Bob Jansen: Using Innovation to Improve the Bookstore

The College Bookstore is undergoing many changes right now, both physically and in the way business is done there. The space in Proctor occupied by the store is being renovated, and one of manager Bob Jansen’s goals is to bring the online store up to the same quality that the Bookstore’s new campus facility will feature.

“The renovation will be a challenge, as textbooks for the fall and spring book rushes will be sold up in Redfield,” explains Bob, adding that in December or January, the store will have to move out of its existing space so improvements can be made to it before moving back in come June 2009. Going through the turmoil of two moves while still open for business will be worth it when, as Bob says, “the quality of the Bookstore’s new space will be raised to the same caliber as the rest of the buildings on campus.”

After work is complete, the store will occupy a larger area of lower Proctor, merchandise will be more accessible, and there will be an inviting fireplace and sitting area on the south wall.

The Bookstore is undergoing more than just physical changes. One of Bob’s main goals in how he operates is to drive more value back to the students by lowering their acquisition cost of books. How does the store accomplish that? “First, by sourcing more used books. In the last year we increased the ratio of used books available on the shelves from 15% to 30%,” Bob explains.

Also, last year the store had its first “A Book is a Terrible Thing to Waste” program (Bob credits Jack Byrne with the name), a partnership with the Recycling Center. Books that the Recycling staff rescued from bins during student move-out were sent to the Bookstore. Some were offered free in bins in front of the store where reunion goers and Language School students and faculty could browse and take them home. The used books that can be sold are back on the shelves or sold to wholesalers, and all the money the store takes in from sale of these books goes right back into the reward programs and giveaways that Bob has set up to encourage students to buy from the Bookstore instead of online sources like Amazon.

There is a Panther Rewards program, where students and employees can earn one point for every dollar they spend in-store or on-line through the Middlebury College Bookstore. Rewards can be

(Article continues on page 3)
2008 Employee Golf Tournament Results

Last month approximately 130 faculty and staff enjoyed a beautiful afternoon on the Ralph Myhre Golf Course for the annual Employee Golf Tournament. Thanks go to Jim Dayton and the golf course staff for making this event possible, Cathy Vincent for organizing the tournament every year, and to Macky Gaines, Tina Telgen, and Dee Gilbert for their work at the grills for the delicious meal after golf.

Front nine
1st Place - Cory Buxton, Karen Carpenter, Derek Hammel, Liz Hammel
2nd Place - John Quelch, Ethan Dick, Harold Strassner, Justin Allen
3rd Place - Phil Cyr, Mike Moore, Curt Parent, Bill Bishop
4th Place - Kristen Anderson, Russ Reilly, Bob Ritter, Sue Ritter

Back nine
1st Place - Chris Daly, John Davis, Mike Sundstrom, Rick St. Peter
2nd Place - Mike Pixley, Tim O’Toole, Shelley Payne, Kyle Kelton
3rd Place - Larry Bassett, Skip Brush, Steve Goodman, Kevin Peters
4th Place - Peter Burton, Bernie Cram, John Rubright, Curt Wemette
5th Place - Paul Lathrop, Amy Buck, Eric Leno, Roger Bagley
6th Place - Marion Davis, Vern Riley, Jennifer Pottinger, Ed Guinness, Jr.

1st Place women’s team - Pam Sands, Melissa Sullivan-Many, Patty Murray, Jacki Galen Kamp
2nd Place women’s team - Human Resources.

Faculty Grants

Marcia Collaer (Psychology and Neuroscience) and a colleague from St. Michael’s College have been awarded funding from the NASA-funded Vermont Space Grant Consortium for research that investigates the factors that influence ability to navigate in and learn environments, using virtual reality simulations. At least one Middlebury student will be involved in this research project.

Matthew Dickerson (Computer Science) has received a Research Opportunity Award from the National Science Foundation for collaborative research with a colleague at the University of California-Irvine. The research will apply geometric algorithmic techniques and data structures to the problem of data mining in GIS applications. Title: Privacy Management, Measurement, and Visualization in Distributed Environments.

Transitions

This column recognizes College employees who applied for and were hired for posted job openings. Congratulations to:

Dan Quesnel
After four months as a Custodian in Facilities Services, Dan was promoted to Custodial Team Leader in February 2008.

John Nordmeyer
John was hired in 2001 as Information Technology Analyst in Dining Services. He was promoted within Dining Services twice, in 2002 and 2004 when he became the Dining Services IT Analyst and Office Administrator. In February 2008, John became the Manager of Admissions Information Systems.

Thad Stowe
In March 2008, Thad was promoted to Manager of Office Moves and Furniture Distribution in Facilities Services. He had worked in Facilities since January 2007 as Inventory and Warehouse Coordinator.

