that really helps bring everyone out of their offices for lunch. At our most recent sale, we partnered with NDSU Meats, and they

grilled burgers and brats," Sivertson said. "People can have lunch while they look for great deals. We host the event in an area outside of our store. There are tables and chairs and benches where people can sit outside to eat lunch. We found that we're busy in the morning, but our peak sale hours are over lunch when everyone comes out and has time to shop. It's a lot of fun to see everybody on campus in the summer."

Advertising beyond the campus boundaries helps bring in the Fargo, North Dakota, community. Also, strategic event planning ensures that the yard sale is held when the campus has an ample supply of visitors: summer welcome.

"Another thing that we started doing is advertising the sale on University Avenue so people can see the signs as they are driving by campus. The signs say NDSU Bookstore yard sale. It helps draw people from the public onto campus because they want to check out the event," Sivertson said. "We also schedule these events when we have quite a few visitors on campus. The event is very popular outside, and it brings a lot of the visitors into the store as well. Part of its success is getting customers to shop in both areas."

Sivertson keeps yard sale pricing in mind while setting up the event. She also strives to create a fun and inviting atmosphere where people can find terrific deals.

"We really take a good look at older merchandise and consider marking down clothing styles with broken six runs if we are not reordering that particular style. We find the things that really need to go before new inventory arrives for football and back to school. Those items are then earmarked for the yard sale," Sivertson said. "Customers expect really good deals, and that's what we give them. The store can really move some inventory."<sup>22</sup>

## USING EXISTING RESOURCES TO INCREASE COMMUNITY ENGAGEMENT

### BYU Store's immersive retail enhances the school brand in the community

Retail store design plays a critical role in how students and the community view the campus store. When **Mark Clegg, BYU Store Director**, joined the store team, he knew he needed to lead the way in modernizing the store. His goal was to provide the campus community a school-branded immersive retail experience that would bring customers to the store time and time again.

Strengthening the student experience and enhancing the on-campus school brand was an important consideration throughout the store's redesign efforts. By creating unique

customer experiences that evoke school pride, the store ensures each person leaves with a positive, memorable experience. “I believe the mission and strategic focus of a campus store is to connect both the campus community and visitors with the brand. We have built into the new remodel a number of touch points,” Clegg said. “Fun displays engage customers and remind them of the BYU brand. Each new area of the store is appealing in and of itself, but woven together, they are designed to create an experience that entices the customer to wander and connect.”

These new store zones provide tailored customer experiences that change the way customers view on-campus retail. Students and the community can easily purchase anything they need while on campus from convenience store items to books, games, fashion and logoed apparel, and technology. Shoppers can also peruse the store’s Nike Zone and legacy collection luxury items like a pool table, fine leather purses and limited-edition hats.

“The modernization of the space attracts students and is more in line with what they expect. The design process was influenced, in some degree, from student surveys about the student union building,” Clegg said. “Students felt the building and the store were very dated. Students were a strong consideration when the design teams met. We believe the store changes will help students connect with the brand of the Y.”

In addition to improving the student experience, the store also set out to enhance its community connection by including an Interactive Learning Center designed for families and to welcome guests of all ages to the store.

“The Interactive Learning Center is a collection of trade books, learning activities, puzzles, games, etc. It is a very family-focused area of the store. Adults, youth and children all have something to engage with here. The area boasts a slide down Y Mountain and a train track with an actual train circumventing the ceiling area that weaves in and out of the trees. The trees have comfy seating around the trunk, a fire pit seating arrangement at the base of the mountain and a Y that lights up on the mountain. It is designed to be a location that allows parents to let their children play while they shop. It has become a real draw for families,” Clegg said. “We also work to have an excellent selection of bargain and full-priced children’s books. As we all know, this is a retail vertical that is somewhat struggling. We will continue to look for ways to engage the mind and hearts of our customers both young and old.”<sup>23</sup>



Image Courtesy of BYU Store

# CLOSE UP: CMU UNIVERSITY STORE INCREASES REVENUE WITH APPLE® DEP

## DEPARTMENTAL SALES BECOME A VITAL REVENUE SOURCE

Not long after *Jake Swanson, Technology Store Manager* joined Carnegie Mellon University (CMU) University Store, he was invited to a meeting with some of the nation's top minds in computer science. The topic: MBS Store Technology Solution's Apple Device Enrollment Program (DEP).

