



WILDCAT SHOP

• BOOKS • SUPPLIES • CLOTHING & MORE •

• EST. • 1891 •



Mission Statement

The Wildcat Shop supports the mission of Central Washington University and promotes Wildcat spirit by creating a superior customer experience in an inviting setting. We are committed to offering competitive, environmentally-conscious products and services that meet the academic and individual needs of the University Community.





From humble origins as “The College Store”, the Wildcat Shop is now an integral part of the student experience.

Serving more than just the students on the Ellensburg campus, the Wildcat Shop is responsible for sourcing textbooks for all of the university centers shipping books to those off campus students as well as online students around the world.



Today with annual sales over \$9 million, the Wildcat Shop is the campus community’s source for electronics, clothing, general books, school supplies and emblematic gifts. As the market for textbooks shrinks nationally the Wildcat Shop has remained strong and continues to adapt to the ever changing demands of students. With shrinking textbook sales, the Wildcat Shop has supplemented

revenue with increases in technology, clothing and emblematic gifts, as well as the store’s ready-to-wear fast fashions.



We're Here to Serve Students...

As the official store of Central Washington University, the Wildcat Shop is a single point of contact providing products, services and programs that support a successful learning environment. Our relationship with the students begins with their first visit to campus as prospective students with their families and the purchase of that “first Central tee,” and it continues each time we:

- Connect with parents and incoming freshman during orientation events.
- Provide course materials and technology that help students succeed during their education.
- Assist students as they make the transition from student to graduate through Graduation Kickoff and purchase of commencement merchandise.
- Provide high quality merchandise for every life stage, beginning as prospective students and as they transition to new roles as alumni, parents and life-long Wildcats.

The Wildcat Shop strives to educate students and parents about textbook costs and options for purchasing course materials, technology and bookstore services. Because student issues and concerns are important to us, we encourage open dialogue with students and faculty with our advisory board. In addition to the advisory board, the Wildcat Shop participates in a biannual research survey from the National Association of College Stores. This data is collected from students, faculty and staff and allows us to benchmark our results with other university stores across the nation.



...and Provide Faculty Resources

We Offer Choice, Flexibility and Solutions for Our Faculty: A strong relationship with faculty fosters a successful student learning environment. The Wildcat Shop staff works hard to provide faculty with options in selecting course materials to fit any teaching style. Our textbook department has years of experience in sourcing and ordering textbooks and combined with our custom publishing department, faculty can create the exact course materials desired for their instruction.

- **Customization:** We work closely with professors to offer students the most comprehensive course materials for the lowest price. Custom made course packets save students money, save professors time, and protect the university through the systematic copyright compliance program.
- **HEOA Compliance:** Section 112 of the Higher Education Opportunity Act (HEOA) requires institutions of higher education who receive federal financial assistance to provide students with accurate course material information including ISBN and retail price for each course listed in the institution's course schedule used for preregistration and registration purposes. Our integrated point of sale (POS) and e-commerce system achieve this compliance via our college store's website and integration into Safari, which allow students access to the most up-to-date textbook information submitted by faculty.

Your Course Materials

Once you have made your selections, click on the "Add Selections to Cart" button below. If you have any questions about this information, please contact us.

eTextbook Orders
Orders for eTextbooks must be paid for by credit card. If you would like to pay for the rest of your textbook ordering using a different payment method, please place a separate order for your eTextbooks.

Need to look up another course?
[Return to Course Lookup](#)

Select by Status: **Required** All None

ENGLISH 101, 001 WTR ON CAMPUS

COURSE	ISBN	Author	REQUIRED	Add? Qty? 1	New Purchase Price	Used Purchase Price	Substitution Options
HARBACE ESSEN/WR/RESOURCES F/WRI/UNL...	9781133590880	Author: GLENN	REQUIRED	<input type="checkbox"/>	\$31.45	\$17.95	OK to Substitute
NO REFUND ENG 101: COMP I CRITICAL READING AND RESPONSE	9781453407158	Author: GRAY	REQUIRED	<input type="checkbox"/>	\$19.00		OK to Substitute

Course Subtotal: \$36.95

We're Driving Down the Cost of Education...

Used Textbooks: Used textbooks can save students 25% and more off of new prices. Our textbook department utilizes multiple strategies to acquire them. The Wildcat Shop will “shop” their textbook list as many times, and with as many vendors as possible to ensure the maximum number of used textbooks. Also, by being proactive in acquiring textbook adoptions, the Wildcat Shop textbook department can increase the amount of books bought back from students at buyback, returning money to the students and keeping costs down even further.

