



# College Store Innovators

## Expanding Programs and Services to Better Serve Customers and Institutions

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VP, Membership & Operations



# Today's Topics

- Innovation Definitions, Challenges, & Opportunities
- Case Studies From Store Innovators
- Group Discussion



# Innovation Has Many Forms

- Introducing a new product, service, or process
- Enhancing an existing product, service, or process
- Changing the status quo

*...but it's also...*

- Filling a need or want
- Smart risk-taking
- Solving a problem (internal or external)





# Just The Facts

***Independent, self-operated  
College Stores are in an  
advantageous position  
to implement innovative programs!***

# Innovation Often Gets Stifled Because...

CHANGE IS  
HARD AT FIRST,  
MESSY IN THE  
MIDDLE AND  
GORGEOUS AT  
THE END

~~we've  
always  
done it  
this way~~

perfection  
is  
the  
enemy  
of  
progress

# Leaders: Build an Innovation Culture

Build a culture that rewards and fosters innovation

- Don't expect perfection
  - Initial failure can be a step toward success
- Celebrate small wins
- Embrace change
- Encourage creative group problem-solving sessions
- Ask: "How can we make this work?"



# Quick Tips To Build A Culture Of Innovation

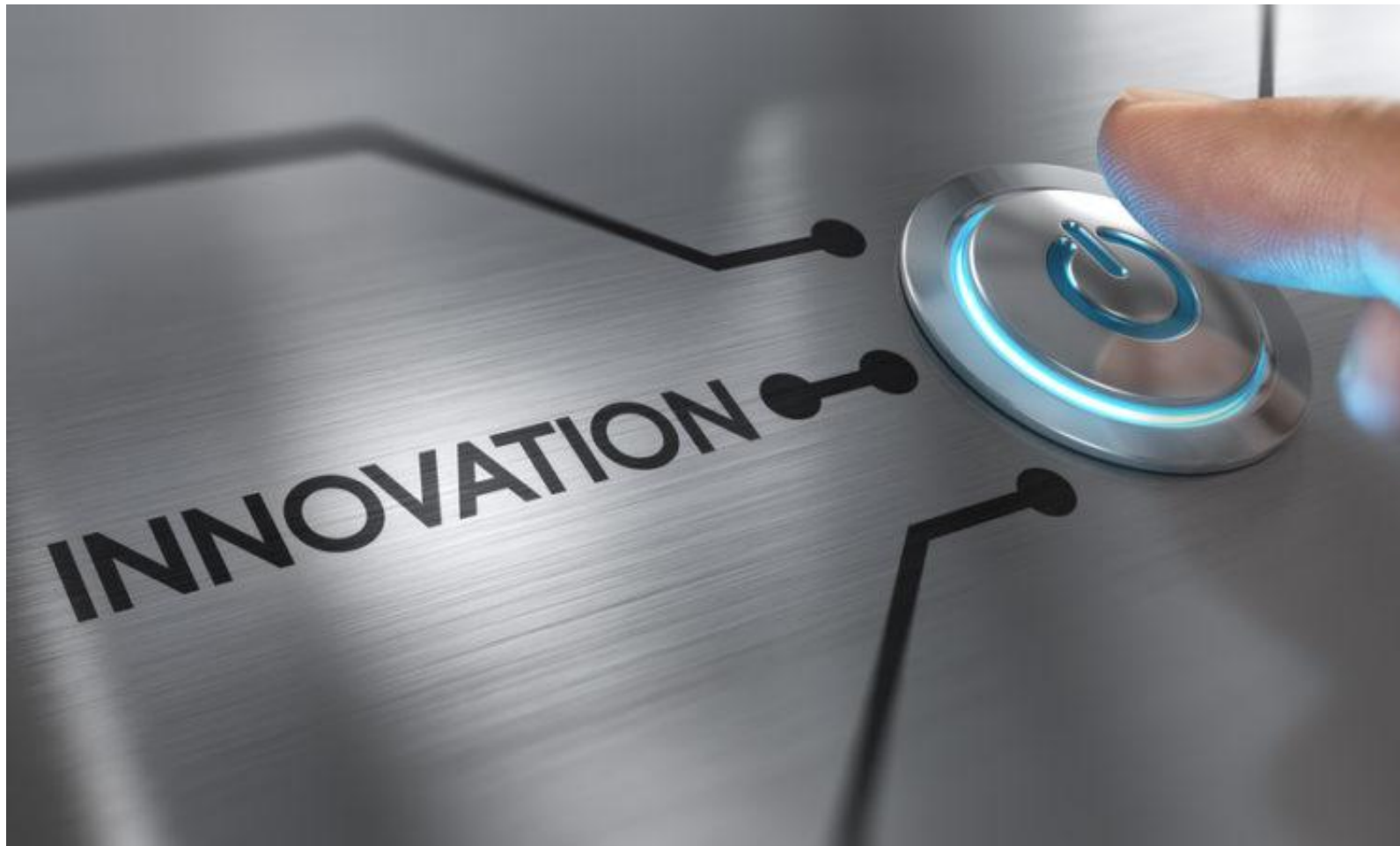


- Reinforce/Review the institutional Mission/Vision/Values and seek ways to provide support
- Review lessons learned from things that didn't work
- Ensure you obtain regular feedback from stakeholders
  - Students, Faculty, Staff, Library, Athletics, Admissions, Student Life, etc.
- Make “blue sky” collaborative sessions a “safe zone” for ideas
  - Reduce any fear of judgment
- Proudly communicate new innovations as part of business reviews

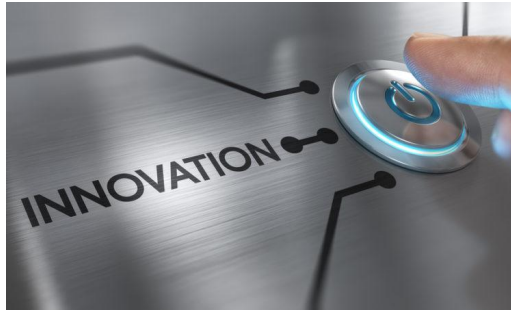
# Industry Factors Requiring Innovation & Adaptation

