Fall 2017 Scholastic® Book Fair

Hershey Elementary School

Tippecanoe County School Corporation
Lafayette, IN

High-Level Review Report
Jay Archambeau, Web Developer

10/20/17

Summary of Follett Opportunities
(Recommendations for Improvement over Scholastic)

- More closely honor title suggestions of the librarians and staff. They know the students and the student's reading interests best.

- Balance sale items inventory better between what is wanted to be sold vs. What students, staff and parents wish to purchase

- Integration of ordering / fulfillment
    - Consider integration of TitleWave
    - Consider integration / add-ons with Destiny

- Improve checkout experience for cashiers and paying customers
    - Easier-to-use interfaces / software
    - Additional payment options (non-traditional payment)

- Added support for book fair themes
    - Greater marketing
    - Additional signage supporting themes

- Include additional information for category displays on each title
    - AR Levels for each title
    - Lexile information for each title
    - Etc.

- Additional signage and marketing support
    - Exterior signs
    - Interior signs
    - Permanent, reusable signs with personalized logo / mascot for school

- Cross-sell / Up-sell opportunities at checkout
    - Receipts
    - Bookmarks
    - Shopping Bags

Overview

This high-level report on a Fall Scholastic branded book fair includes: Set-up, general management and commerce observations from a volunteer perspective. The report content is derived from personal notes and photographs, and interviews documented on the following dates and times:

- Monday, October 16, 2017: General Set Up observations
- Tuesday, October 17, 2017: Customer commerce experience
- Thursday, October 19, 2017: Customer commerce experience

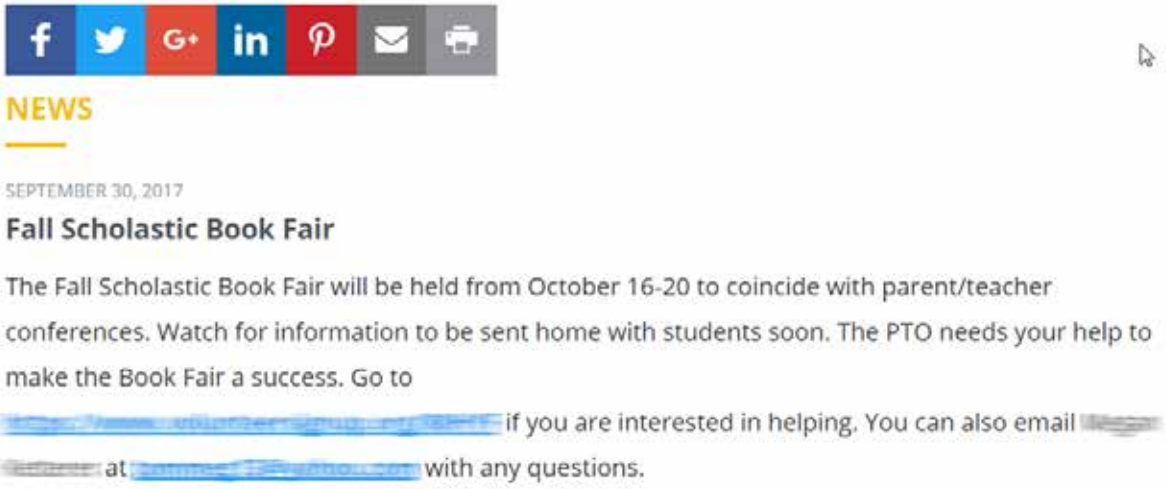
The book fair, held twice per year at Hershey Elementary School, is a volunteer-run effort by the PTO (Parent Teacher Organization) and is sponsored by Scholastic. The school librarian oversees the effort and is fully supported by a team of volunteer staff.

Each book fair typically spans 3 full business days (mornings, afternoons, and evenings), 9 AM – 7 PM.

Hershey Elementary is a public run and funded school, under the Tippecanoe County School Corporation of Lafayette, IN. To date, there are 570 students enrolled, supported by a staff of 33.

Volunteer Communication

The following posting was featured on the Hershey School Web Site, seeking authorized volunteers from the school community. Each volunteer is screened and vetted through a third-party background check organization.



NEWS

SEPTEMBER 30, 2017

Fall Scholastic Book Fair

The Fall Scholastic Book Fair will be held from October 16-20 to coincide with parent/teacher conferences. Watch for information to be sent home with students soon. The PTO needs your help to make the Book Fair a success. Go to [redacted] if you are interested in helping. You can also email [redacted] at [redacted] with any questions.

Brief Conversational Interviews

What is the best part of Scholastic Book Fairs?

- **Staff:** "Ease of ordering. When we run out of a title, we can order it same day. And if the order is placed by 12:00 Noon, Scholastic usually gets it to us the very next day."

