

US Advisory Committee on Student Financial Assistance: Textbook Study Field Hearing II

Presented by:

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Community College District

College of the Canyons

Santa Clarita, CA

March 5, 2007



Equity and Access

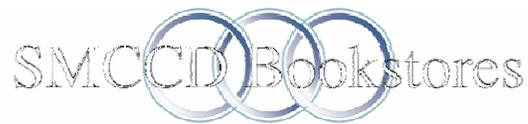
“If you want to close the gap between first generation students in America and the white middle class, we must focus on equity and access in higher education for everyone”.

*President Tom Mohr
Cañada College*



Who We Are

- A culturally diverse, geographically distinct three community college system in the SF Bay Area.
- We serve 40,000 students each year offering a wide variety of transfer programs and vocational tech programs.
- Cañada College is a federally designated Hispanic serving institution.



COURSE MATERIALS

SMCCCD BOOKSTORES AND CAMPUS ACTIONS



SMCCCD Bookstores Staff ARE the Experts on Textbook Issues

- Monitor what things are being said by education officials (legislators, state boards, secretaries of education) and key stakeholders within our own community.
- We begin the dialogue. We communicate our value, business model, and openness for feedback to the key stakeholder's. The Bookstore's staff **ARE** the experts.
- Understand the potential impact of policy proposals to the SMCCCD community, convey that information as appropriate to the proper individuals: president's office, VPI, VPSS, faculty, staff, students and administration.



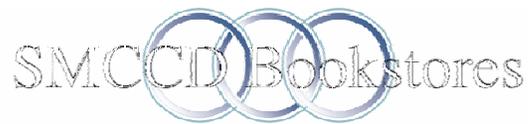
What have the Bookstores done with the GAO and CalPIRG reports?

- We use the report to help explain the process of textbook adoption, the evolution of course materials, the role of the store, and how our role in the textbook adoption process supports the stakeholders and provides value.
- We discuss how our stores currently support the goal of making a college education more affordable and how the store works every day to find ways to reduce cost for students.



SMCCCD Bookstores Actions

- Used Textbooks became a District-wide focus in 2004.
- Used Textbook Sales Increased **\$464,090** from 2004 to 2006; an increase of **27%**.
- Used Text Sales Increased due to Bookstore and Faculty Collaboration.
- The Faculty Stepped Up!
- On time Book Orders up from 63% at due date in '03 to nearly 90% in '06!



Used Textbooks

- Used textbooks still represent the greatest savings for students.
- Book buyback makes the used book an even better investment if the textbook is readopted in the coming term.

New Price: \$100.00

Used Price: \$75.00

Buyback Price: \$50.00

Total Investment: \$25.00



Used Textbooks

- The key to a successful used textbook program are early faculty adoptions and a commitment to using the same title in coming semesters.
- Adoptions by due date allow store to source used books from all wholesale companies and buy back books from students at end of term.



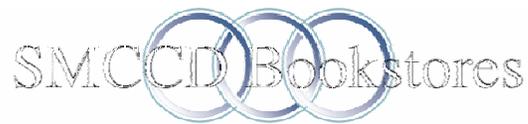
SMCCCD Bookstores Actions

- Bookstore Management Team attends all District Auxiliary Services Advisory Committee meetings to report to students and respond to concerns.
- Bookstore Management Team attend Division meetings to talk about textbook issues and how they impact students and student success.



SMCCCD Bookstores Actions

- Work with publishers to purchase unlike textbooks as a bundle at a reduced cost.
- Aggressively seek out lower cost textbook editions; paper binding, abridged versions, custom editions, loose-leaf editions, B&W.
- Sponsored the first Publisher Fair in Nov '05 for publishers to market lower cost textbook options to SMCCCD Faculty at all campuses.



SMCCCD Bookstores Actions

- Actively source used textbooks from as many as 6 used textbook wholesale companies.
- Actively source used textbooks from non-traditional sources such as Amazon.com.
- Actively work with faculty to extend length of use as well as review excessive supplemental materials packaged with textbooks.



Bay 10 Bookstores Consortium



Campus Actions

- Cañada President's Textbook Scholarship raised \$60K for text scholarships. The fund helps fill in where state and federal aid has fallen short. Committee of community leaders actively raise funds. The fund received an anonymous donation of \$25K in September 2005 that went directly to provide textbooks for needy students who would not otherwise have one.