Rental Program: Summer quarter 2012 the Wildcat Shop launched an in-store rental program with great success. Winter quarter 2013 the Wildcat Shop offered about 20% of the 1,200 titles for rent, and rented over 765 individual books.

Textbook Buyback: Our textbook department aggressively solicits textbook adoptions for the up coming quarter before the first week of the previous quarter. Because of this we are able to offer a larger selection of titles available for buyback giving the students a better buyback opportunity.

Price Comparison: The Wildcat Shop will be launching a textbook price comparison portal for Spring Quarter 2013. This option allows students to shop textbooks from our website and compare prices with major online retailers such as Amazon.com and Half.com.

Affordable Technology:
The Wildcat Shop is an official Apple reseller and offers student pricing and onsite repair for computers. Along with Apple products, we carry a full line of Dell computers and educational software from Microsoft, Apple, Adobe and others. The Wildcat Shop is a one-stop technology solution for students, faculty and staff.

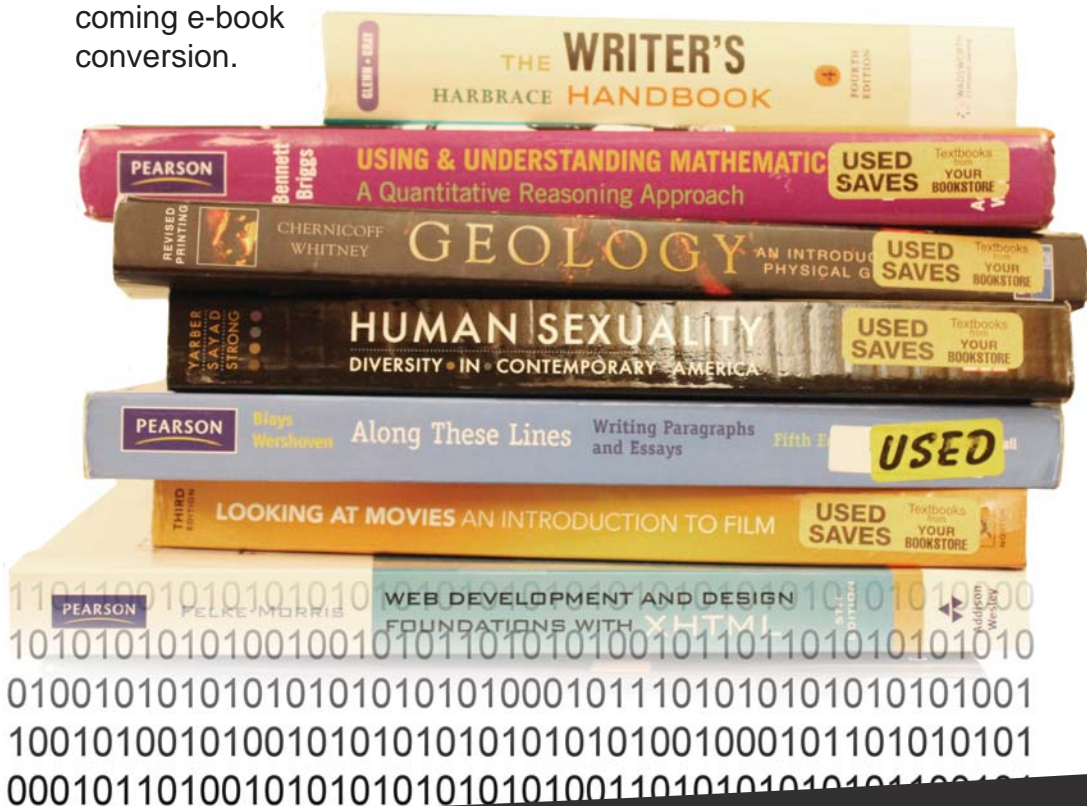


...and Innovating Change in Course Materials

Digital Delivery is Evolving: Despite media coverage to the contrary, the popularity of e-books is growing slowly in the textbook environment. Digital content is currently distributed in multiple formats, with no standard platform or device, and it is early in the evolution process. As course materials merge into the electronic format, our store is stepping up to provide new technology services needed by academic departments. Our position in the college store industry allows us to see trends, share best practices and develop solutions.

Flexible options: The Wildcat Shop offers digital alternatives to traditional textbooks through CourseSmart which is integrated directly into our Point-of-Sale system and e-commerce platform.

New Delivery Models: Like most stores in the Industry, the Wildcat Shop is not waiting to be told how e-books will be distributed to students. Through active work on association boards and in organizations like Independent College Bookstore Association (ICBA), Northwest College Bookstore Association (NWCBA), National Association of College Stores (NACS), the Wildcat Shop can see the trends and use the purchasing power of the nations' college bookstores to remain the main distribution channel for the coming e-book conversion.