- Changing institutional expectations
- Changing consumer buying preferences
- Evolution of Course Materials
- Increased retail competition (in-store and online)
- Staffing challenges
- Macro Economic issues
- Enrollment volatility





## Case Studies



# University of Tennessee VolShop

## Student Retailer Program



# Student Retailer Program



- Cooperative Learning model from the University of Cincinnati
- Name based on Student Athletes
- 4-Step Job Path:
  1. Student Retailer
  2. Student Retailer Supervisor
  3. Student Internship
  4. Student Program Coordinator
- Student Retailer Appreciation Event and Awards
- Opportunity to earn college credit - RMM 222



# Student Retailer Benefits

1. Paid Job
2. Merchandise Discounts
3. Scholarship Opportunity
4. Real Career-Ready Experience
5. Certifications & Trainings
6. College Credit



# Associate Onboarding Strategies



- Welcome Guide
- Weekly 1:1 meetings
- Weekly department meetings
- Monthly check-in meeting during probation (still interviewing)





# California Baptist University

## Using AI to Train Students & Reduce Expenses



# CBU Campus Store: Three Examples of Problem –Solving Using AI

1. How can we train new student employees more effectively and efficiently?
2. How can we better forecast sales of course materials?
3. How can we answer common questions from customers quickly and accurately?

# 1) Student Worker Orientation Videos

## **The Solution**

Training videos covering various internal processes, such as Textbook Counter service, fulfilling online textbook orders, and Inclusive Access FAQs.

## **The Outcome**

**Course Materials payroll is managed more efficiently** with student worker training being largely covered in instructional videos – and students can revisit whenever!

# 2) Faster & More Accurate Course Materials Forecasting

OUTPUT: One Consolidated Projection



Projected Courses, Enrollment, and Sales with trend indicators

| ISBN          | Title                              | Edition | Vendor Code | Enrollment R23 | Enrollment R24 | Enrollment R25 | Projected Enrollment R26 | Sales R23 | Sales R24 | Sales R25 | Projected Sales R26 | Sales Trend |
|---------------|------------------------------------|---------|-------------|----------------|----------------|----------------|--------------------------|-----------|-----------|-----------|---------------------|-------------|
| 9781506394183 | VISIBLE LEARNING FOR SCIENCE,GRD.  | 18      | SAGE        | 5              | 3              | 10             | 8                        | 0         | 0         | 1         | 1                   | —           |
| 9781963052237 | CODE OF ETHICS FOR NURSES          | 25      | AM NURSES   | —              | —              | 63             | 64                       | —         | —         | 1         | 1                   | —           |
| 9781558105997 | CODE OF ETHICS F/NURSES W/INTERPI  | 15      | AM NURSES   | 22             | 25             | —              | 25                       | 1         | 2         | —         | 2                   | +100.0%     |
| 9781935213796 | PSYCHIATRIC-MENTAL...PRACTITIONER  | 4TH 16  | AM NURSES   | —              | 27             | 34             | 35                       | —         | 0         | 0         | 0                   | —           |
| 9781953985002 | NURSING INFORMATICS:SCOPE+STANI    | 3RD 22  | AM NURSES   | 46             | 34             | 104            | 85                       | 0         | 0         | 3         | 2                   | —           |
| 9781947800977 | PSYCHIATRIC-MENTAL HEALTH NURS.:   | 3RD 22  | AM NURSES   | —              | 24             | —              | 24                       | —         | 0         | —         | 0                   | —           |
| 9781433832178 | PUBL.MAN.OF AM.PSYCH.ASSOC. (SP)   | 7TH 20  | AM PSYCHOL  | 674            | 773            | 842            | 835                      | 7         | 2         | 7         | 5                   | New         |
| 9781433832161 | PUBL.MAN.OF AM.PSYCH.ASSOC. (PB)   | 7TH 20  | AM PSYCHOL  | —              | —              | —              | —                        | 0         | 0         | —         | 0                   | —           |
| 9780890425763 | DIAG.+STAT.MAN.OF MENTAL...:DSM-5- | 5TH 22  | AM PSYCHIA  | 231            | 148            | 66             | 78                       | 2         | 2         | 1         | 1                   | -50.0%      |
| 9780890425800 | DESK REF.TO DIAG.CRITERIA FROM DS  | (REV)22 | AM PSYCHIA  | 30             | 30             | 30             | 30                       | 0         | 0         | 0         | 0                   | —           |
| 9780999308868 | NURSING:SCOPE+STANDARDS OF PRA     | 4TH 21  | AM NURSES   | —              | 24             | 30             | 31                       | —         | 1         | 0         | 0                   | -100.0%     |
| 9781433538926 | WHAT'S YOUR WORLDVIEW?             | 14      | GOOD NEWS   | —              | 20             | —              | 20                       | —         | 2         | —         | 2                   | —           |
| 9781893007161 | ALCOHOLICS ANONYMOUS (FREE ONLI    | 4TH     | ALC ANON    | 50             | —              | —              | 51                       | 0         | —         | —         | 0                   | —           |
| 9780226026756 | ARISTOTLE'S NICOMACHEAN ETHICS     | 12      | UCP         | 25             | 25             | 24             | 24                       | 0         | 0         | 0         | 0                   | —           |
| 9780801049538 | ENCOUNTERING THE OLD TESTAMENT     | 3RD 15  | BAKER PUB   | 40             | —              | —              | 41                       | 7         | —         | —         | 7                   | —           |
| 9781929289592 | ASCA NATL.MODEL:FRAMEWORK F/SC     | 4TH 19  | ASCA        | 25             | —              | —              | 26                       | 1         | —         | —         | 1                   | —           |

# 3) The Challenge: Common Inquiries Regarding Course Materials

-----Original Message-----

From: Harry Styles <Harry.Styl...>  
Sent: Wednesday, January 14, 2026 10:00 AM  
To: ImmediateAccess <Immed...>  
Subject: Immediate Access Q...

First Name: Harry  
Last Name: Styles

Good morning, I am trying to access a website that shows me the book options with a "read now" button. There is no "read now" button.

