

SAN MATEO COUNTY COMMUNITY COLLEGE DISTRICT BOARD AGENDA
STUDY SESSION
January 11, 2006
District Board Room
3401 CSM Drive, San Mateo

NOTICE ABOUT PUBLIC PARTICIPATION AT BOARD MEETINGS

*The public's comments on agenda items will be taken at the time the item is discussed by the Board.
The Board welcomes public discussion.*

To comment on items not on the agenda, a member of the public may address the Board under "Statements from the Public on Non-Agenda Items"; at this time, there can be discussion on any matter related to the Colleges or the District, except for personnel items. No more than 20 minutes will be allocated for this section of the agenda. No Board response will be made nor is Board action permitted on matters presented under this agenda topic.

If a member of the public wishes to present a proposal to be included on a future Board agenda, arrangements need to be made through the Chancellor's Office at least seven days in advance of the meeting. These matters will be heard under the agenda item "Presentations to the Board by Persons or Delegations". A member of the public may also write to the Board regarding District business; letters can be addressed to 3401 CSM Drive, San Mateo CA 94402.

Persons with disabilities who require auxiliary aids or services will be provided such aids with a three-day notice. For further information, contact the Executive Assistant to the Board at (650) 574-6550.

Regular Board meetings are taped; tapes are kept for one month.

ROLL CALL

STATEMENTS FROM THE PUBLIC ON NON-AGENDA ITEMS

NEW BUSINESS

06-1-1A Approval of personnel actions: changes in assignment, compensation, placement, leaves, staff allocations and classification of academic and classified personnel

STUDY SESSION

06-1-1C Current textbook issues: SMCCCD Bookstores efforts to provide lower cost textbook options for students

RECESS TO CLOSED SESSION

1. Closed Session Personnel Items
 - A. Public Employment
 1. Employment: **Cañada College** – Faculty Coordinator, University Center and Academic Support Division (correction to of start date to January 12, 2006; **College of San Mateo** – Instructional Aide II (2), Language Arts Division; Admissions and Records Assistant II, Student Services Division
 2. Post Retirement Contract – **College of San Mateo** – Student Services/Counseling Division; **Skyline College** – Sciences/Mathematics/Technology Division
 - B. Public Employee Discipline, Dismissal, Release
2. Conference with labor negotiator
Agency negotiator: Harry Joel
Employee organizations: AFSCME, AFT, CSEA

CLOSED SESSION ACTIONS TAKEN

ADJOURNMENT

BOARD REPORT NO. 06-01-1A

TO: Members of the Board of Trustees
FROM: Ron Galatolo, Chancellor-Superintendent
PREPARED BY: Harry W. Joel, Vice-Chancellor,
Human Resources and Employee Relations, (650) 358-6767

APPROVAL OF PERSONNEL ACTIONS

Changes in assignment, compensation, placement, leaves, staff allocations and classification of academic and classified personnel:

A. Reassignment

College of San Mateo

1. Tammy Calderon

Cosmetology Aide

Business/Creative Arts Division

Reassignment from Storekeeper, effective January 9, 2006, replacing Andria Haynes who was promoted to Cosmetology Instructor.

B. Changes in Staff Allocation

Cañada College

1. Recommend reclassification of one Admissions and Records Assistant III position (3C0011), from Grade 24, of the Classified Secretarial, Clerical and Special Categories Salary Schedule 60, to Grade 27, "Program Services Coordinator," of the Salary Schedule 60.

This reclassification is the result of increased scope and level of responsibility, and was agreed upon with CSEA. It is also recommended that the incumbent, Soraya Sohrabi be placed at the new Salary and job title effective December 1, 2005.

College of San Mateo

1. Recommend approval of the change in staff allocation to decrease one Instructional Aide II (4C0081 – last incumbent Lester Dizon) at the Business/Creative Arts Division, from 100% of full-time, 11-month to 59% of full-time, WCIS, effective January 12, 2006. The decrease is based on decreased work load of this position.