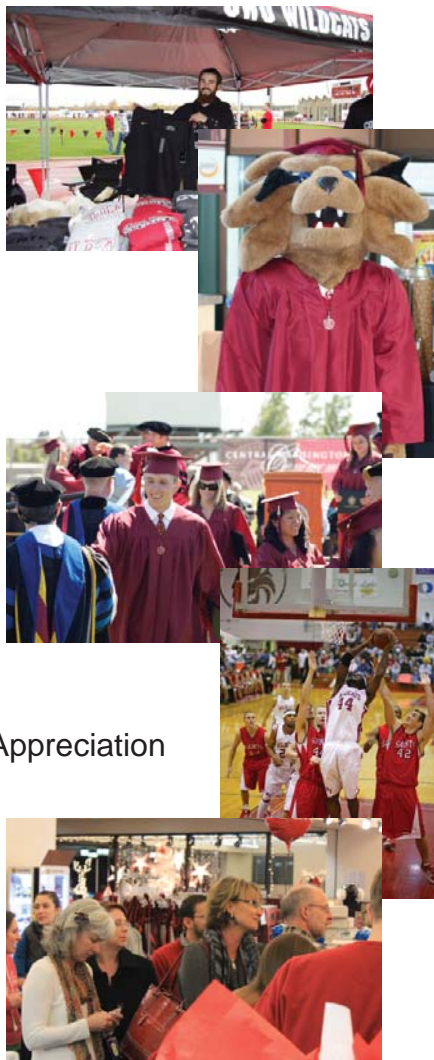
We're More Than Just Books...

We are the University Brand Ambassadors: First impressions count and we are proud to serve as a major destination for campus visitors. Our store is designed to provide a dynamic shopping experience for our customers and to enhance the brand of the university.

Our merchandise supports and reflects the image and spirit of the university. The Wildcat Shop is committed to carrying a wide variety of goods to meet the needs of the diverse population on and off the campus throughout their life stages with CWU.

The Wildcat Shop sponsors and takes part in many different events on campus that connect with multiple publics at various stages of affiliation with the University, including the following:

- Football Games
- Basketball Games
- Grad Kickoff
 - Ellensburg
 - Des Moines
 - Lynnwood
- Author Signings
- Graduation
 - Ellensburg
 - Westside
- Welcome Wildcat Weekend
- Discover
- SOURCE
- Student Appreciation Day
- Wildcat Shop Faculty & Staff Appreciation
- Summer Camps
- Conventions



We're More Than Just Books...

We're a Trusted Campus Resource: The Wildcat Shop collaborates with numerous departments to develop programs and services that enhance the university experience for our students and alumni.

- Staff members serve and assist the campus community through leadership and committee involvement.
- Staff participate in new student orientation programs, provide internships for students and provide real world retail, marketing and technology experience.
- Staff are involved in numerous campus associations and committees that make important group decisions.
- Commencement: The Wildcat Shop has been involved in the commencement ceremony for many years. The Wildcat Shop has streamlined the process for registering for commencement for both the graduate and the registrar's office. Along with creating a central location for all commencement needs online, the Wildcat Shop also hosts Grad Kickoff, the one place graduates can go to talk to all the departments that are important for students completing their education.



We're More Than Just Books...

We Provide Exemplary Services: Our programs are designed to support teaching, learning and research, as well as enhance and ease the lives of our customers. The Wildcat Shop offers shipping and postal services, department discounts, custom printing, binding, lamination services and special orders on general merchandise, electronics, trade books, as well as textbooks and access codes. We accept all forms of tender and offer an easy returns policy. Because we are integrated with the campus system we can securely offer student charge options and efficiently process vocational rehabilitation and third party accounts payable.

Special programs include:

Online Faculty Textbook Orders: A paperless online textbook adoption system allows faculty to submit their textbook requests, or “adoptions” easily and efficiently. For faculty not wishing to use this form, our textbook department will gladly handle adoptions via e-mail or phone to provide maximum convenience.

Price Comparison: We partner with Verba, a textbook price comparison software company, so that students and parents can compare textbook prices with online competition right on our website, which ensures that students are getting the best prices available. On average 70% of students will purchase from the bookstore after checking the competitor’s price.

Textbook Pickup Program: The Wildcat Shop processes over 3,500 textbook pickup orders annually, providing a free and convenient back-to-school service that eases the transition for new students and offers first choice of lower cost used books.

Buy Back: We offer textbook buy back all year long as well as our “big buys” at the end of each quarter. We also offer a buyback service on our website for those students who can’t make it into the Wildcat Shop.