From: Post Malone <Post.Malone@calbaptist.edu>  
Sent: Monday, January 12, 2026 3:50 PM  
To: ImmediateAccess <ImmediateAccess@calbaptist.edu>  
Subject: MAT145-A Difficulty Accessing Course Materials

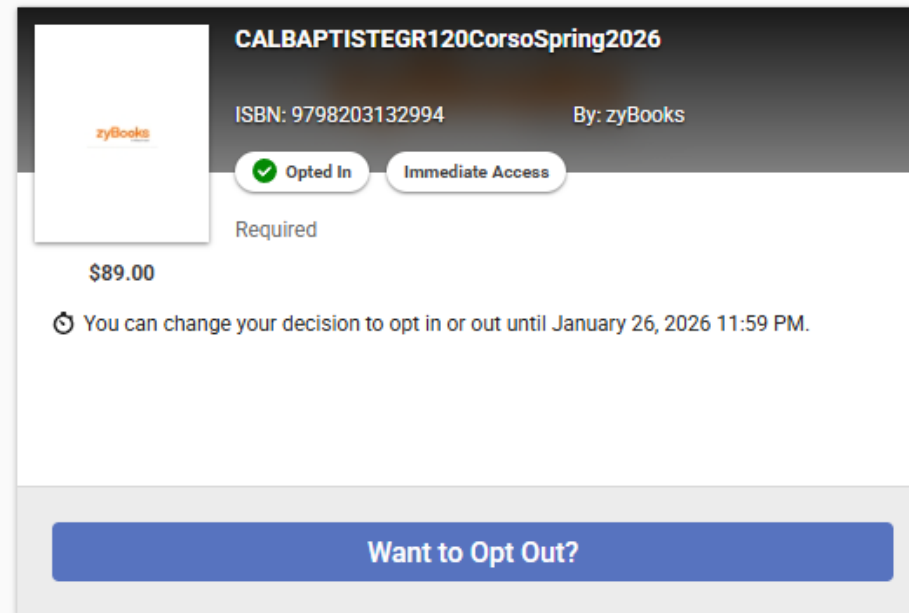
Good afternoon,  
I am enrolled in MAT145-A (Mathematics) course that meets on Mondays, Wednesdays, and Fridays. I am currently experiencing difficulty accessing course materials.

From: Post Malone <Post.Malone@calbaptist.edu>  
Sent: Monday, January 12, 2026 8:59 AM  
To: ImmediateAccess <ImmediateAccess@calbaptist.edu>  
Subject: Unable to Access Textbooks

Good morning,

I hope you are doing well! My name is Post Malone, ID 111111 and I have encountered difficulty opening my Immediate Access materials. Specifically, for one of my classes, when I follow the 'Immediate Access' link in the Blackboard course dashboard, the material appears but with no option to 'Read Now' or 'Launch Courseware'. The only option is 'Opt-Out', which I do not want to do. I have attached a photo below for clarity:

**2026-SP-UT EGR120-C-Intro to Comptr Prog in Python**



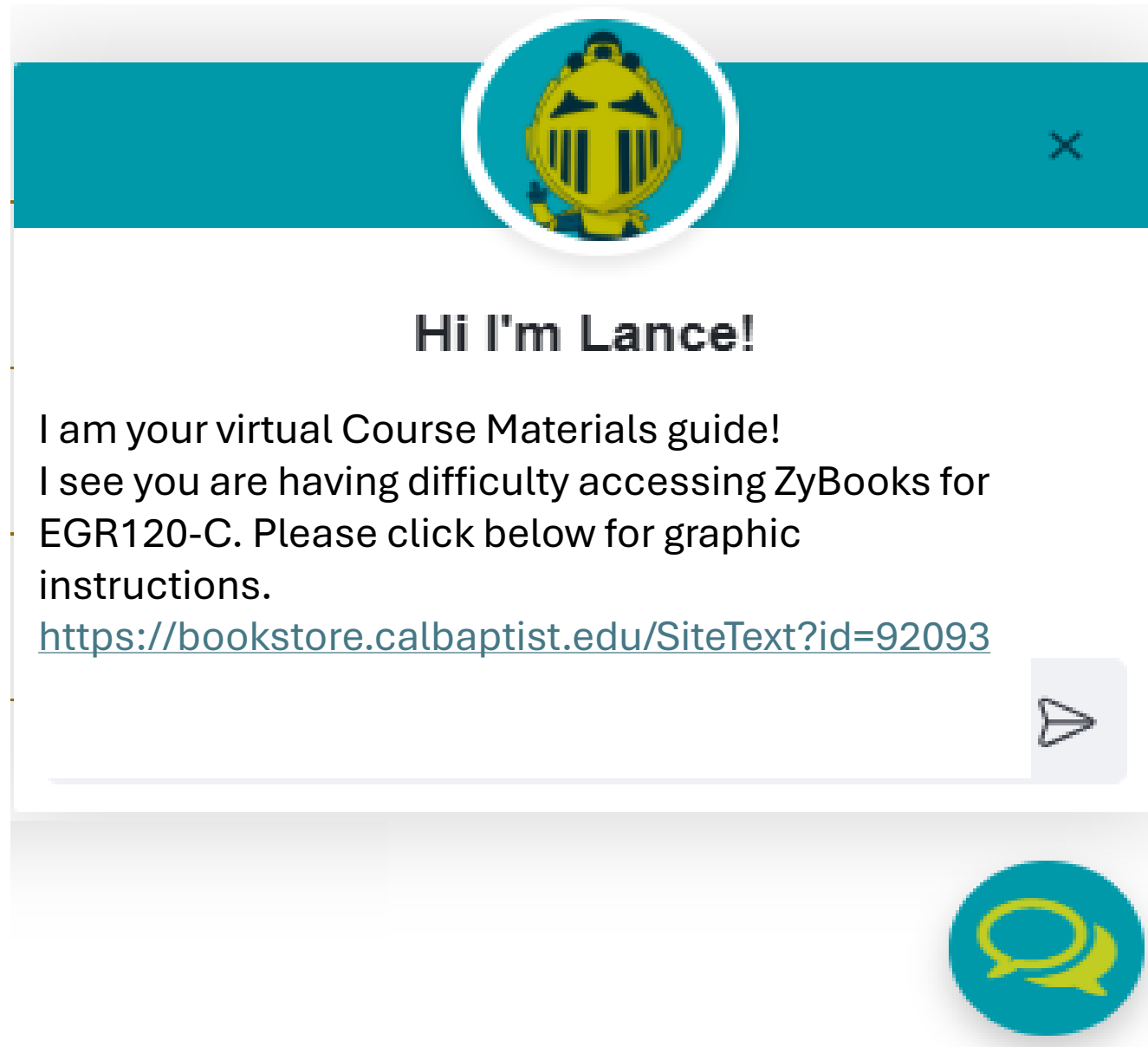
Bunny:

History of Jazz (MUS308-A). While I have purchased it and am only on a limited trial, is it possible for the book to be listed as required?

