



AGENDA ITEM BACKGROUND

TO: GOVERNING BOARD		DATE April 4, 2005
FROM: PRESIDENT		
SUBJECT: Bookstore Committee Report		ENCLOSURE(S) Page 1 of 2
REASON FOR BOARD CONSIDERATION INFORMATION	ITEM NUMBER	

BACKGROUND:

In 2004, the inflation of new textbook prices through merchandising practices developed by major publishers emerged as a higher education industry issue. Textbooks bundled with consumable materials such as CD's, study guides and periodical subscriptions create built-in obsolescence, rendering many books valueless after one term of use. The customization of textbooks is also having a profound effect on both students and bookstores. These practices are costing bookstores and students millions of dollars per year.

A report issued by the State Public Interest Research Groups (PIRGs) finds that publisher's bundles add "bells and whistles" to textbooks that drive up the price, yet 65% of faculty surveyed do not use these materials.

AB 2477 (Liu) became section 66406 of the Education Code in January of 2005. The law demonstrates the need for colleges, faculty, bookstores and academic senates to assist in any way they can in keeping textbook prices as low as possible. Legislators have required colleges to look into their own operations to make sure that cost savings are high on the list of faculty concerns and that practical steps are taken by bookstores to assist in this process.

HR 3657 (WU) requests a formal GAO study of textbook costs and pricing policies. The GAO is specifically examining the disparity of prices between college textbooks sold in the U.S. and those sold abroad. The GAO study is expected in July of 2005

The Board passed Resolution 032-04 in April of 2004, encouraging faculty to consider price in book selection and work with publishers to adopt policies that are responsive to price concerns.

In response to this issue, the Bookstore Committee chose to focus efforts on educating Cabrillo stakeholders on the issues surrounding the cost of college textbooks and developing recommendations that reduce textbook costs for Cabrillo students.

Administrator Initiating Item: Susan Lonnblad/ Pegi Ard	Academic and Professional Matter <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Final Disposition
	If yes, Faculty Senate Agreement <input type="checkbox"/> Yes <input type="checkbox"/> No	
	Senate President Signature	

ACCOMPLISHMENTS TO DATE:

- Produced one page focused documents to faculty on key textbook issues such as bundling, buy back and on-time requisitions.
- Utilized all-faculty emails to provide information on perceived book value at the beginning of the semester and the connection of on-time requisitions to buy back value at end of term.
- Increased on-time requisitions 26.1%. It is recognized that 100% on-time requisitions are not possible due to late hires.
- Increased book availability on the first day of class from 99.5% to 100% when requisitions were received on time.
- Provided faculty with index cards showing information on each text ordered, highlighting new and used prices.
- Increased used book buyback 40% in December and increased cash paid to students by \$42,956 by augmenting advertising with banners and lawn signs and adding a third buy back terminal to reduce lines.
- Increased used book sales for February by \$76,390.
- Provided a 2% cash discount on all new texts over \$100.
- Provided the Faculty Senate with an AB2477 matrix and compliance recommendation.
- The Bookstore contributes \$15,000 to the student senate each year. This year the student senate approved a \$15,000 library reserve book project enabling the library to provide one copy of every required textbook over \$65. The library purchased a single copy of the most expensive textbooks and placed them on Reserve. Students check out the books for 2 hour periods and, in effect, share a single copy of a textbook. 154 textbooks were added to the Reserve collection. As of March 1st there had been 1099 circulations (individual uses) of this collection.

The Bookstore Committee members include Paul Harvell, Dan Rothwell, Glenn Dixon, Johanna Bowen, Gabe Gutierrez, Emanuel Almazan, Pegi Ard, Doug Deaver and Susan Lonnblad.