FREQUENTLY ASKED QUESTIONS
THE DEPAUW BOOKSTORE AND STARBUCKS ON THE COURTHOUSE SQUARE

What’s the bookstore project all about?

As outlined in DePauw’s Campus Master Plan, the University will move its bookstore to the southeast corner of East Washington and Jackson Streets. The new retailer will serve as a bookstore and, in addition to Putnam County’s first full-service Starbucks café, will also include programmable meeting space for community groups in Greencastle and Putnam County.

What will be included in the bookstore and Starbucks café? What will they sell?

In addition to a first floor and mezzanine-level Starbucks café that will seat approximately 75 individuals, the retail operation will include a technology center and space dedicated to trade books, periodicals and DePauw University merchandise. Additional retail space will be dedicated to Ivy Tech Community College merchandise. The top floor of the development will include a community meeting room and loft-style apartments.

Will textbook request processes change?

The new bookstore will sell textbooks to students, and can assist faculty with ordering textbooks for their courses. Our new bookstore operator will retrieve textbook request information from Barnes and Noble for the fall 2012 semester. As such, normal protocol for textbook submission remains in place during the transition. New procedures will be in place for the spring semester of 2013. Keith Archer from the business office will lead our internal transition team and will be in touch with additional details.

Why did DePauw decide to move its bookstore to the square?

The project is an outgrowth of Greencastle’s Stellar Communities initiative and represents a partnership between DePauw University and the City of Greencastle to bring a major retail anchor to the square. The initiative is designed to help shift pedestrian and consumer traffic to the square, creating a larger customer base for new and existing businesses, cafés and restaurants. It also represents a shared goal between DePauw and the City to make Greencastle the next great college town.

Is it common for Universities to have bookstores off campus?

Several major peer institutions – including Centre College, Beloit College and Colgate University – have seen great success from bookstores located off-campus and in the central business district of their host community. They provide an opportunity to connect campus and community retail needs, while serving as a symbol of partnerships between a university and its community neighbors.

Who will run the bookstore?

The new bookstore will be managed by Follett Higher Education Group, the nation’s largest operator of college bookstores.
When will construction start? Who will manage the construction? And when will the project be finished?

Construction is expected to begin in April, with a target completion date of fall 2012. Construction efforts will be managed by Kite Realty and Follett Higher Education Group.

Where is the funding coming from for this project?

Initial capital investments for the initiative will draw on a development loan from the Indiana Housing and Community Development Authority facilitated by the Greencastle/Putnam County Economic Development Center, along with investments from a major developer working in concert with DePauw. The initial capital investments—totaling more than $2.5 million—will be covered, over time, through a long-term operating agreement with the bookstore provider. The economics of the bookstore are projected to provide a budget neutral solution to DePauw when compared to our current bookstore arrangement. The economics to our students are also expected to be very similar to our current bookstore operation.

What does this mean, financially, for the DePauw bookstore?

From the beginning of this effort, the University’s goals have been to provide an improved experience for DePauw students and faculty, while ensuring a sustainable financial model for the bookstore. This remains the focus of this project. Follett has a long and successful history in managing college bookstores and we expect to see sufficient revenues on account of the improved customer experience and expanded product offerings (including trade books and the Starbucks) to ensure the longevity of the new operation.

What will happen to the space in the Union Building where the bookstore currently resides?

The DePauw University Campus Master Plan calls for renovation of the Union Building as part of our transition to a new dining hall. Planning for that renovation is underway and the current bookstore space plans will be determined as part of that process.