Textbook Pickup Program - Orders for students to pick up

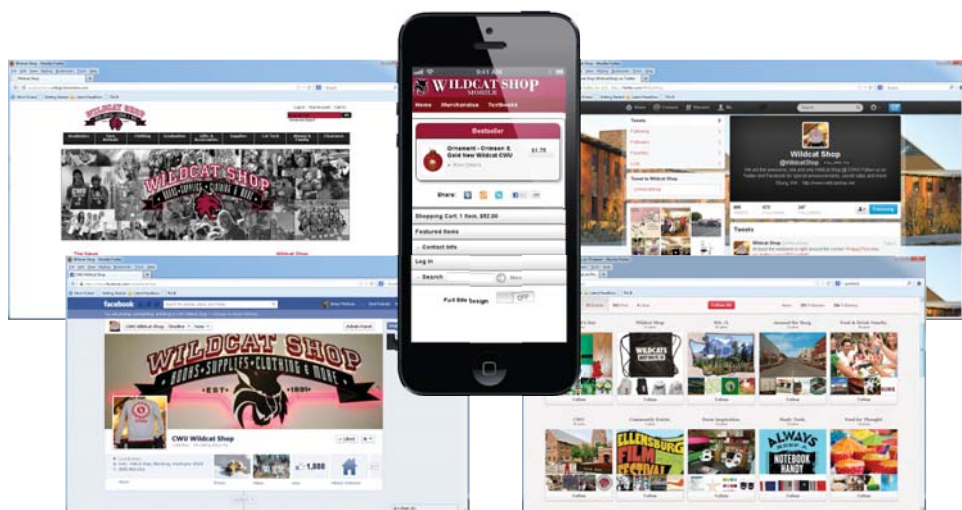
We're More Than Just Books...

We Offer Technology Solutions for Global Customers: We monitor and research emerging technologies and adapt them to the way we do business with our customers.

E-Commerce: The Wildcat Shop maintains an e-commerce website which is responsible for over 15% of all store sales. We monitor all web traffic with Google Analytics, which helps maintain customer intelligence such as geography, technology preferences, shopping patterns and browsing habits. We use this data to create a user-friendly shopping experience for our online customers. Our website offers seamless integration with social media, furthering our reach and accessibility of shopping online.

Mobile Platform: The Wildcat Shop was one of the first college stores to offer a mobile e-commerce solution. As shopping patterns have changed, it became apparent that a mobile shopping platform was a necessity. In spring of 2010 we beta tested our e-commerce solution provider's mobile platform and have been using it ever since.

Social Media: The Wildcat Shop maintains an active and interactive Facebook Fan Page, Twitter ID, YouTube Channel and Pinterest Board to help disseminate information to students who prefer this mode of social communication. We monitor our success in social media via post, likes, fans, shares, re-tweets, mentions and clicks. We also monitor brand conversations via social media so that we can contribute to a positive perception about the Wildcat Shop and to counter negative or incorrect posts.



Our Financial Commitment...

The Wildcat Shop has a proven track record of fiscal responsibility. For many years we have provided significant revenue to Central Washington University while delivering superior goods and services to students at the lowest possible prices. The Wildcat Shop prides itself in being in the top 10% nationally for providing the lowest price on textbooks while still maintaining profits and keeping expenses low.

The college book store industry is comprised of 4,500 stores that serve over 19 million college students (National Center for Education Statistics and the National Association of College Stores [NACS]). As part of this professional network, we utilize a variety of industry resources to enhance our efficiency and profitability.

Ranking of University Stores with similar FTE to Central Washington University	
Institution Served	FTE
Wildcat Shop	10,000
Bowling Green State	17,271
University Of Wisconsin Milwaukee	24,578
Johnson County Community College	11,551
University of Wyoming	10,900
University of Denver	10,314
University of Dayton	9,780
Western Washington University	12,970
Normandale Community College	9,956
Kutztown University	9,669
Eastern Washington University	10,050

We benchmark against peer institutions in the college store industry in an effort to improve our performance. The Wildcat Shop consistently outperforms schools its size and larger. As published in the Independent College Bookstore Association (ICBA) 2009-2010 Operating Survey, the Wildcat Shop was ranked the highest in net sales over any other school with an FTE of 12,000, or less and outperformed both Eastern Washington University and Western Washington University.

The Wildcat Shop continues to perform well above national average when it comes to net income and is well below average in payroll expenses and over all operating expenses.

Our Financial Commitment...

