

ASU BOOKSTORE

PARTNER INSIGHT

OCTOBER 2025

Catch Up on the Latest Bookstore News

Welcome

Welcome to the inaugural issue of ASU Bookstore Partner Insight! Each month, we'll share key operational updates, event highlights, and behind-the-scenes initiatives that strengthen our collaboration and reflect our shared commitment to student success. Together, we're building a bookstore that embodies Hornet Pride, fosters campus connection, and enhances the academic experience for every member of the ASU community.



Meet the Team

The Faces Behind the Buzz at Your ASU Bookstore

Leadership Team

Ametia Douglas, Store Manager
Rebecca Scott, Assistant Store Manager
Samonei King, Supervisor (Part Time)
Kiara Fells, Supervisor (Part Time)

Campus Store Team Members

Temporary: 0
Seasonal: 13

Open Positions

Course Materials Manager (Full Time)



Ametia Douglas
Store Manager

Ametia Douglas brings over 10 years of experience with Barnes & Noble College, combining a deep understanding of campus operations with a passion for student success. Starting her career as a part-time bookseller while managing another retail location, Ametia quickly advanced into full-time management—driven by a commitment to creating a positive, supportive, and engaging bookstore environment for students, faculty, and staff alike.

Known for her collaborative leadership and community-focused approach, Ametia strives to make the bookstore a welcoming space where every Hornet can find what they need to thrive—academically and personally.

Outside the store, Ametia channels her creativity into event planning and small business ownership, specializing in balloon décor, handmade candles, and self-care products that bring a touch of joy and inspiration to every occasion.

Campus Relations

Engaging, Partnering, and Growing with the ASU Community



On November 3, 2025, the Alabama State University Bookstore, managed by Barnes & Noble College, hosted its first in-store engagement event to celebrate the official grand opening. Students participated in a spirited scavenger hunt, exploring the bookstore to answer trivia questions highlighting ASU's proud history while locating featured items throughout the store.

A total of 16 prizes were awarded to participants, adding a fun and competitive edge to the event. Students also enjoyed a brief break at the "Rest Stop" activity station, where they could unwind and express their creativity with custom ASU-themed coloring sheets.

The excitement peaked when one lucky student discovered the secret prize ticket, redeeming a gift bag filled with exclusive ASU merchandise—a fitting finale to an event that blended school pride, community engagement, and campus connection.

We Have!
a Winner!



General Merchandise

Showcasing Product Innovation, Branded Essentials, and Promotions Inspired by Hornet Pride



What's New at the Bookstore?

We're still receiving new product in-store every week—each day brings a new surprise! Stop by to check out our latest arrivals, including cozy blankets made of soft sweatshirt material, stylish HBCU-themed spirit wear, and eye-catching yard flags to show off your Hornet Pride. Don't miss out—new favorites are hitting the shelves daily!



Shop Online—We're Live!

Our online spirit shop is now LIVE! From school supplies to the latest tech, we've got everything students need to succeed—plus plenty of ASU spirit wear to show off your Hornet Pride. Visit us online and start shopping today!



\$34.98

MENS COMFORT WASH GL ALABAMA STATE UNIVERSITY HORNETS SHORT SLEEVE T SHIRT



\$24.98

MENS CHAMPION BLK ALABAMA STATE UNIVERSITY HORNETS SHORT SLEEVE T SHIRT

SHOP NOW >>

alasu.bncollege.com

General Merchandise



Black Friday Deals Are Here!

With the holidays right around the corner, our Black Friday savings are in full swing! Enjoy 20% off Lifelines and 40% off select audio—the perfect opportunity to grab gifts for yourself or the Hornet in your life. Hurry in while supplies last!



Find Your Calm with Lifelines

Founded by Melissa Bernstein (co-founder of Melissa & Doug), Lifelines offers Sensory Immersion™ tools to help relieve stress and restore balance. Explore aromatherapy diffusers, essential oils, and tactile grounding stones that engage your senses and promote calm.

Course Materials

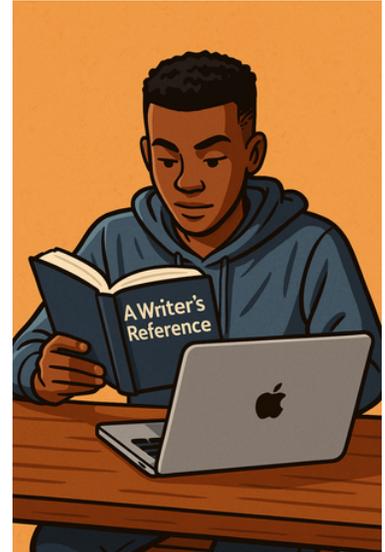
Ensuring Every Hornet Has What They Need on Day One

Spring 2026 Course Material Adoptions Now Open!

We're now accepting course material adoptions for the upcoming Spring 2026 semester. To simplify the process, a Microsoft Form has been created to collect adoption information quickly and efficiently.

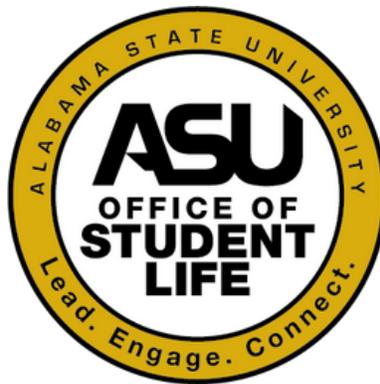
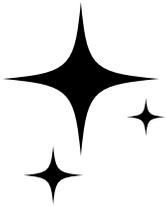
Please submit all course materials by November 21, 2025, to ensure everything is ready for students ahead of registration.

Questions or need help? Contact the bookstore team—we're here to support you during this transition to Barnes & Noble College and appreciate your partnership!



On the Horizon

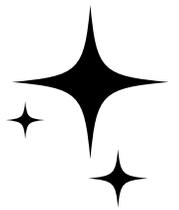
Keeping the Momentum: Next Steps for the ASU Bookstore



Welcome Week just got even sweeter! ♥

The ASU Bookstore and Student Life are joining forces to bring you fun events, campus spirit, and plenty of Hornet pride.

Don't miss out—come celebrate the start of a great semester with us! 🐝



GET IN TOUCH WITH US

(334) 229-4143

alasu.bncollege.com

sm8602@bncollege.com

