



ANNUAL REPORT 2021-2022



MESSAGE FROM THE STORE MANAGERS

As the 2021/2022 fiscal year concludes and we have an opportunity to reflect, the word that comes to the forefront is THANKFULNESS. We are thankful for our customers who continued to do business with us in-store and online, even during a pandemic. We are thankful to have such a dedicated team of professionals at GVSU Laker Store who are continually navigating supply chain challenges while looking to improve our offerings to benefit students. We are thankful that our new point-of-sale and e-Commerce system at the Laker Store operated with no major issues and we had no interruption in services. We are thankful for GVSU faculty and staff with whom we get to partner on campus-wide initiatives. We are thankful that university administrators allow us the autonomy to be one of only three state schools in Michigan to operate our own on-campus bookstore, which translates to lower prices and product assortment and services specifically geared to the GVSU community.

We are excited to support and live into the mission, vision & values encompassed in Reach Higher 2025. We'll continue to support our student employees and help them connect to campus and teach them applicable skills they can use in their careers. We also provide several opportunities throughout the year for the entire student body to get involved with events we host. We endeavor to be inclusive and welcoming in our hiring practices, marketing efforts, and everything we do. And we are addressing course material cost and accessibility through our GVSU SAVE program that saved GVSU students over \$1,000,000 this academic year.

This annual report will highlight GVSU Laker Store contributions and services to the university, what we're doing in terms of course material affordability, and some general information about GVSU Laker Store and our team.

It is a pleasure to serve each of you – from our littlest Lakers and prospective students to alumni and retirees, and everyone in between. Thank you all for your support.

Tony Glaab

GVSU Laker Store
Allendale
Manager

Beth Junglas

GVSU Laker Store
Grand Rapids
Manager

MESSAGE FROM BUSINESS & FINANCE LEADERSHIP

GVSU Laker Store is university owned and operated with a mission that is student and institutionally focused. The store provides the highest level of service and the best programs available to meet the needs of students and the GVSU community. Programs like GVSU SAVE digital access and GVSU Choose textbook price comparison provide students with affordable and accessible course materials while making it easy to shop online for the best value. Laker Tech has the latest technology available with knowledgeable staff to assist with any purchase. The store also has a great selection of apparel and gift items that appeal to all customers wishing to display their GVSU spirit.

GVSU Laker Store also helps support the GVSU community through donations, financial returns, committee work within the university, and managed services (Copy Centers, Central Stores, Office Depot delivery, and Grand Rapids Campus Central Receiving/Mailroom). We couldn't be more proud of the quality work that the Laker Store team delivers on a daily basis. Their initiatives and partnerships that they fostered has lowered the total cost of tuition for learners, provides excellent services across the university to students and staff, and offers top-of-the-line merchandise for our entire campus community. The entire team is a valued resource to GVSU!



Craig Wieschhorster

AVP, Business & Finance
Grand Valley State University



Doug Wentworth

Director, Auxiliary Services
Grand Valley State University

LAKER STORE AT A GLANCE

GVSU LAKER STORE IS UNIVERSITY OWNED & OPERATED

Marketplace Bond: Principle & Interest

\$596,000



GVSU SAVE Student Savings

\$1,000,000



Auxiliary Overhead/Use & Occupancy

\$294,500



Student Wages

\$350,307



Royalties Paid

\$161,609



Discounts & Donations

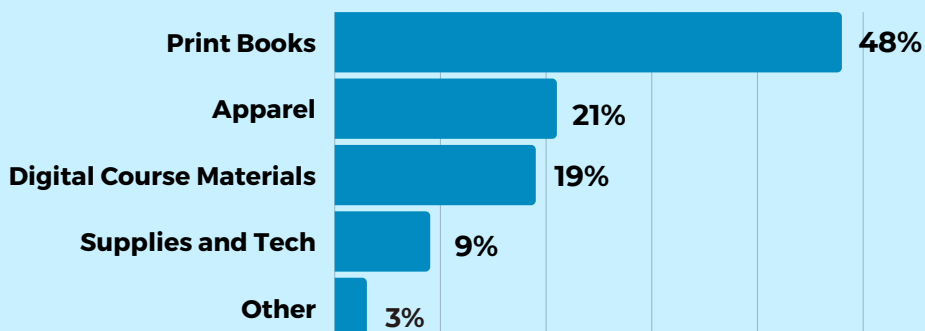
\$179,209



GVSU LAKER STORE BY THE NUMBERS

2021- 2022 ACADEMIC YEAR

SALES BY CATEGORY
(PERCENTAGE OF OVERALL SALES)