- **Volunteer:** "Working with the kids; helping them fill out their wish lists and helping them find books they like to read."

- **Volunteer:** "Watching the kids light up with the excitement of the fair."

- **Volunteer:** "Setting stuff up is pretty easy. Everything comes in ready to go."

What is the worst part of Scholastic Book Fairs?

- **Staff:** "I tell them (Scholastic) what I know will sell, based on what the kids are checking out from the library here, so I know what they're looking for. Scholastic will always send me what they want us to sell, it never fails. So, that's frustrating. However, they are good with order fulfillment when titles do sell out during the week."

- **Volunteer:** "I can't stand the 'tchotchkes.' You know, all the toys and add-ons. As a parent, that drives me up a wall. I mean, I get why they do it. They're trying to increase sales. I get that. I just wish that they'd focus on what these fairs are about -- reading."

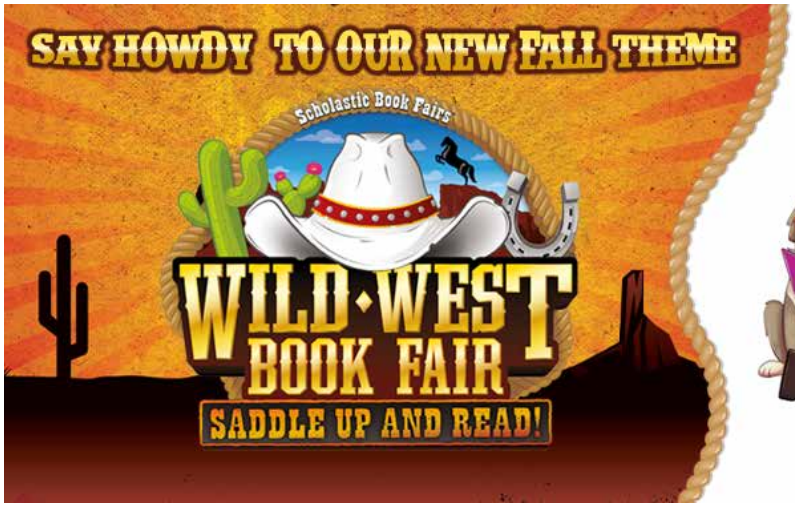
- **Volunteer:** "Definitely the checkout process. Those machines are confusing and really hard to use at times. I can never seem to remember the steps and always have to look at the 'cheat sheet.' Makes me feel inept."

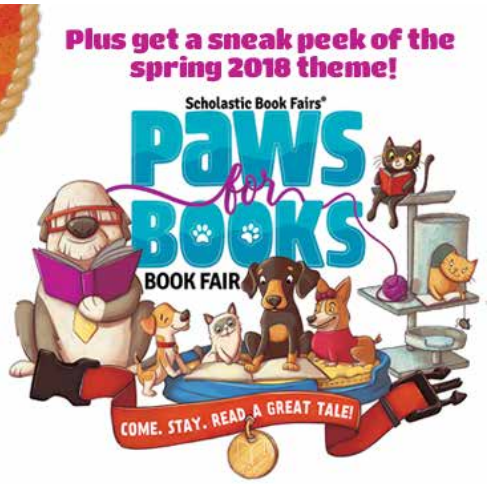
- **Volunteer:** "Nothing, really. I like everything about the book fairs."