Full Handbook".

Can you help me please.

### 3) The Solution: AI Generated Chatbot

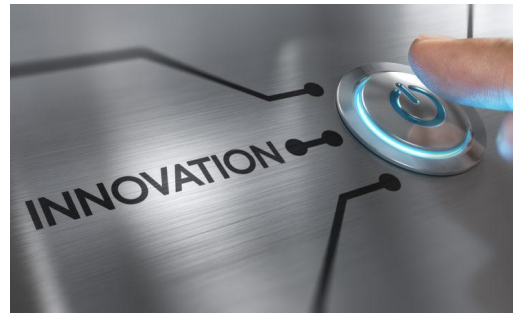


The image shows a chatbot interface. At the top, there is a teal header bar with a circular profile picture of a yellow robot character with a helmet and a small 'x' icon in the top right corner. Below the header, the text reads: "Hi I'm Lance!" followed by "I am your virtual Course Materials guide! I see you are having difficulty accessing ZyBooks for EGR120-C. Please click below for graphic instructions." Below this text is a blue hyperlink: <https://bookstore.calbaptist.edu/SiteText?id=92093>. To the right of the text is a grey button with a white right-pointing arrow. At the bottom right of the chat area is a circular teal button with a yellow speech bubble icon.

**Hi I'm Lance!**

I am your virtual Course Materials guide!  
I see you are having difficulty accessing ZyBooks for  
EGR120-C. Please click below for graphic  
instructions.

<https://bookstore.calbaptist.edu/SiteText?id=92093>



# Anne Arundel Community College

**Helping Students Find What They Need**



# Anne Arundel Community College: Helping Students Find What They Need

**How can we ensure the students are finding the required art supplies?**

- Using AI created QR codes showing the books and supplies needed for a course.
- Added the QR code to their shelf tags

# Shelf Tags Created by AI

**Course: ART 100**

Section: 001

Instructor: Sunhee K. Jung

Term: Spring 2026



*Shelf tags with QR Codes were generated using Artificial Intelligence.*

**Course: ART 100**

Section: 002

Instructor: Sunhee K. Jung

Term: Spring 2026



*Shelf tags with QR Codes were generated using Artificial Intelligence.*

**Course: ART 100**

Section: 003

Instructor: Prof Dawn C. Bond

Term: Spring 2026



*Shelf tags with QR Codes were generated using Artificial Intelligence.*

**Course: ART 100**

Section: 004

Instructor: Benjamin L. Sperry

Term: Spring 2026



*Shelf tags with QR Codes were generated using Artificial Intelligence.*

# Required Materials Course List Poster

AACC | Bookstore

## ART COURSE MATERIALS – Spring 2026

Scan QR for required textbooks & supplies



ART-100-001 • Sunhee K. Jung  
*Two-Dimensional Design*



ART-100-002 • Sunhee K. Jung  
*Two-Dimensional Design*



ART-100-003 • Prof Dawn C. Bond  
*Two-Dimensional Design*



ART-100-004 • Benjamin L. Sperry  
*Two-Dimensional Design*



ART-100-005  
*Two-Dimensional Design*



ART-100-200 • Prof Lindsay K. McC...  
*Two-Dimensional Design*



ART-100-201 • Prof Dawn C. Bond  
*Two-Dimensional Design*



ART-100-202 • Tara L. Gibbs-Tokarski  
*Two-Dimensional Design*



ART-100-203  
*Two-Dimensional Design*



ART-102-001 • Prof Wilfredo Vallad...  
*Three-Dimensional Design*

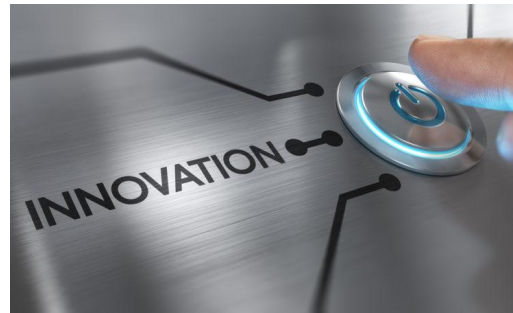


ART-102-002  
*Three-Dimensional Design*



ART-102-003 • Ms Jin-Nefer M. Lee  
*Three-Dimensional Design*





# Commonwealth University of Pennsylvania

**Using AI to Save Time, Increase efficiency, Improve Accuracy**



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COMMONWEALTH UNIVERSITY OF PA

# Bloomsburg University Store: Two Examples of Problem –Solving Using AI

1. How can we create employee schedules more efficiently and fairly?
2. How can we restock clothing faster and more accurately?

