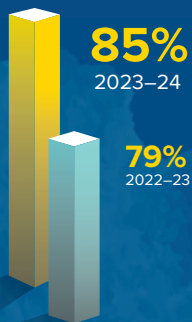


# 2023-24 UC Davis Stores and Equitable Access Campus Impact



## Equity in Action



### Equitable Access Participation

Participation in the digital-first textbook program continues to grow, reaching 85% in 2023-24.

**\$3.7M**

### Textbook grants

7,500 Equitable Access textbook grants were distributed last year to our lowest income students, bringing the four-year total to \$3.7M.



### AggieCash

#### Expanded Payment Options

The Market at the MU now accepts AggieCash, expanding access to fresh meals and snacks for our students.



### CalFresh

Accepting CalFresh EBT at The Markets at the ARC and MU helps create food equity among students and accounts for 31% of sales.



### Everyday Value clothing

The Everyday Value clothing line was expanded and received a design refresh in 2023-24. This value-priced clothing line provides options for Aggie gear at every budget for our students.

## Proudly Independent & Financially Strong



### Student-Powered

Many campuses have been forced to outsource their campus store to a for-profit corporation for financial reasons, while UC Davis Stores have been able to put students first by maintaining our independence for over 100 years.

### Outperforming Expectations

Operating income increased by 22% during the 2023-24 academic year. According to the Independent Campus Bookstore Association (ICBA) Independent College Stores Report, our performance is the top in the nation for an independent campus store without an athletic program that competes at the FBS level.



## Campus Pride



### Blue & Gold Friday

Aggie Pride Friday is now Blue & Gold Friday, a rebrand that has increased understanding of and participation in this weekly celebration of school pride. This campaign has been supported through social media campaigns and weekly giveaways.

### THE COW SHOP

### Cow Shop

The official ASUCD mascot (and unofficial mascot of UC Davis itself), and the popular new Cow Shop lets students show their love of all things cow.



# Collaboration with Campus Partners



## Year of the Eggheads

In support of Strategic Communication's Eggheads campaign, a collection of merchandise celebrating the work of Robert Arneson continues to be highlighted in stores, online and through our newsletters and social media.

## AggieCard

### A New Home for AggieCard

AggieCard distribution transitioned from the registrar's office to UC Davis Stores, supporting the expansion of critical Student Affairs programs and services within the Memorial Union.

## Streamlining EA Access

A streamlined distribution of UC Davis Library resources allows students to access library content in Canvas alongside the rest of their Equitable Access materials. In addition, collaboration utilizing library resources has saved approximately \$1.2M, which was passed on to financial aid to support our lowest-income students.

UC DAVIS  
Library  
Saved  
**\$1.2M**



# Investing in Students & Student Success



## High Tech TechHub

The remodeled TechHub offers an expanded selection of computers, tablets and technology accessories and acts as the on-campus Apple Authorized Service Provider. A new dedicated representative for institutional sales supports campus departments and schools with their technology needs.

# Promoting Body Positivity



## Inclusive Representation

Size-inclusive mannequins have been added to the store to boost body positivity and better represent our Aggie community.

## Aggie Pride for Every Body

We continue to expand our range of sizes to celebrate all body types so every Aggie can show their school pride.



## Healthy At Every Size

The *Healthy At Every Size* training facilitated by Campus Recreation's Living Well team reinforced our merchandising staff's commitment to continuing education on body positivity, inclusivity and overall wellness.



# By Students, For Students

*"As a student manager at UC Davis Stores and a voting Council on Student Affairs and Fees (COSAF) member, I've developed a deeper understanding and appreciation for the campus as a whole, specifically for Student Affairs and how they prioritize student needs. At UC Davis Stores, I assisted in the rollout of the Equitable Access program and oversaw the transition of the AggieCard department to the Campus Store. Our store is unique because it's student-run, allowing us to easily gather student feedback as we work to improve our processes. It's special to be a part of an operation run by students for students."*

—Luxi Arnold  
B.S. Neurobiology, Physiology and Behavior, '24  
B.A. Chinese Language and Literature, '24



# Looking Forward



## EA for Grad Studies

A proven success for undergraduate students, UC Davis Stores has begun expanding Equitable Access to graduate programs. Beginning fall 2024, we launched an EA pilot program for the UC Davis Graduate School of Management for \$199 per quarter, with a goal of including additional graduate programs in the future.