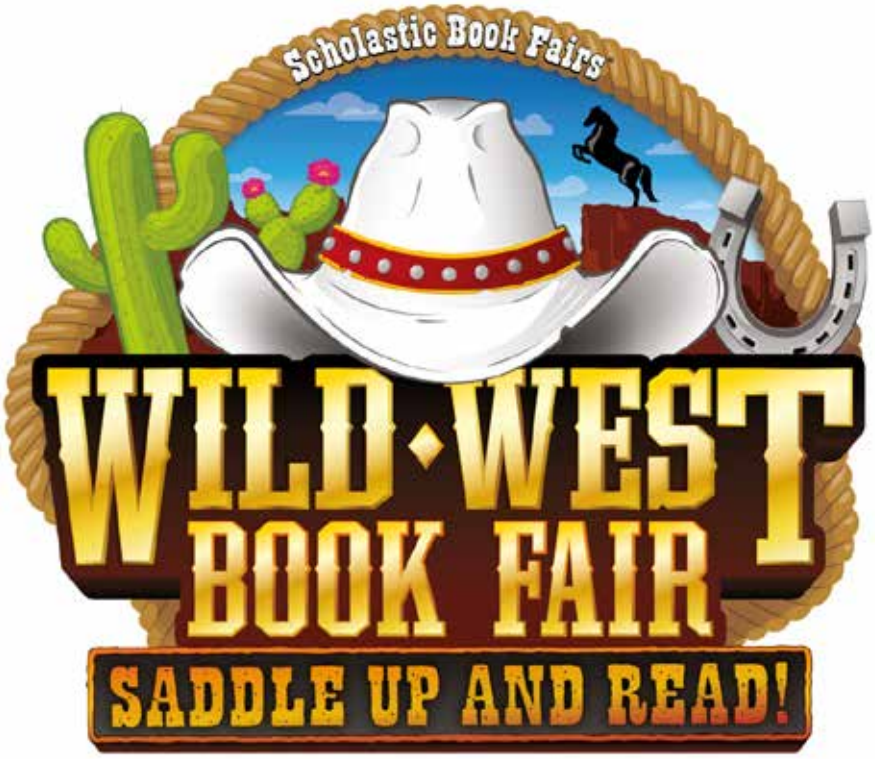
Branding / Theme

This Fall's book fair theme is the "Wild West." Although the branded theme seemed to be well defined and professionally created, the theme was limited to a few isolated signs and banners, and was not-overly prominent. Much of the theme was promoted and reinforced by school staff member efforts through grass root signs and decorations.

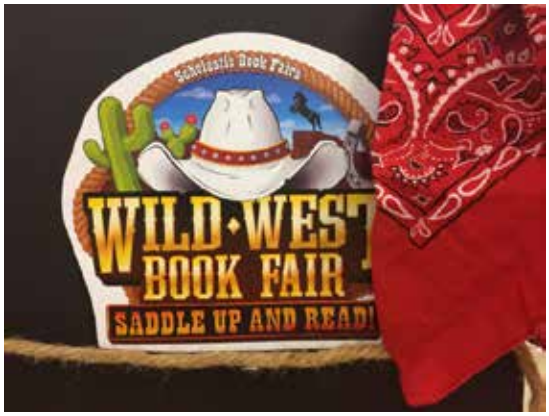
Follett Opportunity: Include greater support for book fair themes (marketing material, signage, etc).







Grass Roots Theme Reinforcement Efforts



Timing of Fair

The seasonal book fairs are planned in conjunction with first and second semester calendars of the school year and coincide with parent-teacher conferences. The conferences occur in the fall and in the spring of each school year. When coordinated efforts cannot be aligned, the book fairs are scheduled along with ice cream socials or student activity evenings in order to attract larger numbers.

Set Up

Scholastic provides pre-populated point of purchase (POP) racks which serve a dual purpose, for both shipping as well as mobile display cases. The metal, rolling carts can be relatively easily moved into place, opened, and publications displayed.

Generally speaking, the mobile cases are self-contained reading shelves, featuring titles categorized by reading levels by grade or age appropriateness.

PICTURE
BOOKS
PICTURE
BOOKS
SCHOLASTIC
SCHOLASTIC

PICTURE
BOOKS
PICTURE
BOOKS
CHAPTER

Hardcover
Picture Books

ADVANCED READS
MIDDLE GRADE
SCHOLASTIC

MIDDLE GRADE
SCHOLASTIC
GET CREATIVE

Hardcover Picture Books

Grade-Specific Raffle

Each participating student is afforded a chance at a raffle for free books (a $10.00 value). One winner is drawn from each grade level: Kindergarten, Grades 1-5; including Multi-Age / Special Ed. It is not clear if this is a Scholastic sponsored promotion. *If* it is *not* sponsored by Scholastic, the raffle may or may not be funded by the school's PTO or other sponsorships within the school district. The raffle is held after each student visits a preview of the book fair and has completed their personal wish lists. Hershey Elementary students are encouraged to list three or more AR (Accelerated Reader) level titles.

Accelerated Reader (AR) Demarcation

Hershey Elementary School largely encourages students to read AR titles, according to each student's personal AR level. Most titles that feature an AR level rating are demarked with its specific AR. Each AR level assists parents, teachers, and students with purchase choice.

Pain Point: Volunteers are required to collect each title (physical book), and take them to the nearby library in order to research each title's unique AR level.

1. Input the title into Destiny through the search by title / author interface
2. Discover the title's AR level
3. Notate the AR level on a Post-it Note
4. return each title to the book fair area
5. Ensure proper correlation of the AR level with its appropriate title (Sometimes the top layer book title is indicated on the table top stack. Other times, the shelf area is denoted where multiple copies of each title are displayed.

Follett Opportunity: Package each title with AR level, Lexile level, or other such information for added convenient display and point of sale efforts.