Paul Lathrop
Paul was promoted to Inventory and Warehouse Coordinator in Facilities Services in April 2008. On the Facilities Services team since October 2005, previously Paul was a General Service Worker, followed by Landscape Groundworker.
Transitions

This column recognizes College employees who applied for and were hired for posted job openings. Congratulations to:

Pat Peters
In May 2008, Pat Peters was promoted to 2nd Cook in Dining Services. Pat had been 3rd Cook for approximately 18 months.

Heidi Schuerger
After working as a Database Administrator in Library and Information Systems since September 2002, Heidi transferred to the position of Manager of Information Systems in Facilities Services in June 2008.

Kenneth Pierce
In July 2008 Kenneth transferred to the position of Dining Services IT Analyst and Office Administrator. Previously, Kenneth was Pastry Chef in Dining Services since early 2005.

Cameron McDonald
Cameron transferred to the position of Maintenance Refrigeration Mechanic C in Facilities Services in July 2008 after six months as General Service Worker. Cameron is working toward his certification and licensure as a journeyman plumber.

(Bob Jansen, ctd. from page 1) purchased up-front (buying a gift card), or customers may redeem points as they go. The rewards can be used toward purchasing textbooks, Middlebury clothing and gift items, or anything in the Bookstore. The Gift Card program gives incentive for parents and students to spend their money at the Bookstore, because when they purchase a gift card at the $1,000, $750, $500, or $250 level, it is actually loaded with more value than the purchase price.

Bob has also increased the sales in the Bookstore dramatically by creating a Facebook site for the store and offering giveaways to students who “friend” and “fan” the site. Back in the spring of 2007, only months after Bob took the helm at the store, he learned from Doug Adams, Director of Center for Campus Activities and Leadership, that approximately 93% of Middlebury College students have profiles on the social networking site Facebook. Bob thought, “Here’s my way to reach out to students. If 93% of my students are there, maybe I need to be there too.” Bob has since found that this business page on Facebook, which costs the College nothing, is “more powerful than anything else I can do from an advertising standpoint.” He finds it the most powerful use of technology in the college bookstore business because he can reach students in a much more appealing way than just using e-mail. Because he can load things like graphics and video clips onto the Bookstore’s page when he wants to announce a sale, giveaway, or special program, the “advertisement” becomes much more visually appealing than if he sent the information out in a plain e-mail. Once a student has signed on as a “friend and fan” of the Bookstore, then Bob can send them information about special Bookstore events and giveaways. “I don’t want to add to the bombardment of e-mails students receive, so I reach out a couple of times a month with a message I think they’ll be receptive to,” Bob says. Students can opt-in or out at will, All of this effort has served the store, and therefore the College, well. The purpose of the special events is to connect with students on a different level, and when that happens, they shop at the Bookstore. All of the profit the Bookstore earns goes to offset other educational costs at the College.

The Middlebury College Bookstore has been getting national and international media attention for its innovative use of the social networking site. The store and Bob’s work have been mentioned in at least six publications including Forbes magazine in 2008. An article in Campus Marketplace includes Bob’s recommendations about how to get started using Facebook’s business services to open new marketing opportunities. In addition, Bob has made improvements to the College’s online bookstore site, also bringing an online bookstore to the Monterey Institute of International Studies, the first bookstore of any kind for MIIS, and has brought them into his Facebook promotions. Middlebury College has gotten much national and international acclaim for its leadership in education, and now the Bookstore is contributing to that exposure through positive national and international publicity.

“If 93% of my students are there [on Facebook], maybe I need to be there too.”

Thank You from the Economics Department

Thanks to the more than 100 faculty and staff members who participated in our charity auction survey. The results will help us design better mechanisms for raising revenue for non-profit organizations. Congratulations to Jeff Stauch (College Advancement) who is the lucky winner of a weekend for two at Stoweflake Spa and Resort!

Jeff Carpenter, Jessica Holmes, Peter Matthews

~ Liz Hammel
MiddAction Fair Scheduled

The Alliance for Civic Engagement (ACE) hosts its annual MiddAction Fair on Tuesday, September 16 in BiHall’s Great Hall from 6:00–7:30 p.m. Staff and faculty are welcome to attend and meet representatives from over 60 locally based non-profit organizations and student service groups to find opportunities to get involved in the local community and the wider world. Participating organizations include groups in the areas of education/literacy, environment, emergency services, homelessness, hunger, public health, youth mentorship, and more. For questions contact Ashely at jcalkins@middlebury.edu or x3099.

