

Southeastern College Bookstore Conference

Beach Cove Resort – North Myrtle Beach, SC

September 28–30, 2026

Agenda

Monday – September 28

Arrival / Kickoff / Vendor Preview

12:00 – 2:00 pm

Registration Open

2:00 – 2:20 pm

Welcome & Introductions

- SCACS + GACS leadership welcome
- Overview of the regional collaboration

2:20 – 3:15 pm

What's Hot in General Merchandise - ICBA

Independent college stores thrive by exchanging ideas and sharing success stories with trusted peers. In this session, ICBA will facilitate a group discussion about specific products or categories that are driving sales and customer interest. Attendees are strongly encouraged to bring actual product samples for a fun “show and tell.” ICBA will also share trending and high performing product and category ideas from Vendor Partners!

3:15 – 3:30 pm

Break

3:30 – 4:45 pm

Vendor Preview Session

Short vendor presentations highlighting:

- New products
- Services
- Show specials
- Solutions for campus stores

5:00 – 6:00 pm

Welcome Reception

6:30 – 8:30 pm

Dinner & Networking

Hospitality Suite Open

Tuesday – September 29

Education / Tradeshow / Networking

7:30 – 8:30 am

Breakfast

8:30 – 9:20 am

Where Students Scroll: Driving Sales with Social Media Engagement – NACS

Likes are easy; results take intention. This session explores how you can approach social media with more purpose and impact. Dig into what resonates with different campus audiences, why it works, and how the right mix of platforms and content can support your goals. In addition to practical ideas and fresh insights shared, you will develop a realistic plan so you can consistently execute your strategy, capture your customers' attention, and drive results without needing a big budget or a full marketing staff.

9:20 – 9:40 am

Break

9:40 – 10:30 am

From Access to Impact: The Campus Store's Next Competitive Advantage – VitalSource

New data shows students read just 14% of their assigned materials. This session gives campus stores a new way to measure program health beyond cost, spot underperforming adoptions, and walk into faculty and administrator conversations with data and language that make you look like the strategic partner you already are.

10:30 – 11:30 am

Business Meetings

11:30 – 12:30 pm

Lunch

12:30 – 2:30 pm

Vendor Trade Show

2:45 – 3:30 pm

Peer Exchange Session

“What’s Working on Your Campus”

3:30 – 3:45 pm

Break

3:45 – 4:30pm

Industry Update Session

(NACS / ICBA / Industry Partner)

6:00 – 10:00 pm

Off-Site Dinner & Activity

Transportation Provided

Hospitality Suite Open

Wednesday – September 30

Final Sessions / Wrap-Up

7:30 – 8:30 am

Breakfast

8:30 – 9:15 am

Driving General Merchandise Sales at High Speeds! - ICBA

You’ve built a great assortment of the right products from top vendors at the right prices in the right categories, but none of that matters if you don’t *step on* the gas and drive sales!

This session will discuss practical ways to grow sales without just resorting to steep discounting. We’ll explore taking advantage of both recurring and non-recurring events to maximize opportunities that are unique to your campus. We’ll also address how to

increase sales to departments and even ways to make markdowns work for you. There will even be time for you to share your best “Ferrari-worthy” sales drivers.

9:15 – 10:00 am

Roundtable Discussion

Regional Issues & Collaboration

10:00 – 10:15 am

Break

10:15 – 11:00 am

Staying Ahead: Helping Your Campus Stay Compliant with New ADA Digital Accessibility Requirements – VitalSource

New ADA Title II requirements take effect April 24, 2027, and institutions are responsible for ensuring digital course materials meet WCAG 2.1 AA standards. This session gives campus stores the specifics on what's required and how to position as the informed partner that helps their campus avoid fines, legal action, and loss of federal funding.

11:00 – 11:20 am

Wrap-Up

- Vendor recognition
- Prize drawings
- Final announcements
- Adjourn

11:30 am

Joint Board Discussion