



***The only Starbucks Coffee located within 35 miles can be found right here on the campus of SUNY Fredonia.***

## SUNY FREDONIA Faculty Student Association

### University Bookstore Overview

The Faculty Student Association (FSA) operates the University Bookstore, Convenience Store and Starbucks Coffee. The Bookstore offers academic supplies, apparel, computers, electronics, giftware, textbooks, trade books and various miscellaneous items. The Convenience Store offers a full assortment of food and health and beauty items with several products from local suppliers. Starbucks Coffee is owned and operated under a five-year license agreement with Starbucks Coffee Company. The Bookstore also offers a full service e-commerce site that includes all textbook titles as well as the most popular selections of imprinted giftware and clothing. The Bookstore area employs 13 full-time, 18 part-time, and approximately 40 student employees.

### Highlights

The FSA continually works to improve its services to the campus community and respond to various needs of the campus. Some of the highlights from operations over the past few years include:

- Retailing products from local suppliers including McNiff Cookies and Simply Cheesecakes in the Convenience Store. The store also offers seasonal fresh fruit from local growers. Added organic food products and increased “green” product selection in giftware, electronics, academic supplies, and clothing.
- Implementation of an e-commerce site that includes textbooks, imprinted giftware and clothing. The site can be found at [www.sunyfredoniabookstore.com](http://www.sunyfredoniabookstore.com).
- Enhanced sustainability awareness for cardboard by conducting a raffle to any student who returns a textbook prepack box to be either reused or recycled.

### Planning Assumptions

Planning assumptions used to develop the 2010-2011 budget include:

- Changes to hours of operation - the Bookstore will be open on Saturdays from 1 to 5 p.m.. The Bookstore and Convenience Store will open at 8 a.m. on weekdays.
- The Starbucks warm food program will be offered.
- The Apple Computer Authorized Campus Reseller Agreement expires in March 2010. SUNY Fredonia will not meet the minimum sales level; therefore revenues from this source will be discontinued.
- The textbook market is changing significantly with new media and new outlets for students. Sales volume is expected to decrease while textbook prices will increase. Total textbook sales revenue is expected to remain flat with 2009-2010.
- Giftware and clothing sales will increase. New lines will feature Nike and Adidas brands of SUNY Fredonia imprinted sportswear as well as a new line of Papyrus brand greeting cards.
- Sustainability initiatives to reduce plastic bag usage will be implemented including offering reusable cloth bags in our textbook prepacks along with discounted reusable cloth bags for purchase.