"One of my first meetings on this campus was with some very important people in the computer science program. They wanted to get DEP running," said Mr. Swanson.

Departmental sales are a vital source of revenue for the University Store, according to Mr. Swanson. The MBS system integration with Apple DEP has helped him further relationships with those essential customers.

"DEP has been excellent. It's increased our sales," said Mr. Swanson. "It lets us keep and maintain our relationships with departments and always offer new programs. Nothing is becoming stagnant, because we're able to offer DEP as a new incentive for them to order from us."

### HOW APPLE DEP CAN GIVE CAMPUS STORES AN EDGE

Apple DEP helps set the CMU University Store apart from competitors, according to Mr. Swanson.

"We have departments that purchase a computer for every student. They utilize the DEP program to get the computer pre-programmed, so the student doesn't have to do anything. They just open up the MacBook®. It's got all the programming they need on it. That's something no one else can do for them."

Mr. Swanson said that the program represents an excellent opportunity for other campus stores to develop a new, reliable revenue stream. The convenience and savings of a DEP program can entice departments to partner with the campus store for their large-scale device purchases.

"It's a huge opportunity for the university to save money and get new products out there faster for the students, faculty and staff. It's a really beneficial program for the university."<sup>24</sup>

# ADDITIONAL SERVICE OPPORTUNITIES

Partnerships and maximizing existing resources are great places to start when trying to increase store revenue, but college stores don't have to stop there. Many enterprising college stores have had success adding services. Those that can take on more campus services help redefine what collegiate retail is on today's college campuses.

## TAKE OVER ADDITIONAL STUDENT SERVICES

### **The MECC Bookstore increases customer base by performing necessary student services**

Faced with the challenge of declining textbook and general merchandise sales, *Dora Hill, MECC Bookstore's Manager*, knew they needed to expand their traditional approach to collegiate retail. One idea she had was to help further integrate the bookstore into the vital functions of the college.

"I approached college leadership about the bookstore making the student and employee IDs. This brings every student and new employee into the bookstore, where we could provide the type of service that would make them want to come back," Hill said. "It took a couple of years for this transition to happen. It finally occurred when the software needed to be updated. It was the perfect opportunity for us to take over the service."

By adding a service that every student on the Mountain Empire Community College campus would need, they were able to guarantee a steady stream of students visiting the bookstore. The store also demonstrated their willingness to go beyond retail and support the campus ecosystem.

"Shortly after we started making the campus IDs, I was approached by the Business Office about taking over the student parking passes as well. Never one to turn down an opportunity to make us more valuable to the campus, I

agreed," Hill said. "This has allowed us to serve as a one-stop shop for incoming students, which coincides with the 'One-Stop Shop' the Financial Aid, Enrollment Services, and Student Services offices provide all incoming freshmen.

"We get to meet every student on campus and are able to build relationships with them through both the bookstore and the grill," Hill said. "Because we provide these services, students don't feel like we are here 'just to sell them something' or, more importantly, to 'rip them off.' They get a chance to see we are here to help them succeed.

The students are more appreciative of our store and are more positive now when they do purchase any textbooks or supplies."

This positive attitude has strengthened the bond students feel toward the campus store. They recognize that the store goes above and beyond to make their experience on campus convenient and positive.<sup>13</sup>

## TAKE A RISK ON BIG OPPORTUNITIES

### **MECC Bookstore's bid for campus dining has big rewards**

MECC Bookstore isn't shy about taking risks on new opportunities, but perhaps the most unconventional opportunity was taking over the operation of the campus grill.

"The most impactful endeavor that we implemented was the food service business on campus. The college had always leased the food service space. However, when the last vendor left and the college put it out for bid, they did not get many offers," *Dora Hill, MECC Bookstore's Manager*, said. "One of the deans on campus asked me why we didn't put in a bid for it, so after getting my staff's

86%

look for exclusives and promotions including  
free samples, giveaways and contests.<sup>3</sup>

buy-in, I drafted a proposal and the rest, as they say, is history. The Red Fox Grill is now under the umbrella of MECC Bookstore and seems to have cinched our value to the campus.”