Campus Actions

- **Bridge for Success Program** at Cañada College is funded by a community leader and friend on Cañada College. Students with extraordinary financial needs are referred to Financial Aid Office for assistance. The program currently funds textbook needs for students that “fall between the cracks” or are in extreme need. These books are rented to the students and the rental fees covered by the fund.



Campus Actions

- Partnership with Sequoia Hospital Board funds the Sequoia Allied Health Book Grant at Cañada College. A \$15K grant through the SMCCCD Foundation provides textbook scholarships to Allied Health and Nursing Students who demonstrate financial need not met by “standard” funding sources.



Campus Actions

- Financial Aid Offices at all three colleges work tirelessly in cooperation with the Bookstores to identify students with additional financial need not met by current sources. All involved strive to ensure that students do not go through class without a textbook. It's all about **PARTNERSHIP!**



The Burning Question

✓ ***WHAT MORE CAN THE BOOKSTORES DO TO PROVIDE ANOTHER LOW COST TEXTBOOK OPTION TO STUDENTS?***



San Mateo County Community College District Textbook Rental Program: An Innovative Approach



Excerpt from CALPIRG's "Ripoff 101"

- Colleges and universities should consider implementing rental programs similar to those at several universities in Wisconsin and Illinois. Students would rent books similar to the way they are shared in K-12 but the students would pay a fee that covers the cost of the books.*

*CALPIRG RIPOFF 101 January 29, 2004



Textbook Rental Program

- In 2001, the textbook rental program was set up in the District; a hybrid program, it provides rental titles for specific disciplines and titles meeting specified criteria.
- Initial acquisition of textbooks for the program are funded by state, federal, and private resources.
- Since 2001, over \$500,000 has been raised for the program using these sources.



Textbook Rental Program

- Rental textbooks provide another great value opportunity for students.
- Textbooks are rented to students at 75% of the new price.

New Book Price: \$100.00

Used Book Price: \$75.00

Textbook Rental Price: \$25.00



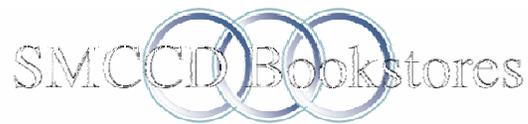
What Determines Textbook “Rentability”

- ✓ Two-Year Adoption
- ✓ New edition
- ✓ One-term books only
- ✓ Course Frequency (every semester)
- ✓ Transferable Classes Preferred
- ✓ Non-Bundled

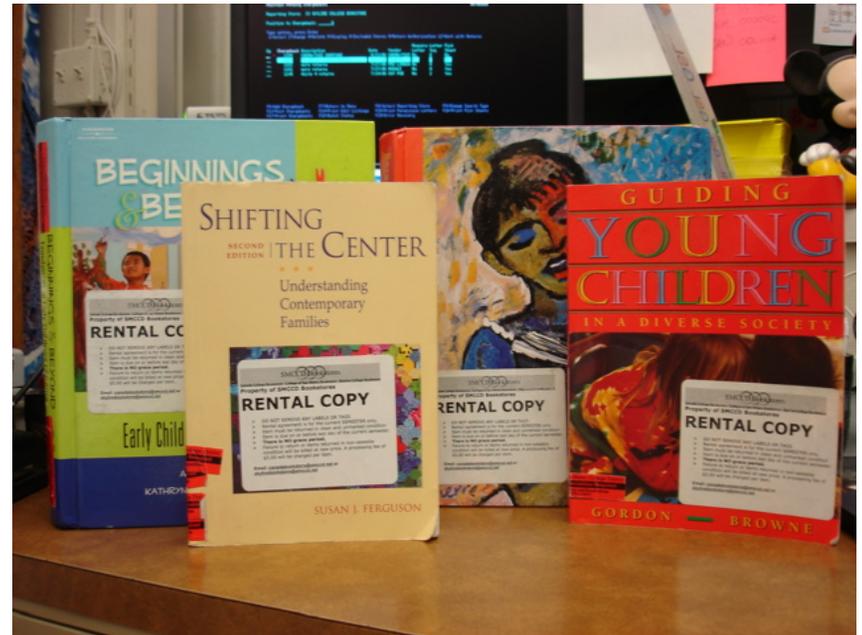


Benefits of a Rental Program

- Savings to students---significantly reduced initial investment.
- Saving in freight---Bookstores do not have to continually reorder books semester after semester.
- Campus community sees the bookstore as actively seeking solutions regarding textbook prices.