Benchmarking Data

Four Year Colleges & Universities with Comparable Enrollment

Source: Campus Store Insights (2021), National Association of College Stores
Data from 2020-2021 Academic Year

**GVSU LAKER STORE SCORED IN THE 75TH PERCENTILE
IN THE FOLLOWING CATEGORIES:**

- Customer discounts as a percentage of sales
- Inventory as a percentage of sales
- Apparel sales as a percentage of sales
- Gifts and apparel inventory turnover
 - Inventory turnover ratio is the number of times we've sold and replenished our inventory during the year.
- Online sales as a percentage of overall sales
 - GVSU Laker Store has improved processes over the last couple years to better meet student and customer demand for course materials and other merchandise ordered on the Laker Store website (lakerstore.gvsu.edu).

Who We Are



Laker Tech is a state-of-the-art technology hub located within GVSU Laker Store. It was created as a retail space to provide the technology and resources needed by the Grand Valley community. At Laker Tech you will find a large selection of Apple and Dell computers, Apple and Microsoft tablets, and gaming and tech accessories.

Working with GVSU IT's Technology Supply Office, Laker Tech has also established a selection of tech accessories that can be purchased in-store or online by campus departments using their purchasing cards.

What We Offer

Device Purchasing Guidance

Laker Tech provides guidance for students when purchasing computers, tablets, and wearables. Team members will work with students to determine the best device and configuration for their specific needs to help ensure their success throughout their university careers. Laker Tech also supports faculty and staff with personal device purchases, including the sales and promotions geared specifically towards them. Forty GVSU employees participated in the December 2021 Faculty & Staff Sale, many of whom used payroll deduction for payment.

Device Protection

Laker Tech offers Safeware device and AppleCare+ device protection for devices purchased from Laker Tech and other sources. Safeware is a comprehensive protection plan that covers power surges, mechanical and electrical failure, liquid spills and submersion, accidental damage, and failure from normal use. Safeware covers 100% of parts and labor, offers convenient service options, and does not require service fees. AppleCare+ coverage is based on the type of product for which it is purchased. AppleCare+ features include global repair coverage, 24/7 priority access to Apple experts, software support, and up to two incidents of accidental damage every 12 months (subject to service fee).

Freshman & Supporter Orientation Discounts

We have welcomed students and supporters back to campus for in-person Orientation for the first time in three years by offering discounts on accessories and device protection when guests purchase a qualifying device.

Savings to the GVSU Community

Sales + Promotions =	vs. Buying at Non-Education Discount =	Total Savings =
\$37,530	\$65,350	\$102,880



Paul Cullen & Tech Team

Technology, Supply & Copy
Services Manager
GVSU Laker Store



Who We Are

Laker Style is the department that designs, orders, and merchandises all of the fun and fashionable apparel at GVSU Laker Store. The department is intended to be a welcoming retail space for the campus community and all visitors to Grand Valley State university. It is our distinct privilege to be the first impression that many guests experience while on campus and further the university's image via our website and merchandising efforts in-store.

What We Offer

We stock something for everyone; whether you're an employee looking for professional gear, a group of fired-up fans heading to Lubbers Stadium for a game, parents or grandparents shopping for their little Lakers, or a visitor looking for a traditional collegiate hoodie, we've got you covered. We also have a great selection of GVSU gifts - coffee mugs, stickers, gameday accessories.

We offer several promotions throughout the year to encourage Laker spirit across campus and beyond. We welcomed Laker fans back to the store this fall with the Black Out, White Out & Family Day merchandise promotions. We offered a discounted tee in the fall and great Cyber Monday deals for the holidays. We offer discounts to graduates and alumni each semester around commencement and every day with their GVSU Alumni card. Our popular sidewalk sale returned this spring as we welcomed students and supporters for orientation.