It was an idea with a lot of risk but also had the chance for a big reward. If the bookstore was able to pull off running the campus grill, it could provide a steady revenue stream and help ensure the future of the store.

“By far, getting the grill up and running was the most challenging. There were so many hurdles to overcome, such as dealing with state contracts, getting ServSafe® training for the staff and even just getting people hired. I think we overcame it through perseverance,” Hill said. “I knew this was important to us, the students and the campus, so I made a game plan and tweaked it where necessary. As a matter of fact, we are still tweaking things three years later. For example, at first, we didn’t cater for on-campus events, then we did. It was way too much for our operations to handle, so we finally met in the middle and now cater only during the summer months when the business is slower.”

Food service operations are different from bookstore operations, but the store has taken the time to learn the business and make the necessary adjustments. That flexibility has helped the MECC Bookstore make this endeavor a success.

“The food service provides us with more sales. However, the biggest benefit to the store is securing our place on campus,” Hill said. “Across the campus, we have received so much support for taking on these services, especially the food service. The students appreciate that they can get good, reasonably priced food without leaving campus, which studies have shown help with retention.”<sup>13</sup>

### **BYU’s store design enhancements improve the student experience**

Since 1906, the BYU store has served the campus and provided an invaluable resource for every new class of students. However, over the years, the store’s physical design had fallen behind retail trends and modern consumer expectations. Immediately seeing the store’s potential to elevate the student experience, **Mark Clegg, BYU Store Director**, set out to create a brand-new immersive retail experience.

“We have a rich heritage of supporting the campus community and our guests. Although the store has successfully operated for many decades, not much has been done to keep the store’s physical design modernized.

I arrived in July of 2015 and found the store in a state of not only disrepair but lacking in appeal,” Clegg said. “The carpet was worn, the fixtures were old, the layout was all wrong and not much had been done to give the customer a more current experience. I also found the store to be lacking in what I call ‘immersive retail’—the ability to deliver both products and experiences that connect your guests to the brand.”



Image Courtesy of BYU Store

The BYU students and community would benefit from a campus store with a more modern design that reflected their interests and lifestyles. He developed a plan and worked to gain the necessary campus buy-in to complete his store vision.

“The BYU Store is located on three levels. Over the past two and a half years, I have slowly funded small enhancements to both the lower and upper levels, but the main level, which draws nearly 10,000 people a day in foot traffic, was still very dated and unappealing,” Clegg said. “I developed a vision of what I believed would modernize the space and create a much more experiential shopping environment. Once I had the bones of that strategy in place, I presented it to the University CFO who I report to directly. I wanted to get a feel for his openness to some major changes. Thankfully, he responded very positively to the plans and after a number of months and presentations to various planning committees, I was able to secure approval to begin a large-scale total remodel to the main level of the store.

“This area is roughly 24,000 square feet. The remodel consisted of removing walls, removing the entire acoustical ceiling and grid, replacing flooring, new lights (both track and area), integrating a new sound system, installing a new security system and cameras, and creating “shopping

zones” within the space that appeal to the key demographics of our target customers. By removing the ceiling grid and tiles, we gained an additional four feet of ceiling height. We also painted the ceiling black to make it disappear,” Clegg said. “Our new zones are the Sweet Stop Candy Shop, an Interactive Learning Center and a large 16’X9’ viewing screen with in-store stadium seating called the Fan Zone. We also have a new concept Milk & Cookie Bar which serves both regular and chocolate milk with over 24 flavors that can be added. You choose your cookie dough, and have it flashed baked in 3 minutes. It is similar to a gelato bar. There’s nothing like hot cookies and milk.”

This attention to detail paired with a deep understanding of its core customer base allows the BYU Store to create an experience tailored for its customers’ preferences and lifestyle. By doing so, it creates an environment that is as inviting as it is functional for the people and campus it serves.

