



College bookstore success is analyzed by the Almagest writing team

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State of U for You drops a bus on us

Corey Drummond
PRINT EDITOR

The Second Annual State of the U for You address was given this week, informing students about the upcoming changes and ideas to increase enrollment and advertise LSU Shreveport around the country.

Student turnout was exceptional; nearly the entire middle section of the University Center Theatre was full. The speeches began quickly, and moved through the important student organization roles in a matter of minutes.

"I really appreciate you guys taking time out of your busy Monday to attend this formal event...Now is more important than ever to be connected with what is going on campus," said Angel Martin, director of students activities and recreational sports.

Keke Ellis, president of the SAB, represented the Student Activities Board. She discussed the importance of communicating with the student body.

"We want to make sure those lines of communication are open to you guys. So, whether it is an event that you really enjoy, or an event you didn't really like and you would like to change some things about it, definitely let us know," Ellis said.

She covered several upcoming events on campus, as well as things going on at the time of the address.

The Photo Bomb contest was covered. The winner is awarded a \$50 gift card for the best photo. The winner will be announced as soon as possible.

Also, the Evening with Students on Wednesday was discussed, which included Chick-fil-a in the UC Port. Live music and 150 boxes of Chick-fil-a chicken were given to students free of charge.

Specifics about Fall Fest, or the newly minted Fright Fest, were given out. A haunted carnival and pumpkin painting are part of the festivities. Paintball hosted by Splat Zone is on Wednesday and Friday of Fright Fest week.

Garrett Jones, vice president of the Student Government Association, filled in for President Kirsten Howard at the address, who was busy with prior commitments.

Jones confirmed the SGA's push for more students in orientation days to get more people on campus. They also want to create more service projects for the community.

"Not only do we want to help the community, we also want to build a better campus. SGA wants to assist LSUS and Baton Rouge with increasing enrollment. We believe that the best way to do that is to improve campus life," Jones said.

He also repeats a similar sentiment from Ellis regarding increased communication between the SGA and students and why it is important.

Chancellor Larry Clark was the last speaker to address the students.

Enrollment is up this fall. Greater enrollment plays a

large role in lowering the budget challenges of the past year. Clark borrowed \$1.5 million from LSU Baton Rouge to keep programs, and the school at large, running as it has in previous years. Building enrollment for the future is the lead focus for this year.

One of the ideas being considered for advertising LSUS to the country is to rent a bus to tour the states for a year. The bus would be wrapped in an advertisement for LSUS. The price for this venture would be less than what it costs to rent billboards for a few months.

The State of the U for You address provided students with the SAB and SGA focus for the year.



Photo by Corey Drummond

Chancellor Larry Clark gives students the rundown of how he plans to advertise LSUS and bring up enrollment

R.I.P. Pete the Pilot



Video Game Day rocks LSUS

Corey Drummond
PRINT EDITOR

Video Game Day was a smashing success, according to the Student Activities Board. Plans are being put in motion to continue the event on a smaller scale, on a regular basis.

Their latest meeting once again forced the SAB to relocate to a new area on the account of too many members coming to the meeting. Once in the Red River Room, the topic of the day was Video Game Day.

"Video Game Day was certainly a success...We left the TVs and every day since, people have been bringing their Wiis and playing Smash Bros.," said Lance Rich, vice president of the SAB, sophomore.

Turnout was high, and students kept their emotions at check all around according to the SAB. In a competitive video game, frustration can set in when on the losing side of a game, although no issue was found with Video Game Day.

Measures were put in place in preparation for angry, or frustrated students. Rich says they were ready to dismiss anyone that harmed the fun of other students. In a few instances, they did have to tell some students to calm down.

Rich brought up the idea of keeping the TVs downstairs in the UC so people can keep playing games, but it

was determined a no-go proposition immediately by SAB advisor Angel Martin.

"We can't do that. We are not allowed to do that," Martin said.

A previous situation regarding ping pong tables was the example for not allowing the idea to come through. According to the SAB executive board, after setting out ping pong tables for students to use at an event, they were left out, damaged, and dirtied.