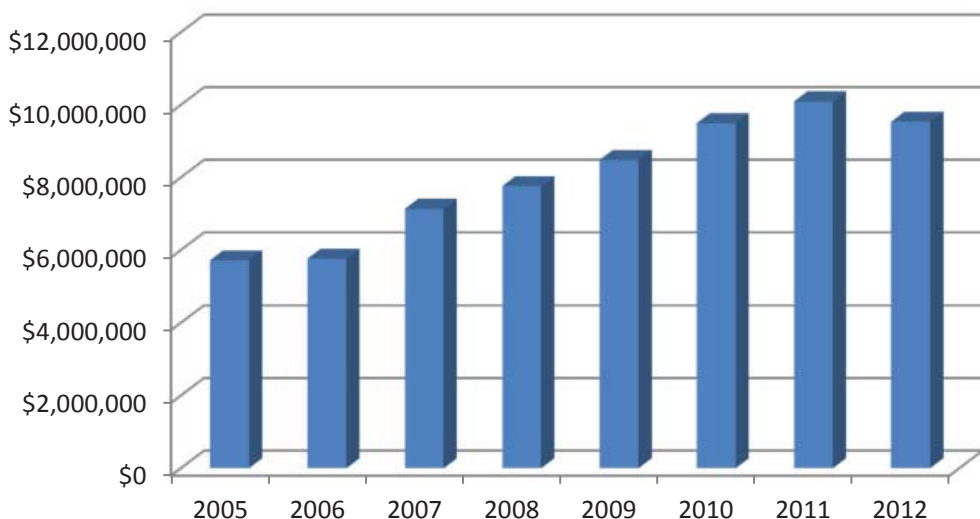
The Wildcat Shop continues to find new revenue streams, as well as maximizing current products. With the current remodel, a shift has been made from predominately textbooks to technology, clothing and insignia.

With inventory management systems in place, such as our POS and outside consultants like RMSA, the Wildcat Shop is maximizing the ordering process, inventory turns and profit margin to maintain profitability in the ever challenging economic climate.

FY 2012 Snapshot

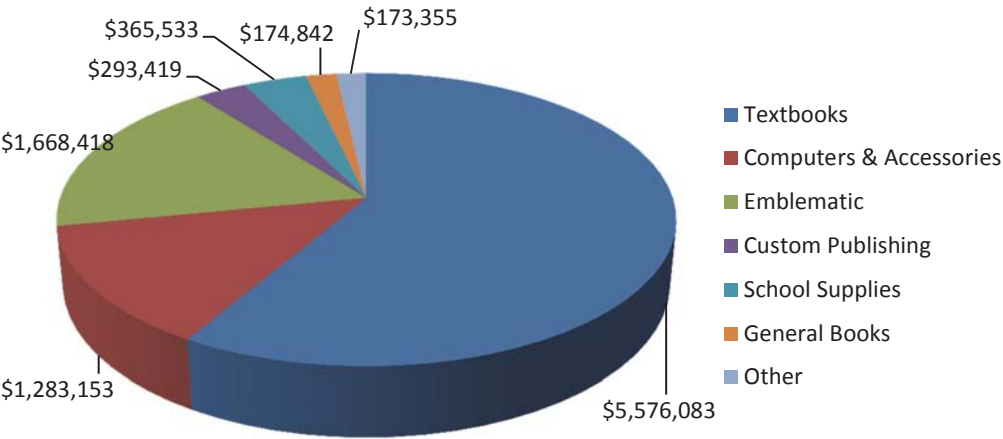
- Net Sales were \$9,534,803
- Course Materials sales \$5,869,502
 - New Textbook sales \$3,069,218
 - Used Textbook sales \$2,506,865
 - Custom Publishing \$293,419
- Insignia \$1,668,418
- Technology \$1,283,153
- General Books \$174,842
- Supplies \$365,533
- Miscellaneous \$173,355