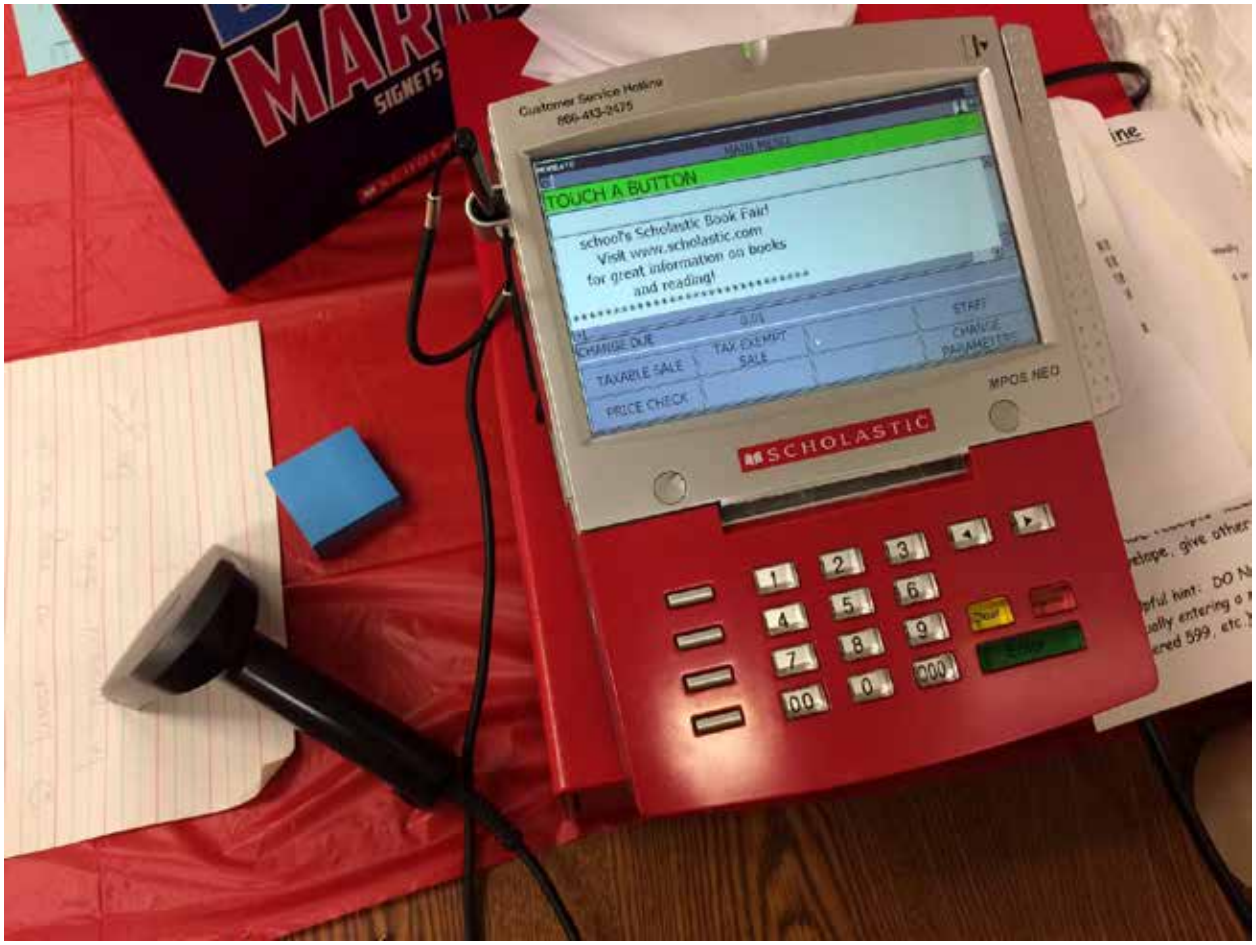
SCHOLASTIC

4.5
4.2
4.1
4.2
3.1
2.9
3.1
DOG MAN UNLEASHED
Dav Pilkey
CAPTAIN UNDERPANTS
DAV PILKEY
RANGER in TIME
RANGER in TIME
KATE MESSNER
5.1
4.3
4.9
4.7
4.3
4.3
AR
AR

Last Copy / Back Order Sales

When all but the final copies of a title are sold, the last copy (notated by "LC" on a Post-it Note) is removed from the main display area and featured near the checkout area.

The customer has the opportunity to pre-pay for a title while that title is then added to the daily order manifest. Most Scholastic orders placed by 12:00 Noon are received the following business day.

