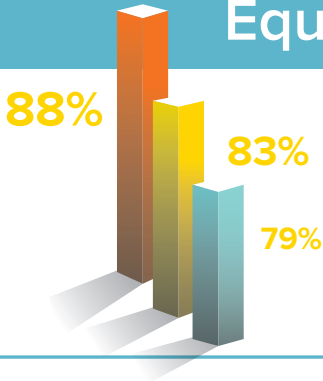


2024-25 **UC Davis Stores** and **Equitable Access**  
Campus Impact



## Equity in Action



### Equitable Access Participation

Participation in the revolutionary digital-first textbook program continues to grow, reaching 88% in 2024-25.



### Textbook Grants

7,500 textbook grants were given to our lowest-income students last year, totaling \$1.268 million, bringing the five-year total to \$4.968 million.

**\$4.9 Million**

### Creative Crowdfunding



Fund My Textbooks empowers students to create their own crowdfunding campaign, giving their circle of family and friends an easy way to contribute towards college essentials like Equitable Access. Funds can be used throughout UC Davis Stores for everything from school supplies and technology needs to Aggie clothing and dorm room décor.



### Equitable Access Goes to Graduate School



Equitable Access was introduced to the Graduate School of Management this year, with a participation rate of 83% in its inaugural year.

### Stable Pricing for All

Despite inflation in the larger market, Equitable Access maintained a price of \$169 per quarter for the fourth year in a row, providing predictable costs for every undergraduate student at UC Davis.

### Award-Winning Innovation



UC Davis Stores was honored by the National Association of Higher Education Systems with a \$10,000 grant in recognition of the Equitable Access program's efforts to remove costs as a barrier to college.

## Campus Pride



### Let's Vogue, Aggies!

This year saw the return of the UC Davis Stores fall fashion show, designed to inspire students to get creative with their Aggie gear. An inclusive lineup of models featured everyone from students to staff in their blue and gold best.



### We're All Aggies



The We're All Aggies Summer Photo Contest boosted Aggie pride throughout the summer by encouraging students, faculty, alumni, and staff to keep wearing their blue and gold for a chance to be featured on Instagram and win prizes from the Campus Store.

### Expanding Our Reach

Our May 2025 pop-up at the UC Davis Med Center helped spread Aggie Pride and gave our Sacramento Aggies a chance to shop their favorites from UC Davis Stores.



### UC Davis x Disney #Aggie Pride

Our successful collaboration with Disney lets Aggies show their school spirit and their love of Mickey and friends on a range of apparel, accessories, and gifts. It's the happiest collab on earth!

and **Disney spirit!**



# For Students, By Students

High school sweethearts-turned-Aggies Ian Gomez and Brianna Romine are the alumni behind we2cow, a rising Davis clothing brand with iconic cow designs and a large student following. Now carried at UC Davis Stores, Gomez and Romine first sold their designs at the Davis Street Market and online through social media. The we2cow collection of sweatshirts and hats has quickly become a student favorite and is our first student-created, campus-grown apparel line.



# Proudly Independent & Financially Strong

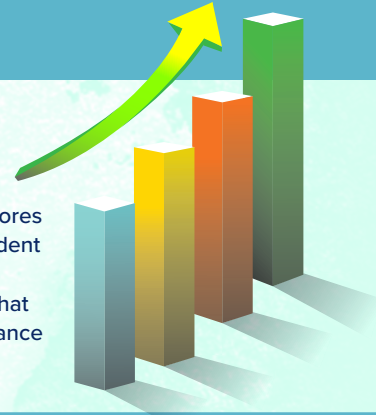
## Serving Campus Technology Needs

Our expertise in departmental technology orders, which includes a full range of Dell and Apple computers and tablets, supplies partners across campus with the tech they need at competitive prices, with a seamless ordering and delivery process.



## Record-Setting Growth

Financial performance continues to trend upward despite the difficult market, positioning UC Davis Stores as an industry leader, with the ability to listen to student needs and pivot to accommodate obstacles while maintaining pricing on merchandise and textbooks that is below our higher ed peers. Our financial performance this year was the highest in our 100+ year history.



## Growing Beyond Expectations

TechHub sales have continued to grow since the grand reopening, increasing by 15% this year alone.



## Climbing the Ranks

UC Davis Stores was named the third most profitable independent store in the nation in ICBA's 2024-5 financial report. This accomplishment is particularly significant considering the first and second-ranked schools in the report participate in the NCAA Football Bowl Subdivision (FBS) and play in major conferences like the SEC, Big Ten, Big 12 and Pac-12.



# Investing in Students & Student Success

## A Grand Reopening

The grand reopening of the TechHub was a packed house, which included Vice Chancellor Pablo Reguerín in attendance. Featured on Thursday Thoughts with Chancellor May, the event celebrated the updated campus hub for technology sales and repair, which is positioned to serve our students, campus departments, and the larger Davis community.



## Supporting Student Programs

When UC Davis Stores grows, campus thrives. This year, UC Davis Stores was able to support important student services throughout campus, helping to maintain programs that would have otherwise been cut or eliminated.



## Looking Forward

Continuing our commitment to providing textbook solutions to all UC Davis students, we are working to expand cost saving textbook and courseware programs to other graduate and professional schools such as UC Davis School of Law and Betty Irene Moore School of Nursing.

