



Grove City College Bookstore

Spring 2017

Volume 1, Issue 2

## GET THE MOST OUT OF TEXTBOOK BUYBACK

**Why did I get \$20 for my \$100 book? ... and answers to other questions about buyback**

*By Carrie Rose, CCR*

There are many factors that go into how much you get back for your book. The staff at the Bookstore works very hard to get you as much as possible for your book, but many of these factors are beyond our control. These are two of the main factors that impact the value of textbooks:

- The book must be used on campus next semester. We only buy one semester in advance, so if faculty has committed to using the book again, we will pay 50% of the original Bookstore selling price for the book, *no matter where you bought it*.
- The book must be a current edition. Publishers hate used books. Once a book enters the used book market, the publisher no longer makes money on it. To combat this, they crank out new editions every couple of years and make minimal changes to the content. You are fortunate at GCC because many of the faculty try to use old editions as much as possible to keep costs affordable for you.

*Continued on page 2*



*For books from faculty authors and Vision & Values speakers, look for the Bookstore table in HAL during the V&V Conference April 20-21.*



## NEW CONTEST!

Guess how many online textbook orders were placed @ the Bookstore for the Spring 2017 semester. (Hint: It's more than you think!) Send your answer to [bookstore@gcc.edu](mailto:bookstore@gcc.edu) by March 31, 2017 to enter.



The winner of the "Name the Bookstore Newsletter" contest is Conni Shaw, who works at Buhl Library. She came up with the clever name **NovelTees**, which highlights the services that the Bookstore offers, which includes both merchandise and books.

Conni won a gift basket full of Grove City College merchandise. Thank you to everyone who submitted an entry – they all received a small gift for participating.

## UPCOMING EVENTS

**April 1**

**Admitted Student Day**  
open 9:30—5:00

**April 22**

**Jr. Crimson Day**  
open 9:30—3:00

**May 6**

**Family Weekend**  
open 9:00—4:00

**May 12-17**

**Textbook Buyback**

**May 20**

**Graduation**  
open 8:30—2:00

## INSIDE THIS ISSUE

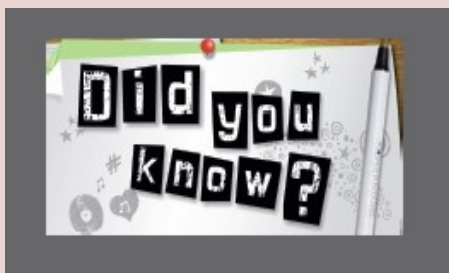
Another winner! .....	2
Book News .....	3
Get to Know Us .....	3
Student Watch Survey .....	4-5
Our Favorite Things .....	6



Congratulations also goes to Bethany Schaelchlin for winning a \$50 Bookstore gift card by completing a survey from the National Association of College Stores (NACS). Students across the country can participate by signing up to be a member of a student panel and answering periodic surveys about everything from healthy living to holiday shopping.

After each of the monthly surveys, \$500 in prizes are awarded, usually in the form of 10 \$50 gift cards. Students are given the choice of different retailers, including their campus bookstore. Bethany was one of the randomly selected winners from the February Panel survey on in-store shopping habits/preferences. She was excited to use the gift card for printer ink and other supplies. This is different from the Student Watch survey -- to sign up for the student panel, visit [www.winoncampus.com](http://www.winoncampus.com).

*The third-rate mind is only happy when it is thinking with the majority. The second-rate mind is only happy when it is thinking with the minority. The first-rate mind is only happy when it is thinking.* — A. A. Milne, author of *Winnie the Pooh*



## BUYBACK PRIZES

The Bookstore gives away between \$800—\$1,000 of prizes during the May and December end-of-semester buybacks, to randomly selected students selling their books at the buyback counter. Our vendor partners supply funds for the prizes, which are usually Bookstore merchandise, as PA law prohibits us from giving away gift cards. Have ideas for other Buyback prizes, either large or small? We'd love to hear them!