Innovative Means of Funding a Textbook Rental Program



California State Efforts

- First Five California is a state funded grant through cigarette tax dollars.
- Program provides a system of supports and services so Early Childhood Education/Development (ECE) students can continue higher education goals.
- All ECE titles are purchased once and funded by the grant dollars
- Subsequent rental fees paid for by grant dollars.

Additional State Efforts

- Extended Opportunity Programs and Services (EOPS)-We are actively urging the State to allow unused, leftover EOPS money to be used for the acquisition of textbooks for a textbook rental program.



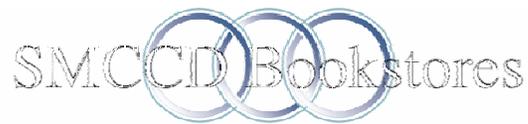
Federal Efforts

Working through the Vice President of Instruction, \$40K was allocated from a Title V grant designed to give first generation students in a federally designated Hispanic serving institution access to textbooks. This \$40K was spent on acquiring additional textbooks for the program. Other opportunities like this exist; we only need to find them.



Fundraising for Textbooks

- Identify programs and grants that would be interested in working on such a program.
- Work with Foundation Office, Student Services, Student Government, Chancellor or President's Office. Everyone needs to be involved.
- Illustrate the benefits of such a program with facts, figures and student testimony.
- Impact of donation dollars-helping many rather than just a few.



Other Types of Donations Received

- Payroll Deductions from District-wide staff.
- Donations from Foundation fundraising campaign---both individual and corporate.
- Donations from large bookstore/District vendors---directly solicited.
- Donations from local organizations-Rotary.
- In lieu of flowers donations.
- Faculty buybacks-proceeds to program.



Results-August '05-January '07

- Over 7,000 students at Cañada and Skyline participated in the program renting 125 different textbook titles from July 05-January 07.
- Retail value of textbooks rented was **\$448,134.80** if purchased new.
- Students rented textbooks for **\$112,033.70**
- **SAVINGS** of **\$336,101.10** to participating students.



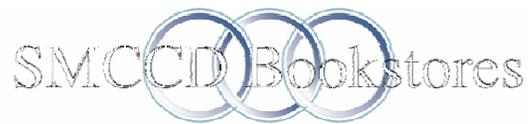
Looking toward the Future

- We continue to seek donors for our program; continue to work with faculty to grow the program. Fundraising efforts at Cañada College moving from granting to renting.
- Closely monitor legislation across the country regarding textbook issues.
- Strongly advocate the adoption of a two year booklist chosen by an on campus committee for all textbooks on campus (in disciplines where it makes sense).



Looking Toward the Future

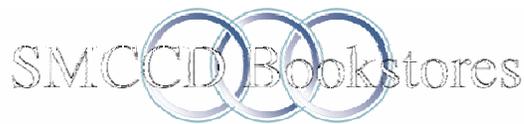
- Continue to lobby for the full funding of Pell grants.
- Advocate for the appropriation of federal dollars designated strictly for textbooks, whether for sale or rent, like the EOPS program today.
- Continue to work with publishers along with national and state associations to form true partnerships where the publisher, the bookstore and the student all win.



Looking Toward the Future

- Work to strengthen the language in AB2477 (Liu-Pasadena) so that it mandates not only bookstores to work with faculty but faculty and the institution to work with bookstores on textbook issues.

Nothing happens on a campus if the faculty is not on board.



Current Textbook Issues

San Mateo County Community
College District Bookstores Strive to
Provide Lower Cost Textbook
Options for Students

by

Tom Bauer

Semester after semester, college students face the ever increasing cost of textbooks. In fact, college textbook prices increase at a rate of 6 percent per year and, from December 1986 through December 2004, increased 240 percent while average inflation for the same period was 72 percent. (Source: Government Accountability Study). College bookstore managers and directors are on the front lines of this issue. Many students blame the college bookstores for the price of textbooks as the bookstore is where they are spending their money. Likewise, due to the more frequent than ever changing of editions, bundling of textbooks with oftentimes superfluous materials and hyped up marketing of the “newest, latest and greatest” titles, the bookstore’s ability to satisfy the student at the buyback counter has also been compromised. Bookstores are not able to buy back textbooks that are old editions or that contain material that make it necessary for the student to only buy new books. Thus, the bookstore looks like the bad guy once again. So what are bookstores supposed to do to retain their student customers, who now have more choices than ever to purchase their textbooks (including going direct to the publishers, some who are now creating avenues to cut the bookstores out all together), in the face of all these market conditions?