Total Sales



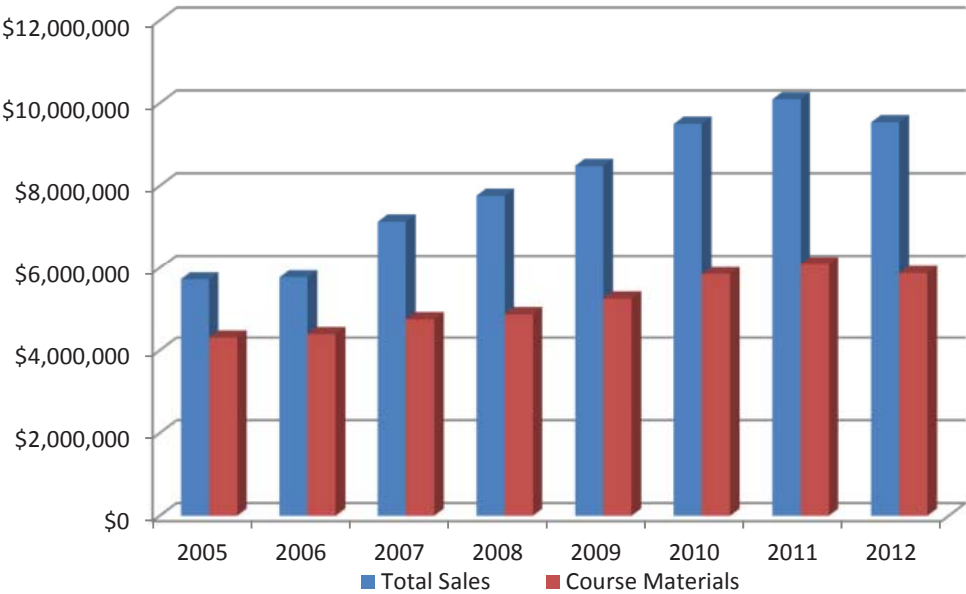
Our Financial Commitment...

Sales by all Departments



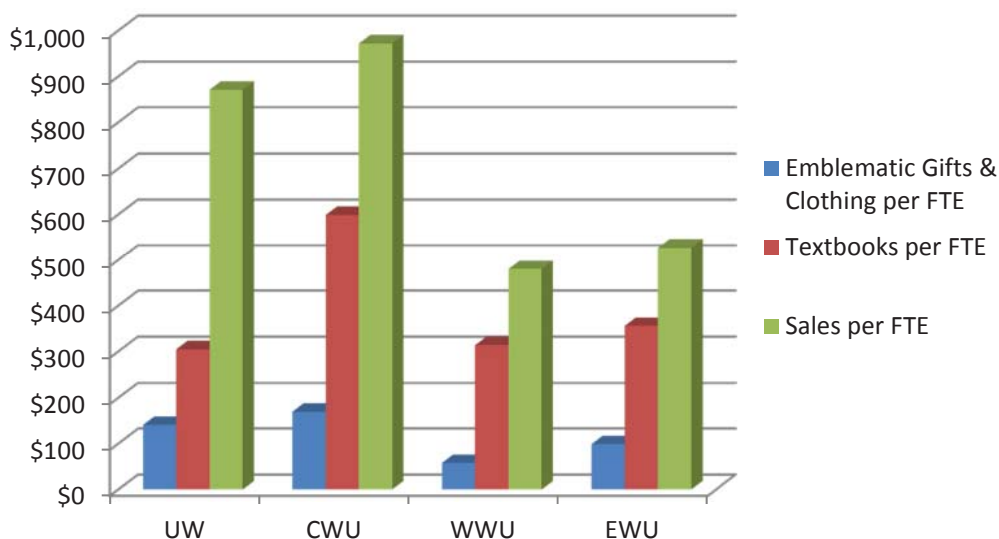
As course materials sales have flattened out, the Wildcat Shop increased sales in other areas. The chart below shows the net sales of the Wildcat Shop as compared to the sales of all course materials.

Net Sales Compared to Course Materials



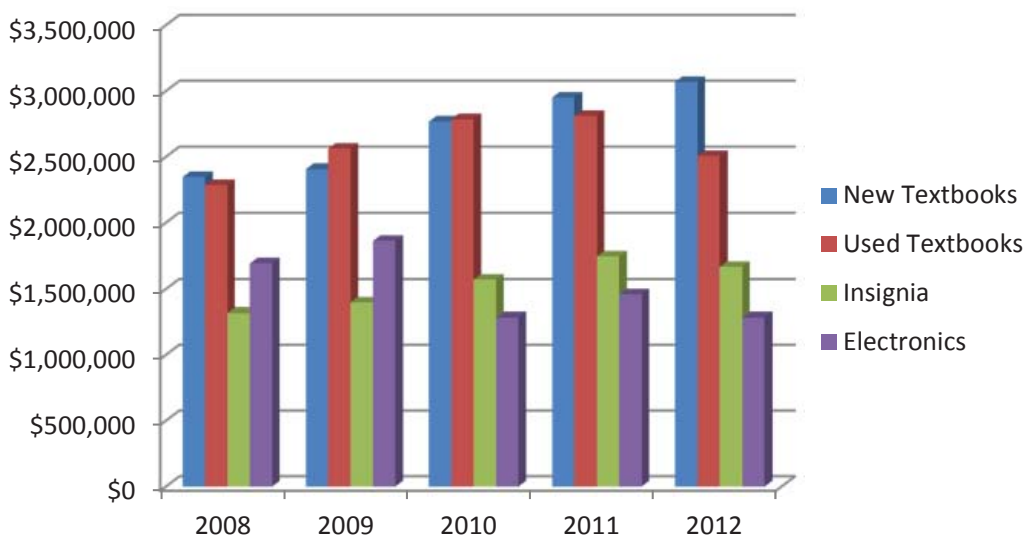
Our Financial Commitment...