**Email your suggestions to  
[bookstore@gcc.edu](mailto:bookstore@gcc.edu).**

**Your next buyback opportunity is  
May 12 – 17.**

## BUYBACK KNOW HOW CONT'D

To get the most for your book:

**Sell in May or December.** Those are the two main buybacks. There are smaller buybacks at the beginning of each semester, but those buybacks are hosted by the used textbook company, and they don't pay as much as the Bookstore does.

**Sell early.** Both the Bookstore and used book company have limits on how many books they can buy. Once buyback has started, take the book to buyback as soon as you are finished with it so you can sell before we reach our limit. This is why you could potentially get less than someone who sold it yesterday. The Bookstore may have reached its limit, so the used book company is now buying it for less. Or ...

**Or you may have to hold onto it.** The Bookstore only buys books one semester ahead. So if a class is only taught in Fall, you could make more money on it if you try to sell it in May rather than December. If you're not sure, take it to buyback, and we can let you know. But ...

**Don't hold onto it too long.** Each May, a surprising number of graduating Seniors haul in boxes full of books that they've accumulated during their four years here. By then, many of them have gone to new editions and no longer have value.

**Pass it on.** If the book isn't being purchased, put it in the donation container, either inside the Bookstore or at Project Okello's table. Books that are collected are sold to one of our used textbook partners. They recycle them and pay \$10 to \$30 per box. That money goes to Project Okello's charity, so you are using your old book to help someone else.

**If you ever want to sell books between buybacks,** check out the "Online Buyback" link at [bookstore.gcc.edu](http://bookstore.gcc.edu), and sell it directly to our used book partner. They will quote you a price, pay for your shipping, then send you a check. You won't get as much as you would during an in-store buyback, but it's a good way to make some quick cash.

We hope this gives you some insight into the value of your textbooks. Remember, the true value lies in what you learn from them.

## GETTING TO KNOW US

Each month, we'll introduce you to members of our Bookstore team. Our staff has many years of experience, and we're willing and able to use that experience to serve the campus community! These two ladies do a lot behind the scenes to make the store look as nice as it does and to keep the store running smoothly.

**Cathy Stewart, Textbook Specialist** (on left in photo)

**How long have you worked @ the Bookstore/College?** 21 years @ the College, 3 years in housekeeping & the last 18 years @ the Bookstore.

**What does a typical day look like for you?** It depends on the time of year. Several months before the start of the semester, I obtain the book requisitions from professors, then the hunt begins. I research if the books are available, if they're current or old editions, print on demand titles, can I get enough quantities for each class, etc., all in an effort to find the best prices. Then, we determine quantities needed and decide where to get them, whether from student buyback, used book companies, or finally as a last resort, publishers (new books). Then there is book rush at the beginning of each semester — a pretty busy 2 weeks for all of us! About 6 to 8 weeks later, we start the process of returning books that are left on the shelves. By the time the students are through the first month of classes, we are starting to get ready for the following semester. And the cycle begins again!



**What do you like best about working @ the Bookstore?** What I do can be challenging at times (in a good way). I like the research involved, finding solutions, and helping professors & students get what they need.

**What is your favorite book?** The Bible.

**Favorite vacation?** Outer Banks or camping

**A little bit about your family.** Both my husband & I work at the college. He happens to be one of the plumbers on campus. We have been married for 36 years. We have a daughter & two sons and 4 grandchildren.

**What hobbies and interests do you have outside of work?** I like to work in my vegetable garden. My husband takes care of the flowers!

**What is your favorite meal/food?** Anything with cheese in it!

**Wanda Campbell, Sales Associate** (on right in photo)

**How long have you worked @ the Bookstore/College?** I have worked 27 years for the College, 13 in the Bookstore.

**What does a typical day look like for you?** I do a daily report of sales from the day before, check for and fill online orders, help people at the register, and keep the store neat and tidy.

**What do you like best about working @ the Bookstore?** Working with the students and talking to the students who come into the Bookstore.

**What is your favorite book?** I do not have a favorite book, but my favorite authors are Lee Child and John Grisham.

**Favorite travel spot?** I love to go to the ocean.

**A little bit about your family.** I am married. I have 2 daughters and 2 step children. And I have 7 grandchildren.

**What are your hobbies and interests do you have outside of work?** I like to read, take walks, sit in the sun, and go to my grandchildren's sporting events.

