



Self-Operating Your College Store: The Smarter Choice (Now, More Than Ever)

Self-operating your college store gives you the opportunity to determine the right products, services, promotions, and pricing for your specific campus. Don't be beholden to retail strategies and tactics determined at a corporate headquarters based largely on your sales volume and enrollment, rather than by the uniqueness and traditions of your institution.

Since 1927, the Independent College Bookstore Association (ICBA) helps self-operated college stores serve their institutions, along with their diverse stakeholders and customer groups.

261 College Stores across the U.S. and Canada

Aggregate sales of **\$1.4 Billion**

All shapes, sizes, and types: 2-year, 4-year, public, private, huge enrollments, smaller enrollments

“Preferred” buying programs & terms of sale with more than 70 top suppliers/vendors give Members significant buying power

ICBA provides Professional Development programming to ensure Members have the skills they need to be successful along with collaborative Networking opportunities to ensure Members can compare notes with peers and solve problems as a Community.

Join other premier higher ed institutions with successful and innovative self-operated college stores including:



I'm Jon Bibo, the Chief Executive Officer of ICBA.

Please contact me to learn about how ICBA supports and serves independent, self-operated college stores.

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