



# Strategies to Reduce Textbook Costs to Promote Access and Student Success

*Linda Michalowski*

*Vice Chancellor*

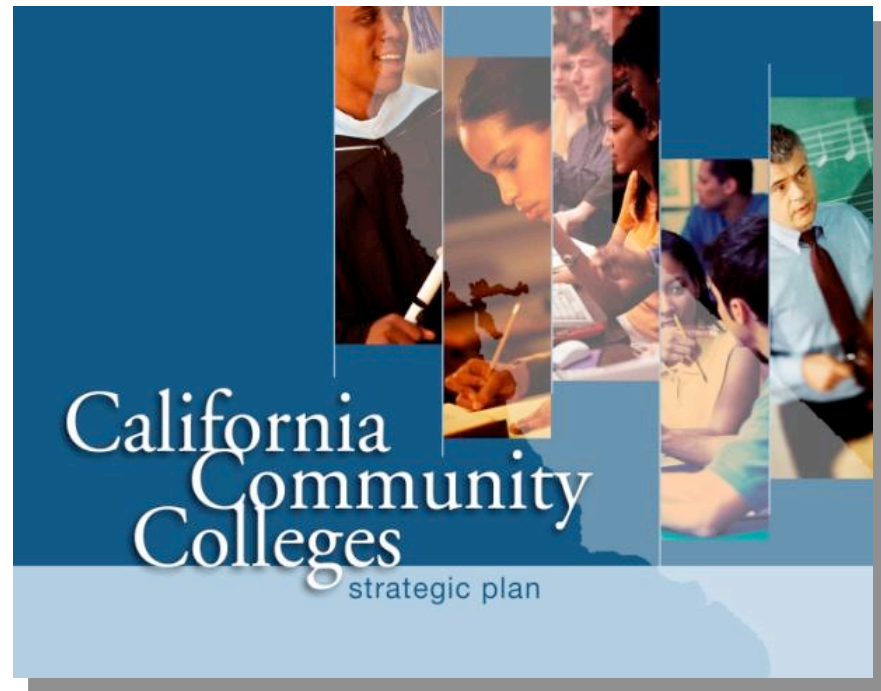
*Student Services and Special Programs*

# System Strategic Plan Goal A

## College Awareness and Access

*Increase awareness of college as a viable option and enhance access to higher education for growing populations.*

Strategy A2:  
Removing Barriers to  
Access and  
Student Success





# Textbooks are a significant barrier

According to the Student PIRGs

- Textbooks cost about \$900 per year
- Prices are rising at a rate four times that of inflation
- For CCC students, textbooks can easily exceed the cost of fees by 150%



# Reasons for rising costs

- Unique market where those who choose “product” (faculty) are different from those who buy it (students)
  - Similar to pharmaceutical industry
  - Gives publishers and suppliers an unusual degree of control over the marketplace
- The rate of increase has mirrored tuition increases at 4-year colleges and universities



# Reasons for rising costs (continued)

- Studies suggest cost increases are related to supplemental multimedia materials bundled with texts
- Former publisher said sales have been declining; publishers have raised prices to maintain returns to shareholders
  - Supplemental materials are used to justify price increases

# System Office initiative

## ■ Convened Textbook Summits

Included representatives of:

Faculty

CEOs

Students

Trustees

Bookstore managers

Publishers

Librarians

Used book wholesalers

Foundation for CCCs

Digital media innovators

Chief business, student services and instructional officers

The California State University



# System Office initiative (continued)

- Summit Subcommittees:
  - Regulatory and policy barriers
  - Textbook adoption policies
  - Collective purchasing of custom editions



# Legislative efforts

- AB 2447 (Liu) enacted in 2005
- SB 832 (Corbett) vetoed in 2007
- AB 1548 (Solario) signed in 2007
- AB 577 (Ruskin) pending
- HR 4137 - *Federal College Opportunity and Affordability Act of 2007* pending

Local Approaches

# Removing Textbook Costs as a Barrier to Success

**Taking Control of Textbook Costs on Your Campus**

*Kathleen Kaser*

*Manager, Chabot College Bookstore*

This information is presented with the  
assistance of the  
California Association  
of College Stores.