**What is your favorite meal/food?** My favorite meal is scalloped potatoes and ham. But, I love pizza, too.

*In the next issue, you'll meet Assistant Manager Debbie Kaufman and Sales Associates Tina Maxwell and Katelyn Struthers.*



## BOOK NEWS

GCC History Dept. Chairman Gary Smith and his wife Jane Marie Smith released a new book. *Suffer the Children* describes the plight of poor children and provides many practical ways we can participate in one of the most important crusades to improve our world. Most of us feel that we cannot significantly impact the lives of children in need, both near and far, but this book gives concrete examples of how we can improve their lives spiritually and materially. By praying, giving generously, investing and shopping more prudently, and advocating more zealously in the political arena, among other things, we can improve their material situation and open their minds and hearts to the Gospel. Dr. Smith will be speaking about the book at different events on campus this Spring. The book is available at the Bookstore or Bookstore website for \$22.50.





## Main Sources for Course Material Acquisitions

### Campus Store and Amazon Dominate the Textbook Market

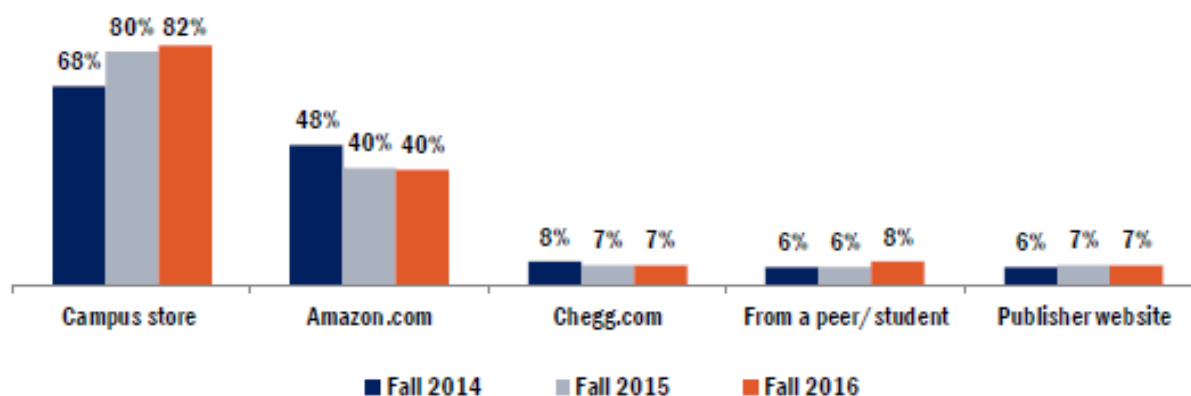
Of the 86% of students who purchased at least one course material for the fall 2016 term, 82% purchased from their campus store (online or in-store) and 40% from Amazon.

Meanwhile, of the 43% of students who rented at least one course material, 57% rented from the campus store (online or in-store) and 36% from Amazon. The campus store was also the primary retailer used by students to obtain access codes purchased separately from a textbook (61%).

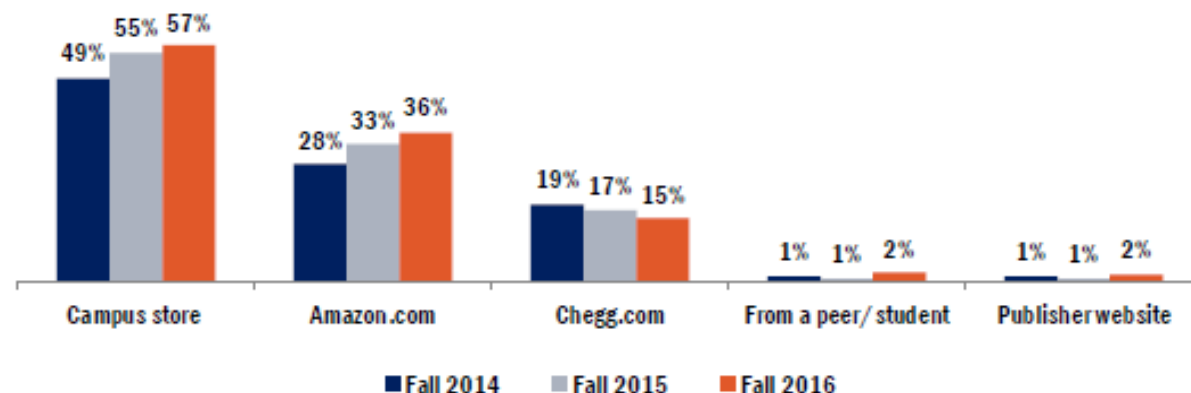
The campus store and Amazon are also the most preferred retailers. If costs were the same, about three-fourths (74%) of students said they would prefer to shop at the campus store and 15% selected Amazon.

