



Bookstore Committee Minutes

June 8, 2007

3:00 pm

Room 804A

Present: Pegi Ard, Johanna Bowen, Glenn Dixon, Gabe Gutierrez, Susan Lonblad, Steve Miner, Ryan Kaplan, Dan Rothwell

Absent: Jim Weckler, Paul Harvell

Notetaker: Tatiana Bachuretz

Pegi called the meeting to order at 3:07 pm.

- I. Introductions: The committee introduced themselves to Ryan Kaplan, the new student rep.
- II. Approval of Minutes: The minutes of March 31, 2006 were approved unanimously (Rothwell/Ard).
- III. Agenda modifications: Textbook rental (not loan) program.
- IV. Educating Stakeholders
 - Faculty Senate Update: None.
 - Student Senate Update: Ryan described a successful textbook rental program in San Mateo. The President's office also funds \$52K for textbooks, a separate program for students who can't afford the rental program and the Foundation plays large role in soliciting donations. It was noted that Managers brainstormed Foundation fundraising priorities, but the textbook rental program didn't make the final list. Discussed with Marketing, thinks it's good. It costs 25% of the new book price to rent; there are other "backend" costs that the bookstore to absorb, such as software, staff cost issues, acquisition of first books that students pay \$25, is \$107,000. A textbook rental program pays about 20-25% of the total costs. It was noted that is difficult for the bookstore to absorb. Johanna noted that the textbook loan program in the library is heavily used. Staff costs are not up front costs. The Student Senate will vote in fall to possibly offer tens of thousands of dollars from a restricted SAC fund for a textbook rental program. The Student Senate is also considering a negative check box on the Cabrillo College registration form to raise funds for a classified position in the new Student Activities Center. Susan noted that San Mateo's idea of starting small is a good idea. The San Mateo district bookstores received an innovation award from the National Association of College Stores (NACS) for this program.
 - Ryan expressed that students request that merchandise sold in the bookstore is made by unionized labor or fair labor practices: United Students Against Sweatshops (USAS). It's a social responsibility. It was noted that the bookstore does not participate in this

consortium; participation would require a fee for participation and a fee for vendors. However, Cabrillo is part of the 132 independent college owned bookstores buying group (ICBA), which solicits bids for clothing from manufacturers who are members of the Fair Labor Association. They share the USAS's ultimate goals of better working conditions for those people who manufacture the products our stores sell. Susan will send the link of the Fair Labor Association. Can the theatre or VAPA buy through this consortium? Fair Labor Association is for apparel and shoes, emblematic material, but not pencils. Customers put comments on the Bookstore surveys such as "thanks for the sweatshirt being made in the USA." The committee can recommend and encourage that the college make an attempt to buy things that meet certain criteria. It's a statement.

V. Bookstore Update:

- Anticipated move into new store is October 29. Grand opening in January. The current space will become part of space reallocation process.
- Steve reported that online requisitions have improved yet again—87% for spring 2007. Very few bookstores have the performance records that we have at Cabrillo: up 25% over 2 years.
- In 2004 used books were 17% of textbook sales. By spring 2007 used book sales increased to 37% of textbook sales.
- Used program saved approximately \$702,465, but that figure is a little inflated. How would you adjust for inflation? GAO report price of new books is twice or triple the rate of inflation. Used book market is a huge cost to publishers, so new book purchasers are being gouged. We cannot expect to see these types of increases over time. It is not possible to obtain many more used books, like workbooks. Faculty has responded well with getting requisitions in on time. Buyback marketing is excellent, and has been a successful program effort.
- Internet sales are up from \$139,628 to \$180,360. Aside from textbooks, local books are also available, such as *A Day in the Life of Cabrillo*.
- New activities: Bay 10 Bookstores made a presentation to the California Community College Math Association. They presented examples of texts that bookstores negotiated lower prices when there was a 3 year commitment, or the book was modified, or a paper book option was chosen, etc. This kind of program would require common adoptions. It would take a group of faculty to get behind that. Ryan suggested writing a resolution for next general assembly to work with faculty to choose a text. Steve hesitates to market this program. There are several reasons why Cabrillo has not chosen to work with this: English 1A—academic freedom, Pajaro Valley wants to know what is the workbook so that they can start working on it. Informal discussions, with English 1A. Susan would be comfortable approaching Wanda with Math and go to the next level to negotiate prices.
- Book Drive: A Book Drive was held in December. Better World Books pays 50 cents per book donated; \$120 from the drive will go to Library Reserve program. Better World Books is a non-profit organization supporting literacy programs in third world countries.
- Susan: will retire end of December. 31st year.
- Susan emailed the legislative update.

VI. Next steps:

- Susan distributed a copy of the NACS publication *10 Steps Toward Textbook Affordability for Students*. Much progress has been made over the last 3 years. Will the rental program make this list? A rental program can't be used for each class, can be used for specific classes but not uniformly. There were schools that had a rental book program only. Susan opened the first Naval Postgraduate Bookstore in 1972 to transition from the school's rental program when new editions were became too frequent.

VII. Legislative update: SB 832: bookstore managers had some concern about that, contacted assembly members, author committed to working with bookstores and stakeholders as they move the bill forward. Working now with legal committee of NACC. Let Laird know how you feel.

The next meeting date is to be determined.

Agenda: Rental program
 Timeline to hire bookstore manager
 Fair Labor Association—more info, Susan will send link
 Update on athletics merchandise purchasing
 End of year report for August Board.

The meeting adjourned at 4:20 pm.