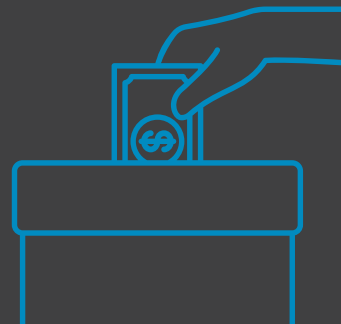
Contributions from Sales of PPE (Masks) to the Student Relief Fund



Over \$7,000 this year



Over \$16,000 since Spring 2020



Nicole Greiner & Team
Manager of Operations, Apparel
Buying & Merchandising
GVSU Laker Store



Who We Are

The Laker Books (Course Materials) Department works closely with faculty, academic departments & publishers to provide quality course materials to students at affordable prices. We stock new & used print books and manage the GVSU SAVE digital course material program. We are located on the second floor of GVSU Laker Store - Allendale & have books for select Robert C. Pew and Health Campus courses available at our Grand Rapids location.

What We Offer

GVSU Choose Price Comparison

For ten years, GVSU Laker Store has provided the GVSU Choose Price Comparison tool to the academic community. Students can view Laker Store prices and those from online retailers, and over 90% of customers who use GVSU Choose purchase their materials from the store because of our competitive pricing & customer service.

GVSU SAVE

2021-2022 was our first full year administering the GVSU SAVE program, and the impact on students is evident. The feedback has been overwhelmingly positive.

What is GVSU SAVE?

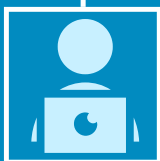
GVSU SAVE is a partnership between faculty, departments, GVSU Laker Store, and publishers to deliver affordable, digital content to students. Materials are delivered through BlackBoard and are billed to students' accounts.

FACULTY PICK GVSU SAVE COURSE MATERIALS AT A REDUCED COST TO STUDENTS



AUTOMATIC CHARGE TO STUDENTS' ACCOUNT

STUDENTS GET ACCESS TO COURSE MATERIALS ON THE FIRST DAY OF CLASS



BOTH FACULTY AND STUDENTS GAIN AN ENHANCED COURSE EXPERIENCE

GVSU
SAVE



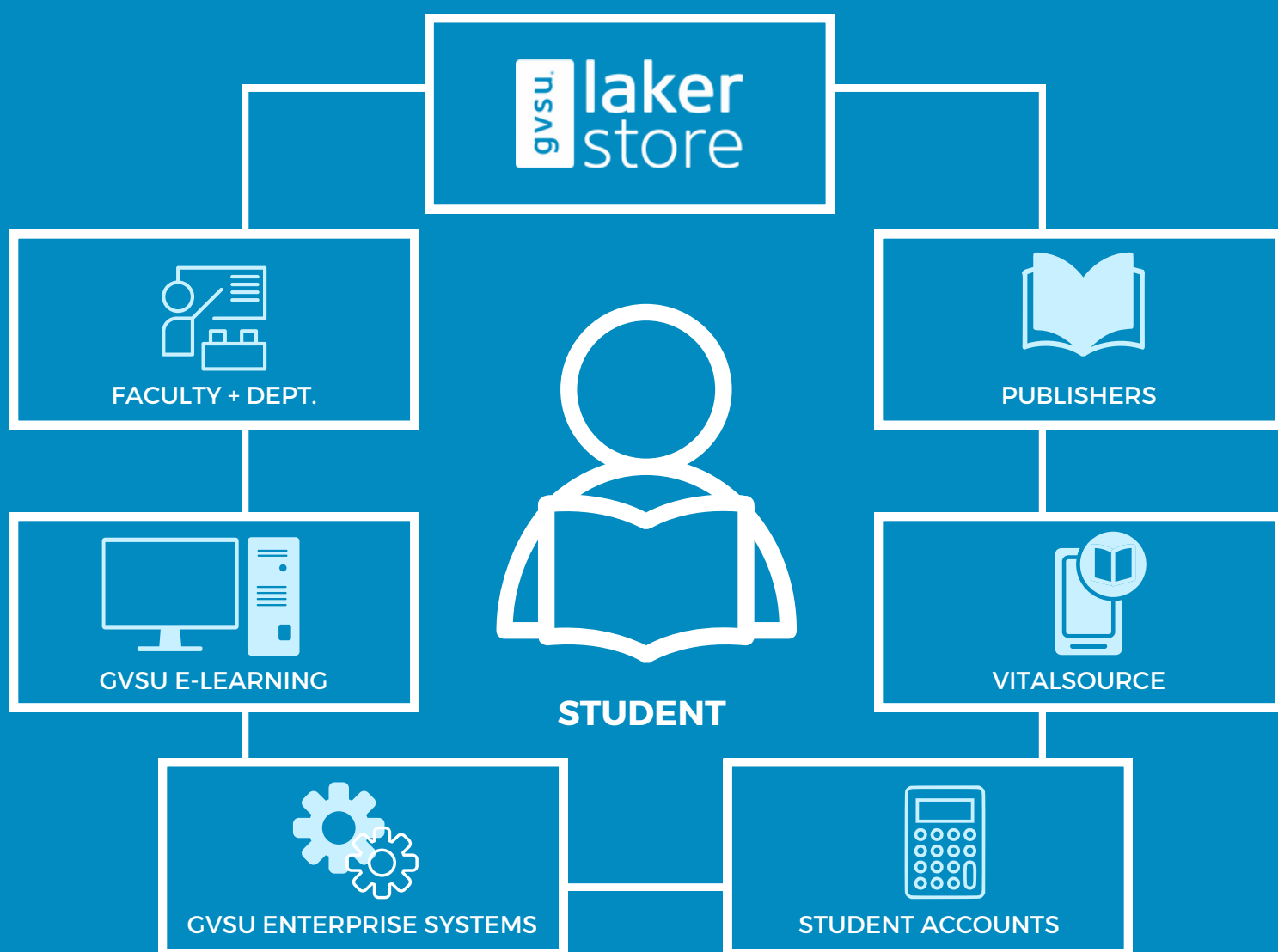
Tom Bevington & Team
Course Materials Manager
GVSU Laker Store



