

AFFORDABLE LEARNING \$OLUTIONS

Procedures and Business Practices

Auxiliaries and Bookstore Programs

(Updated May 2024)

Documentation of the processes developed for the deployment and sustainability of AL\$ commercial programs. The design accommodates amendments and additions as they develop.

AL\$ and Bookstores

While campus bookstores were one of the few campus entities not represented within a department at the Office of the Chancellor, Academic Technology Services embraced the 23 campus stores and invited them to participate in the Digital Marketplace program in 2009. Digital Marketplace was a development program for delivering technology-based formats of course materials for students. That development evolved into the deployment program Affordable Learning \$olutions (AL\$.) Throughout the years, the campus stores have been included in AL\$ efforts including encouragement to participate in programs, invitation to

provide input on issues and programs, support of store positions, and access to store-specific resources and tools.

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I. ACCESSIBILITY

Disability Student Services (DSS) on each campus is available to convert required course materials to accommodate student disabilities. This includes Braille, large print, and other formats. Commercial materials require the purchase of the materials. Students must first notify and establish themselves as in need of the service and the materials should be available to DSS as early as possible in order to be provided in converted form. Timely adoption of materials and such notification to the campus store is critical to avoid delays in students receiving their materials.

II. ADAPTIVE LEARNING

Adaptive learning is the use of computer software that ‘adapts’ the presentation of the content according to the unique needs of each learner as indicated by their responses to questions, tasks and experiences. As a result, students receive an individualized education experience so they can achieve measurable learning outcomes and experience learning satisfaction.

III. BOOKSTORES

- a. Bookstore Advisory Team was established in 2012 with input invited from 23 campus bookstores. The committee meets once annually during fall term and via phone/email as needed for reviews, recommendations, and other issues. It is comprised of bookstore directors, course materials managers, regional managers. The 2024-25 team members are Suzanne Donnelly (Pomona), Rick Dorsey (Dominguez Hills), Elaine Reed (Los Angeles), Ben Compton (San Diego), Robert Munck (Northridge), Rico Ovalles (Long Beach), Dana Hagge (Barnes&Noble), and Emily Porter (Follett.) Qualifications include quick email response to questions, availability to attend annual meeting, and willingness to review and comment on programs.
- b. Affordable Learning \$olutions hosts an annual meeting for all bookstore directors, course materials managers, and regional managers. The meeting was held March 8, 2024 at the Office of the Chancellor, Long Beach. The date for 2025 will be distributed in December 2024.

IV. BOOKSTORE WEB SITES: : <https://als.calstate.edu/bookstores>

V. FACULTY SUPPORT

- a. Affordable Learning \$olutions home page: <https://als.calstate.edu/>
- b. Faculty Resource Page: <https://als.calstate.edu/faculty>
- c. Free/OER materials: https://als.calstate.edu/open_educational_resources
- d. Lower Cost Materials: https://als.calstate.edu/lower_cost_course_materials

- e. Campus bookstores and programs: <https://als.calstate.edu/bookstores>
- f. Immediate Access programs: https://als.calstate.edu/immediate_access_programs
- g. Equitable Access/Flat Fee programs: https://als.calstate.edu/equitable_access
- h .Campus Showcases: https://als.calstate.edu/campus_showcases
- i. Campus Coordinators: https://als.calstate.edu/campus_contacts
- j. Library Resources: https://als.calstate.edu/library_resources