CALIFORNIA ASSOCIATION  
*of* COLLEGE STORES



CALIFORNIA ASSOCIATION  
*of* COLLEGE STORES

**All the 82 Institutionally operated Community College Bookstores are members of CACCS. The CACCS Community College Committee represents these stores.**

# A Few Things about the Bookstore

*The bookstore makes the decision on how many books to order.*

*Teachers CHOOSE (“adopt”) the book but only the Bookstore ORDERS it.*



# A Few Things about the Bookstore

The Bookstore sells new and used textbooks at a price designed to cover the costs of operating the bookstore and meeting all other required financial obligations.

Complies with California Education Code Section 66406.7



# California Course Material Legislation

## California Bookstores and Textbook Prices

AB 2477 – Liu. Postsecondary education: production and pricing of college textbooks.

This table shows the components of Education Code section 66406 as it affects Publishers, Colleges, Faculty, and Bookstores.

Publishers are encouraged to:	Colleges are Required to:		
	Encourage Faculty to:	Require Bookstores to:	Encourage Used books by:
Unbundle text materials so students may buy “a la carte”.	Adopt least expensive edition.	Work with Academic Senates to review timelines for textbook adoption.	Implement a rental program.
List all available products so teachers can select what they want to use in any bundle.	Continue to use same book and edition as long as it remains educationally sound.	Work with Academic Senates to review procedures for textbook adoption.	Implement a textbook lending program.
Explain how new edition differs from old edition.	Tell students why they selected a new edition.	Work with Faculty & Publishers to create economically Sound Bundles that deliver cost savings to students.	Encouraging students to establish on campus and/or on-line books swaps.
Utilize supplements rather than create new editions.	Tell students how much they can expect to pay for the materials.		Actively promote and publicize existing bookstore buyback programs.
Disclose the estimated future life of an edition when they sell it to the faculty.	Review textbook adoption timelines and procedures with the College Bookstore.	Encourage Bookstores to: Disclose retail prices to faculty for each course.	Establishing any other programs to promote used books on campus.
Provide a free copy for Library Reserve.	Work with both publishers and bookstores when designing bundles to insure they are economically sound.		
	Adopt in a manner that permits students to buy parts of a bundle.		

AB 2477 became section 66406 of the California Education Code on January 1, 2005. The law essentially dramatizes the need for all parties named to assist in any way they can in keeping textbook prices as low as possible. The legislature appears to have conceded that they have only powers of persuasion over publishers. They have required that colleges 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.

# Bookstore Quick Solutions

1. Educate all stakeholders. Take the lead on campus
2. Work with faculty senate on text adoption guidelines
3. Get adoption information on time
4. Increase the supply of used books: buying from students and from national used book wholesalers
5. Promote textbooks in the library program (extra desk copy)
6. Custom Cover Editions
7. Consortium Buying, Bay 10 program
8. Create Economically Sound Bundles
9. Implement a Rental Program on Selected Titles
10. Promote Ebooks or digital books