Partnering in Affordability

Providing affordable course materials has always been a priority for GVSU Laker Store. For years, we had one of the strongest used book programs in the midwest. That evolved into working with publishers to substantially reduce the cost of new books - sometimes 50% less than other stores or from online vendors. Over the last few years, the focus nationally has been on digital materials. In 2019-2020, GVSU partnered with a few faculty and publishers to pilot GVSU SAVE, our digital course materials program. This past year, we opened up the program to all academic departments that wished to participate.

GVSU SAVE requires constant communication and collaboration across units and with vendor partners to deliver this quality content to students at the most affordable prices.



GVSU SAVE

Impact on Students



2021-2022 ACADEMIC YEAR



933 PARTICIPATING CLASS SECTIONS



26,380 STUDENTS SEATS



OVER \$1,000,000 IN SAVINGS VS. PRINT BOOKS

Examples of Student Savings

Class	GVSU SAVE Price	Print Book Price	Per Student Savings	Total Savings
BMS 305 391 Students	\$45.00	\$170.00	\$125.00	\$48,875
PSY 101 272 Students	\$43.00	\$143.00	\$100.00	\$27,200
MGT 366 753 Students	\$87.00	\$125.00	\$38.00	\$28,614
ACC 212 1140 Students	\$87.00	\$111.00	\$24.00	\$27,360
TOTALS	\$262.00	\$549.00	\$287.00	\$132,049

Reviews

Find peer reviews about the program on our website!

<http://lakerstore.gvsu.edu/newsandreviews>



Learn More

Want to learn more about how to make textbooks more affordable with GVSU SAVE? Contact lakersave@gvsu.edu or visit lakerstore.gvsu.edu/gvsusave

OUR STAFF



16 Full-Time Employees



6 GVSU Alumni



3 Former Student Employees - Beth, Rio, Ritch

80-100 Student Employees

11-20 Seasonal Employees

FULL TIME STAFF

Shanna Meyer
Accountant



Ethan McCann
Warehouse Manager



Rio Weikum
Marketing Manager



Lisa Lansky
Assistant Manager - GR



Chris Boerma
System Support Manager



Megan Farmer
Assistant Manager of Retail
Services - Allendale



Ritch Bentley
Assistant Manager



Janelle Yahne
Course Materials Coordinator



Craig Hammerlind
Shipping/Receiving
Coordinator



Jay Zink
Copy Center Services
Technician



Cameron Jowers
Pew Campus Mail Clerk





TALK TO US

(616)-331-2450

lakerstore@gvsu.edu

[***https://lakerstore.gvsu.edu***](https://lakerstore.gvsu.edu)



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