Sales per FTE of Washington Universities



The above chart compares sales per full time enrollment (FTE) of the four year universities in Washington (Washington State University was omitted because they are a leased store and do not provide this information). As shown, the Wildcat Shop leads all schools in all categories.

Sales by Department 5 Year Comparison



Meet Our Team...



Steve Wenger
Store Director

A graduate of Biola University, Steve has successfully combined his passion for retail with an understanding of bookstore management in an academic setting. With thirty years of college bookstore experience, Steve oversees a staff of 45 employees, sales of \$10 million annually.

Steve heads a retail staff that is considered exceptionally talented within the college bookstore industry. Steve is deeply involved in the college bookstore industry and served as president of the Northwest College Bookstore Association, and now serves on the Independent College Bookstore Association board.

Laura Anderson
Merchandise and Operations Manager



With forty years of retail experience, Laura oversees all aspects of merchandising the store and is responsible for the daily operations. She was instrumental in bringing about the look of the new store and the fixtures. Her past management experience at Marshall Fields, owning and managing her own outdoor store, and college bookstore management experience at Skagit Valley College, provide our store with the right combination of abilities to have a fresh and new look year round.



Dawn Danton
Fiscal Specialist

Dawn has worked at the Wildcat Shop for twelve years and has a degree in accounting from Lubbock Christian University. She has proved invaluable in her role handling accounting, payroll, travel and purchasing all store supplies, as well as administrative assistant to the director.

Meet Our Team...

Lewis Clark **Textbook Supervisor**

With thirty-five years experience at the Wildcat Shop, Lewis oversees a \$6 million dollar textbook department. Lewis is known as an industry expert in textbooks and maintains one of the highest used book ratios in the country among college stores. His educational background in Business at Central Washington University has enabled Lewis to create one of the premiere textbook departments in the country.



Scott Harper **Textbook Assistant**

A CWU alumni, Scott brings nine years combined experience in retail and office management to the Wildcat Shop in the textbook assistant position. He handles all the ordering for off-campus classes, as well as our rental and Verba programs, and has proven very adept at the position.

Michelle Adams **Custom Publishing Supervisor**

In 1996 Michelle started the Custom Publishing Department at the Wildcat Shop. We were among the earliest college bookstores to embrace in-house custom publishing, with service and quality from the start that other schools took five years or more to implement. Michelle's background as a published author and nearly twenty years in the publishing industry has enabled her to truly understand and walk professors through the process of custom published texts. Michelle's small team produces over 115 titles every term, with every book receiving the same attention to details and quality, whether they are twenty pages or 800 pages.



Meet Our Team...



Sara Senter
Custom Publishing Assistant

Sara joined the Custom Publishing staff in 2012 and quickly became indispensable in service and production of customized text materials. As the first contact for many customers in a last minute dash to finish class projects, Sara provides guidance and advice that helps students reach academic goals.

Cari Callahan
Apparel Supervisor

Cari brings twenty-five years retail and merchandising experience to the Wildcat Shop. She doubled the sales for clothing to \$1.6 million dollars, and more than doubled the sales in the gift department in under four years. Cari draws on her experience owning her own store and managing a major gift wholesaler in Ellensburg.



Nicole Conaway
Gift Buyer

Nicole has proven to be an invaluable assistant to Cari in the clothing and gifts department over the last two years. She is an integral part of why our clothing and gift sales have done so well.



Meet Our Team...

Chandra Hill ***Technology & Art Supervisor***

Chandra has a BFA from CWU. She has a solid knowledge of art supplies and the Central Art Department. She owned her own art store in Ellensburg for two years, Luna Arts and Crafts. Chandra has a real gift for merchandising and has taken on the responsibility of the newly added Cat Tech technology center in the Wildcat Shop, and is growing the sales in electronics and accessories.



Joanna Hunt ***General Merchandise & Book Supervisor***

A graduate of CWU with a bachelor's degree in English, Joanna brings a strong literary background to the general book department and a passion for books. She worked for two and a half years in the general book department as a student supervisor before becoming the general book and general merchandise supervisor.

Joanna also serves the college bookstore industry on the Northwest College Bookstore Association (NCBA) board as meetings chair.



