

Minutes
January 11, 2006
San Mateo, California

The meeting was called to order at 6:05 p.m.

Board members present: President Mandelkern; Vice President-Clerk Hausman; Trustees Holoher, Miljanich and Schwarz

Board members absent: Student Trustee Burns

Others present: Chancellor Galatolo and Executive Vice Chancellor Keller

Also present: Cañada College Interim President Mohr; CSM President Kelly; Skyline College Vice President Adrian (for President Morrow); and District Senate President Kapp

Pledge of Allegiance

STATEMENTS FROM THE PUBLIC ON NON-AGENDA ITEMS

None

NEW BUSINESS

APPROVAL OF PERSONNEL ACTIONS: CHANGES IN ASSIGNMENT, COMPENSATION, PLACEMENT, LEAVES, STAFF ALLOCATIONS AND CLASSIFICATION OF ACADEMIC AND CLASSIFIED PERSONNEL (06-1-1A)

It was moved by Trustee Schwarz and seconded by Trustee Holoher to approve the actions in Board Report No. 06-1-1A. The motion carried, all members voting "Aye."

President Mandelkern stated that Trustee Hausman has reported that an item needs to be added to the agenda: "Appointment of two members of the Board of Trustees to the Board of Directors of the San Mateo County Community Colleges Foundation." He asked that the Board approve the addition of this agenda item.

It was moved by Trustee Miljanich and seconded by Trustee Holoher to approve the addition of this agenda item. The motion carried, all members voting "Aye."

In discussion, Trustee Hausman remarked that she has been a member of the Board of Directors of the Foundation for a number of years, but will not seek re-appointment at this time. Trustee Holoher expressed his interest in continuing to serve and President Mandelkern offered to serve as the second Board representative to the Foundation Board.

It was then moved by Trustee Schwarz and seconded by Trustee Miljanich to approve the appointment of President Mandelkern and Trustee Holoher to the Board of Directors of the Foundation for a two-year term effective immediately. The motion carried, all members voting "Aye."

Members of the Board expressed their appreciation to Trustees Hausman and Holoher for their service and to President Mandelkern for his willingness to serve.

CURRENT TEXTBOOK ISSUES: SMCCCD BOOKSTORES EFFORTS TO PROVIDE LOWER COST

TEXTBOOK OPTIONS FOR STUDENTS (06-1-1C)

District Bookstore Director Bauer presented an extensive report to the Board and others in the audience, including current Bookstore staff and guests from other districts: Don Newton, CCSF; David Parker, San Jose/Evergreen; Janis Walsh, Contra Costa; Susan Lonnblad, Cabrillo; and Kirk Jarvis, sales representative from Follett.

The primary topics covered in Director Bauer's presentation included textbook affordability and access; SMCCCD Bookstores and College initiatives; textbook rental program; and reports from the US Government Accountability Office (GAO) and other sources regarding college textbook prices. He noted that currently there have been noticeable increases in college costs in tuition, fees and textbooks as well as State budget cuts for higher education. In addition, Federal student aid funding is not keeping up with students' needs as they become more dependent on Federal loans. Contributing to current conditions are increased sophistication and organization of student advocacy groups, growth of nontraditional students and changing student expectations, and changes in the book publishing/retail industry.

On the national level, in March 2004, 15 members of Congress requested that the GAO study textbook pricing. The objectives of the study were to examine changes in textbook prices and the factors that contributed to those changes. The study found that the cost of textbooks, as well as supplies, as a percentage of the "published price" of tuition and fees varies for first-time, degree-seeking students by the type of institution attended; notably, there is a 72% variance at 2-year public institutions, compared to 26% at 4-year public institutions and 8% at 4-year private institutions. While many factors affect textbook pricing, the increasing costs associated with developing products designed to accompany textbooks in bundles best explain price increases in recent years. Publishers claim they have increased investments in developing supplements in response to demand from instructors, but wholesalers, retailers and others express concern that the proliferation of supplements and more frequent revisions might unnecessarily increase costs to students by negating buyback opportunities. It is hoped that the study will spur additional research, influence campus and system policies, or frame the basis for future State/Federal legislation.

Within the District, Director Bauer reported that the Bookstore staff are the experts on textbook issues, monitoring what's being said by legislators, State boards and other key stakeholders with the District community. The staff communicates the Bookstores' value, business model and feedback to the community, as well as conveying the potential impact of policy proposals to affected individuals. The Bookstore management team attends all DASAC meetings as well as Division meetings to talk about textbook issues and how they impact students and student success. The team also works with publishers to purchase unlike textbooks as a bundle at a reduced cost, in addition to aggressively seeking out lower cost textbook editions, paper binding, abridged versions, custom editions, loose-leaf editions, all in an effort to reduce costs to the students.

Director Bauer remarked that the Colleges' financial aid offices work 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 a class without a textbook. He detailed the textbook rental program that originated at Cañada through the efforts of Cañada Bookstore Manager Kumar and Professor Diane Eyer, from the Early Childhood Education program.. He said that 1700 students at Cañada and Skyline are in the rental program, utilizing 35 different textbook titles in the Fall 2005 semester, amounting to a savings of \$79,780 to participating students. The rental program is expected to expand to all three Colleges during 2005. In order to recoup the expense of the program, a minimum commitment of two years is expected for a particular textbook. Other conditions that determine textbook rentability are that the books are new editions, one-term books, with an "every semester" frequency. It is preferred that the courses be either general education or core classes for a certain major. There must also be at least multiple sections using the same textbooks and the courses must be transferable to allow the Bookstores to provide maximum benefits to the largest number of students.

In order to operate the rental program, the Bookstores are required to allocate separate classes and departments, set up General Ledger accounts, create Point of Sale codes, document paper trail and follow through, determine means of retrieving outstanding books, taking markdowns for unreturned books, and allocating storage space for texts. These and other administrative details involve a high level of commitment on the part of the Bookstore staffs, which Director Bauer

states are dedicated and highly responsible. He said that promotion of the program is the task of all who have an interest in expanding the rental program and making it a model for other institutions.

Board members offered their appreciation to Director Bauer, his staff, and others who participated in the discussion.

The Board recessed to Closed Session at 7:55 p.m.

The Board reconvened to Public Session at 9:15 p.m.

CLOSED SESSION ACTIONS TAKEN

President Mandelkern stated that, during the Closed Session just concluded, the Board considered the personnel items listed on the printed agenda and voted 5-0 to approve the actions in Board Report No. 1-A and 1-B. He also reported that, due to the absence of Chief Negotiator Joel, there was no discussion of collective bargaining matters.

ADJOURNMENT

The meeting was adjourned by consensus at 9:15 p.m.

The next Regular Meeting of the Board will be January 25, 2006, beginning at 6:00 p.m. in the District Board Room.

Submitted by

Ron Galatolo
Secretary

Approved and entered into the proceedings of the February 15, 2006 meeting.

Helen Hausman
Vice President-Clerk