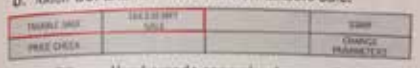


Checkout Experience

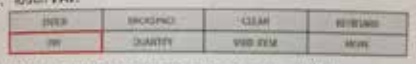
Generally speaking, the checkout machines are simplistic and easy to use. The keypads are set up like a telephone keypad. Although, not configured as a calculator or cash register typically would be.

Processing a Sale

1. Determine sale type:
   a. Touch **TAXABLE SALE** for taxable sale OR
   b. Touch **TAX EXEMPT SALE** for non-taxable sale.

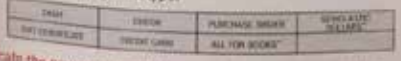


2. Scan all items. Use barcode scan sheet as needed.
3. Touch **PAY**.



4. When Finish Transaction box displays, touch **YES Volunteer** if the customer is a Book Fair volunteer. If the customer is not a Book Fair volunteer, touch **YES** to accept amount due. If the customer is not ready to pay, or to adjust a purchase, touch **NO**. This allows you to return to the sale to make changes.

5. When *Form of Payment?* displays, touch button to select appropriate payment type.



Locate the payment type below and follow steps to complete the sale.

Payment Types

3. Enter the check or money order number and touch **ENTER**.
4. If exact amount is entered, place check or money order in slot. If not, Change Due will display and cash drawer will open. Note that change due cannot exceed $20. If it is over $20, Excessive Amount message will appear. Touch **OK** to continue and enter new amount.

Checks for Book Fair purchases should be made payable to the school.

Credit Cards

1. Touch **CREDIT CARD**.
2. Touch **TOTAL** for exact amount.
3. Swipe credit card (magnetic strip facing right) and go to step #4 OR manually enter card number on keypad. Touch **ENTER**, enter expiration date (MMYY), and touch **ENTER** again.
4. Customers must use the stylus to sign their name on the Scholastic EasyScan display screen.
5. Touch **ACCEPT**, then tear off the first receipt and give to the customer.
6. Touch **OK** to print second receipt. Place this signed receipt in the cash drawer.

Return all signed credit card receipts to Scholastic Book Fairs®.

Prepaid Credit Cards

- Prepaid credit cards require authorization. **You will need to have a phone available.** Instructions are given on the display screen.

Purchase Orders

1. Touch **PURCHASE ORDER**.
2. Touch **TOTAL** to enter exact amount due.
3. Enter PO number, then touch **ENTER**. To enter letters, touch **KEYBOARD**, then touch letters. (Touch **KEYBOARD** again to hide it from the screen and continue sale.)
4. First receipt is customer's. Tear off, then touch **OK** to print second receipt.
5. Fill out school information on second receipt. Place second receipt in the cash drawer.

This second receipt is for your records. Do not return it to Scholastic Book Fairs.

Two or More Payment Types

1. Choose first payment method.
2. Enter amount due, touch **ENTER**.
3. When *Amount Due* displays, touch **OK**.
4. Select next payment method. The remaining balance will display under receipt box on display screen.
5. Continue processing transaction until total amount is tendered.

Tax Change

If you selected the incorrect sale type, you can change it at the end of the sale. The tax change must be done after all items have been scanned because this function requires you to choose payment type, which closes out the sale. To change sale type:

1. Touch **MORE**.
2. Touch **TAX CHANGE**.
   a. *If original sale is Tax Exempt:*
      – Touch **TAX**. Total with tax is displayed.
      – Touch **YES** to continue to payment type.
   b. *If original sale is Taxable:*
      – Touch **NO TAX**, touch **YES**. Total with no tax is displayed.
      – Touch **YES** to continue to payment type.

Processing Sales : General Review

The software seemed cumbersome with additional, unnecessary steps. Such steps could be updated, condensed, or eliminated entirely.

Pain Point: For each sale, the seller is required to select "Tax Exempt Sale."

Follett Opportunity: Default all sales to "Tax Exempt." In the rare case a taxable sale is required; the option could be overridden on a per-sale basis.

Pain Point: For Teacher Wish List sales, seller must pre-enter a "9999-4" code.

Follett Opportunity: Offer this code to be scanned as a bar code instead of inputted by hand.

Pain Point: After scanning all items, seller needs to manually input the tendered amount, after choosing payment method (Cash, Credit, or Check).