Darlene Massey ***Cashier and Customer Service Supervisor***

Darlene brings ten years of management and customer service experience to the Wildcat Shop. She supervises over thirty student and temporary workers throughout the quarter and is a key person in the customer service training. Her employees are the first point of contact for our customers.



Meet Our Team...



Brian McKean
Wildcat Shop Web Technician

With a degree in Public Relations from CWU and over ten years in marketing, Brian has transformed the Wildcat Shop online department over the past four years. With a focus on customer service and marketing, web sales have increased each year. Brian has been here with nearly 10,000 orders and over 1.5 million dollars in sales in FY 2012.

Kovey Lewis
Stockroom Attendant Lead

Kovey brings a wealth of experience to the store in shipping and receiving, having managed a 180,000 sq. ft. warehouse prior to coming to the Wildcat Shop in February 2013. We look forward to him taking us to the next level in warehouse management.



Meet Our Team...

A Premier Place to Work on Campus: The Wildcat shop is a great place for students to work. We provide flexible schedules, pay above minimum wage and offer several positions that provide real world job experience. The Wildcat Shop also provides work study and paid internship opportunities and many of our student employees have used their experience from the Wildcat Shop to get jobs after graduation.

Fun environment to work: The Wildcat Shop provides a unique work environment for its students; it's a fun and friendly place that allows the students to be themselves.

Training for beyond the store: We know that our students aren't looking for a career as a cashier but because customer service is important in any career we provide the student staff with training from industry experts that will help them long after they graduate.

Real World Experience: The Wildcat Shop offers several positions that provide real world job experience. Our online department offers web design and e-commerce experience. Our clothing department's fast fashion section is run by a student. Our social media student gains valuable experience being the online brand ambassador for the store. Custom Publishing offers training and experience in graphics production and data management. The Wildcat Shop is not just another "college job" -- we consider it a privilege and responsibility to train our students for the future work place.



Keep the Wildcat Shop Institutional...

If it isn't broke don't try to fix it: The old adage is true, the Wildcat Shop certainly isn't broken with an overall financial commitment to the University of \$300,000 for FY2012. The Wildcat Shop out-performs the greatest expectations of any leased store.

Reasons not to lease:

Student Concerns	
Wildcat Shop	Lease Store
Offers over 42% of all textbooks as used.	Typically will decrease used textbook sales by half that of the Wildcat Shop.
New textbook margin of 15% (one of the lowest in the nation).	New textbook margins could increase up to 35%.
Connected with the university systems to provide student charges for all students.	Can't provide student charges, making it harder for students on financial aid to purchase their textbooks in time for classes, before funds are distributed.
Staff Concerns	
Pays over \$355,000 in student wages and work study. All student employees are paid a minimum of \$0.50 over minimum wage and many at \$1.00 more.	Doesn't provide work study and pay all part-time positions minimum wage.
Twelve full time, and two part time staff members, with families that are community members, business owners, who put on community events, coach youth teams and are active in the community.	Typically cut payroll the equivalent of five full-time employees, for a store of this size.
Community Concerns	
Supports about a dozen local vendor partners.	Will not support local vendors as all products will come from a central distribution center.
Money spent on campus stays on campus to benefit the campus and the community.	After paying the university their commission the rest of the money leaves the state.

Keep the Wildcat Shop Institutional...

University Concerns	
Wildcat Shop	Lease Store
Bond holder for the SURC.	Proceeds from sale or lease might be required to pay off the bond, and private use of space in the SURC could jeopardize the tax exempt status for the building.
Donates over \$20,000 annually to various campus groups (student clubs, athletics, alumni, admissions, high schools campus events, guest etc.).	Generally do not offer this level of donation.
Provides all faculty and staff regalia at low markup of 30% for students and 20% for faculty.	Would charge a 50% markup which could cost the university an additional \$10,000 annually.
Provides imprinted goods and regular supplies to departments for a 25% discount, and large imprinted orders we charge just a 5% markup above cost.	Do not support this type of program and could cost the university an estimated \$50,000 annually.
Supports close to 100 book events a year.	Would not support the same scale of events.
All sales from our e-commerce site contribute to the bottom line of the store and the administration fee that we pay.	Do not pay commission on online sales and drive students to use website to purchase textbooks.
The Wildcat Shop carries a large variety of product lines specifically designed to cater to the students on campus and to build sales revenue to keep textbook prices lower.	Sales will decline because prices will increase, and product lines will decrease.
\$300,000 In Custom Publishing services.	Eliminate this service and forces instructors to use vendors who do not clear copyright, putting the university at risk for lawsuits such as University of Georgia and University of Michigan.



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