B. Changes in Staff Allocation (continued)

District

1. Recommend approval of the change in staff allocation to increase one Bookstore Operations Assistant (1C0395 – last incumbent Sally Welch) at Skyline College Bookstore, from 66% of full-time to 80% of full-time, effective January 1, 2006. The increase will meet the additional work load required.

C. Phase-In Retirement

Skyline College

1. Elizabeth Burns

Instructor

Business/Industry Relations Division

Recommend approval of participation in 10-year Phase-In Retirement effective Fall Semester 2006. Confirmation of employee eligibility and final approval of the employee's proposed workload reduction is managed by the State Teacher's Retirement System.

D. Short-Term, Non-Continuing Assignments

The following is a list of requested classified short-term, non-continuing services that require Board approval prior to the employment of temporary individuals to perform these services, pursuant to Assembly Bill 500 and its revisions to Education Code 88003:

<i>Location</i>	<i>Division/ Department</i>	<i>No. of Pos.</i>	<i>Date Start</i>	<i>Date End</i>	<i>Services to be performed</i>
1. Skyline	Counseling/Assessment	1	01/12/06	06/30/06	Office Assistant II: to assist with Assessment Center proctoring.
2. Skyline	Vice President of Instruction/Center for Workforce Development	1	01/12/06	06/30/06	Program Services Coordinator: to assist with program coordination for a Contextualized Basic Skills Gateway program.

Current Textbook Issues - SMCCCD Bookstores Efforts to Provide Lower Cost Textbook Options for Students

Presented by

Tom Bauer, Director, SMCCCD Bookstores

SMCCCD Board of Trustees Study Session

January 11, 2006





United States Government Accountability Office
Report to Congressional Requesters

July 2005

COLLEGE TEXTBOOKS

Enhanced Offerings Appear to Drive Recent Price Increases

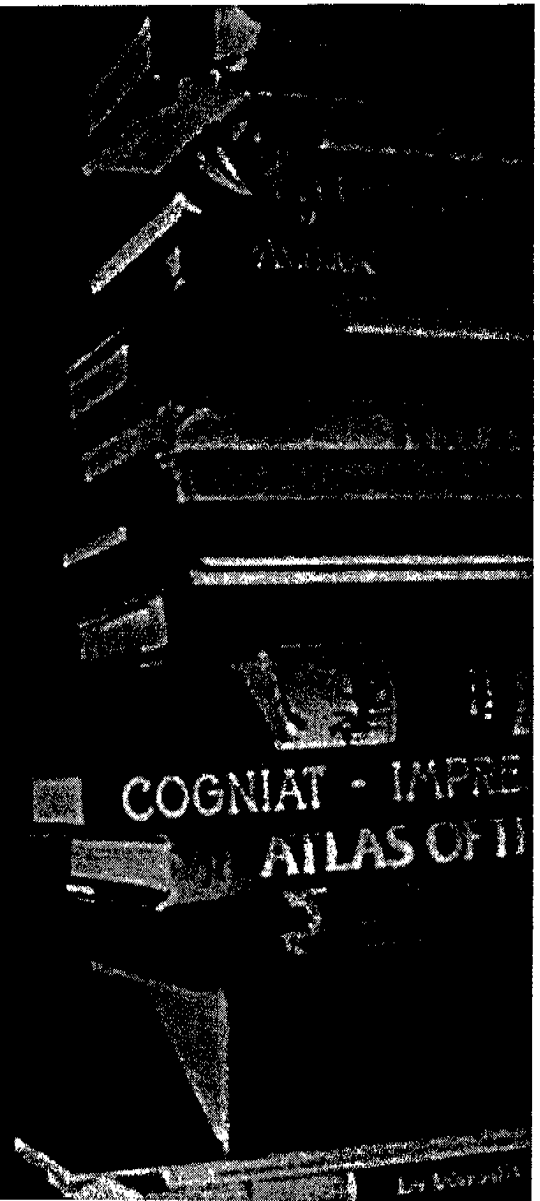
*****Full text of the GAO report can be found on the Bookstores website at <http://www.smccd.net/bookstore>. Choose any of the stores and click on the Bookstore News tab on the left side of the screen to view the report in full.**



