



**Bookstore Committee Minutes  
May 7, 2010 10:00 am  
Room 804A**

Present: Glenn Dixon, Robin Ellis, Paul Harvell, Steve Miner, Dan Rothwell

Absent: Victoria Lewis

Robin called the meeting to order at 10:05 am.

- I. Agenda Modifications: Bookstore update and rental program update will be interspersed.
- II. Approval of Minutes: The minutes of the November 13, 2009 were approved unanimously.
- III. Bookstore Update and Textbook affordability: Robin has been looking at several new initiatives due to the many new players in the textbook market and the high cost of textbooks. Robin made a presentation at the Community College League conference in November to board of trustees members, presidents and chancellors on “Textbook Affordability: Removing Barriers to Student Success. Robin reviewed several options with the committee:
  - a. Print on Demand: The bookstore would be able to sell digital rights and print on texts on campus. Because books are not shipped across county, it is a green option and could cost up to 75% less. Two stores are doing this, University of Washington and Arizona State University. There is also an option to print local author’s books. Lots of possibilities there. Bookstore sales dropped 12-14% in new textbooks.
  - b. Flatworld Knowledge: Lots of capital has been invested in this company. Offers “free” online content or lower cost option to purchase in print. Selection of books is key. Many other platforms becoming available daily.
  - c. Craig Hayward: Robin contacted him to see if Cabrillo can create the infrastructure to offer free digital items online.
  - d. Print still preferred strongly by students nationwide—CAL PIRG and other studies 70-80% students strongly prefer print to study and learn from.

Robin asked faculty for their input. Dan noted that more people will make the transition to a new platform if it is easy to do. Paul noted that some people, like those that moved to the textbook rental option, are likely to move to another new option; other factors, such as not knowing fall class assignments and adjunct assignments continue to limit expanding into non-traditional options.

Robin described a new grant opportunity for the rental program which includes some print on demand and the rental of an e-reader device. The federal government recognizes textbook prices as an important issue. There is a need to help this market and the government is willing to provide some financial support. Paul responded that there will be some “early adopters” that will go in that direction, others that will not. Steve noted that the Flatworld model, digital and free access, is going to be better than print. Robin noted that the bookstore business model needs to be flexible to be able to respond to the changing market and stay viable.

Robin introduced the link to student learning outcomes (SLOs); students who forgo the book altogether must negatively affect SLOs. It is a positive step if students can get a book for 25% of the cost.

Paul noted that it will be difficult to change this culture. It is important to be flexible and not invest in any one thing too much. The textbook rental program was an easy thing to do; the faculty who are utilizing the rental option are going to be willing to do the next new thing.

There will be a presentation on textbook options during Flex week in the fall.

- IV. Rental program update: The program was expanded and is on target for fall 2010. This program has students \$32,000 at the small scale at this stage. The boundaries of what can be done manually have been reached. Software may be in use by fall which will allow expansion of the program. Constraints: any books with access codes and computer type books which change rapidly can't be in the rental program. Paul estimated that 10-15% of books could be rentals. The article in the *Sentinel* created a lot of good feedback, parents came in to thank the staff for the textbook rental program.

Higher Education Opportunity Act (HEOA) compliance is coming up. Robin spoke with the faculty senate and has been contacting many on campus about these issues. When the Datatel textbook link and the point of sale system integrate, sales may increase as well. If the bookstore is not in compliance with PCI, there are significant fines.

- V. Textbook Buyer Presentation:  
On time requisitions are running about 10% behind schedule. Class cuts and the adjunct assignments are impacting requisitions. The domino effect is significant.

Steve is going to retire in June. Faculty noted the significant positive contributions he has made to the textbook buying process in the last six years. Robin also noted that Steve dealt with a big mess that he stepped into well and has improved buying tremendously. Robin has implemented some training with existing staff but will conduct a full recruitment.

- VI. Next meeting date: A Friday in early October.

The meeting adjourned at 11:30 am.