Middlebury History

25 years ago ● Two recent grads, Charlie Noyes ’82 and Ken Edwards ’83, returned to campus to work in the Student Activities Office and at the Rosebud Café, respectively. Beverly Sills, general manager of the New York City Opera, gave the John Hamilton Fulton Memorial Lecture in the Liberal Arts. Ground was broken for the Town of Middlebury’s first McDonald’s restaurant.

10 years ago ● The College announced plans to use only certified wood products in the construction of Bicentennial Hall. Richard Bunt (Chemistry and Biochemistry) received a grant from the Dreyfus Foundation for a research project relating to DNA repair enzymes. The National Coalition Building Institute held a three-day training session on prejudice reduction and conflict resolution for 45 faculty and staff on campus.

5 years ago ● Ten, 100-watt solar panels were installed on the roof of Farrell House, the building just west of Hillcrest. A Time for Remembrance was held at Mead Chapel in honor of those who perished on September 11, 2001. The College’s Health Flexible Spending Account program, Ceridian, began accepting claims for over-the-counter drugs in accordance with IRS provisions.

where on CAMPUS?

Justin Allen, “Carpenter Supreme” according to Mike Moore, was the only person to locate the Ohio Buckeye from last issue’s “Where on Campus?”. He e-mailed, “it is between Battell Rd. and Carr Hall [southeast of Battell Hall], and it has little nuts on it with SPIKES.”

Voluntary Retirement Plan a Great Option

Are you aware that you are eligible to participate in the College’s Voluntary Retirement Plan? The Voluntary Retirement Plan is a great way to save for retirement:

• Your pre-tax savings allow you to maximize your retirement savings while minimizing the impact to your current take home pay.
• You pick the amount you’d like to save (up to the maximum allowed by the IRS).
• Change or stop your contribution at any time.
• You are always fully vested in your account balance.
• It is easy to join – a simple and brief form will get you started.
• Your contributions are defaulted into the TIAA-CREF LifeCycle Fund, which provides a ready-made diversified portfolio of mutual funds with ongoing professional management. You may chose to continue with that investment option, or you may “build your own portfolio” by choosing among a range of diversified investment options.
• As an active employee you may borrow from your Voluntary Plan balance.

To learn more about this benefit opportunity, stop by Human Resources for a summary plan description, or access the SPD on the web by clicking on “Voluntary Retirement Plan (403B)” under “Retirement Plans” on the Benefits page of the Human Resources Website. If you’d like to enroll in the plan, print out and complete the “Voluntary Plan Salary Reduction Agreement” (found under “Forms” on the same Retirement Plans section) and send it to Human Resources. The form will get your retirement salary deduction started and open an account with TIAA-CREF in your name. Within a few weeks you’ll receive a packet directly from TIAA-CREF with additional information.

If you have questions or would like assistance enrolling, please call me in Human Resources at x3465.

Loretta Lee, Benefits Specialist
Open Calendar Workshop

September 23, 2008
9–11 a.m.
Kirk Alumni Center

A workshop on managing conflict:
“Speaking Calmly, Listening Actively”
Presenter: Ron Rubin

Conflict is frequently a natural and adaptive part of our work place. But many conflicts are unnecessary, hurt our relationships, create undue stress, and hinder the achievement of shared tasks and goals. Preventing these detrimental types of conflict is the first step in conflict resolution. In this engaging workshop participants will become familiar with the skills of positive communication and active listening as a means of minimizing workplace conflicts that are undesirable.

Participants will become aware of how to:
1. Express concerns and needs in a way that is assertive without causing defensiveness; and
2. Listen to others so as to foster free expression and problem-solving.

Please contact Sheila Andrus at x5190 or sandrus@middlebury.edu to register.

New Employees

JJ Boggs – JJ came on board as the Assistant Director of Campus Activities for Student Organizations in June. From Fairbanks, Alaska, JJ worked at the University of Alaska, Fairbanks for four years as the director of Student Leadership Development. She enjoys knitting, swimming, and adventuring.

Bill Bishop – Bill joined the Facilities Services team as a Maintenance Electrician in June. He is from Shoreham.

Mike Dykstra – A former dairy farmer from New Haven, where he’s lived his whole life, Mike is now a College Public Safety Officer. He and his wife Angie have three girls, Vanessa (8), Casondra (6), and Whitney (1-1/2). Mike is also the chief of the New Haven Fire Department.

Class of 2012 by the numbers

Orientation began Wednesday for the class of 2012. The 580 first-year students enrolling this fall represent 49 states and 36 countries.