RIPOFF 101

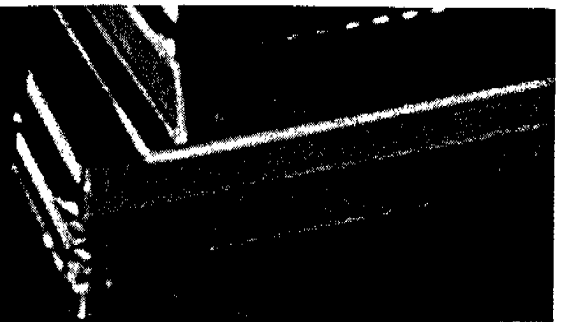
2nd Edition

**How The Publishing
Industry's Practices
Needlessly Drive Up
Textbook Costs**



***Full text of RIPOFF 101 and two textbook price comparisons with publisher and faculty commentary can be found on the Bookstores website at <http://www.smccd.net/bookstore>. Choose any of the stores and click on the Bookstore News tab on the left side of the screen to review the report in full.

State Public Interest Research Groups



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:

California Community Colleges and The California State University System are bound by this law. Private Colleges and the University of California are encouraged to implement this law as well.

Encourage Faculty to:

Unbundle text materials so students may buy “a la carte”.

List all available products so teachers can select what they want to use in any bundle.
 Explain how new edition differs from old edition.

Utilize supplements rather than create new editions.

Disclose the estimated future life of an edition when they sell it to the faculty.

Provide a free copy for Library Reserve.

Adopt least expensive edition.

Continue to use same book and edition as long as it remains educationally sound.

Tell students why they selected a new edition.

Tell students how much they can expect to pay for the materials.

Review textbook adoption timelines and procedures with the College Bookstore.

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.

Require Bookstores to:

Work with Academic Senates to review timelines for textbook adoption.

Work with Academic Senates to review procedures for textbook adoption.

Work with Faculty &

Publishers to create economically Sound Bundles that deliver cost savings to students.

Encourage Bookstores to:

Disclose retail prices to faculty for each course.

Encourage Used books by:
 Implement a rental program.

Implement a textbook lending program.

Encouraging students to establish on campus and/or on-line books swaps.

Actively promote and publicize existing bookstore buyback programs.

Establishing any other programs to promote used books on campus.

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.

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Assembly Bill No. 2477

CHAPTER 556

An act to add Section 66406 to the Education Code, relating to postsecondary education.

[Approved by Governor September 16, 2004. Filed
with Secretary of State September 16, 2004.]

LEGISLATIVE COUNSEL'S DIGEST

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

Existing law establishes the various segments of the public higher education system in the state. These segments include the University of California, which is administered by the Regents of the University of California, the California State University, which is administered by the Trustees of the California State University, and the California Community Colleges, which is administered by the Board of Governors of the California Community Colleges.

This bill would express various findings and declarations of the Legislature with respect to the cost of college textbooks. The bill would urge textbook publishers to take specified actions aimed at reducing the amounts that students currently pay for textbooks.

The bill would require the Trustees of the California State University and the Board of Governors of the California Community Colleges, and would request the Regents of the University of California, to work with the academic senates of each respective segment to encourage faculty to give consideration to the least costly practices in assigning textbooks, to encourage faculty to disclose to students how new editions of textbooks are different from previous editions and the cost to students for textbooks selected, to review procedures for faculty to inform college and university bookstores of textbook selections, and to encourage faculty to work closely with publishers and college and university bookstores in creating bundles and packages that are economically sound and deliver cost savings to students; to require college and university bookstores to work with the academic senates of each respective campus to review issues relative to timelines and processes involved in ordering and stocking selected textbooks and to work closely with faculty or publishers, or both, to create bundles and packages that are economically sound and deliver cost savings to students, to encourage college and university bookstores to disclose retail textbook costs and make this information otherwise publicly available, and to encourage campuses to

provide as many forums as possible for students to have access to used textbooks.