A new idea was proposed: every Friday, TVs and game systems can be available for students to play in the UC. Due to the popularity of two games on Video Game Day, Rock Band and Smash Bros., these will be rotated out every other week.

Names for this event rocked between "Video Game Friday" and "Rock Band/Smash Friday". The point of contention is whether to unify the event under one simple title, or to change the title depending on the game being played. It was not officially decided at the meeting.

Another decision not fully made, is whether the event will be every Friday, or every other Friday. Discussions are to be continued at a later meeting.

The "Video Game Friday" idea will not be set in motion until October, to give this month's activities more focus and attention.



Around the Campus:

What is upcoming and going on around LSUS...

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Letters to the editor are encouraged. However, the staff reserves the right to edit letters for clarity, length, and content. Any letter submitted by a club or organization must be signed by all members of the group or by the group's president. Letters should be e-mailed or submitted to the *Almagest* office, BH 344, by 5 p.m. on the Friday preceding the Thursday publication date. Please type the letter and include your classification and major. *The Almagest* reserves the right not to publish submitted materials. Obscene, libelous and anonymous letters will not be printed.

Retractions

According to the Merriam-Webster Dictionary, a retraction is a public statement, either in print, or by verbal statement that is made to correct a previously made statement that was incorrect, invalid, or in error. The intent of a public retraction is to correct any incorrect information. *The Almagest* holds all rights if deemed necessary to retract such statements made, and shall, at will. Retraction notices should be made by e-mail or phone.



The Catholic Student Union sponsors Mass at LSUS

The Catholic Student Union at LSUS will sponsor the first of three campus Masses for the fall semester on Wednesday, September 24, at 11:00 am in BH 336.

This new venue is located on the third floor of Bronson Hall in the northeast corner.

All are welcome and lunch will be served afterwards.

Fr. Phil Michiels from St. Elizabeth Ann Seton will be the celebrant.

brant.

The student organization's page says, "The mission of the LSUS Catholic Student Union is to explore the journey of the faith through fellowship, worship, and prayer in the Catholic tradition in order to fulfill the college community's spiritual needs."

For additional information, contact Cathy Cobb at catcobb@bellsouth.com or 318-798-1887.

University Game Room tournaments of champions

Coming next week, the University Game Room is holding an 8-Ball Pool Tournament and a Ping Pong Tournament for students.

The 8-Ball Tournament will be a single elimination game. Rules follow standard 8-Ball game guidelines.

The best two out of three games will claim victor, and the opponent will be eliminated.

In the finals, the last two play-

ers will play for best three out of five games to win.

LSUS Rec Sports will provide equipment, but players can bring their own.

Winner of the Ping Pong Tournament will receive a \$25 gift card.

The 8-Ball Pool Tournament is Monday, September 22nd and the Ping Pong Tournament is Wednesday, September 24th at eleven.

Fall Fest becomes Fright Fest for LSUS

Fall Fest is upon us this year. The SAB is planning a Halloween-themed event called Fright Fest.

Food will be served at the Fall Fest Fair. Jumbalaya and bread will be offered, with the possibility of a caramel apple station, pending a decision by the SAB.

Paintball has also been booked on Wednesday and Friday of Fright Fest week. Splat Zone will host the games.

A photo booth is also being considered for Fright Fest.

Monday, October 27th, is paint a pumpkin day in the University Center lobby during Common Hour.

The Lifeshare Blooddrive will run directly through Fright Fest as well. It is currently scheduled for the same days as the Fall Fest Fair. The blooddrive will run along the fair.

The Fall Fest Fair will take place Wednesday and Friday of Fright Fest week.

Fright Fest will go live on campus from October 27th to the 31st.

Pink Out Day will consume the campus

Pink Out Day will run alongside Painting with LSUS. The Student Activities Board is planning several connected activities.

What better way to celebrate Pink Out Day than with hand painting the campus? Wash out paint will be available to students to paint the pavement in the UC Mall.