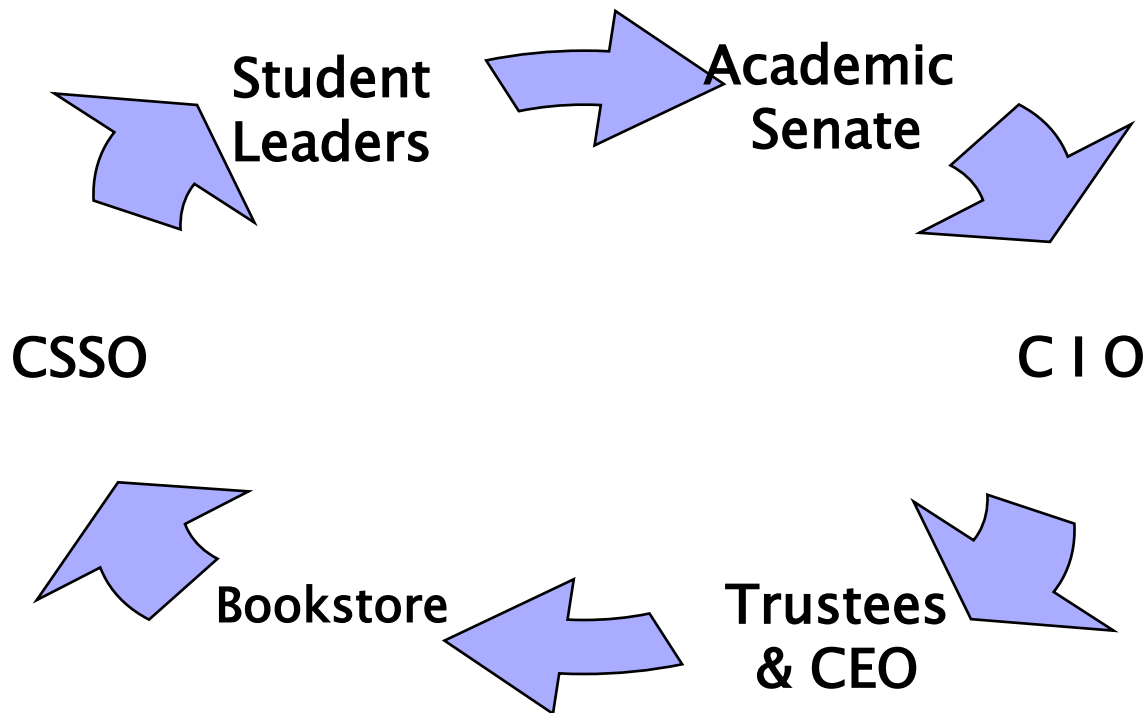
For future: Open Educational Resources



# Who Must Lead

- Student Leadership
- Trustees and CEO's
- Chief Instructional Officers
- Chief Student Services Officers
- Other Administrators
- Bookstore Managers
- Academic Senates

# Affordability Needs Alliances



**All are essential in the mission to educate**

# Who Must Lead

## Student Leaders



# Who Must Lead

Trustees  
and CEO's



# Who Must Lead

Chief  
Instructional  
Officers



# Who Must Lead

Chief  
Student  
Services  
Officers



# Who Must Lead

Bookstore  
Managers



# Who Must Lead

Academic  
Senates





# Who Must Lead

- Student Leadership
- Trustees and CEO's
- Chief Instructional Officers
- Chief Student Services Officers
- Other Administrators
- Bookstore Managers
- Academic Senates

# Student Approaches



*Frank Fernandez*

*Student Senate President, Region X Representative*

*Ahmed Ali*

*Student Senate Region VIII Representative*

# Student Senate Resolutions

**RESOLUTION**  
**STUDENT SENATE**  
**for CALIFORNIA COMMUNITY COLLEGES**

**3.01 F06 - Textbook Pricing**

Adopted at General Assembly on November 11, 2007

**3.02 F06 - Textbook Rental Program**

Adopted at General Assembly on November 11, 2007

**4.01 – F07 - Tax-Free Textbooks**

Adopted at the Fall General Assembly on November 11, 2007

Innovative Technology

# Digital Marketplace Project



*Catherine McKenzie*  
*Director*  
*Technology Unit*  
*TRIS Division, CCCSO*

# Digital Marketplace Village

Department Store

- Individual goals served
- Sale of goods and services
- Amazon.com model

Library

- Serves the community good
- Some free services to public
- ID authentication for privileges (Library Card)
- CSU Electronic Core Collection
- MERLOT peer review collection; services

Farmers Market

- eBay.com model
- Direct sales between producers and customers
- Peer to peer transactions