This bill would express the intent of the Legislature to encourage private colleges and universities to work with their respective academic senates and to encourage faculty to consider practices in selecting textbooks that will result in the lowest costs to students.

The people of the State of California do enact as follows:

SECTION 1. The Legislature finds and declares all of the following:

(a) Textbooks are an essential part of a comprehensive and high-quality postsecondary education. The availability and affordability of textbooks directly impact the quality and affordability of postsecondary education. It is in the best interests of the state that high-quality course materials be available and affordable to students.

(b) Textbooks are expensive. Students report that they are required to purchase “bundled” materials that often include a textbook, workbook, and CD-ROM, and that they often do not use anything other than the textbook. Students also report that they are required to purchase new editions of textbooks and get very little money back when they sell the used edition back to the bookstore.

(c) To deliver high-quality materials to students that are affordable, all of the following should occur:

(1) Textbook publishers should provide students with the option of buying materials that are “unbundled,” disclose to faculty the cost to students of purchasing textbooks, and disclose to faculty how the new edition is different from previous editions.

(2) Faculty should consider the least costly practices in assigning textbooks when these practices are educationally sound, as determined by the appropriate faculty.

(3) College and university bookstores should work with faculty to review timelines and processes involved in ordering and stocking selected textbooks, disclose textbook costs to faculty and students, and actively promote and publicize book buyback programs.

SEC. 2. Section 66406 is added to the Education Code, to read:

66406. (a) The Legislature finds and declares that the production and pricing of college textbooks deserves a high level of attention from educators and lawmakers because they impact the quality and affordability of higher education.

(b) The State of California urges textbook publishers to do all of the following:



(1) “Unbundle” the instruction materials to give students the option of buying textbooks, CD-ROMs, and workbooks “a la carte” or without additional materials.

(2) Provide all of the following information to faculty and departments when they are considering what textbooks to order, and post both of the following information on publishers’ Web sites where it is easily accessible:

(A) A list of all the different products they sell, including both bundled and unbundled options, and the net price of each product.

(B) An explanation of how the newest edition is different from previous editions.

(3) Give preference to paper or online supplements to current editions rather than producing entirely new editions.

(4) Disclose to faculty the length of time they intend to produce the current edition so that professors know how long they can use the same book.

(5) Provide to faculty a free copy of each textbook selected by faculty for use in the classroom for placement on reserve in the campus library.

(c) The Trustees of the California State University and the Board of Governors of the California Community Colleges shall, and the Regents of the University of California are requested to, accomplish all of the following:

(1) Work with the academic senates of each respective segment to do all of the following:

(A) Encourage faculty to give consideration to the least costly practices in assigning textbooks, varying by discipline, such as adopting the least expensive edition when the educational content is equal, and using a selected textbook as long as it is educationally sound, as determined by the appropriate faculty.

(B) Encourage faculty to disclose both of the following to students:

(i) How new editions of textbooks are different from the previous editions.

(ii) The cost to students for textbooks selected for use in each course.

(C) Review procedures for faculty to inform college and university bookstores of textbook selections.

(D) Encourage faculty to work closely with publishers and college and university bookstores in creating bundles and packages if they are economically sound and deliver cost savings to students, and if bundles and packages have been requested by faculty. Students should have the option of purchasing textbooks and other instructional materials that are “unbundled.”

(2) Require college and university bookstores to work with the academic senates of each respective campus to do both of the following:



(A) Review issues relative to timelines and processes involved in ordering and stocking selected textbooks.

(B) Work closely with faculty or publishers, or both, to create bundles and packages that are economically sound and deliver cost savings to students.

