ACC Bookstore Taskforce Meeting  
September 22, 2006

**Attending:** Duane Crowley, Tyra Duncan-Hall, Richard Espinosa, Jeanease Friske, Karoline Gebert, Mark McCaffery, Marieline McGhee, Ginny Mensing, Doug Mitchell, Jerry North, Debra Peterson, Cori Ruder, Anne Marie Schlender, David Shirei, Jonna Tuttle, Victor Vara,

1) Booksales—Sales are up considerably. Used books are up 18% and new are up 9%. There was a $50,000 increase in money paid to students. Need to try to encourage distance learning students to order online.

2) Communication
   a) The bookstore continues to e-mail admin assistants with updates, etc. When communicating with department admins, the department chairs will now also be copied to avoid confusion down the line.
   
   b) Communication between stores is now available with each store having its own e-mail access.
   
   c) Posters on the campuses will now be store specific.
   
   d) The bookstore requested that all dates for buybacks be posted on the ACC web calendar. Dates will be provided to Karoline who will then forward to the appropriate web master.
   
   e) The bookstore will design bookmarks to be given to students with buyback information.
   
   f) Cori will start copying Tyra and Karoline when the student syllabus varies from what was ordered for a section in addition to copying the department admins. She generally gets about 20-30 of these a semester.
   
   g) Price Matching Campaign—Jeanette will get signage. Will be done in the Spring.
   
   h) Ben Ferrell will be speaking to the Faculty Senate about textbooks. This has become one of the Senate Priorities for 2006. They are looking at possible grants for faculty to create their own materials. Minutes from the Faculty Senate meeting of 9/22/06 are below:

1. **Textbook Costs**
   Past President Al Purcell addressed the issue of concern over high textbook costs. Ben Ferrell, VP of Business Services, visited the meeting to answer questions. He noted that the administration is interested in working with faculty and students on reducing the cost of textbooks. The Board’s advisory committee on finance and budget is looking into this issue.

2. **Discussion:**
   ACC outsources with Barnes and Noble with 6% commission (or 7% if we exceed a certain threshold). This adds $300,000-400,000 / year for ACC (into a general fund). In addition, Barnes and Noble provides 7 scholarships of $1000 annually. In exchange, they get exclusive rights to sell textbooks on our campuses. Very few vendors were interested in our business. They make a 23% profit margin, and we get 6 to 7% of this.

3. There was an extensive discussion of ways to reduce costs for students. The Senate discussed possibly forming ad hoc committee to consider the issue of textbook costs. A survey of faculty is needed to get more information.
3) Student e-mails—the bookstore requested access to student e-mails to send them information about buybacks, back-to-school, and other promotional messages.
4) Policy/Procedures need to be developed for faculty textbook orders. Suggestion was to do something similar to ACC 101.
5) Need to distribute information about ACC’s relationship to the Bookstore.
6) Several subcommittees were formed as a result of this meeting. They are asked to report back at the next meeting.
   a) Student Information Sub-Committee -- Jonna Tuttle, Cherisse Davis, others?
   b) Faculty Information Sub-Committee
   c) Video Sub-Committee – Karoline Gebert, Anne Marie Schlender, Duane Crowley, FT Faculty Senate Member
   d) Quality Improvement Sub-Committee—Karoline Gebert and others as interested
   e) Textbook System Process Revision Sub-Committee—Karoline Gebert, Mark McCaffery, Gil Waterston, Cory Ruder, Richard Espinosa and others as interested