These two retailers are also top of mind among faculty; 74% of students indicated that their instructors recommended the campus store, while 35% said they were referred to Amazon.

Top Sources for Course Material Purchases



Top Sources for Course Material Rentals



## Fall 2016 At a Glance

### Students Continue to Purchase from the Campus Store and Amazon

The average student is enrolled in four to five courses (4.52), acquired five to six units (5.58), and spent \$327 on required course materials.

Nearly all of students obtained at least some of their required course materials (98%) from an average of two sources. In line with fall 2015, the majority of students purchased at least one course material (86%). Meanwhile 43% of students rented at least one material. Whether purchasing or renting, the two main sources for course materials continue to be the campus store and Amazon.

The rush period, which includes the week before and first week of classes, continues to be the most popular time for students to obtain the majority of their course materials (49%). However, acquisitions during rush are down from fall 2015 (53%) as slightly more students acquired their materials earlier.

### Average College Student:



Acquired 5.58 Units

Purchased - 4.02

Rented - 1.02

Borrowed/Downloaded - 0.53



Spent \$327 on  
Required Course Materials

Enrolled in  
4.52 Courses



Acquired from  
2 Sources

Campus Store  
Amazon



### WINNER! WINNER!

Congratulations to Lindsay Wilson, winner of a \$50 Bookstore Gift Card in December for completing the "Student Watch" survey sponsored by the National Association of College Stores! Thank you to everyone who completed the survey -- the information will help us serve you better! On this page are some of the answers from students around the country.

### Course Material Spending Remains Flat

While spending on course materials was up a mere \$4 from fall 2015, the number of course materials obtained also increased nearly a full unit due to slight increases among purchased units (+0.3) and borrowed/downloaded units (+0.2).

Student combined spending on technology, supplies, and required course materials has been on the decline over the past few terms. For the fall 2016 term, the average student spent \$622, which is a \$50 decrease from fall 2015 and \$75 decrease from fall 2014.

Grove City College Fall 2016 Student Watch™ Data		Count	Mean
Please indicate your course enrollment for the fall 2015 term.	Number of Courses (excluding labs)	528	5.70
During the fall 2016 term, how many course materials were required or recommended by your instructors? (Regardless if	Required materials	528	9.39
	Recommended materials	528	1.96
During the fall 2016 term, how many course materials did you actually obtain?	Required materials	517	9.14
	Recommended materials	329	1.38
How many course material units did you <u>purchase</u> from each retailer?	On-campus bookstore (in-store)	218	4.72
	On-campus bookstore (online)	287	6.04
	On-campus bookstore (combined)	436	6.34
	Off-campus bookstore	3	2.67
	Amazon	335	3.54
	Chegg	41	2.00
	Publisher Websites	31	1.26
	Peer/Other Student	95	2.46
How many course material units did you <u>rent</u> from each retailer?	On-campus bookstore (in-store)	36	2.01
	On-campus bookstore (online)	59	1.69
	On-campus bookstore (combined)	93	1.85
	Off-campus bookstore	0	
	Amazon	105	1.93
	Chegg	25	1.70
	Bookrenter	0	
	Publisher	0	
TOTAL ACQUIRED course material units.	Purchased	528	8.23
	Rented	528	0.86
	Total Paid for course materials	528	9.09
	TOTAL ACQUIRED course materials (purchase, rent, borrow, download)	528	10.07
How much did you spend on required course materials	Purchased course materials	528	\$321.71
	Rented course materials	528	\$28.75
	TOTAL SPENT on required printed, digital, and course pack items.	528	\$350.45
Total spent on course materials at the <u>campus bookstore</u> (online and in-store)	Total spend (purchased and rented)	436	\$266.93