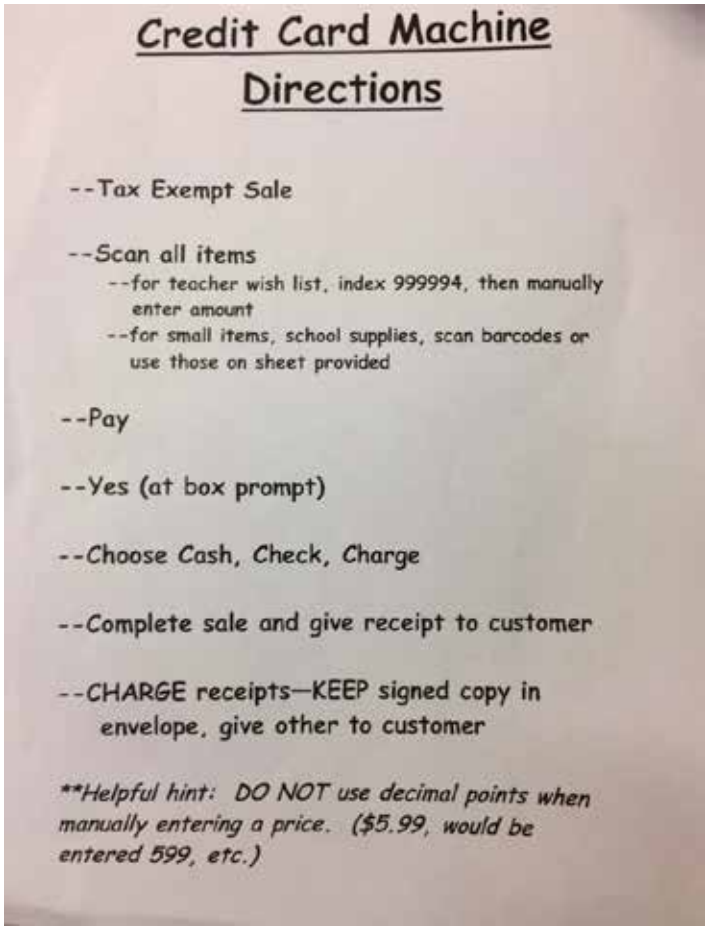
Follett Opportunity: Allow software to automatically tally and subtotal each sale. Seamlessly transpose the amount total to the payment option screen. If the purchaser wishes to split their purchase into multiple payment options or multiple, separate transactions; offer these options via the software.

Consider integrating existing Follett software with the purchase, ordering and fulfillment processes. For example, TitleWave could be used for purchase transactions, as well as ordering. Similarly, add ons to Destiny could be programmed for similar on-site commerce use as well.

Pain Point: For 'On Sale' (Discounted) items, or items that could not be scanned; the titles are entered manually. Typically, when the item price was entered, the software served an error display message reading, "Item not found. Touch 'Okay,' if you are entering a price manually." Although simple to touch the "Okay" prompt, if an override option was made available, it would ease the process.

Follett Opportunity: Offer an override feature via the software to allow for transaction exceptions, such as sale priced items, and/or items that cannot be scanned.

Credit Card Sale 'Cheat Sheet'



Credit Card Machine Directions

--Tax Exempt Sale

--Scan all items
- --for teacher wish list, index 999994, then manually enter amount
- --for small items, school supplies, scan barcodes or use those on sheet provided

--Pay

--Yes (at box prompt)

