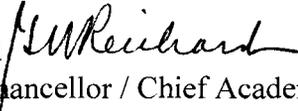


Academic Affairs
401 Golden Shore, 6th Floor
Long Beach, CA 90802-4210

www.calstate.edu

Gary W. Reichard
Executive Vice Chancellor
and Chief Academic Officer
562-951-4710 / Fax 562-951-4986
E-mail greichard@calstate.edu

DATE: October 24, 2008 AA 2008-39
TO: Presidents
FROM: Gary W. Reichard 
Executive Vice Chancellor / Chief Academic Officer
RE: **Request that You Provide Textbook Advice to Faculty**

In August, the California State Auditor released Report 2007-116 entitled *Affordability of College Textbooks: Textbook Prices Have Risen Significantly in the Last Four Years, but Some Strategies May Help to Control These Costs for Students*. It may be reviewed online at: <http://bsa.ca.gov/pdfs/reports/2007-116.pdf>

In response to the audit, the California State University has agreed to implement, among others, the recommendations found on pages 64-65 of the report. Specifically, the Auditor recommends that CSU:

- Communicate the provisions contained within recent state laws regarding textbook affordability to ensure that all faculty are aware of the existence of these laws and steps they can take to possibly reduce textbook costs. See Appendix A for references to these laws.
- Advise faculty to submit their textbook adoption information to the bookstores by the due dates to make certain that the bookstores can obtain as many used books as possible and purchase books back from students at higher prices.
- Encourage faculty to consider price in the textbook adoption process and, without compromising the quality of the education students receive or the academic freedom of faculty, to consider adopting less costly textbooks wherever possible.
- Instruct faculty to consider adopting textbooks that are not bundled with supplementary products, unless all the components are required for the course.

You are requested to send a message to all faculty, making these points. You are further requested to renew your message to all faculty at appropriate times in order to remind them each

Chancellor's Office
Bakersfield
Channel Islands
Chico
Dominguez Hills
East Bay

Fresno
Fullerton
Humboldt
Long Beach
Los Angeles
Maritime Academy

Monterey Bay
Northridge
Pomona
Sacramento
San Bernardino
San Diego

San Francisco
San José
San Luis Obispo
San Marcos
Sonoma
Stanislaus

Presidents
Page Two
October 24, 2008

term of the need to take actions that may result in lower costs to students for textbooks and learning materials.

Because we will be making recurrent reports to the Auditor to provide information on CSU's attention to this issue, please provide a copy of your messages to faculty to Assistant Vice Chancellor Allison Jones, at ajones@calstate.edu

Appendix A to this memorandum offers further suggestions and a draft message to campus faculty, which you may modify in your discretion.

Thank you.

Cc: Chancellor Charles B. Reed
Vice Chancellor Ben Quillian
Associate Vice Chancellor Keith O. Boyum
Provosts / Vice Presidents, Academic Affairs
Vice Presidents for Student Affairs
Dr. John Tarjan, Chair, Academic Senate CSU

Appendix A.

Draft Text of Message to Faculty Regarding Textbook Affordability

TO: All Faculty

FROM: _____, President
Institution

RE: Actions to Reduce Students' Costs for Purchasing Textbooks

We all recognize that many students struggle to afford a college education – even in the California State University, where fees are low relative to other American four-year institutions. A significant student cost is for course materials, including textbooks. An August 2008 report by the California State Auditor found, among other things, that

- Textbook costs have risen at higher rates than have the median household income, and at higher rates than student fees:
 - Between academic years 2004-05 and 2007-08, student fees charged by CSU rose by approximately 18%, but retail prices for textbooks increased by 28%;
- CSU students spent an average of \$812 on textbooks in academic year 2007-08, which was roughly 23 percent of the total for both mandatory fees and textbooks.

In an effort to address this issue, recent state laws encourage faculty, and others on campus, to help to reduce textbook costs.

- *Assembly Bill 2477*, which took effect on January 1, 2005, requires CSU leaders to work with their academic senates to encourage faculty to consider the least costly practices in assigning textbooks.
- *Assembly Bill 1548*, effective January 1, 2008, encourages faculty to consider cost in the adoption of textbooks.

This is a request that you take reasonable steps to keep costs as low as possible for our students. Here are three things that you can do. *You can:*

- submit your textbook adoption information to the bookstore by the due dates, to make certain that the bookstore can obtain as many used books as possible and purchase books back from students at higher prices.
- consider price in the textbook adoption process and, without compromising the quality of the education students receive or essential academic freedom, consider adopting less costly textbooks wherever possible.
- consider adopting textbooks that are not bundled with supplementary products, unless all the components are required for the course.

I am certain you will want to join your colleagues in taking affordability into account when making your textbook selections, consistent always with the achievement of the high goals for learning that you set for your students. Thank you for your help in this important effort.