



**Hello RMSBA members! I hope you all are enjoying summer! I wanted to update you on a few items:**

**The board met the end of May and have implemented a new visions and missions statement as well as a new strategic plan. This is all included in this correspondence.**

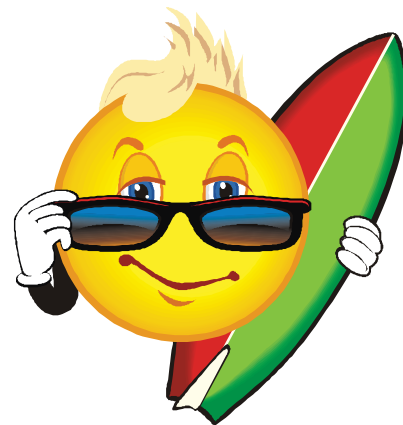
**Our annual meeting will be Oct. 5-7 in Colorado Springs at the Double Tree World Arena. It will be packed full of great education and our featured speaker is Doug Fleener!**


**The CCR exam will be offered on Tuesday morning, Oct 5 in Colorado Springs. Make sure to sign up by September 3 at <http://www.nacs.org/yourcareer/ccr/dates.aspx>.**

**Enjoy the rest of your summer and I hope you see you all in Oct!**

**Allison Hartel**

**President RMSBA**





**Rocky Mountain Skyline Bookstore Association  
Strategic Planning Meeting  
May 26, 2010**

In Attendance: Pam Mills-Facilitator, Marlin Kinzer, Michael Jastorff, Allison Hartel, Chris Marshall, Todd Thompson, Tracy Brodrick, Tammy Hendrix, Teri Haus, John Parry, Annette Nelson, Joe Labato, Katrina Crosby

**SWOT**

**Strengths:** fiscal responsible, financially sound, reputation, quality of volunteers, quality of annual meetings, NACS ties real strong, willingness to help, comfortable with each other, bang for your buck, number of store and vendor members, excellent education

**Weakness:** geography-distance, new leadership challenges in future, communication, quantity of volunteers, retention of members and vendors, networking between stores and staff,

**Opportunities:** textbook rentals, assist members with diversification, more members participation, social networking, strategic business partnerships, more scholarships, impact legislation, partner with other associations, RMSBA website use, electronic communication, market RMSBA strengths to institutions.

**Threats:** Text- competition, prices, industry changes; web commerce, leasing, vendor direct sales, economic conditions, text prices, legislation (HEOA)

**Environmental Scanning (next 3-5 years)**

Direct vendor sales to academic depts./students bypassing bookstore  
Legislative pressures (HEOA)  
Rentals  
Open Source books  
Increased connectivity of our customers  
Shrinking customer base from vendors due to competition  
Budget constraints  
Electronic devices/readers  
Noisy marketing messages, distractions,  
Shake out of the players vendors and schools  
May be stabile eventually  
Person to person selling  
For profit schools continue to grow  
On-line courses continue  
Learning and reading is changing  
Way faculty teach is changing  
Bookstore to retail store

**Members: (store staff, vendors, institution) What do they value about RMSBA?**

**Store staff-**Trade show, staff at home may not get full value, networking, behind the scenes water cooler talk, develop annual report template

**Vendors-**intro to clients, trade show, business, networking, opportunity for communication

**Institutional-**professional development, benchmarking, growth of leadership, market value of RMSBA, Need to “Toot our own horn”. Voice of 30 stores in 7 states and 250,000 students. Your institution and your store are represented by RMSBA.

**Vision:** Store and Vendor members of RMSBA will be among the most successful in the world.

**Mission:** RMSBA exists to provide leadership resources and services that give store and vendor members the ability to prosper in a rapidly changing environment.

## Goals

### **1) Provide tools and resources to members (stores and vendors)**

#### **Annual meeting- Fresh and innovative**

Ways to encourage participation

#### **Tools for stores to Admin**

Templates for annual reports. Link to NACS templates from our website.

Find what people are doing? Invite ICBA to present at 2011 meeting.

#### **Cool marketing info**

a. Business card, post cards, pdf on website, etc

#### **Develop path/program to ensure readiness of members for 2015.**

Take advantage of what is already out there (NACS, others)

Follow up session will discuss as to what our next step/path will be after the presentation at Annual meeting.

#### **Use web site effectively.**

a. Assign someone from to scan content for website by July 1<sup>st</sup>.

### **2) Provide timely relevant information encouraging communication to and between stores, vendors, administration and others.**

#### **Website more relevant**

Develop a committee with vendor participation

#### **Monthly communication**

July 1<sup>st</sup> email with monthly "Mile Higher than the Rest"

#### **Facebook**

### **3) Ensure strong and viable association**

#### **Increase membership**

Design collateral to help (add vendors thru stores/buyers-add stores thru vendors)

Put some money and effort into it

#### **Increase volunteer participation**

a. Increase committee positions and define those positions

b. Leadership path designed

RMSBA table in tradeshow to recruit volunteers.

#### **Outreach efforts/programs**

a. Regional visits (vendors will help get word out and distribute information)