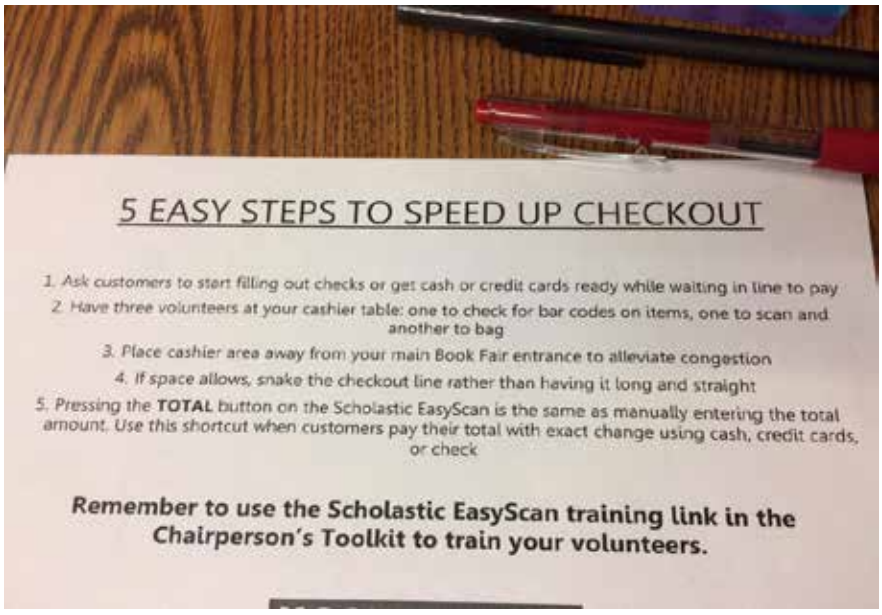
--Choose Cash, Check, Charge

--Complete sale and give receipt to customer

--CHARGE receipts—KEEP signed copy in envelope, give other to customer

***Helpful hint: DO NOT use decimal points when manually entering a price. ($5.99, would be entered 599, etc.)*

Suggested methods to speed checkout



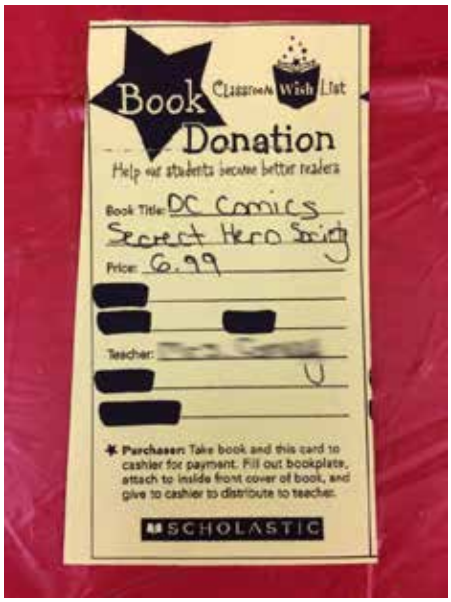
5 EASY STEPS TO SPEED UP CHECKOUT

1. Ask customers to start filling out checks or get cash or credit cards ready while waiting in line to pay
2. Have three volunteers at your cashier table: one to check for bar codes on items, one to scan and another to bag
3. Place cashier area away from your main Book Fair entrance to alleviate congestion
4. If space allows, snake the checkout line rather than having it long and straight
5. Pressing the **TOTAL** button on the Scholastic EasyScan is the same as manually entering the total amount. Use this shortcut when customers pay their total with exact change using cash, credit cards, or check

Remember to use the Scholastic EasyScan training link in the Chairperson's Toolkit to train your volunteers.

Classroom Wish Lists

Teachers of each grade level offered wish lists of titles. Parents are invited to purchase and donate to the class(es) of their choosing. Many patrons participated freely and generously and filled out the "To" and "From" stickers. These stickers are then applied on the inside front cover / title page of each book donated. Some patrons chose to remain anonymous in their giving.



To / From Sticker
featured on donated titles (inside cover / title page)

Fulfilled Wish List Items
To / From stickers attached to each purchased wish list title

Wish list titles are then included with the day's order. Orders are typically received following day. Volunteers and/or staff members attach the To/From stickers inside the titles and deliver them to the classroom in the days following the Book Fair.

Commerce

Pain Point: Traditional payment options available only. Pre-paid credit / gift cards are not accepted.

Follett Opportunity: Follett may consider offering non-traditional payment options (for example: PayPal, Prepaid gift cards, Prepaid credit cards, Apple iPay, etc.). Also, if TitleWave or Destiny integration is implemented, each school may potentially add the invoice amounts to student school fees, etc.).

Cross-Sell / Upsell

Follett Opportunity: Limited cross-sell and up-sell options are explored during checkout. Additional sales opportunities may exist within the following realms:

- Printed receipt coupons for future book fairs
- Printed receipt coupons for Follett book stores
- Free bookmarks with discount on future book fairs
- Free bookmarks with discount offer good at Follett book stores
- Shopping Bags: Shopping bags are in limited supply. Another source of repeat sales with a "Return bag" offer on future book fairs, or savings when returned to a Follett store

- *Did You Know? promotion:* For example: “Did you know that Follett book stores not only offer books, textbooks and gifts, but your favorite team spirit wear as well?”

Exterior Signage

Pain Point: Exterior / outdoor signs are limited to “real estate” format sized ground signs. The number of signs seemed to be limited. However, since the school is located on a heavier traveled county road (which is also near a heavily used bypass highway), this may be a non-issue.

Follett Opportunity: Stronger, larger signs to direct visitors. Inviting the public may be an opportunity to seize additional sales.

Interior Signage

Pain Point: Interior signs seemed to be lacking, generally.

Follett Opportunity: Increased signs or larger singular signs may bolster student interest. Also, if Follett invests in customized, longer-term banners (vinyl and grommet material), featuring the school’s logo or mascot, for example, such personalization may help with increased rapport and sense of partnership.