# PROBLEM #1

## CREATING A SCHEDULE

- HOURS/DAYS OF WORK
- INCONSISTENT AVAILABILITY
- FAIRNESS
- COVERAGE

# THE SOLUTION

## AUTOMATIC SCHEDULER INTERFACE

### Bookstore Staff Scheduler

- 1 Reset / Clear All Data**

Clears all cached data, week start date, time off requests, and reloads embedded data.
- 2 Employee Availability**
- 3 Employee Positions**
- 4 Staffing Requirements**
- 5 Week Start Date**

Week Start (Monday):
- 6 Store Hours**

Monday  Open  to  Tuesday  Open  to  Wednesday  Open  to
- 7 Time Off Requests**

# THE RESULT

| Employee       | Monday<br>02/02/2026   | Tuesday<br>02/03/2026           | Wednesday<br>02/04/2026         | Thursday<br>02/05/2026          | Friday<br>02/06/2026          | Saturday<br>02/07/2026 | Sunday<br>02/08/2026             |
|----------------|--|---------------------------------|---------------------------------|---------------------------------|-------------------------------|------------------------|----------------------------------|
| Andrew Dziczek | 10:00 AM - 1:00 PM<br>Cashier                                |                                 |                                 |                                 |                               |                        | 12:00 PM - 4:00 PM<br>Cashier    |
| Andrew Holmes  | 9:00 AM - 2:00 PM<br>Cashier                                 | 12:30 PM - 4:00 PM<br>Cashier   | 9:00 AM - 1:00 PM<br>Cashier    | 1:00 PM - 4:00 PM<br>Cashier    |                               |                        |                                  |
| Bella Lucente  | 2:00 PM - 6:00 PM<br>Supervisor                              |                                 | 12:00 PM - 3:00 PM<br>Clothing  |                                 |                               |                        | 12:00 PM - 4:00 PM<br>Supervisor |
| Caitlyn Roever | 12:30 PM - 6:00 PM<br>Cashier                                |                                 |                                 |                                 |                               |                        |                                  |
| Emma Bucko     |  | 2:00 PM - 6:00 PM<br>Supervisor | 10:00 AM - 12:00 PM<br>Clothing | 2:00 PM - 6:00 PM<br>Supervisor |                               |                        |                                  |
| Emma Cavallini |  |                                 |                                 |                                 |                               |                        | 12:00 PM - 4:00 PM<br>Clothing   |
| Gabe Edwards   |  |                                 |                                 |                                 |                               |                        | 12:00 PM - 4:00 PM<br>Cashier    |
| Grant Waugh    |  | 1:00 PM - 6:00 PM<br>Cashier    | 1:00 PM - 6:00 PM<br>Cashier    |                                 | 12:30 PM - 4:00 PM<br>Cashier |                        |                                  |
| Holly Waltman  |  | 8:00 AM - 3:30 PM<br>Clothing   |                                 | 8:00 AM - 3:30 PM<br>Clothing   | 8:00 AM - 3:30 PM<br>Clothing |                        |                                  |
| Jordin Bowman  | 8:00 AM - 9:00 AM<br>Cashier<br>2:00 PM - 4:00 PM<br>Cashier |                                 | 8:00 AM - 9:00 AM<br>Cashier    |                                 | 11:00 AM - 1:00 PM<br>Cashier |                        |                                  |

| Employee       | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday | Total | Notes                  |
|----------------|--------|---------|-----------|----------|--------|----------|--------|-------|------------------------|
| Andrew Dziczek | 3.0    |         |           |          |        |          | 4.0    | 7.0   |                        |
| Andrew Holmes  | 5.0    | 3.5     | 4.0       | 3.0      |        |          |        | 15.5  |                        |
| Bella Lucente  | 4.0    |         | 3.0       |          |        |          | 4.0    | 11.0  |                        |
| Caitlyn Roever | 5.5    |         |           |          |        |          |        | 5.5   |                        |
| Chris Zerbe    |        |         |           |          |        |          |        | 0.0   | Time off requested     |
| Emma Bucko     |        | 4.0     | 2.0       | 4.0      |        |          |        | 10.0  |                        |
| Emma Cavallini |        |         |           |          |        |          | 4.0    | 4.0   |                        |
| Gabe Edwards   |        |         |           |          |        |          | 4.0    | 4.0   |                        |
| Grant Waugh    |        | 5.0     | 5.0       |          | 3.5    |          |        | 13.5  |                        |
| Holly Waltman  |        | 7.5     |           | 7.5      | 7.5    |          |        | 22.5  |                        |
| Jordin Bowman  | 2.0    |         |           |          | 2.0    |          |        | 4.0   |                        |
| Jordin Bowman  | 1.0    |         | 1.0       |          |        |          |        | 2.0   |                        |
| Katie Kuhlen   |        |         |           |          | 3.5    |          |        | 3.5   |                        |
| Madison Wlotko |        |         |           |          | 4.5    | 5.0      |        | 9.5   |                        |
| Meah Eshelman  |        |         |           |          |        |          |        | 0.0   | Availability outside s |
| Natalie Toth   | 4.5    |         |           |          |        |          | 5.0    | 9.5   |                        |
| Olivia Petusky |        |         |           |          |        | 4.0      |        | 4.0   |                        |
| Owen Meitzler  |        |         |           |          |        |          |        | 0.0   | No availability submi  |
| Raziya Givens  |        | 5.0     | 5.0       | 5.0      |        |          |        | 15.0  |                        |
| Rebecca Shenk  |        |         |           |          |        |          |        | 5.0   |                        |
| Riley Noss     |        |         |           | 5.5      |        |          |        | 5.5   |                        |
| Ryan Lichtel   | 6.0    | 6.0     | 6.0       | 6.0      | 6.0    |          |        | 30.0  |                        |
| Daily Totals   | 31.0   | 31.0    | 26.0      | 31.0     | 27.0   | 19.0     | 16.0   | 181.0 |                        |