Community Park

- Peer to peer/public
- MERLOT free exchange

- Formality
- Structure
- Standards
- Regulations

Warranty & implied quality assurance

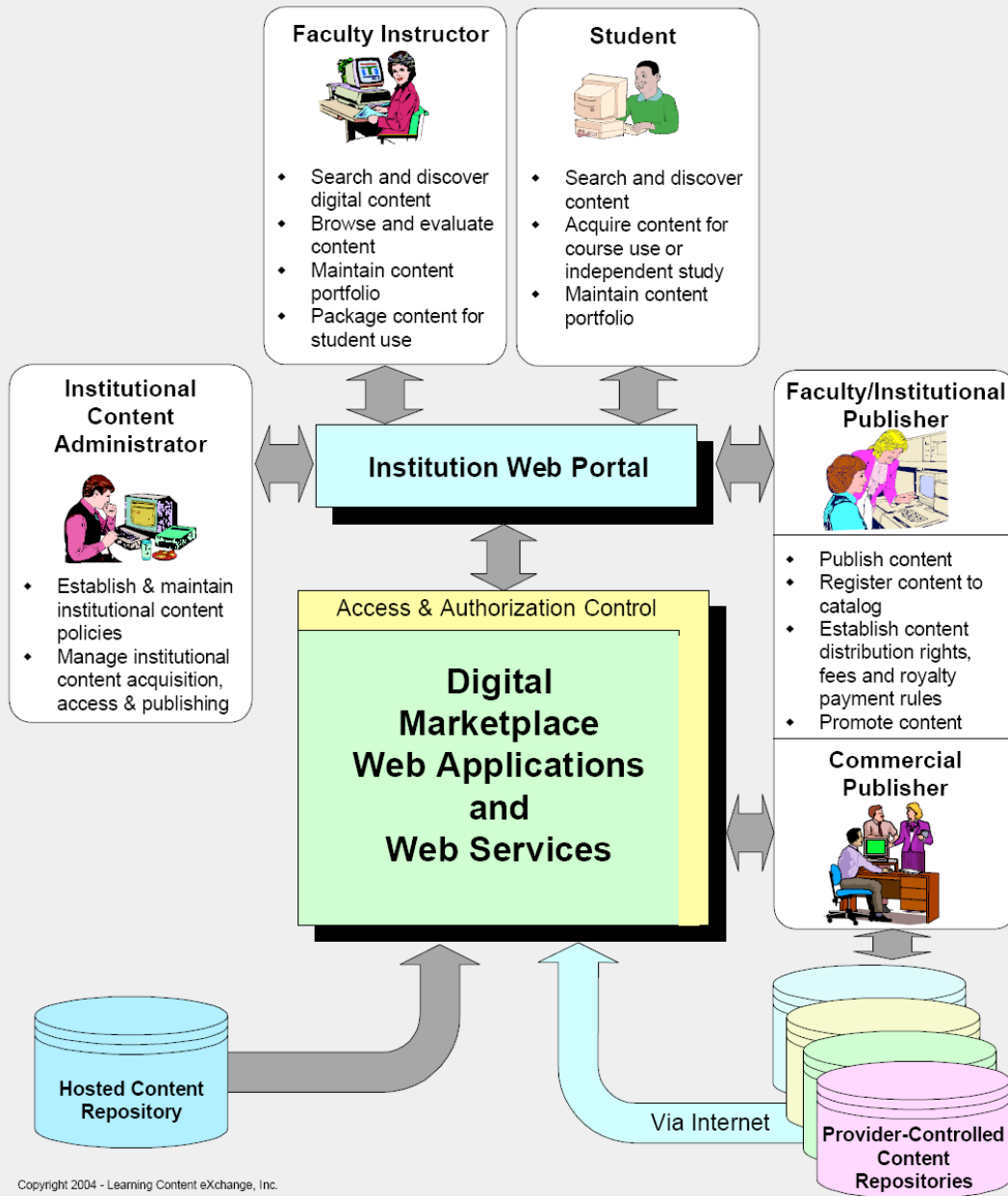
City Managers & Professional Staff

Town Council

September 5, 2007

# Higher Education Digital Marketplace

## Web Application Functionality Overview



# DM in 2007-2008:

- Resource List Service for faculty members
  - Search / Review / Assemble
- “Get It Now” capability for students to acquire materials directly from a resource list
- Data resources for evaluating effectiveness and relating content-related learning activities to learning outcomes
- Current work
  - Functional Prototyping of Basic Transactions
  - Use Case development and validation
    - Students
    - Faculty



# Who's on board so far...

- California State University
- California Community Colleges
- Louisiana Board of Regents
- Tennessee Board of Regents
- Oklahoma Board of Regents
- University of Wisconsin System
- University of North Carolina System Teaching and Learning with Technology Collaborative
- Kentucky Council on Postsecondary Education
- Southern Regional Education Board

# Partners

## ***TECHNOLOGY CO's***

- Apple
- CISCO
- HarvestRoad
- Oracle
- Sun
- Microsoft

## ***LEARNING MANAGEMENT***

- Desire2Learn
- Moodle

## ***STANDARDS***

- IMS/SCORM
- O.K.I.
- AAP
- Dublin Core

## ***PUBLISHERS***

- Bedford, Freeman, and Worth
- Giunti
- Pearson
- Thomson
- McGraw Hill
- Houghton Mifflin
- Wiley
- BookShare
- Dover
- VitalSource/Ingram

## ***EDUCATION***

- Higher Ed (CSU & CCC)
  - MERLOT consortium – all segments
- K-12 (not yet)



# Future Recommendations

Strategy Matrix will drive next steps:

- Possible short-term recommendations on
  - Textbook adoption policies
  - Collective purchasing
  - Book rental programs
- Possible long-term recommendations on
  - Open Educational Resources
  - Digital Marketplace



# **Strategies to Reduce Textbook Costs to Promote Access and Student Success**

*Questions?*