Students will be given pink paint to write and draw what they choose, except for inappropriate pictures and phrases of course.

The SAB also wants to form

a large breast cancer ribbon on the steps.

Other ways to honor Breast Cancer Awareness Month are being considered as well.

Fake breast models simulating the feeling of cancer and tumors could be available for students. If so, they will show students how to recognize the different types of tumors associated with breast cancer.

Pink Out Day is Wednesday, October 22nd, followed by Painting with LSUS on the 23rd.

LSUS RECREATIONAL SPORTS UPCOMING EVENTS

EVENT	DATE/TIME	PLACE
Rec Sports Fitness Classes	See schedule below. CLICK HERE for class descriptions and a printable schedule.	HPE Dance Studio
Adult CPR/AED/First Aid Certification*	Friday, September 19th 1 – 5 p.m.	UC Red River Room
8-Ball Pool Tournament	Monday, September 22nd 11 a.m.	UC Game Room
Ping Pong Tournament	Wednesday, September 24th 11 a.m.	UC Game Room

*\$25 for LSUS students

FALL 2014 WEEKLY FITNESS CLASS SCHEDULE

MONDAY	TUESDAY	WEDNESDAY	THURSDAY
CARDIO PUMP 5:00 – 5:45 p.m.	*Sept. 30 – Nov. 25 COUCH-TO-5K 12:30 – 1:00 p.m.	KICKBOXING 4:30 – 5:15 p.m.	*Sept. 30 – Nov. 25 COUCH-TO-5K 12:30 – 1:00 p.m.
HARD CORE ABS 5:45 – 6:15 p.m.	*UC Mall Flagpole BASIC MAT PILATES 6:30 – 7:30 p.m.	BODY SCULPT 5:15 – 6:00 p.m.	*UC Mall Flagpole TOTAL CIRCUIT 6:30 – 7:30 p.m.
POWER YOGA 6:15 – 7:00 p.m.			*HPE Gym Racquetball Court 1

Classes for August 25 – December 11th.

Unless otherwise noted, all events are **FREE** to current LSUS students with a valid ID.

For more information about Rec Sports activities or to sign-up, visit the UC Office (2nd floor of the UC; 797-5393).



VOLUME LXV, ISSUE 5

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The Pages Keep Turning:

How are college bookstores faring in the crowded market of textbook outlets?

Emily Wright
STAFF WRITER

The LSU Shreveport Bookstore faces difficult times with more off-campus avenues for students to buy or rent textbooks.

“Students now have more options than ever when it comes to getting their textbooks. This is fantastic for the students, but presents challenges as well,” said David Dinkins, assistant director of the LSUS Bookstore.

Dinkins stated that the Bookstore loses sales when students turn to online vendors, but he said the Bookstore is owned by the University.

“It is not really a for-profit institution per se. The only stakeholder we have to pay dividends to is the university itself,” Dinkins said.

However, Dinkins explained that the myriad of books available online is not always better for the student. He said that many students do not receive their textbooks in time for class tests because the seller was delayed in shipping the items, and that sometimes students buy the wrong books and then are stuck with them because the seller will not take back the book.

According to the Birmingham-Southern College Bookstore, textbooks do not make very much profit for the bookstore. The BSC Bookstore Staff and the National Association of College Stores states on the website that students actually try to get by without having to purchase a text book by sharing among friends.

The high pricing of textbooks has students looking to other outlets to either buy or rent texts that are cheaper than buying them from their college bookstore.

The BSC website explains to students that the prices of textbooks are necessary costs in order to supply revenue to authors, publishers, distributors, and the bookstore itself, but the website says that the value of the text material is like an investment in the students’ knowledge and overall learning experience.

The information contained in the BSC website further discloses that the extreme differences in textbook prices from high school to college surprises students so much that they become overwhelmed and burdened by the sudden increase in cost.

Also, the website states that the unhappiness of textbook usage in the classroom upsets students. Students feel that they are not getting their money’s worth when some

classes use textbooks as reference material and is not required of the class.