| Saturday - 02/07/2026 |            |       |         |       |           |       |          |       |           |       |                  |       |
|-----------------------|------------|-------|---------|-------|-----------|-------|----------|-------|-----------|-------|------------------|-------|
| Time                  | Supervisor |       | Cashier |       | Help Desk |       | Clothing |       | Receiving |       | Office Assistant |       |
|                       | Req        | Sched | Req     | Sched | Req       | Sched | Req      | Sched | Req       | Sched | Req              | Sched |
| 11:00 AM - 11:30 AM   | 1          |       | 2       | 2     |           |       | 1        | 1     |           |       |                  |       |
|                       |            |       |         |       |           |       |          |       |           |       |                  |       |
| 11:30 AM - 12:00 PM   | 1          |       | 2       | 2     |           |       | 1        | 1     |           |       |                  |       |
|                       |            |       |         |       |           |       |          |       |           |       |                  |       |
| 12:00 PM - 12:30 PM   | 1          | 1     | 2       | 2     |           |       | 1        | 1     |           |       |                  |       |
|                       |            |       |         |       |           |       |          |       |           |       |                  |       |
| 12:30 PM - 1:00 PM    | 1          | 1     | 2       | 2     |           |       | 1        | 1     |           |       |                  |       |
|                       |            |       |         |       |           |       |          |       |           |       |                  |       |
| 1:00 PM - 1:30 PM     | 1          | 1     | 2       | 2     |           |       | 1        | 1     |           |       |                  |       |
|                       |            |       |         |       |           |       |          |       |           |       |                  |       |
| 1:30 PM - 2:00 PM     | 1          | 1     | 2       | 2     |           |       | 1        | 1     |           |       |                  |       |
|                       |            |       |         |       |           |       |          |       |           |       |                  |       |
| 2:00 PM - 2:30 PM     | 1          | 1     | 2       | 2     |           |       | 1        | 1     |           |       |                  |       |
|                       |            |       |         |       |           |       |          |       |           |       |                  |       |
| 2:30 PM - 3:00 PM     | 1          | 1     | 2       | 2     |           |       | 1        | 1     |           |       |                  |       |
|                       |            |       |         |       |           |       |          |       |           |       |                  |       |
| 3:00 PM - 3:30 PM     | 1          | 1     | 2       | 2     |           |       | 1        | 1     |           |       |                  |       |
|                       |            |       |         |       |           |       |          |       |           |       |                  |       |
| 3:30 PM - 4:00 PM     | 1          | 1     | 2       | 2     |           |       | 1        | 1     |           |       |                  |       |
|                       |            |       |         |       |           |       |          |       |           |       |                  |       |

| Sunday - 02/08/2026 |            |       |         |       |           |       |          |       |           |       |                  |       |
|---------------------|------------|-------|---------|-------|-----------|-------|----------|-------|-----------|-------|------------------|-------|
| Time                | Supervisor |       | Cashier |       | Help Desk |       | Clothing |       | Receiving |       | Office Assistant |       |
|                     | Req        | Sched | Req     | Sched | Req       | Sched | Req      | Sched | Req       | Sched | Req              | Sched |
| 12:00 PM            |            |       |         |       |           |       |          |       |           |       |                  |       |
| 12:30 PM            |            |       |         |       |           |       |          |       |           |       |                  |       |
| 1:00 PM             |            |       |         |       |           |       |          |       |           |       |                  |       |
| 1:30 PM             |            |       |         |       |           |       |          |       |           |       |                  |       |
| 2:00 PM             |            |       |         |       |           |       |          |       |           |       |                  |       |
| 2:30 PM             |            |       |         |       |           |       |          |       |           |       |                  |       |
| 3:00 PM             |            |       |         |       |           |       |          |       |           |       |                  |       |
| 3:30 PM             |            |       |         |       |           |       |          |       |           |       |                  |       |
| 4:00 PM             |            |       |         |       |           |       |          |       |           |       |                  |       |

| Monday - 02/02/2026 |          |                    |          |                    |                  |  |  |  |  |
|---------------------|----------|--------------------|----------|--------------------|------------------|--|--|--|--|
| Supervisor          | Cashier  | Help Desk          | Clothing | Receiving          | Office Assistant |  |  |  |  |
| Shift               | Employee | Shift              | Employee | Shift              | Employee         |  |  |  |  |
| 2:00 PM - 6:00 PM   | Bella    | 2:00 PM - 4:00 PM  | Jordin   | 10:00 AM - 2:30 PM | Natalie          |  |  |  |  |
|                     |          | 9:00 AM - 2:00 PM  | Andrew   |                    |                  |  |  |  |  |
|                     |          | 12:30 PM - 6:00 PM | Caitlyn  |                    |                  |  |  |  |  |
|                     |          | 8:00 AM - 9:00 AM  | Jordin   |                    |                  |  |  |  |  |
|                     |          | 10:00 AM - 1:00 PM | Andrew   |                    |                  |  |  |  |  |

| Tuesday - 02/03/2026 |          |                    |          |                   |                  |  |  |  |  |
|----------------------|----------|--------------------|----------|-------------------|------------------|--|--|--|--|
| Supervisor           | Cashier  | Help Desk          | Clothing | Receiving         | Office Assistant |  |  |  |  |
| Shift                | Employee | Shift              | Employee | Shift             | Employee         |  |  |  |  |
| 2:00 PM - 6:00 PM    | Emma     | 1:00 PM - 6:00 PM  | Grant    | 8:00 AM - 3:30 PM | Holly            |  |  |  |  |
|                      |          | 8:00 AM - 1:00 PM  | Raziya   |                   |                  |  |  |  |  |
|                      |          | 12:30 PM - 4:00 PM | Andrew   |                   |                  |  |  |  |  |

| Wednesday - 02/04/2026 |          |                   |          |                     |                  |  |  |  |  |
|------------------------|----------|-------------------|----------|---------------------|------------------|--|--|--|--|
| Supervisor             | Cashier  | Help Desk         | Clothing | Receiving           | Office Assistant |  |  |  |  |
| Shift                  | Employee | Shift             | Employee | Shift               | Employee         |  |  |  |  |
| 1:00 PM - 6:00 PM      | Raziya   | 9:00 AM - 1:00 PM | Andrew   | 10:00 AM - 12:00 PM | Emma             |  |  |  |  |
|                        |          | 1:00 PM - 6:00 PM | Grant    | 12:00 PM - 3:00 PM  | Bella            |  |  |  |  |
|                        |          | 8:00 AM - 9:00 AM | Jordin   |                     |                  |  |  |  |  |