“We hope the remodel drives an entirely new experience which will help with the big three fundamental sales metrics of retail: recency, frequency, and monetary value (RFM). By delivering a new and exciting experience, we hope our customers will come more often, stay longer and spend more. The favorable impressions our customers leave our store with are far more likely to stick now,” Clegg said. “Because we are a destination store for customers off campus, it is critical for us to deliver on an experience that makes customers want to make the effort to come again. Taking into consideration the number of unique brick-and-mortar customers that we have, if we can influence them to come back just one more time during a 12-month period and spend what they normally do, it translates into a

\$6 million-dollar potential benefit for us. Most importantly, it positions the store for future growth and influence on the campus.”<sup>23</sup>

## LOOK FOR OPPORTUNITIES BEYOND THE BOUNDARIES OF CAMPUS

### **Umpqua Community College Bookstore adds revenue with local educational partnerships**

Recently, the Umpqua Community College Bookstore was given the opportunity to expand its service beyond campus and develop stronger community ties.

“We were approached by the Douglas County Education Service District (Douglas ESD) about the possibility of our store supplying the textbooks for their college programs at the high schools in the county,” *Micque Shoemaker, Umpqua Community College Bookstore Manager*, said. “Douglas County is one of the largest counties in Oregon, so there are quite a few high schools. We give them a discount on our regular retail price, and they submit their order by a date determined by our textbook specialist. It’s been a great program for the store. We would like to continue expanding this offering to other schools.”

The program has been a success for the store and the community. Not only has the Umpqua Community College Bookstore been able to add much needed top-line revenue, they also helped the school district save time and expenses by pooling resources and sharing expertise.

“The recent changes in course materials and textbooks have decreased store revenue that we depend on. This definitely helps us fill that gap. If we didn’t have this relationship, we would experience a lot more budgetary pain,” Shoemaker said. “It’s been a wonderful opportunity

**“The recent changes in course materials and textbooks have decreased store revenue that we depend on. This definitely helps us fill that gap.”**

*Micque Shoemaker, Umpqua Community College Bookstore Manager*

for our store. We have added another bridge and built good relationships with the high schools in our county. It's been a really positive program."

"The schools pay the shipping costs on their orders, and as Micque said, we give them a discount on the books."

*Deborah Niebaum, Umpqua Community College Bookstore Textbook/Course Materials Specialist* said.

"But the program is still bringing revenue into the store. I think we received about \$50,000 from their orders last year."

"From what we have heard, Douglas ESD values this partnership as well. Working with us saves them from having to hire someone to handle textbook sourcing for public schools that are offering college program courses," Shoemaker said. "We already have the necessary experience and resources to efficiently manage their orders. It's definitely a mutually beneficial partnership."

If this sounds like a program your store could benefit from, Ms. Shoemaker has some tips to help you get started.

"I suggest reaching out to your local ESD. Make contact with them and start building that relationship. Ask if they offer college programs to students and ask them if sourcing textbooks is an area where they could use help. Make sure you outline the benefits of partnering with your store," Shoemaker said. "It's a partnership that relieves the pressure of adding an additional employee or adding to the workload of an existing employee. It's also something that a college store can easily take care of because we're sourcing those books anyway. We're all facing financial challenges right now. By explaining how your store can help them relieve some of that pressure, you can form a really great, mutually beneficial partnership."<sup>25</sup>

### **MECC Bookstore expands service to the community**

In addition to becoming a one-stop student service on campus, the MECC Bookstore has also refocused its community involvement, taking the opportunity to add services the community needed.

"I knew we needed to look at transitioning from a traditional textbook store to one that provided more services. I thought if we could provide more necessary services, we could make ourselves more valuable to the college and survive the loss of textbooks, should they go away completely," *Dora Hill, MECC Bookstore's Manager*, said.

"I was first approached to work with the Wampler Library on campus and the Wise County Historical Society to sell local history and family genealogy books. Wampler Library houses the manuscripts. For those titles that the authors have contracted with us, our campus print shop prints the titles and we sell them. We pay the print shop for the expenses, we pay royalties to the authors and we share the profits with the Wise County Historical Society. The program has brought a lot of community traffic into the store that we normally would not get."