(3) Encourage college and university bookstores to disclose retail textbook costs, on a per course basis, to faculty, and make this information otherwise publicly available.

(4) Encourage campuses to provide as many forums for students to have access to as many used books as possible, including, but not necessarily limited to, all of the following:

(A) Implementing campus-sponsored textbook rental programs.

(B) Encouraging students to consider on-campus and online book swaps so that students may buy and sell used books and set their own prices.

(C) Encouraging students to consider student book lending programs.

(D) Encouraging college and university bookstores that offer book buyback programs to actively promote and publicize these programs.

(E) Encouraging the establishment of textbook rental programs and any other appropriate approaches to providing high-quality materials that are affordable to students.

(d) It is the intent of the Legislature to encourage private colleges and universities to work with their respective academic senates and to encourage faculty to consider practices in selecting textbooks that will result in the lowest costs to students.



The BAY 10 BOOKSTORES

MULTI CAMPUS ADOPTIONS AND CUSTOM EDITIONS

In January 2005, AB 2477 became section 66406 of the California Education Code. Under this law college bookstores on the campuses of the California Community Colleges are **“required to ... Work closely with faculty or publishers, or both, to create bundles and packages that are economically sound and deliver cost savings to students.”**

In the past few years, college bookstores in the San Francisco Bay Area have taken several steps to help contain students' costs by working with faculty and publishers on our individual campuses. Several success stories are heard. The BAY 10 BOOKSTORES group hopes to move these efforts further, in order to achieve greater savings, by combining enrollments and creating selling terms which will induce publishers to offer lower prices.

The law is clear and unidirectional. Bookstores are required to do this. Faculty and publishers are encouraged to follow this law but they are not bound by it. Bookstores must lead the search for the means to reduce costs, and then encourage faculty and publishers to work with us. Therefore, The BAY 10 BOOKSTORES has begun a pilot program to establish and operate a textbook buying consortium.

- Create and share a list of textbooks we are selling in large quantity. Combine this list to see what titles may have sufficient sell through to allow stores to negotiate longer term use and lower returns allowance. This may allow for a reduced net cost.
- Create and share a list of similar courses in key subject areas. This list may show us where we can search for suitable textbooks that can be adopted department-wide on many of our campuses. We then encourage publishers to offer their best price and terms.

Either of the above scenarios could result in the creation of custom publications, or custom cover editions, which would be sold to bookstores at a sufficiently large discount which could save students 25 -35% based on the regular or national edition prices. While each campus bookstore would pay the same wholesale price, campus bookstores would still be free to set their own retail prices based on their operating costs and other financial requirements. For example, some stores may need a larger percentage margin on these titles to offset the risk associated with non returnable books.

These custom editions may have longer life spans if the faculty and publisher can agree in advance. Such a condition would result in even more savings to students by extending used book sales over a longer period of time.

These books would only be available to stores agreeing to the selling terms. Participating schools would be able to include these titles in their regular campus buyback programs and could also trade excess inventory among them. Reduced returns allowances from publishers and no wholesale activity on these titles is also likely to be part of any agreement.

The faculty and publishers will need to be involved early in the process. We will need to work with the Academic Senate of the California Community Colleges and also with the academic senates on each of our campuses. We (the bookstores) will need to learn what conditions would encourage faculty participation. Faculty need to be assured that the bookstore involvement is not counter to the principle of academic freedom which is vital to successful teaching.

Publishers will need to recognize the potential future value of this project and set prices and terms accordingly. Publishers will want to market the selected books to the faculty of other colleges and universities who want to agree to be part of the consortium. Both the local representatives and the corporate management must support this project.

Packaging or bundling of these custom edition textbooks will need to be controlled. Publishers must be aware that local campus packaging must only include required supplementary material and must not penalize bookstores if bundles need to be returned. Publisher corporate management will need to assure the local reps that they will not be financially penalized for selling these custom books rather than different, more expensive, books.

September 20, 2005