Innovation Is The Key

The San Mateo County Community College District (SMCCCD) consists of three community colleges in the San Francisco Bay Area. The colleges, Skyline College, Cañada College and College of San Mateo, have struggled with all the market conditions discussed earlier. In fact, community college students and bookstores struggle with textbook pricing issues on a much larger scale than their 4 year counterparts. The GAO found that the cost of textbooks and supplies as a percentage of the “published price” of tuition and fees varies greatly

2006 State Higher Education Textbook Affordability Legislation & State Level Studies & Policy



you can almost count on a plethora of proposed legislation surrounding textbook prices. I presented the Board with our facts and our success and asked for their support to continue raising funds. The Board enthusiastically agreed and a fund was immediately established for each of the three colleges with the San Mateo Community College District Foundation, the independent, fundraising arm of our District, for donations. When I started in this business over 20 years ago, I never imagined that fund raising would become part of my job description. However, changing times call for action. With the help of our Foundation staff, we have promoted the textbook rental program to all our current benefactors in their annual report and have asked District staff to consider supporting this endeavor personally. Recently, upon the death of a College of San Mateo faculty member who was very concerned about students having access to textbooks, his widow asked that in lieu of flowers, donations could be made in his memory to our textbook rental fund. In the coming year, I will be soliciting community groups for their support and have already received financial support of a local Rotary organization. The more money we raise, the more books we can add to our program across the three colleges. Groups and individuals

to whom I have presented love the concept of donating to a textbook rental program because their money goes to help a large number of students. The program is both innovative and successful. The concept appeals to donors. Recently, a colleague asked me how I ever got people to donate to a bookstore driven fund. I responded by telling her, "I just asked". I am encouraged by the support we have received thus far and am committed to growing our program this year and in years to come.

Now that You Have the Money, How Do You Make It All Happen?

Establishing a textbook rental program is not for the faint of heart as the managers in our District will certainly attest. It takes a great deal of work and commitment to make it successful along with a POS system that can support it, faculty that are behind it and an administration that believes in what you are doing. As Director of the District Bookstores, I am fortunate to have all of these things in my favor. The bookstore managers are student focused and committed to our success, our faculty have consistently stepped up and answered the call to help students with ballooning textbook prices (almost 90 percent of our textbook orders across the colleges are in hand by the due date) and our District administrators are solidly behind the bookstore team in making all of this a reality. Our POS provider, MBS Textbook Exchange, Inc, has recently convened a group of store managers that have rental programs over this last year to focus on what they can do to create a superior rental module in their system addressing the many needs of a successful rental program from both the POS and back office side of the house. MBS recognizes the fact that rental program will become more and more prevalent across this country as textbook prices continue to increase.

It is a win-win for all involved, especially our students

Store managers and directors often express frustration at the lack of support on their campuses for the bookstore and for textbook issues. Managers and directors need to take the offensive and

continue to present the facts to student groups, faculty, staff, and administration. We need to be the point people on our campuses about textbook issues. We need to be in the public eye on our campuses all the time talking about the issues and promoting effective solutions that provide a value to our students and allow the bookstore to cover their costs. It sounds simple, doesn't it? Well, it is not simple and it takes a lot of time and effort and, oftentimes, a very thick skin. However, it is our job as professional bookstore operators to educate our administration and faculty on textbook issues. They, too, owe it to students to do whatever they can to support the bookstores in their efforts to help students afford all aspects of a college education, including textbooks. It is our job to bring that point home each and every day.

Bookstores Used Text Sales Increases 2003-2005

College	Used Textbook Sales 2003-2005						
	2003	2004	\$ Diff 03/04	% Diff 03/04	2005	\$ Diff 04/05	% Diff 04/05
CSM	\$ 581,739.28	\$ 649,644.63	\$ 67,905.35	10%	\$ 690,744.03	\$ 41,099.40	6%
Skyline	\$ 441,109.74	\$ 526,863.51	\$ 85,753.77	16%	\$ 674,757.06	\$ 147,893.55	22%
Canada	\$ 227,337.06	\$ 253,698.49	\$ 26,361.43	10%	\$ 348,775.41	\$ 95,076.92	27%
Total	\$ 1,250,186.08	\$ 1,430,206.63	\$ 180,020.55	13%	\$ 1,714,276.50	\$ 284,069.87	17%