### ABOUT THE SURVEY

More than 24,000 students from 90 higher education institutions from 33 states in the US and 3 Canadian provinces participated in the Fall Campus Watch Survey. A Spring survey was fielded in February and March, 2017. Look for results from that survey in the next issue of *NovelTees!*

## A FEW OF OUR FAVORITE THINGS

When asked what their favorite Bookstore items were, this is what student employees had to say!

Long sleeve T-shirts are popular on campus right now. Senior Marketing Management major **Allison Beggs**, who has worked @ the Bookstore 4 years plus 2 summers, says, "I like the long sleeve T-shirts because they are versatile, warmer than a regular T-shirt, and not as bulky as a sweatshirt."



Senior Communication major **Sara Giesler**, who has worked @ the Bookstore 4 years plus 3 summers and Christmas breaks, agrees. "I like the new long-sleeve classic fit tees from League", which are the red and navy shirts shown here. "They're so soft! I love the pockets and the simple logos/artwork."



Senior English major **Becky Tzouanakis**, who has worked @ the Bookstore for a year and a half adds, "The red and gray League Outfitters boyfriend shirts are super soft, wonderfully designed, and great to wear with leggings or as pajamas. They're a must-have for any girl's wardrobe."

**Sarah Williamson**, a Senior Marketing major who has worked @ the Bookstore for 3 years, went with something a little warmer for her choice. She

likes the League Springtime Terry Raglan Crew, shown to the right. She says, "I love crewneck-style tops — they are so comfortable and still look nice!" She thinks that this particular sweatshirt "shows off the school's colors very nicely and is very stylish for a cooler day."

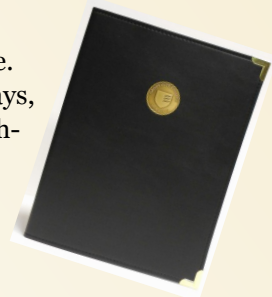


Junior Management major **Matt Beck**, a 2-year Bookstore employee, is King of the Quarter-zip. He says, "I like quarter-zip sweatshirts because hooded sweatshirts are a hassle in the rain and snow since the hood is not cooperative with other jackets." He adds, "Also, quarter-zip sweatshirts, while still comfortable, and casual, are more stylish than hooded sweatshirts."



A baseball cap caught the eye of **Kaitlyn Ringwelski**, a Freshman Marketing Management major who has worked @ the Bookstore since last summer. She chose a gray hat from Legacy with red embroidered letters. "I bought this hat before Spring Break, and I wore it a lot! I like that it says Grove City College, because the G logo is not very recognizable to people outside of this area."

**Jesse Litzenberg**, a junior in his third semester @ the Bookstore, used his practical Mechanical Engineering mind when making his choice. He picked the black padfolio with the gold Grove City College shield on front. He says, "Everybody should have a portfolio. This one offers a slightly different look than others I have seen, which will help students stand out in interviews. The gold attracts the eye of an interviewer and sets you apart."



Any of these products will set you apart, so stop in to check them out soon!

## BOOKSTORE INFORMATION

### Customer Service

724-458-2135  
or 724-458-2134  
Website: [bookstore.gcc.edu](http://bookstore.gcc.edu)  
Email: [bookstore@gcc.edu](mailto:bookstore@gcc.edu)

### Semester hours

M-F 8:30–5:00 and Sat. 9:30–1:00  
Open extended hours for  
special events, including Homecoming,  
Crimson Days, and Family Weekend.

Follow us on Facebook, twitter,  
and Instagram!

### Twitter Tuesdays!

Follow us on Twitter  
@BookstoreGCC  
Check our Tuesday  
tweets for discounts  
and deals!