

Peralta Community College District  
Board of Trustees  
Student Services Committee Meeting Agenda  
March 13, 2008  
4:00 PM – 5:30 PM  
Chancellor's Conference Room

1. Follow up on Textbook Affordability issues (Compton)
2. Bus pass (Herring)
3. Expanded student health care coverage (Compton and Dong)
4. Update on PASSPORT (Perdue)
5. Update on Student Equity planning (Rivas, Hoyos, Bracy, and Compton)
6. Late enrollment of students into classes (Bielanski and Compton)

# Textbook Affordability: A Barrier to Student Success

Textbook market is a "broken market",  
i.e.,

- ◆ The consumer or student has no choice in the purchase
- ◆ Bookstore has no choice over offering the product
- ◆ Faculty think they have no control over the price

# Stakeholders

- ◆ Students
- ◆ Faculty
- ◆ Trustees, Administrators
- ◆ Bookstores
- ◆ Publishers

# Legislation and National Action

- ◆ Hr 4137 the College Textbook Opportunity and Affordability Act of 2007, section 110
  - ◆ Publisher requirements: disclose wholesale prices, mandate unbundling
  - ◆ Colleges include adoption information for each class, i.e., ISBN numbers and retail prices
- ◆ SB 832 (Corbett) vetoed by governor
- ◆ AB 2377 (Liu) encourages publishers, faculty, bookstores and colleges to work together
- ◆ AB 1548 (Solorio) encourages colleges and publishers to work together

# Legislation and National Action

- ◆ Advisory Committee on Student Financial Assistance: *Turn the Page*, May 2007
- ◆ Student PRGs
  - ◆ *Make Textbooks Affordable* is a national project
  - ◆ Publishers suppress the used book market, bundle to inflate the price, keep faculty in the dark about the pricing

# Short-term solutions

- ◆ Educate all stakeholders about the textbook market
- ◆ Learn what textbooks cost on our campuses
  - ◆ Determine the actual cost of new books for the major programs on campus
- ◆ Faculty get adoption information on time to take advantage of the used book market; Textbook adoption policy
- ◆ Book loan programs
- ◆ Textbook rental programs

# Short-term solutions

- ◆ Custom cover editions
  - ◆ The contents are the same as regular editions but have a different customized cover
  
- ◆ Expand library resources
  
- ◆ Customized textbooks
  - ◆ Books are customized for your college or class
  
- ◆ Consortium buying
  - ◆ Join with several districts
    - Bay 10 Bookstores want to create custom textbooks at lower prices
  - ◆ Foundation for California Community Colleges

# Long-range solutions

- ◆ Print on demand publishing
- ◆ Open source textbook and other educational resources
  - ◆ Open textbooks available online at no cost to student
- ◆ CSU Digital Market Plan
  - ◆ Increase affordability through volume buying power, open sources and freeware, and unbundling
  - ◆ Clearinghouse for provides publishers and free open resource educational learning materials.
  - ◆ Pilot projects in future



# Long-range solutions

- ◆ Eliminate State sales tax on textbooks  
(18 states have no tax)
- ◆ Amend problematic State textbooks requirements in the curriculum approval transfer and articulation processes
- ◆ Legislation to lower textbook costs

# Recommendations for PCCD

- ◆ Encourage Academic Senate to adopt textbook adoption policy
- ◆ Encourage faculty to explore open source resources
- ◆ Work with Follett to adopt textbook rental program, engage in consortium buying with Bay 10 bookstores, and lead custom cover editions