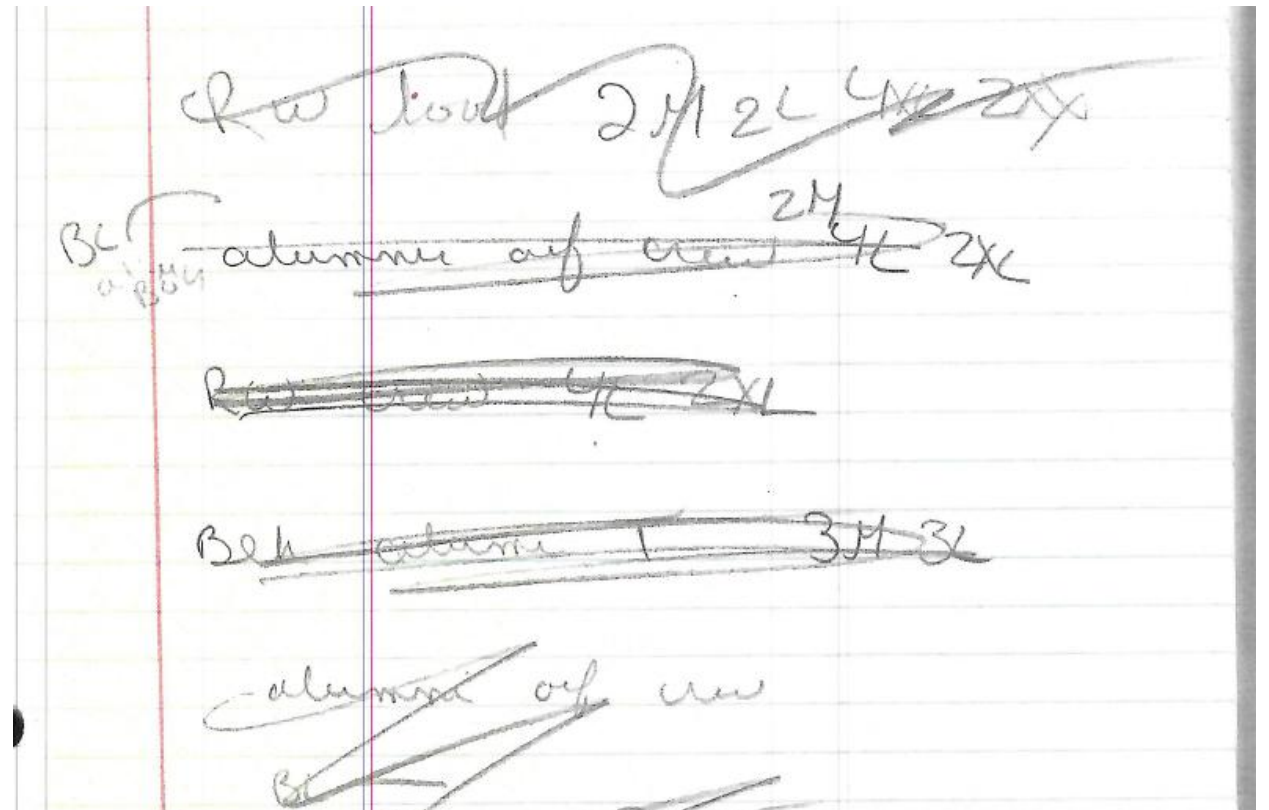
| Thursday - 02/05/2026 |          |                    |          |                   |                  |  |  |  |  |
|-----------------------|----------|--------------------|----------|-------------------|------------------|--|--|--|--|
| Supervisor            | Cashier  | Help Desk          | Clothing | Receiving         | Office Assistant |  |  |  |  |
| Shift                 | Employee | Shift              | Employee | Shift             | Employee         |  |  |  |  |
| 2:00 PM - 6:00 PM     | Emma     | 1:00 PM - 4:00 PM  | Andrew   | 8:00 AM - 3:30 PM | Holly            |  |  |  |  |
|                       |          | 8:00 AM - 1:00 PM  | Raziya   |                   |                  |  |  |  |  |
|                       |          | 11:30 AM - 5:00 PM | Riley    |                   |                  |  |  |  |  |

| Friday - 02/06/2026 |          |           |          |           |                  |  |  |  |  |
|---------------------|----------|-----------|----------|-----------|------------------|--|--|--|--|
| Supervisor          | Cashier  | Help Desk | Clothing | Receiving | Office Assistant |  |  |  |  |
| Shift               | Employee | Shift     | Employee | Shift     | Employee         |  |  |  |  |
|                     |          |           |          |           |                  |  |  |  |  |

# PROBLEM #2

## RESTOCKING CLOTHING

- ALL DAY PROCESS
- ERROR-PRONE
- LOST SALES




# THE SOLUTION

## SALES EXTRACT INTERFACE

### Daily Sales Extract Converter

Upload sales data to create formatted inventory sheets with product images


 Clothing

 Insignia

 Other Merchandise

#### Product Catalog


Load catalog CSV with Web IDs and Image URLs

 955 products loaded (saved 1/20/2026)

Load Catalog CSV

#### SKU Mapping

Load SKU to WebID mapping for size variants

 1831 SKU mappings loaded (saved 1/20/2026)

Load SKU Mapping CSV

#### Price File

Load inventory file with retail prices

Not loaded

Load Price File CSV

Files are s  
automatic



Drop your Daily Sales Extract file here

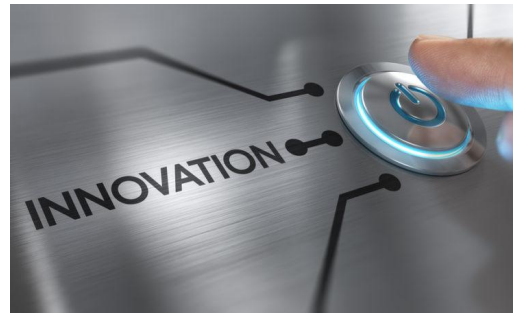
or click to select file (Excel or CSV)

# THE RESULT

## Clothing Items Sold - 17

Filled by Initials

| IMAGE   | CLASS | VENDOR | ITEM# ▼     | ITEM DESC.                | SIZE | RETAIL  | UNITS SOLD | ON HAND | CHECK OFF AS FILLED |
|---|-------|--------|-------------|---------------------------|------|---------|------------|---------|---------------------|
|    | 405   | CHAMP  | 04517184454 | HOOD MRN MD BLU ARCH PAW  | MD   | \$46.99 | 1          | 27      |                     |
|   | 405   | CHAMP  | 04517186014 | LS POLO MRN/WHT LG COLOR- | LG   | \$52.99 | 1          | 11      |                     |
|  | 405   | CHAMP  | 04517186035 | HOOD BLK LG HUSK THIN BL  | LG   | \$46.99 | 1          | 9       |                     |



