



**Bookstore Committee Minutes  
December 3, 2010  
2:00 pm  
Room 804A**

Present: Flor Chacon, Glenn Dixon, Robin Ellis, Sesario Escoto, Paul Harvell, Wendi Hamilton, Dan Rothwell

Absent: Victoria Lewis, Georg Romero, Jim Weckler

Robin called the meeting to order at 2:05 pm.

- I. Introductions: Robin introduced Wendi, the new Text Buyer and Elsa Pearson our new student representative.
- II. Agenda Modifications: Add contribution from Senate to the rental program.
- III. Approval of Minutes: The minutes of the May 7, 2010 were approved unanimously with one modification (Harvell/Rothwell).
- IV. Bookstore Update: The bookstore staff has been focusing on textbook affordability. About 30% of students don't get course material because they can't afford it. The rental program was started for this reason. The bookstore lost \$78,000 operationally. Textbook sales were down 15% the first four weeks of the semester this year to last; used books were down 25% which is more difficult to explain. Staff has 1.6 FTE positions open to cut costs as well. If it had not been for the FIPSE grant, the losses would have been much greater. However, Cabrillo's bookstore is not doing as badly as others. It was suggested that the Board is likely to look at the bookstore similar the cafeteria when it had a loss.

Paul asked if the committee should be concerned with the loss in the bookstore. The \$78,000 loss is covered by the reserves. Is the student senate \$15,000 allocation in jeopardy? It is used to support the library textbook reserve program. Robin noted that textbook sales are declining and the reserve program can be funded by publishers. AB2477 requires that publishers provide one or two copies of textbooks for colleges to use. Faculty should help with this process.

Sustainability of the bookstore is important to bridge the gap so students can get to the new methods of delivery (Kindle, etc.) Robin would like to get some software to do price comparison of current titles to Amazon's offerings, etc. This is very expensive but useful. Further, Amazon's promises textbooks are available and they are not. Students could wait for weeks to get their materials.

What is the mission of the bookstore: to provide published materials that support classes or supporting students with their daily needs. Smart stores are supplying everything students

need. 80% of total income is generated by textbooks; At Cabrillo, the margin is 23-25%. Some stores have up to 40% margins to avoid \$78,000 deficits. Dan recommended eliminating the deficit to avoid the risk of being outsourced.

Staff has begun to explore print on demand. It is a green industry—no shipping, no pulping. Robin needs the faculty's support in this area. National studies show that the majority of students also want hard copies. Lowering revenue and lowering costs at the same time would also work.

The goal is to get a charter or purpose for the bookstore. It was suggested that the purpose is not to lose money.

Chegg, a huge online textbook rental company with over \$210 million dollars invested, are partnering with campus bookstores to develop kiosks for rentals with access to their entire inventory. Chico and Fresno State have implemented this and are pleased. It gets students into the bookstore. They pay shipping but we provide the handling. This opportunity is one step of a multi-step process toward the future. The committee recommended adopting this option.

- V. Rental program update: The goal is to expand the textbook rental program and Robin requested \$20,000 for next year from the senate for this program. There will be 7 new titles next year for a total of 31 available. Paul suggested getting to Division meetings in the spring to get to faculty close to when the decision needs to be made. Paul also suggested that once an agreement has been signed, faculty should not have to fill out requisitions again for the duration of the agreement.

- VI. Textbook Buyer Presentation: Wendi has good news: on time requisitions are up to 78%; only 12% are late. The committee recommends that the online requisitions be adopted by all faculty-only BELA and VAPA are doing them on paper.

The committee's recommendation is to stop the deficit. Sesarrio suggested disclosing what the bookstore reserve is. The committee discussed what is being done to address the deficit?

- 1.6 FTE remain unfilled
- Remove the 2% discount for books over \$100
- Discontinue the \$15,000 subsidy for reserve book program; ask for publisher copies
- Print on demand option: prepare a proposal to senate and Foundation. This option would require faculty to adopt material to order for this option. Robin will pursue a Gates grant.
- Reduce accountant subsidy to 50% rather than 80%.
- There was significant discussion on whether the bookstore pays rent. 27% do not.

Robin will address the student senate.

- VII. Next meeting date: April 22, 2011 at 2:00 pm. The meeting adjourned at 4:10 pm.