



Resolution on Affordable Textbooks Strategies

- WHEREAS,** The California State Student Association (CSSA) is the single recognized voice for over 450,000 students in the California State University (CSU) system; and
- WHEREAS,** The mission of the California State Student Association is to maintain and enhance the accessibility of an affordable quality education for the people of California; and
- WHEREAS,** The CSU Textbook Affordability Taskforce outlines certain cost reduction strategies in their report dated August 2007; and
- WHEREAS,** The California State Students Association identifies the importance of the CSU faculty and the Academic Senate being an active partner in this process by adapting course materials for longer time periods when it is feasible; and,
- WHEREAS,** Amidst the worsening economic condition in the state of California, students of the CSU are yet again burdened with a 10% fee increase; and
- WHEREAS,** This fee increase comes on top of high costs of living expenses and other supplemental educational costs to students such as unreasonably high textbook prices; and
- WHEREAS,** The high cost of textbooks, put forth by publishers and bookstore organizations are an undue burden on all students pursuing higher education in the state of California; and
- WHEREAS,** It is evident that high costs of textbooks are in some cases grounds for discontinuing higher education or improper completion of courses due to lack of affordability; and
- WHEREAS,** Based on the recommendations of the CSU Textbook Affordability Taskforce Report, the Textbook Workgroup of the California State students Association have identified the following strategies that bookstores, publishers and CSU faculty can adopt to ease the financial burden on students such as, 1) **Gross Margin Reduction**, 2) **Custom Course Materials**, 3) **Textbook Rentals**, 4) **Increased Used Book Ratio**, 5) **Digital Materials**; and
- WHEREAS,** **Gross Margin Reduction** refers to bookstores reducing the ratio of profitability calculated as net income divided by revenues, or net profit divided by sales; and
- WHEREAS,** Reducing gross margins from 29% to 25% is estimated to save \$225,000 annually for students at CSU East Bay (A mid sized campus) through their partnership programs with E-follet Bookstore; and

WHEREAS, Adopting **Custom Course Materials** for certain subjects (English, math, science) is estimated to save up to 50% of standard textbook costs; and

WHEREAS, A successful program adopted by Rio Solado University, is currently comprised of 130 custom textbook titles which in turn have produced substantial savings up to 50% of normal textbook prices; and

WHEREAS, **Textbook Rentals** is a strategy in which students pay for utilizing textbooks for a specific time period; and

WHEREAS, Renting textbooks at a cost of 45%-65% of standard text book prices will ease the financial burden on buying a textbook at its full cost and has an estimated annual savings of \$256,000 on a prediction including only 4 titles, at CSUEB; and

WHEREAS, Offering **Used Textbooks** along with efficient campus **Buyback Programs** are an economic solution that can offset high prices of new textbooks and it also provides incentive for students to utilize campus book stores; and

WHEREAS, Adoption of **Digital Course Materials** are an increasingly popular solution that can be made readily available for students; and

WHEREAS, Digital offerings are estimated to have potential savings of 30 to 50% and is deemed highly efficient; and

WHEREAS, By adopting the above mentioned strategies bookstores can still maintain highly efficient business practices and yet provide substantial savings for the students of the California State University System; Therefore, be it

RESOLVED, That in order to ease the financial burden on students the California State Students Association urges CSU campus bookstores, the CSU faculty and all necessary parties to adopt the following strategies:

1. Gross Margin Reductions
2. Custom Course Materials
3. Textbook Rentals
4. Increased Used Book Ratios
5. Digital course materials; be it further,

RESOLVED, That the California State Student Association encourages CSU campus administrations, CSU faculty and Campus bookstores to pursue other strategies as highlighted in the CSU Textbook Affordability Taskforce Report; be it further,

RESOLVED, That this Resolution be distributed widely, including, but not limited, to the Campus Bookstore Auxiliaries, the Chancellor's Office, Board of Trustees, System wide and campus Academic senates, California State University

Presidents, California State University Associated Students and the California Faculty Association