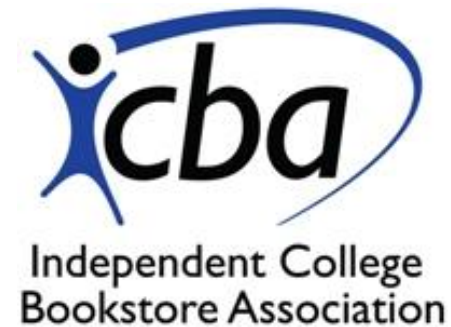


Independent College Stores Report (ICSR):

2021-2022 Operating Survey Awards



EXCELLENCE in Technology Products Management

From 2017-18 to 2021-22:

- Increased sales 80% over 5 years
- Increased sales 50% over 1 year
- \$17 million in sales!
- Worked with all stakeholders to provide technology needs, regardless of University affiliation

And the award goes to...

UC San Diego

BOOKSTORE

EXCELLENCE in Technology Products Management

From 2017-18 to 2021-22:

- Increased technology product sales 982% over 5 years
- Increased sales 82% from pre-covid
- Provided mission critical support to University during transition
- Running the department profitably

And the award goes to...

the university BOOK STORE



Proud Partner of UW-Madison



WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON

EXCELLENCE in Course Materials Management

From 2017-18 to 2021-22:

- Won this same ICSR Award in 2020
- Increased overall sales by 49% over 5 years
- Navigating the transition from rental to digital rental to EA
- Worked with Faculty Senate to get buy-in
- Honorable mention in this category include:
 - Cal State Poly and BYU-Idaho, as well as last year's winner UC Davis

And the award goes to...



EXCELLENCE in Course Materials Management

From 2017-18 to 2021-22:

- Increased overall sales by 9% in one year
- Reversed the sales decline that started 4 years ago
- Unique approach to driving traffic: Henna tattoos and fire-eaters?
- “So, something we are doing actually works!”

And the award goes to...



EXCELLENCE in Insignia Product Management

From 2017-2018 to 2021-22:

- Increased insignia product sales 96% over 5 years
- Increased 55% over pre-covid
- Honorable mention in this category includes:
 - Illinois, Alabama, San Diego, and Tennessee

And the award goes to...



GRAND CANYON
UNIVERSITY®

EXCELLENCE in Insignia Product Management

From 2017-2018 to 2021-22:

- Increased insignia product sales 51% over 5 years
- Added custom collections that helped drive growth
- Leveraged “two freshman class” phenomenon

And the award goes to...

UCDAVIS • STORES

Excellence in Store Management

From 2017-18 to 2021-22:

- From \$140,000 loss to \$3.8 Million income in 2 years
- Decreased expenses 13% while increases sales 39% over 2 years
- Increase contributions to scholarships at the request of the University by \$500,000
- All without winning a National Championship!

And the award goes to...



Congrats To Our New ICSR Award Winners!

All will be invited back to share their “Success Stories”
at the 2024 ICBA Conference...