Not only does the rise in textbook prices cause hardship on college bookstores when students shop at other venues, but the steady rise in technological advances causes some students to download e-books.

David Randall, staff writer for Forbes, questioned the future of campus bookstores in his article by stating that markets, such as Amazon and Barnes and Noble, comprise a national used book retail and that Amazon, Sony, and Apple are contending for e-reader competition.

In the article, Randall discusses an interview that he had with Tom Christopher, president of Follett’s Higher Education, which Randall describes as a private company that takes in approximately two billion dollars annually from over 800 college bookstores, about the competition from online booksellers and the convenience of e-readers.

Christopher states that even though that the world seems to be moving toward digital platforms, that the e-readers and other similar devices are not quite ready to deliver educational material.

Katherine Lejeune
STAFF WRITER

Barnes and Noble bookstore appears to be a lone survivor in the corporate industry of books. According to a recent article published by Forbes “Barnes & Noble had a very solid quarter — shares of the company’s stock are up nearly 4% in early trading.”

After 30 years of operating, Barnes and Noble reaches over 40 million customers. According to the B&N website the company is presently staffed with 35,000 employees. Barnes & Noble stores stock up to 200,000 titles as well as a wide selection of DVDs, audio-books, music, office supplies, magazines, toys and games.

With competitors like Amazon and the release of Kindle, Barnes and Noble has continued to not only to remain in business, but also to be financially growing. According to the 2014 Fiscal Third Quarter Financial Results from Barnes and Noble, the earnings before interest, taxes, depreciation and amortization (EBITDA) increased by \$114 million from the previous year.

In the past decade, Barnes and Noble has taken the traditional inventory of an average bookstore and redefined what type of inventory is sold. It goes far beyond books. B&N has essentially become a place for the whole family, a one-stop gifts galore. By selling journals, office supplies, greeting cards, games and puzzles, even gift-wrapping, the average customer is highly unlikely to walk out of the big mahogany doors carrying only a small bag with a few books.

Barnes and Noble have adapted to the economic descent of the budget for books. Throughout any B&N store one can find multiple tables with stacks of books all laying under a big sign labeled “Bargain priced Best Sellers: \$9.98 and under.”

B&N has gone as far as playing in the collegiate field with 635 stores assisting 4 million students. The stores are primarily school-operated and owned under contract by the division of B&N College. B&N College subdivision however lists books for a higher price than the official B&N website does. Knight News reports that Stephen Way, the bookstore GM for the University of Central Florida explains why.

“Barnes & Noble, Inc. can offer some textbooks at a lower price point because it does not have the associated costs that running a physical store has,” Way said.

Barnes and Noble is a well-organized franchise, but more than that they are smart team players in a huge marketing and sales field. With digital devices like the Kindle, Nook, i-Pad, and other e-readers flying off shelves the demand for digital device products is exploding just as much.

Barnes and Noble recognizes this market and sells audio and e-books in multiple formats. More than that Barnes and Noble is supporting the progression of the digital era, and have also remained traditional in similar products.

B&N is catering to each need of a very diverse audience. A forty-year old English teacher can walk into B&N and buy a hardback version of Scott Fitzgerald’s “This Side of Paradise”, and turn the pages, feel the colors of the cover, and smell the aroma of a new book. Conversely, a seventeen year old boy can log onto Barnes and Noble’s website and order the same book for a research paper. Barnes and Noble is allocating products in more than one way in order to suit the specific needs of all customers.



Photo by Jessica Ingram

The LSUS Bookstore: How does it fare against growing competition?

Malva Chintakindi
STAFF WRITER

The LSUS campus bookstore is being stocked with purple and gold colored gear and supplies as the semester takes off.

The working and functionality of college bookstores have changed recognizably, where in college gear and many other supplies come to display even at LSUS bookstore. For instance, the Cuyahoga Community College, which is the largest multi-campus community college in Ohio, realized that though their bookstores yielded satisfactory results, adding college gear would increase their sales. Their sales increased by thirty percent since they added other merchandise.

