



## Bookstore's Request for funding from AS Bookstore Reserve Account

**Proposed Motion:** Allocate and fund \$30,000 from the AS Bookstore Reserve Fund for Bookstore equipment.

**Sponsor:** AS VP Bus Ops Chelsea Ghant

**Persons of Contact:** Chelsea Ghant/Peg Godwin

**Guest Speaker:** Peg Godwin AS Bookstore Manager

**Date:** May 22, 2015

### Background & Context

This is a proposal to seek funding from the AS Bookstore Reserve fund to support Bookstore operations. The total request is for \$32,000.

Project	Expense	Rationale	Status
Purchase 5 new desktop Computers	\$ 3,500.00	Replace outdated computers	Complete
Yearly VERBA software fee	\$ 9,000.00	Price comparison software	Complete
Optimize Website for mobile devices	\$ 3,000.00	Information displayed in a mobile friendly format	Complete
10 new signature capture machines	\$ 12,700.00	New credit card (EVM) security requirements	Completed
Purchase of reusable bags with Bookstore and AS logo	\$ 4,000.00	Advertising and sustainable , reusable bags	Completed
Total	\$ 32,200.00		

### Summary of Proposal

This is to spend some of the money the Bookstore has contributed the AS Bookstore Reserve fund in FY14. The revenue share to this reserve account in FY 14 was \$101,597.21. The Bookstore anticipates a contribution in FY 15 of about \$50,000.

### Fiscal Impacts

Reserves decreased by \$32,000 this year with a year-end contribution from the AS Bookstore based on revenue sharing \$50,000. This account would be increased by \$20,000 at the end of FY15.

### Rationale:

**New Desktop Computers:** This is part of the yearly replacement cycle for computers used in the AS Bookstore. We use about 25 computers within the store so we are on about a 5 year replacement cycle.

**VERBASoftware:** This software allows for price comparison shopping by students on the AS Bookstore’s ecommerce site. This spring the AS Bookstore began using the Verba product Collect. This software allows the AS Bookstore to communicate more effectively with the faculty by sharing information about what course materials the faculty member used in prior terms. This will help to assist faculty submit course material requisitions in a more timely manner.

**CSD 460 (30255)**

We do not currently have book information. This section may not have any required books, or the bookstore may be awaiting information from the instructor.

**CSD 510 (30003)**

We do not currently have book information. This section may not have any required books, or the bookstore may be awaiting information from the instructor.

**CSD 575 (30004 - POSPISIL)**

Title: **Counseling Persons With Communication Disorders Etc**

Author: **Luterman**

ISBN: **9781416403692**

Status: **Required**

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**From WWU BKS**

	Price	Store	Condition	Comments
	\$45.50	WWU BKS	Used	Out of Stock
	\$60.50	WWU BKS	New	Out of Stock

**From The Web**

	Price	Store	Condition	Comments		
	\$50.00	Amazon	New	Arrives By June 4		<a href="#" style="background-color: #0056b3; color: white; padding: 2px 5px;">Add to Cart</a>
	\$50.00	Amazon	New	Arrives By June 4		<a href="#" style="background-color: #0056b3; color: white; padding: 2px 5px;">Add to Cart</a>
	\$53.98	Half	New	Arrives By June 16		<a href="#" style="background-color: #0056b3; color: white; padding: 2px 5px;">Add to Cart</a>
	\$56.62	B&N	New	Arrives By June 4		<a href="#" style="background-color: #0056b3; color: white; padding: 2px 5px;">Add to Cart</a>
	\$64.80	Bookbyte	Used	Arrives By June 16		<a href="#" style="background-color: #0056b3; color: white; padding: 2px 5px;">Add to Cart</a>
	\$65.81	Alibris	Good	Arrives By June 16		<a href="#" style="background-color: #0056b3; color: white; padding: 2px 5px;">Add to Cart</a>
	\$65.81	Amazon	Used	Arrives By June 16		<a href="#" style="background-color: #0056b3; color: white; padding: 2px 5px;">Add to Cart</a>
	\$65.81	Half	Good	Arrives By June 16		<a href="#" style="background-color: #0056b3; color: white; padding: 2px 5px;">Add to Cart</a>
	\$65.87	AbeBooks	Unknown	Arrives By June 16		<a href="#" style="background-color: #0056b3; color: white; padding: 2px 5px;">Add to Cart</a>

**Sequoia Optimization for Mobile Devices:** This is additional software added to the AS Bookstore’s e-commerce site that will allow for better viewing on mobile devices. This is a onetime charge for this upgrade.

**New Signature Capture Machines:** The AS Bookstore has purchased ten new signature capture machines for all of the Point-of Sale registers. This will allow the Bookstore to meet EVM standards for credit card processing and decrease the liability on fraudulent charges.

**EMV**, which stands for Europay, MasterCard, and Visa, is a global standard for inter-operation of integrated circuit cards (IC cards or "chip cards") and IC card capable point of sale (POS) terminals and automated teller machines (ATMs), for authenticating credit and debit card transactions.

Effective 1 October 2015, Visa's global counterfeit liability shift will be instituted in the U.S for POS transactions. With this liability shift, the party that is the cause of a chip transaction not occurring (i.e., either the issuer or the merchant's acquirer processor) will be held financially liable for any resulting card present counterfeit fraud losses. The shift helps to better protect all parties by encouraging chip transactions that use unique, dynamic authentication data.



**Reusable Tote bags with AS logo:** The Bookstore orders and distributes 10,000 reusable tote bags every year. These bags have the AS logo, the AS Bookstore logo and the new Western logo. We use them to reduce waste and also help brand the University, the AS Bookstore and the Associated Students.

