

O. Bernal, P. Romero

ABSENT

M. Abed, C. Blaszczyński, H. Mhaskar

EXCUSED ABSENCE

R. Land convened the meeting at 1:36 p.m.

ANNOUNCEMENTS

1. 1.1 The Chair's Announcements:

1.1.1 At the Academic Senate meeting on January 26, 2010, Senator Sharp announced his intent to raise the following questions of the President regarding the University's relationship with Barnes & Noble and textbook affordability:

What is the University's Relationship with Barnes & Noble, and has any study or review been conducted that addresses the following issues?

Barnes & Noble operates and provides services to the Cal State L.A. University Bookstore under contractual agreement with Cal State L.A. University Auxiliary Services (UAS).

First Issue:

The markup on textbooks and course packs Barnes & Noble engages in as part of their regular business operations, and the impact of this on "textbook affordability."

Response:

Per the agreement with Barnes & Noble, the sales markup on the wholesale price of books is reflective of the national industry average and is structured as follows:

- a) New textbooks are sold at no greater than (i) the publisher's list price or (ii) a 25% gross margin on net priced books, inclusive of restocking fees, return penalties and other surcharges.
- b) Used textbooks are sold at 25% less than the new selling price.
- c) Course packs and textbooks purchased from publishers with restrictive, non-returnable text policies are priced at up to 30% gross margin.

Used Textbooks

Purchasing used textbooks is one of the best ways for students to cut their costs (used books cost 25% less than a new book). When the bookstore knows a textbook will be reused next quarter, they can pay students 50% cash of the new textbook price for those books (until they achieve the needed inventory). As such, if a student purchased a used book at 75% of the new book price and that book was going to be used again in the next quarter, they would only have paid a net cost of 25% of the new book price after selling it back. Even if they bought the book new, they will only have paid 50% of the new book price if the book is going to be used again. Unfortunately, if the book is not being reused or they don't know until after finals what books will be reused, they can't pay students 50% and the supply of used books is affected.

Second Issue:

The impact on instruction of Barnes & Noble's practice of ordering only a percentage of textbooks for a given class each quarter.

Response:

The bookstore takes very seriously the obligation to have a book for every

ANNOUNCEMENTS (*Continued*)

student who needs one. If a student needs a textbook that is not in stock, they will immediately place a special order at no extra charge. The commitment to students is very clear - a book for every student, for every class, every time. That said, the bookstore uses several critical pieces of information when determining the number of books to order: the faculty request, the history of textbook sales for the specific course in prior terms, enrollment information, and, at times, conversations with the faculty. It is important to ensure that there are enough books for every student, while balancing excess inventory. When a bookstore returns significant unsold inventory to a publisher, the costs of textbooks ultimately increase. Last year, 41 books were returned for every 100 sold. If there are cases where the bookstore has erred, faculty are asked to contact the bookstore as soon as possible and this will be addressed immediately.

Third Issue:

Less expensive alternatives to Barnes & Noble as the operators of our official University Bookstore.

Response:

CSULA has two options in regards to the campus bookstore. It can either have University Auxiliary Services self operate the bookstore or it can contract out. For several reasons the campus chose to contract out the bookstore and selected Barnes & Noble. Barnes & Noble provides both in-store and online services. Barnes & Noble operates over 600 college bookstores nationwide and therefore has a nationwide network that allows for the best possible service to our students and faculty. Students can place orders online and have the books shipped home or ready to pick-up in the store. They carry every book for every student (in partnership with the University and faculty, the bookstore ensures that required textbooks are fully accessible to students with disabilities) in a variety of formats (new, used, digital, custom, loose-leaf, bundled, unbundled, and more) at a variety of price-points. Refunds are easy and unwanted books can be sold to the bookstore (both in-store or online) for cash. So, yes, while some books may be available for slightly less if a student decides to go directly to a publisher or to another bookseller, those savings quickly disappear when convenience, choice, and the need to carry every book required are taken into account. Costs of maintaining and managing a significant inventory, thefts, and other operating costs have been key factors that have caused University Auxiliary Services to choose to contract out its bookstore. At least 10 CSU campuses contract out their bookstores.

1.1.2 This year's Honors Convocation is scheduled for Friday, April 23rd at 7:00 p.m. in the Physical Education Building. This event is of great importance to our students and their families and your attendance is a statement of your support and acknowledgement of your students' achievements. Please mark your calendars for April 23rd and plan to attend.

1.2 Senator Moss announced: This coming Saturday at 6:30 p.m. there will be an exhibit, reception, and opening, for the M.A. and M.F.A. thesis projects completed by our M.F.A. and M.A. candidates for this term in the Department of Art in the options of design and studio arts;. 6:30 to 8:30 p.m. in the Fine Arts Gallery. It is free, refreshments will be served, and you are all invited.

