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DAVID S. SPENCE
EXECUTIVE VICE CHANCELLOR
CHIEF ACADEMIC OFFICER

Code: AA-2004-20

Date: June 16, 2004

To: CSU Academic Council

From: David S. Spence
Richard West

Subject: Campus Support for the CSU Center for Alternative Media

CSU will be implementing the new CSU Center for Alternate Media (CSU CAM) that will be the authorized center for the request and distribution of electronic text (e-text) as allowed by Assembly Bill 422 which directs text publishers to provide electronic texts for each text sold. Specifically, the CAM (housed at CSU San Bernardino) has the responsibilities for hosting and managing the CSU Alternate Media Database. The CSU Alternate Media Database will allow the CSU CAM to coordinate e-text requests from CSU campuses to the publishers and direct the distribution of e-text files and other alternate media resources to Services for Students with Disabilities offices across the CSU entirely via the web.

Specific outcomes of the CAM include the following:

- Eliminating redundant requests to publishers.
- Reducing duplication of CSU resources for the conversion to alternate media.
- Increasing publisher compliance with AB 422.
- Increasing efficient usage of alternate media personnel and resources at CSU campuses
- Decreasing the time needed for alternative media to reach students in need.
- Systematizing tracking and reporting of alternate media request, fulfillment and resource sharing.
- Decreasing alternative text production costs on each CSU campus

The attached documents provide a comprehensive and cost-effective plan to serve the needs of our students, faculty, and staff. The four-year plan was developed through extensive consultation, cooperation, expertise, and talents of CSU personnel. This plan was developed by representatives from the Services to Students with Disabilities Advisory Committee, the Center for Alternative Media, and the Chancellor's Office staff and has received support from the Vice Presidents of Student Affairs and the Academic Council. The funding plan for the CAM makes significant progress toward implementing elements of the CSU Academic Technology Strategic Plan and the CSU Disability Support Accommodations audit recommendations.

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The amounts that each campus will be invoiced for AY 2004-2005 by the Chancellor's Office are reflected on Attachment A. These amounts have been computed by assessing a \$2000 flat fee plus a prorated amount based on the number of students with disabilities. The Chancellor's Office will transfer these funds to CAM.

Systemwide cooperation is the key for all of us to deliver this required service in a cost-effective and quality manner. The CAM is a campus-based program, and the budget for the CAM should not become an additional burden to the Services to Students with Disabilities Offices on each campus. The CAM will save money for each campus that utilizes its resources. Savings will primarily result from the increased receipt of publisher provided files and the sharing of electronic files across the CSU.

If you have questions about CAM, please feel free to contact Mary Cheng (CAM project coordinator) at mcheng@csu Hayward.edu at (510) 885-3868 or John Karras at jkarras@calstate.edu (CSU Chancellor's Office) at (562) 951-4707.

DSS/jk

Attachment

Cc: Charles B. Reed
Allison G. Jones
Gerald Hanley
John Karras
Judy K. Osman
Bob Cherny

Funding Formula for Center for Alternative Media (CAM)

CSU Campus	Total Cost per Campus	% of Total Cost of CAM
Chancellor's Office	\$10,000.00	10.42%
Bakersfield	\$3,000.20	3.13%
Channel Islands	\$2,000.00	2.08%
Chico	\$4,188.20	4.36%
Dominguez Hills	\$2,216.37	2.31%
Fresno	\$3,608.49	3.76%
Fullerton	\$3,922.84	4.09%
Hayward	\$3,408.45	3.55%
Humboldt	\$3,620.74	3.77%
Long Beach	\$5,200.65	5.42%
Los Angeles	\$3,914.68	4.08%
Maritime Academy	\$2,000.00	2.08%
Monterey Bay	\$2,759.34	2.87%
Northridge	\$6,119.21	6.37%
Pomona	\$3,065.52	3.19%
Sacramento	\$4,727.09	4.92%
San Bernardino	\$3,383.96	3.52%
San Diego	\$6,217.19	6.48%
San Francisco	\$4,649.52	4.84%
San Jose	\$4,453.56	4.64%
San Luis Obispo	\$4,433.15	4.62%
San Marcos	\$2,755.26	2.87%
Sonoma	\$3,616.66	3.77%
Stanislaus	\$2,738.93	2.85%
TOTAL	\$96,000	100.00%