Providing a “remarkable” roadmap to improve upon auxiliary services at colleges and universities is the central theme at this year’s 42nd National Association of College Auxiliary Services (NACAS) Annual Conference.

More than 500 attendees and 100-plus vendors are expected at the annual gathering of college and university auxiliary services professionals, which takes place Nov. 7-10 at The Broadmoor in Colorado Springs, Colo.

Jeff Davis, chair of this year’s NACAS Annual Conference and director, University Center, University of Colorado at Colorado Springs, explained that the conference theme ties into The Broadmoor’s status as a luxury resort that has garnered Mobil Five-Star and AAA Five-Diamond Hotel ratings for 50 straight years, and what auxiliary services personnel have to do to be remarkable as well.

“Part of it is our tie to The Broadmoor hotel, and its 50 years of continuous Five-Star and Five-Diamond ratings,” he noted. “It is one of the most remarkable locations where we could host the conference.

“The other part of it is, as the discussion goes, as we have looked at where colleges and universities are, and what we have to do in the current market, is that we need to be remarkable, both educationally and for the out-of-classroom experience. We want to tie those together — the remarkable Broadmoor hotel and auxiliaries that are at the top of their field and are remarkable.”

GENERAL SESSIONS
The conference theme of “remarkable” will also be the focal point during the opening and closing general sessions.

The opening general session takes place on Sunday, Nov. 7, from 1:30-3 p.m.

Robert Tucker, author and former adjunct professor at the University of California, Los Angeles (UCLA), will open attendees’ eyes and minds to new and innovative ways of addressing economic challenges and speed of change that are encountered daily.

Juana Bordas, president, Mestiza Leadership International, will discuss diversity during the closing general session on Wednesday, Nov. 10, from 8:30-10 a.m. Bordas has brought together leadership, diversity and community building into a multicultural tapestry. She has been instrumental in working with groups and organizations to develop support and leadership for their staff groups of Latinas, Native Americans and African Americans.

SUPER SESSIONS
Two super sessions will take place simultaneously on Tuesday, Nov. 9, from 10:15-11:15 a.m.

Eric Stoller, academic advisor and Web co-ordinator for the College of Health and Human Sciences at Oregon State University in Corvallis, will talk about “Using Social Media to Create Connections.” Stoller will feature practical examples of how you can use Twitter, YouTube and Facebook for sales, marketing, communications and customer-service initiatives.

The second super session will focus on “Driving Down the Cost of Higher Education.” Bob Brown, vice president for Business and Administration at Texas A&M University-Commerce, and Ed DesPlas, executive vice chancellor of Business Affairs for the Dallas County Community College District, will allow auxiliary personnel to share their best ideas about helping their institutions respond to the lower-cost challenge.

EDUCATIONAL SESSIONS
More than 70 educational sessions are scheduled for this year’s conference from Sunday, Nov. 7, through Tuesday, Nov. 9. A number of sessions are geared toward bookstore personnel attending the conference.

On Sunday, Nov. 7, Jade Roth, vice president of books and digital strategy, Barnes & Noble College Booksellers, will talk about “Building Bridges to Students and Institutions” from 3:15-4:30 p.m. Roth will discuss the latest information on digital books/e-textbooks, rental textbooks and online delivery of books and information.

Gary Shapiro, senior vice president, intellectual property, Follett Higher Education Group, will talk about “The Evolution of the Textbook: Thoughts About the Future of Course Materials” on Monday, Nov. 8, from 10:30-11:45 a.m.

One session of note on Tuesday, Nov. 9, will focus on “How to Start a Textbook Rental Program with No Money (Almost)” from 2-3:15 p.m. James McDermott, CPA, business manager, Southern Illinois University Edwardsville, and Russell Markman, director of marketing and campus relations, Barnes & Noble College Booksellers, will present several ideas on how to start a rental program with limited investment — how to start a rental program as self operated and by use of a contractor.

—CSE