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Bookstore: friend with benefits

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The Clackamas Print

This year the campus bookstore will finally give back for all the books that students have to buy each term.

The Clackamas Cougar Rewards plan will be a way for students to receive items just for making purchases at the bookstore.

Store Manager Dave Hulcrom created the program based on an existing idea from

the Missouri Book Service, the largest bookstore systems provider in the United States. Clackamas is the most recent school to implement it.

The program will require that students sign up online at the store Web site to be entered into the system. Participating students will get a point for every dollar they spend on anything from books, t-shirts, food and drinks.

"You get a hundred points* for signing up," said Janne McLain, who manages mer-

chandising and marketing at the bookstore.

The store is currently working on a catalog that will be released later in the year. Following the release, customers will be able to spend their Cougar Points on a wide selection of merchandise in the rewards catalog. Items that don't count toward reward points are gift certificates, tools, backflow kits, graduation items, bus passes and TI-83 and TI-84 calculators.

Clackamas' rewards program is one of only a handful of similar rewards systems across the country. Arizona State University's own Pitchfork Perks program and Clackamas's Cougar Rewards are just the latest college service plans to be implemented across the country. Over the last few years, more and more schools have chosen to reward students for their continued use of the campus bookstore.

"You can go to CCC rewards and look at your points at any

time," said McLain.

There are currently no plans for the points to expire so customers can save them up to use later.

Those who have already purchased books and other reward-points-credited products without signing up for Cougar Rewards can still redeem their points. Students must sign up online and then bring past receipts to the bookstore so that staff can load the points to the customer account.

ASG book exchange

Good news: Students can save and make money from their old textbooks.

The Associated Student Government (ASG) has its annual book exchange at the start and end of each term.

In the Bill Brod Community Center, inside the cafeteria, students can come and sell their books to other students instead of just selling them back to the bookstore for less than the price of the book.

This is a great way to find and sell textbooks, especially if the bookstore cannot take any more books or is out of the books students need for class.

The book exchange is here the first two weeks of the term, and again during finals week. Students have until the third week of the term to collect their money and any of their books that did not sell.

There are no guarantees that every book will sell. All textbooks are kept in the ASG office in the black cabinet, where they will stay until they are - or if they are - sold.

So, when finals week approaches this term, hurry to collect those books and money before it's too late.

-Compiled by Mallory Bashaw

Faculty takes initiative in enrollment



Photo Illustration by Kyle Steele Clackamas Print

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their students," said Drebin.

A push this fall has been for faculty to call and check up on individuals who do not show up to class. A particular group that the college is paying extra attention to this year is first-time freshmen.

"That's the group that has never been to college before; they're traditionally right out of high school, or they're maybe returning adult students that have never been to college," said Drebin. "If they fall into that full-time category, we try and watch their full-time progression from fall to winter."

"All of the research and literature out there that has ever been done on retention says that the more connection that a student can have with their faculty, the more likely they are to stay and retain," she added. "We work really hard to make those relationships happen."

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