



BOOKSTORE COMMITTEE
Tuesday, June 18, 2013
3 - 4:30 p.m., College Conference Room

Meeting Summary

Present T. Flood, T. Ford, M. Gilchrist, J. Goodman, W. Pines

Guests Students: Zack Gianino, Lidia Marin, Jose Watson, Nir Shtern, Ryan Jones, Esau Cortez, Rabbi Regassa, Alex Diaz, Yeabsra Habtegebriel

Recorder: Patty Sparks

Meeting Commenced: 3 p.m.

1. Bookstore Update
Textbook Adoptions for Fall

Tim explained that when faculty members timely submit their textbook adoptions it allows the Bookstore to faster get into the used textbook market. Mike reported another important issue is getting the faculty book orders in before finals week. If we know the textbooks will be used again the next semester it allows the Bookstore to pay more money to students during the buyback period. Mike further reported that we have approximately 85% of faculty book orders in for fall, which is 10% ahead this time last year.

Courses without book orders:

This year: 289 out of 1932

Last year: 352 out of 1408

Tim asked if we need to push faculty for orders. Mike responded that the Bookstore is sending emails to faculty who have not submitted their orders. Tim stated he can contact Chairs and Coordinators with a reminder email for the faculty and/or departments not responding. Mike will provide the list to Tim. Joe reminded the Committee that there have been some changes to the courses, which mean changes in adoptions.

Textbook Rental Program

Mike reported that two years ago versus last year the rental program increased by 25%. This is the cheapest avenue for students as it is 50% off the new book price.

Rentals Available

Two years ago: 349 – Students saved \$538,777 by purchasing alternatives to new books.

Last year: 253 - Students saved \$543,777 purchasing alternatives to new books.

Mike provided a handout for the Committee to review. The handout depicts the breakdown of how new textbooks are priced. The breakdown:

- Publisher receives 70%
- Author receives 5%
- Freight/shipping 3%
- Grossmont College 7%
- Bookstore Salaries 13%
- Bookstore Earnings and Expenses 2%

Mike explained the Bookstore offers the following alternatives to students, they are:

- New
- Used
- Digital Purchase
- Digital Rental
- Rental

Mike state that the Bookstore is providing another alternative, ***Dynamic Pricing for Rentals***. He explained that currently all rentals are 50% of the new or used book price. This new program allows the Bookstore to price competitively with online retailers. Rental titles maybe more than 50% off the new book price and used rentals will be even less expensive than new rentals. This is significant because the Bookstore has the flexibility to lower the price more than the determined 50% for that semester.

Tim asked about how the price is determined? Mike responded that the home office as well as the national supply of a book. There is a 0 – 9 code that determines how competitive a book is in the market. The price will be determined each semester.

Student Issues:

- Students who do not have credit cards cannot rent books
 - *Mike explained that the credit card never gets charged (if paid in cash or through financial aid, etc.) unless the book is not returned. There is no other alternative way to reimburse the Bookstore if the book is not returned.*
- Some students feel online bookstores offer books significantly cheaper
 - *Mike stated that the new Dynamic Pricing will help with costs for students. The goal of the Bookstore is to be competitive however on some titles it is hard to compete with online retailers who determine their own cost / prices.*
- Students complained that because there were so many late courses and condensed courses added it was hard to get rentals for summer classes.
 - *Mike stated that as soon as we get the book orders from faculty we post it to the website. Students can order the book and can have it delivered to their home (the Bookstore provides a free return envelope) or they can pick it up at the Bookstore. Students use the book and return it after finals. In some instances the faculty will change their book*

orders – the Bookstore does its best to immediately make changes to the website and will refund the student so they can obtain the new book.

- Student complained that the Bookstore charges too much for books
 - *Mike explained that the Bookstore receives approximately 1% in profit for each book. There is not much left over to discount the book. The publisher determines the amount of the book and there is just not a significant margin to discount the book.*
- Students complain that if you are on Financial Aid or have book vouchers all books have to be purchased at the Bookstore and they end up having to pay more money.
 - *Tim questioned whether a fund could be set up that would act as a guarantee should a student not return a book. This may take the credit card issue off the table and allow for students to take advantage of the alternative purchases programs available. This can also assist with students who receive financial aid to get their books timely. He can take this to Planning & Resources Council for discussion.*
- Students wonder why stronger steps haven't been taken to provide more used books for students
 - *Mike stated that the Bookstore would love to have more used books as they actually make more money from them. The barriers are:*
 - *Publishers issuing "new" additions nearly every fall*
 - *Students not returning the books*
 - *Instructors may not use the book the next semester*
 - *Instructor chooses to use a new addition*
 - *Limited supplies*
 - *Access Codes can only be used once*
 - *Even if the instructor uses an older addition, there is no guarantee of obtaining enough books for a class*
 - *Older additions not in demand may fall off the rental book store list*

Mike stated that if a student purchased a book elsewhere and that book is being used in courses we offer they will buy the book back from the student at 50% of the purchased price.
- Would the Bookstore consider offering a store credit with a higher percentage of cash value in lieu of cash back when a student sells their book back
 - *Mike likes this idea and will pass it on to corporate for consideration.*

Student suggestions:

- It was suggested to educate faculty on textbook orders during flex week.
- Students will talk to instructors directly to encourage faculty to use the same textbook
- Book Fair in the Quad – where students can obtain donated books
- Close the disconnect between students, faculty and the Bookstore through education and communication

Discussion:

It was discussed and proposed that ASGC could purchase books for the Bookstore to rent. Mike responded that would be a huge investment and they must be aware that faculty can change their mind from semester to semester. Further, he would like to see their proposal in writing to better understand their goal.

Students expressed their interest in keeping costs low for students. They expressed interest in holding a "Book Fair." They proposed a couple of scenarios – hold a book exchange for students wherein no cash is involved, and/or have an option for students to purchase books collected on campus online (similar to how Craig's list works).

Students are requesting information on profit sales from rentals at the Bookstore.

Meeting Adjourned: 4:30 p.m

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