7,823 Total Applicants
1,458 Total Admitted
285 Were admitted early decision
51% Graduated from public schools
6% Are Vermon ters
72% Are from outside New England
68 Are international students
128 Are U.S. students of color
52 Are in the first generation of their family to attend college
58 Were school or class president

Returning students move in this weekend for the first day of classes on Monday, September 8. There are approximately 90 “Febs” who will start the spring semester, 2009.
**Classifieds**

Classified ads are free for members of the staff, faculty, student body and alumni of Middlebury College. Ads must be submitted seven days prior to the publication date. Guidelines for ads can be found on the MiddPoints section of the HR Website. Please send ads to Classifieds, MiddPoints, HR, Service Building, or e-mail to middpoints@middlebury.edu (electronic submissions preferred).

### Auto

- **For Sale:** 2006 Dodge Caravan, 28,000 miles. 5yr/85,000 mile warranty transferable. Excellent condition! Asking $11,900. Call 388.3471 after 6:00 p.m.

- **For Sale:** 2001 Ford Ranger XLT, forest green. 3.2 liter injection, 6 cylinder, 5-speed, 4 wheel drive, 4 snow tires. 99,000 miles. $6,500. Call Rob 989.3632.

- **For Sale:** 1998 KTM 65 SX Motocross style, children size, dirt bike, 65cc, 2 stroke engine, 6 speed transmission. Asking $550/obo. Contact Donna at x5141.

### Other

- **For Sale:** Onkyo TX-SR504 7.1 channel processing A/V receiver for home surround sound system. 18 mo. old. Let's you take advantage of HDTV broadcast, Blu-Ray DVDs, XM Satellite, & console entertain. eqiup. Set up a 5.1 or 7.1 theater system w/ extensive surround sound options. Delivers 75 Watts/channel into 8-Ohms via 7 internal high-current power amps. Orig. instruction manual, IR Remote, AM/FM antenna, shipping box incl. Purchased new for $500, selling for $150. Excel, condit., works great, very easy to use. Contact htxnguyen@middlebury.edu or 388.6852.

- **For Sale:** Dropleaf Dining Table, cherry. Top open: 78x48x29”, Closed: 30x48x29”. Pull-out legs w/ casters. Custom pads included. Price negotiable. Call 388.8318.

- **For Sale:** Virgin Mobile Kyocera-m1000 wildcard messaging phone. Full QUERTY keyboard, 1.3 m.p. camera. Used for 2 weeks only, $60. Contact Carrie at 388.0436 or x5703.

- **For Sale:** Two digital converter boxes. Never used. $25 each. x5402.

- **For Sale:** Baby Grand Piano. Has been maintained; in good working condition. Art Deco, 1935. Original ivory keytops, wood finish. 4’ 8”. $600. Call 453.5377.

- **For Sale:** Pali baby crib, $80. Natural wood, has rail that lowers & storage drawer underneath, in excellent condition; purchased at Kids Town for over $300, plus the high-end “Cradletyme” mattress was $100 new & is also in superb condition. Photos avail. upon request. Call or e-mail Stacey: sthebodo@middlebury.edu; 989.1309, x5898.

- **For Sale:** Futon, double-size in excellent condition. Good for on- and off-campus domiciles. $100. 802.989.0998.

### Real Estate

- **For Rent:** Beautifully renovated Barn on our family property in Middlebury, 2.5 mi. from campus. One BR & one large office/ guest room, two full BA, large LR/DR. Fully furnished. No smoking. Available from December 17, 2008 until May 31, 2009. $1,000/month, not including utilities. Contact Carrie at 388.0436 or x5703.

- **Free:** Bubble Wrap. Call Toni at x2035 or e-mail tbest@middlebury.edu.

- **Free to a Good Home:** 1-1/2 year old male yellow lab. Not neutered, up to date on most shots. Friendly, playful. Also, a 2-1/2 year old male cat. Not neutered. Indoor cat, has not been to a vet at all. I can’t afford to keep them anymore. They can go together or separate. I do have cages for both. Call Pat at 377.0456 for more info.

### Wanted

- **Wanted to Rent:** Studio space for artist/papermaker, spouse of Middlebury visiting faculty member. Will need water, heat, & electricity. Call Debbie Sharpe-Lunstead at 802.388.7327 (home) or 202.657.2060 (cell) or e-mail at jlunstea@middlebury.edu or sharpelunstead@yahoo.com.

- **Wanted:** 88-key electric keyboard for children to learn piano. 545.2662 or ehammel@middlebury.edu.

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**College Book Store**

Attention staff members taking a class for credit or auditing: fall books will be available starting Saturday September 6 at 10:00 a.m. in Redfield Proctor.

Open Sat. & Sun. 9/6 & 9/7 10:00 A.M. – 5:00 P.M.