

California Association of College Stores (CACS)  
Textbook Summit  
November 30, 2007

CACS Practices and Initiatives

1. Legislative

- CACS acquired a Legislative Advocate, John Valencia, Wilkie, Fleury, Hoffelt, Gould, and Birney to represent CACS to legislators with CACS Legislative Board Liaison, Don Newton. Don Newton actively participated on the AB 2477 Committee with Senator Liu's office and other stakeholders which ultimately finalized the language for AB 2477.
- Don Newton, CACS President 2004, created the CACS AB 2477 Matrix and distributed it to the association members. It outlines the components of Education Code 66406 as it affects Publishers, Faculty, and Bookstores. CACS provided an educational session in 2004 on AB2477 and how to use the matrix at their campus to communicate the laws components and that faculty and bookstores need to work together to lower textbook costs to students.
- In 2007 Don Newton, CACS Legislative Board Liaison, and John Valencia regularly met with Corbett's and Solorio's offices to advocate on behalf of CACS's store membership to assure that

legislation (AB 1548, SB 832) was beneficial to lower textbook costs to students without adversely affecting bookstores.

- CACS membership is continually updated on legislation status by sending email blasters to members. Links to laws and proposed legislation is maintained on the CACS website.
- The National Association of College Stores (NACS) provided the grassroots legislative link for CACS store members to email letters vetoing or supporting AB 1548 and SB 832 bills. Also CACS and NACS collaboratively together notified members in both Associations to email letters to legislators vetoing the Federal Durbin bill which would increase costs of textbooks to students. This action was successful and Durbin wasn't heard at the hearing.
- CACS monitors all legislation that affects college stores.

## 2. CACS Strategic Plan

- Goal 1 of the CACS Strategic Plan is to advocate of behalf of the store members to proactively recognize and address industry issues. CACS presents a session “Removing Textbook costs as a Barrier to Success” to organizations, associations, and campuses.

This presentation has been provided at NACAS, Community College League, CACS Annual Meeting 2007, and will be at CAMEX, NACS Annual Meeting in March. This presentation advocates the stores role on campus and provides information of how to: Take Control of Textbook Costs on Your Campus. Future action is to create templates for store managers to educate stakeholders on campus.

- Maintain a presence in Sacramento. CACS Community College Committee has continued to meet with the Chancellor's Office in Sacramento. The committee was asked to participate as a resource in the Strategic Plan for Community Colleges in the affordability section. Thus the Textbook Summit was created by the Chancellor's Office in conjunction with the CACS Community College Committee to address the rising costs of textbooks.
- Goal 2 is to provide education to members. Some education sessions provided at the 2007 Annual Meeting in November are as follows: Better Buybacks and Educating Faculty (turning in adoptions on time means more used books that lowers cost to students), Strategies to Address Textbook Affordability, Legal Issues Impacting Our Industry, 2007 Digital Tipping Point, and

Markup/Gross Margin by Tom Shay, CSP. More education sessions Rental Textbook Program, Campus Partnerships with Academic Senate, Student leaders, and Administrators. CACS provided a webinar to store members; “Shipping by the Book”, that educated members how to audit freight bills, control, and cut freight costs. Controlling freight costs helps keeps textbook costs down.

### 3. Alliances

- CACS supported an initiative to help make college textbooks more affordable with the Used Textbook Association (UTA). Each Association is working together in a collaborative effort to increase used books in the marketplace.
- CACS is in conversation to have a collaborative relationship with publishers to lower cost to students by utilizing bookstores to be the channel for digital product distribution.