Point of Sale Signs

These signs are attached to the rolling bookcase shelves featured along the sales floor perimeter

Table Top Signs

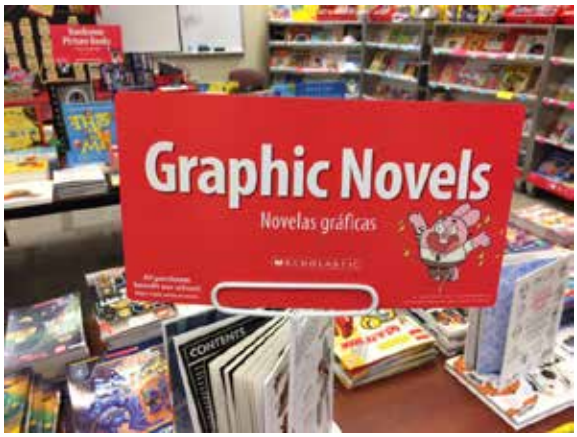
The following signs are featured on each subject table (center of sales floor)

Creative Fun
Crea y diviértete

What's Cooking?
¿A cocinar?

Nonfiction
No ficción

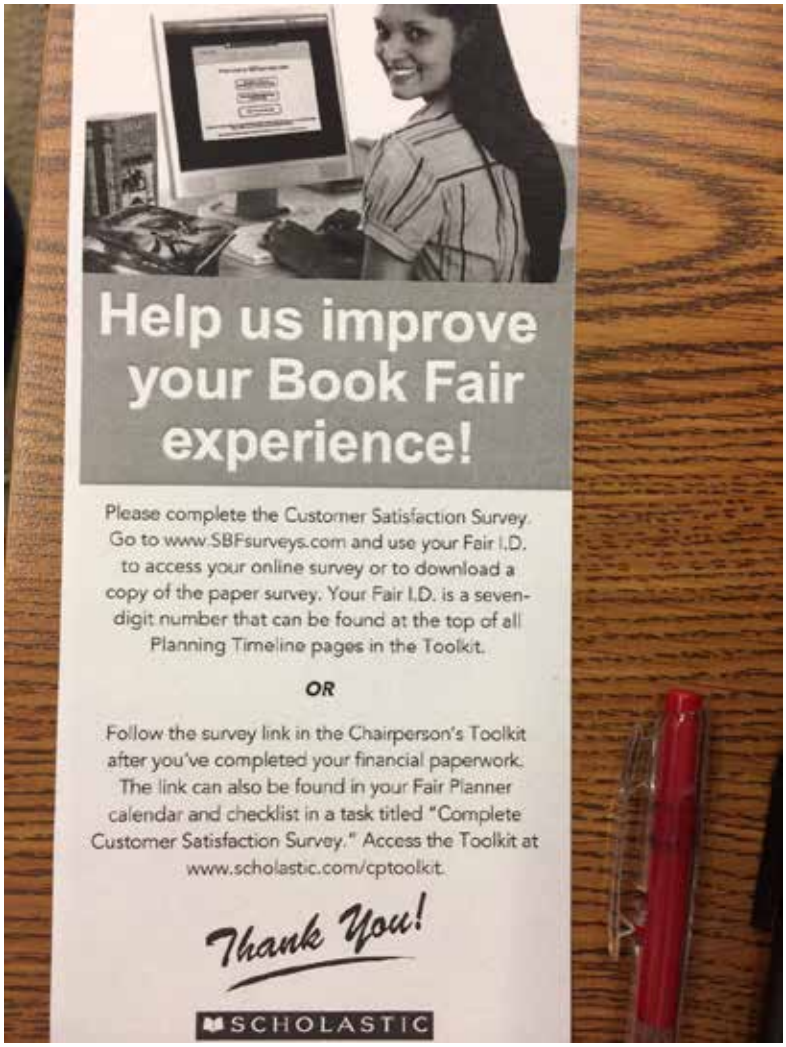
Science
Ciencia


Graphic Novels
Novelas gráficas

Entertainment
Entretenimiento

Post Book Fair Survey

For managers / organizers



A little about Jay …

- **Web Developer** (specializing in UI/UX design; HTML / CSS development)
- Major milestone accomplishments
    - Destiny 14.X front-end rebranded, UI visual asset refresh
    - Follett Shelf, Co-designer and development support
    - BryteWave Higher Education eReader, Consultant
    - BryteWave K-12 eReader, Designer / Developer
    - Original Designer for Follett's Destiny Discover UI
    - Go Follett / SSO Login UI, Designer
    - QA Team Tester: Destiny, Destiny Analytics, Wildfly versioned products
    - Design support for Follett Collections
    - Design support for Webpath Express, OneSearch
    - BA Support
- Follett veteran of 5+ years

- Proud dad of a second grader, an avid AR student
- Personal motivators
    - Positive humor
    - All things design
    - Technology advancement
    - Recognizing and serving others
    - Empowerment via encouragement, helping others show up as their best version
    - Community volunteering / mentoring