ANNOUNCEMENTS (*Continued*)

- 1.3 Senator Frank announced: The Los Angeles Writing Project, located in the Charter College of Education, is having family writing workshops for parents and children that come to the after school program. Most of our parents so far have been English language learners, but I don't know why grandparents couldn't come. I will send you a flyer.
- 1.4 Senator Ledesma announced: A reminder, I announced last week that this Thursday, March 4th we are hosting our regional activity "Unite for Public Education." We meet at 5th and Hill at 4:00 pm. at Pershing Square and march to the Regan State Building for a rally. This event is sponsored by almost all public education and support groups. Flyers have been distributed and we welcome your attendance.
- 1.5 T. Murphy, Bookstore General Manager announced: The University Bookstore would like to announce to the Academic Senate their pilot textbook rental program for the Spring quarter. We have a handout with the rental program overview that we will pass around. We currently have 20 titles and the cost to rent a textbook is about 50% of the cost to purchase a textbook. We are making a presentation this afternoon to the ASI to get the word out to students.
- 1.6 Senator Jivanjee announced: ASI will be having a rally in support of the day of action for education on March 4th from 12:00 to 2:00 p.m. in front of the Bookstore. There will be a guest speaker from CFA, student activists and other members of the community. I can get you guys a flyer that has the itinerary of the on-campus and off-campus events and the march to Pershing Square.
- 1.7 Chair Land announced: At the last meeting of the Statewide Senate Chairs we agreed to disseminate to faculty the email blitz that was used very successfully by San Francisco State to help support the Governor's budget last fall. What they did there was to get a hold of the all the parent addresses and send them a link to send a letter to their legislators. I am going to send out an email of the link and the original letter and a revised letter that I would advise you to use instead of the link. I hope to do that later today or tomorrow.
2. None.
3. It was m/s/p (Bowman) to approve the minutes of the meeting of February 23, 2010 (ASM 09-17).
4. It was m/s/p (Schaeffer) to approve the agenda.
5. Chair Land presented his report. A brief question and answer period followed.
6. 6.1 It was m/s/ (Moss) to approve the recommendation.
6.2 It was m/s/ (Baaske) to extend the time for questions for five minutes if needed.
6.3 The Baaske motion was withdrawn.
6.4 Two additional questions were asked.
7. 7.1 It was m/s/f (Kim) to amend line 75 of document 09-3 by inserting the following language THIS EVALUATIVE TERM IS APPLICABLE ONLY FOR PERIODIC EVALUATIONS AND PERFORMANCE REVIEWS OF TENURED FACULTY.
7.2 It was m/s/ (Kim) to amend line 357 of document 09-3 by inserting the word AND before the word "Dean" and deleting the words the Provost, and the President.
7.3 Debate ensued

INTENT TO RAISE QUESTIONS

APPROVAL OF THE MINUTES

APPROVAL OF THE AGENDA

SENATE CHAIR'S REPORT

PROPOSAL TO EXTEND THE
SUSPENSION OF "TRANSITION
TO CAL STATE L.A." AS A
UNIVERSITY REQUIREMENT
(09-10) *First-Reading*

PROPOSED POLICIES AND
POLICY MODIFICATIONS FOR
CHAPTER VI OF THE FACULTY
HANDBOOK (09-3, -3.1, -3.2, -3.3)
Second-Reading
Forwarded to the President

PROPOSED POLICIES AND POLICY
MODIFICATIONS FOR CHAPTER VI
OF THE FACULTY HANDBOOK
(Continued)

RESOLUTION ON THE IMPLEMENTA-
TION OF MANDATORY EARLY
START PROGRAMS (09-8)
Second-Reading

ADJOURNMENT

- 7.4 The Kim motion was withdrawn.
- 7.5 It was m/s/p (Dewey) to amend lines 890-895 of document 09-3 as follows: performing in one of the three areas if their THE work assignment does not include any activity in that area. (For example, if a faculty member is serving in a position which fully releases them THAT ALLOWS FULL RELEASE from teaching duties, they may propose to be evaluated EVALUATION only in the areas of professional achievement and service to the University *MAY BE PROPOSED.*)
- 7.6 The recommendation was APPROVED as amended (09-3). Copies of the document are available in the Senate Office.
8. 8.1 Senator Aniol suggested as a friendly amendment that the Chair of the CSU Academic Senate be added to the distribution list in the final “Resolved” clause of document 09-8.
- 8.2 Senator Aniol’s suggestion was accepted as a friendly amendment.
- 8.3 The resolution was APPROVED UNANIMOUSLY (09-8). Copies of the document are available in the Senate Office.
9. It was m/s/p (Baaske) to adjourn at 3:56 p.m.