By agreeing to help the campus library and historical society, Hill opened the store to more opportunities to serve the community. Rather than depending solely on the store's ideas for increasing revenue, Hill's openness has encouraged others to approach her with opportunities to get involved in other ways.

"Next, I was asked if we could take over the ordering and selling of the Home Craft Day's apparel — a huge community event the college hosts every year," Hill said. "The first year we did it, we only sold apparel as the college had done in the past. The next year we expanded to other giftware items, which the event crowd really liked. We made them with the event logo, but did not date them, so we could ensure sell-through."

All of these collective opportunities have helped Hill save her campus store and secure its future on campus.

"As mentioned before, the Help Desk is manned by the IT department. As for all the other services, my staff could easily absorb those duties since they had less to do with processing textbooks and apparel. This really gave them something to do and in essence saved their jobs. With The Red Fox Grill, we promoted one of our staff members to supervise the operations and then hired three part-timers to staff it," Hill said. "The Help Desk, IDs and parking passes bring more foot traffic to the store. The historical books bring in community traffic. It is up to us then to provide an excellent customer experience so customers will return. Also, making IDs have helped us sell more lanyards; especially since we merchandise them right next to the ID station. The food service provides us with more sales. However, the biggest benefit to the store is securing our place on campus."<sup>13</sup>

# CREATING A SUSTAINABLE PLAN FOR ALTERNATIVE REVENUE STREAMS

Developing alternative revenue streams is essential for many college stores in today's evolving retail environment. However, stores also need to prepare for managing these unique additions. Without planning and support, even great ideas can founder.

## CREATING AN ALTERNATIVE REVENUE STREAM PLAN

If your store is planning on implementing a new idea to create revenue, answer these questions to develop a sustainable plan.

- How will this benefit the campus?
- How will this benefit students?
- Does the store have the necessary resources to get started?
- What does the store still need?
- Have other campus stores initiated a similar service? Which stores?
- Have I gotten advice from these stores?
- What cost is associated with implementing this idea?
- What is the forecasted return on investment?
- How will success be measured?
- What campus and store buy-in is necessary?
- What campus integrations are necessary?
- Will store logistics need to change?
- What cost is associated with changing logistics?
- Will my current store management system be able to handle the additional services?
- Do we have ample system support to develop necessary functions?
- Can my store management system evolve with my store?



Image Courtesy of Barnes & Noble College

## EVALUATE YOUR STORE MANAGEMENT SYSTEM

If you currently have a system that cannot adequately support a changing retail environment, help you streamline additional services, and provide ample support and security, then it can create unnecessary complications that will distract from the overall goal of creating additional store revenue.

How can you determine if your current management system meets your needs?

### Evaluate your system

- What support and training services are available to you through your current provider?
- How responsive is your current provider to issues that have come up in the past?
- Does your current provider provide services that help you adopt industry innovation?
- How flexible is your current management system? What are your system capabilities?
- How does your management system protect your store and its customers from security risks?
- Can your current provider help your store evolve?
- Does your current provider help your store stay relevant by offering new features that meet current industry demands?
- Do all the pieces of your current management system seamlessly integrate?
- Can your current system be tailored to meet evolving demands?



## EVOLVE WITH MBS' COMPLETE RETAIL MANAGEMENT SYSTEM

If your current store management system has trouble meeting store demands, then it may be time to look at other solutions available. Consider what you would like to accomplish in the store now and in the future. Look for a solution that can not only meet your needs right now, but one that can also continue to evolve with you and provide the on-going training and support you need to keep innovating.

The MBS system is a powerful, capable solution that supports stores of all sizes. It will evolve alongside your store to continue to meet your needs into the future. We offer stores a full retail experience that will strengthen store relevance and provide exceptional customer service that streamlines your business processes.

## LEARN MORE ABOUT MBS STORE TECHNOLOGY SOLUTIONS

*If you are interested in learning about how MBS can help streamline your textbook and store management needs with our state-of-the-art services and unparalleled support, contact your territory manager or MBS Store Technology Solutions representative.*

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