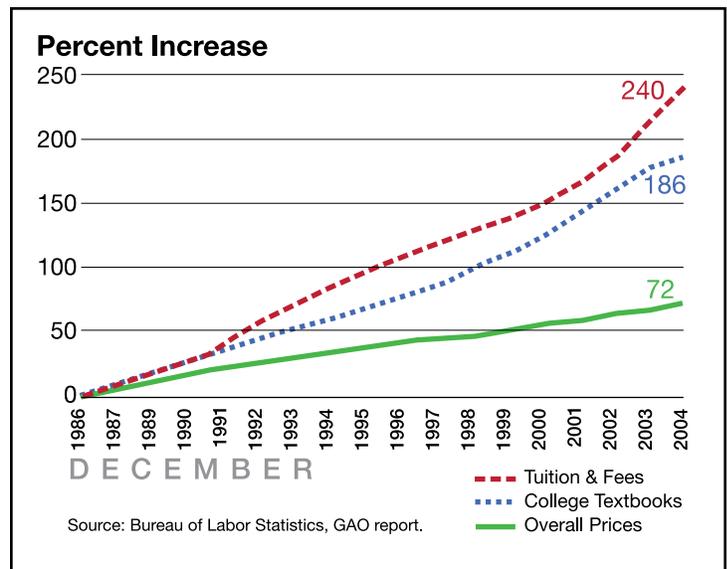
Technical Aspects of a Successful Rental Program

In addition to all the commitment needed from the campus constituencies, there are other requirements for a successful textbook rental program. Eligible textbooks must meet a strict set of criteria for it to be included in our rental department. Given the fact that we want to get the best use of our funds that will serve the largest number of students for the longest period, we have the following requirements:

- Textbooks must be adopted for two years at a minimum.
- Textbooks must be in a new(er) edition so we can ensure that the book will be available throughout the course of the rental cycle. As we allow students who rent textbooks to pay the difference and buy the book at the end of the rental cycle, we will always have need of more copies.
- Textbooks need to be used for one term only. Textbooks that are used for two consecutive semesters would not qualify as the two rental fees would negate some of the savings to our students.
- The course must be taught every fall and spring semester.
- We prefer that courses be core classes or general education classes. These are often large classes allowing us to assist the largest number of students.
- We cannot add books that are bundled with other books or web products meant for one time use only (one of the publisher tactics I spoke of earlier; this ensures that bookstores can only purchase new copies). While these items are marketed as “free” with the purchase of a new book bundle, many are in fact very expensive when purchased separately if they are even available as individual components. The purchase of these components individually makes the rental of that textbook too high.
- The book cannot be a workbook requiring that require pages be written in or removed.

Not every student wants to rent a textbook. Since rented textbooks cannot be written in or highlighted, they do not appeal to everyone. This is why we offer students who rent the opportunity to buy the textbook for the difference of the new price and the rental fee at the end of the rental cycle. Likewise, we only obtain a percentage of total copies as rental copies. This allows for the fact that not every student wants to rent a textbook and allows us to use our funding to obtain as many different titles as possible. Students are required to sign a rental contract that allows them to keep the rental book until the last day of final exams. Once the book is returned, it is processed back into the store and ready to rent to another student in the next semester.

Our textbook rental program and the fundraising that supports it is just one part of what the bookstores and our



colleges are doing to help defray the costs of textbooks for our students. In the coming years, bookstore managers and directors must continue to seek out more innovative ways to bring textbooks to our students and keep the bookstore as the central point in that transaction. College bookstores are an essential part of any successful college. It is our charge to keep our stores student focused, cost effective campus auxiliaries and to keep the administration and faculty committed to our success. The success of the college bookstore in its mission to serve students translates into the success of the students and the college as a whole. It is a win-win for all involved, especially our students. ♦



Tom Bauer is Director of the San Mateo County Community College District Bookstores, comprised of stores at College of San Mateo, Cañada College and Skyline College all located in San Mateo County in the San Francisco Bay Area. Prior to joining the District in 2005, Tom was Director at Huntley Bookstore of The Claremont Colleges in Claremont, CA for three years and spent the sixteen years prior to that working in and managing various college bookstores across the country with Barnes & Noble College Bookstores. Tom began his career with Barnes & Noble while he was in high school and worked as a student employee at college bookstores until receiving a BA from Saint John's University, Jamaica, NY. In 1990, he was made manager of his first college bookstore located at Long Island University, CW Post Campus, in Greenvale, NY.

Contact Tom at 650-358-6782 or bauert@smccd.edu.

Related Links

CALPIRG report
www.smccd.net/bookstore/downloads/Ripoff_percent20101_percent202005.pdf

GAO Report on Textbook Prices
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NACS FAQ on Textbook Rental Programs
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