Assistant Director of the LSUS bookstore, David Dinkins, explained that merchandise does make a difference in the revenue of the bookstore though textbooks occupy the vast majority of it.

There has been a growing trend of handing over the college bookstores to Barnes and Nobles citing the growth in sales and interest as well. One good example is the Ventura County Community College District (VCCCD).

When the VCCCD decided to outsource the bookstores on its Oxnard College, Moorpark College and Ventura College campuses, it sought to offer students and faculty a new bookstore experience with updated merchandise, an array of affordable textbook options and first-class customer service.

Though marketing plays a huge role in the business aspect, matters of money surface upon students every semester they need to purchase a new book. Not having an option to use old editions also pose several problems.

As the Government Accountability Office’s report states, publishers revise their textbooks more often in or-

der to meet the demand of professors who want their material up-to-date. The report cites a poll commissioned by the American Association of Publishers that found eighty percent of 1,029 surveyed professors felt this way.

According to a survey by the chief Financial officers at the USM, the impact of college affordability on student outcomes such as retention, persistence and completion is becoming more evident, particularly in those programs where the cost of textbooks could exceed the cost of the course.

Preventing wastage of stock and ordering an estimated quantity every semester is also an issue for bookstores to tackle.

“It is really a guessing game, because a class could fill, not fill, overload, or not even “make” (i.e. be cancelled). We try to balance our ordering between not getting so many books that we pay a fortune on shipping charges, and getting enough books to have plenty for everybody who needs them. It’s very difficult. In fact, I would say that determining order quantities is one of the most difficult things I do,” Dinkins said.

Additionally, bookstores need to face challenges from rentals and online stores as well. Comparing prices is a way students can save money.

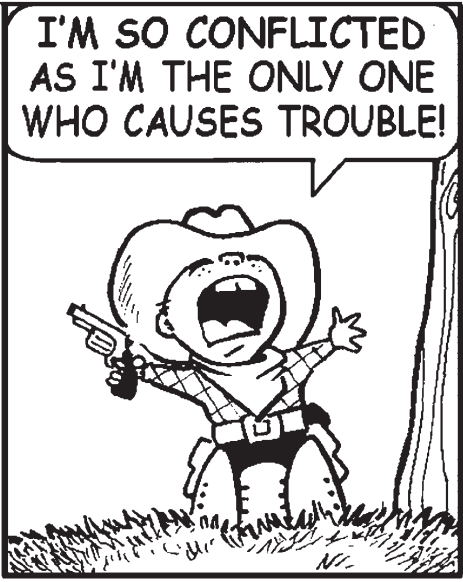
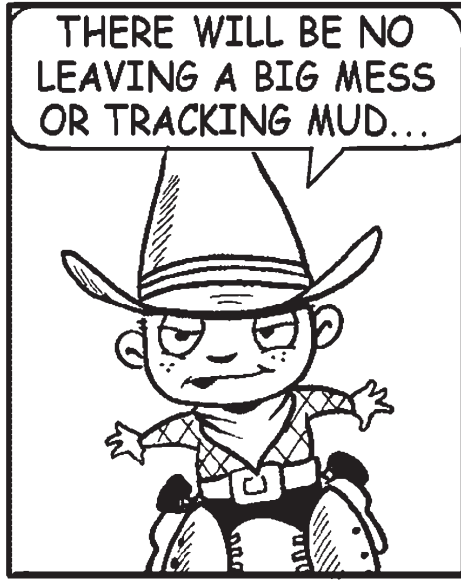
“The price comparison tool can be used to justify a purchase that’s already made or it can be used as a decision-making tool to figure out where you should make the purchase - LSUS or another site,” Dinkins said.

Efforts are being made by the Akademos Blog to fuel buyer ship at college bookstores and make it an option. Recently, nine scholarships were given out as a result of a contest where students were encouraged to buy textbooks at the beginning of school when prices were high.

College bookstores do come in handy for their presence on campus but they need to overcome several challenges in order to serve and survive.

Amber Waves

by Dave T. Phipps



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