

PHOTOS COURTESY OF UNIVERSITY BOOKSTORE, TEXAS STATE UNIVERSITY

University Bookstore,

Texas State University, San Marcos:



The bookstore's general books section.

Long Heritage Continues

Texas State University, San Marcos — located halfway between San Antonio and Austin in the heart of the city of San Marcos — is a school with a rich history dating back to 1903.

Counting the 36th President, Lyndon Baines Johnson, as one of its alumni, the university's heritage continues, and the University Bookstore must meet the needs of the university graduate and undergraduate student population of more than 30,000.

DIVERSE STOCK ASSORTMENT

The two-level University Bookstore main store, located in the LBJ Student Center, has three concession sites, including one at Strahan Coliseum and two at Bobcat Stadium, providing textbooks, apparel and other school items for students.

General Manager Jacqueline Slaughter said the 38,000-square-foot bookstore offers a diverse stock assortment. "We sell everything from energy drinks and Microsoft Office to a cotton linter, which takes lint off of cotton items, and best sellers and everything in between. We try and have a little bit of everything for our customers' needs."

The bookstore's top-selling department is imprint-

ed T-shirts. "I believe we do so well in this department because we are not limited by many specifics concerning imprint designs yet," Slaughter said, add-

other than our standard school colors, and we are able to be creative with imprint designs, as long as they are approved by our licensing department."

In 2009, in imprinted T-shirts, Slaughter said the bookstore carried what she characterized as a "blow-out design" — a Texas State zebra imprint — that has consistently sold well, "and it translates well to other merchandise besides T-shirts," she explained. "Since we are in a warmer climate, bright T-shirts and animal prints take precedence over the more traditional school colors and imprints."

Slaughter said the popularity of this design "is a testament to the fact that we need to listen and take advantage of the opinions of our student employees. One of our apparel student employees persistently asked for a T-shirt with a Texas State zebra imprint. We had one created and it flew off the shelves the minute we got them in. They are a continual reorder with us."

Due to the popularity of the T-shirt, Slaughter said the bookstore had one of the weaving mills create a special Texas State zebra blanket and matching pillow. "We sold out of the first shipment of zebra throws during the first cold football game and we are anxiously awaiting our next shipment."

Diversity Provides Students With "A Little Bit Of Everything"

ing that the university has had talks about limiting designs on T-shirts, but this is an issue that has yet to be settled. "We are still able to sell T-shirts in colors



The bookstore's software section is located near the store's snack selection.

ICBA

The University Bookstore is a member of the Independent College Bookstore Association (ICBA), and Slaughter looks forward to the association's next Retail Conference, which is slated for Feb. 17-20 in San Antonio, Texas.

Slaughter says the store's ICBA membership in this organization has been beneficial.

"We have benefited from the educational sessions at the annual conferences, from networking with other stores in the organization and from participating in the Financial Survey for the last five or six years," she said.

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