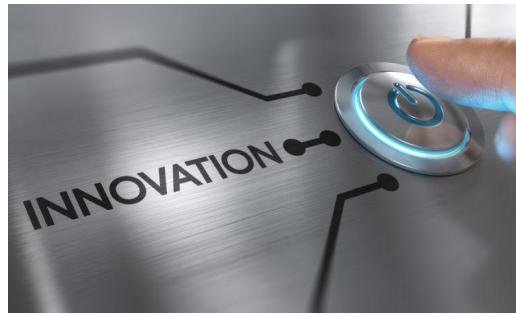
# Appalachian State University

## Strengthening Relationships With Campus Departments



# Going Beyond Traditional Retail to Support Departments

- Supporting the campus' *Visiting Writer Series*
  - Participating Departments include: English, Library, Turchin Center for the Arts
- Store sets up a retail presence and features an author's books
- Results in multiple benefits:
  1. Positions the Campus Store as a true academic and campus partner
  2. Increases visibility with highly engaged audiences
    - Students, faculty, community members
  3. Supports the overall event experience by making it easy for attendees to purchase and engage further with the content



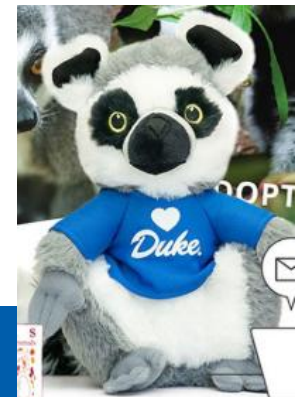
# Duke University

**Strategic Partnership to Support Campus Fundraising (and Lemurs!)**



# Offering Store Resources To Support A Strategic Campus Initiative

- Expanded an existing partnership with the Duke Lemur Center (DLC)
  - DLC: a world leader in the study, care, and protection of Lemurs
    - Research budget cuts created significant challenges
  - Store had already been doing some merchandise profit-sharing with DLC
- DLC's "Adopt-a-Lemur" project offered perks for donations
  - Labor intensive for DLC Staff
- Duke Store proposed a collaboration to transition multiple tasks to the store and host the program on the store's website
  - Store managed fulfillment, administrative support, and shipping
  - 100% of revenue goes to the DLC

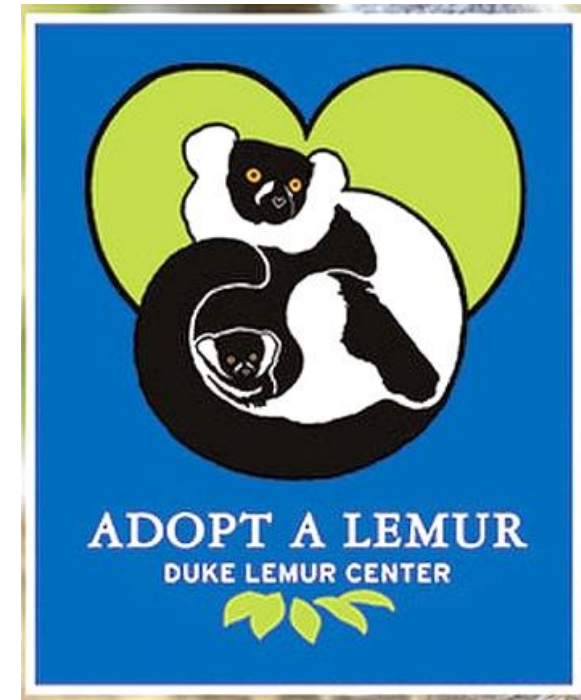


# Real Value & Real Results



- Introduced Duke Store customers to the DLC
- Introduced DLC supporters to the Duke Store
- Since October: \$36,550 in revenue to support DLC research and conservation
- Frees up DLC Staff to do what they do best by trusting store to do what they do best

***Note: Driving revenue is not the #1 goal!***





# University Of Wisconsin - Whitewater

**Collaboration With Campus Leadership To Drive Sales & Recognition**



# The Chancellor's *Collection*

- Tasked with development of new licensing opportunities to drive revenue.
  - Use of University Seal
- Licensing group: Bookstore, Athletics, University Marketing & Communications
- Higher royalty rate on collection.
- Separate art sheet and vendor license. Limited to higher end merchandise.



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# The Chancellor's *Collection*



**Embody the Spirit  
of Warhawk Bold!**





# Fayetteville Technical Community College

Letting Faculty & Staff Know What The Store Has To Offer



# Offering Store Resources To Support A Strategic Campus Initiative

- Store capitalized on Campus Staff Council's new campus-wide series of "Behind the Scenes" Tour
  - The campus store tour was the most popular option
- Taking it to the next level
  - The store offered four tours over two days
  - Store team taking advantage of incredible opportunity to build familiarity and trust
  - Tour attendees receive a free t-shirt that is custom-made during the tour

# Changing Perceptions To Make A Positive Difference



# Having Fun Supporting The Campus



# Changing Perceptions To Make A Positive Difference

- Faculty and Staff feedback has been overwhelmingly positive
  - “I had no idea you offered so many products & services”
  - “I enjoyed the camaraderie of the bookstore staff”
  - “I loved learning how operations work and how the team works so hard...”
  - “I liked it all. Was very helpful to know what all is done...”

# Challenge Yourselves To Innovate!

New Way To Solve A Problem?

New Way To Give Back?

New Product?

New Process?

New Service?

New Partnership?



New Way To Increase Efficiency?

New Way To Support The Institution?

# Call to Action

- Understand that Innovation is all around: it comes in many forms
- Encourage creative brainstorming to solve problems
- Innovation should be part of your daily “DNA,” not a single event
- “Borrow” some of these ideas!
- Know that Independent College Stores are well equipped to innovate





**Your Turn to  
Share - What  
innovation is  
your store  
doing?**

**Q&A**



***Thank You***

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# Building Blocks of Total Merchandise Management