VI. LEGISLATION: [http:// https://als.calstate.edu/legislation](https://als.calstate.edu/legislation)

- AB607 (previously AB2624) proposed amended <https://legiscan.com/CA/text/AB607/2023>
- AB403 Kaira/Bonta/Salas Amendment to College Textbook Act
<https://openstates.org/ca/bills/20212022/AB403/>
- AB960 Brough Exempt sales tax
https://leginfo.legislature.ca.gov/faces/billTextClient.xhtml?bill_id=201720180AB960
- SB727 Galgiani Materials Innovative pricing
https://leginfo.legislature.ca.gov/faces/billTextClient.xhtml?bill_id=201720180SB727
- SB1359 Medina
http://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill_id=201520160SB1359
- AB 798 Bonilla, Textbook Affordability Act
http://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill_id=201520160AB798
- SB 1052/1053 Steinberg, Open Education Council Cool4ed
http://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill_id=201120120SB1052
- AB 317 Soloria, Textbook Affordability:
- AB 1548 Solorio, Textbook Transparency: www.leginfo.ca.gov/pub/07-08/bill/asm/ab_1501-1550/ab_1548_bill_20071013_chaptered.pdf
- AB 2471 Lara, Transparency and Fairness:
http://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill_id=201120120AB247
- AB 2477 Liu, Pricing: www.leginfo.ca.gov/pub/03-04/bill/asm/ab_2451-2500/ab_2477_bill_20040916_chaptered.pdf
- SB 48 Alquist, Electronic Alternative: http://www.leginfo.ca.gov/pub/09-10/bill/sen/sb_0001-0050/sb_48_bill_20090825_enrolled.html
- SB 216 Liu, Notice of textbook prices:
http://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill_id=200920100SB216
- SB 388 Calderon, Edition and Content: http://www.leginfo.ca.gov/pub/09-10/bill/sen/sb_0351-0400/sb_388_bill_20090416_amended_sen_v97.html
- SB 1328 DeLeon, Format and search engine:
http://leginfo.legislature.ca.gov/faces/billTextClient.xhtml;jsessionid=0ce123f796363a149457b33fdcf8?bill_id=201120120SB1328
- SB850 Zero Degree Programs:
http://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill_id=201320140SB850

VII. MARKETING:

Various marketing materials are available to download and reproduce from the AL\$ websites. In addition, there is a set of exhibit materials including a medium-sized banner that bookstores may loan for their campus events.

The AL\$ webpage offers tools and resources to plan and market communications and events at https://als.calstate.edu/supporting_materials

For further assistance with marketing resources and to reserve the bookstore loan items, please email sehrhorn@calstate.edu

VIII. LISTS

CSU Bookstore Directors: Person with overall responsibility for the CSU campus bookstore.

Campus	Name	Email	Phone
Bakersfield. AMW	Richard Salcedo	r.salcedo@follett.com	661-654-2273
Channel I. MV	Anabelle Wells	a.wells@follett.com	805-437-2668
Chico SF	Steven Novo	s.novo@follett.com	530-898-4988
Dominguez Hills MV	Rick Dorsey	r.dorsey@follett.com	626-715-8904
East Bay AMW	Michelle Duarte	m.duarte@follett.com	510-885-2726
Fresno SF	Katherine Whiteside	k.whiteside@follett.com	559-278-4271
Fullerton	Kim Ball	kball@fullerton.edu	657-278-4968
Humboldt SF	Chris Leach	cleach@follett.com	707-826-5832
Long Beach	Cyndi Farrington	Cyndi.farrington@csulb.edu	562-985-4003
Los Angeles SW	Elaine Reed	ereed@bncollege.com	323-343-5392
Maritime Academy	Irene Tjokoro	bookstore@csum.edu	707-654-1186
MontereyBay AMW	Karina Alvarez	k.alvarez@follett.com	831-582-5266
Northridge JG	Amy Berger	aberger@follett.com	818-677-2932
Pomona	Suzanne Donnelly	smdonnelly@cpp.edu	909 869 3284
Sacramento. SF	Mark Jones	mjones@follett.com	916-278-6446
San BernardinoJG	Rochelle Ervin	rervin@follett.com	909-537-709
San Diego	Kathy Brown	kathy.brown@sdsu.edu	619-594-7506
SanFrancisco AMW	Christopher Rose	c.rose@follett.com	415-338-2023
San Jose DH	Lisa Towns	lisa.towns@bncollege.com	408-924-1831
SanLuisObispoAM	Jason Lewis	j.lewis@follett.com	805-756-5301
San Marcos JG	Cara Ginekis	c.ginekis@follett.com	760-750-4730
Sonoma DH	Steve Higginbotham	sm499@bncollege.com	707-664-2329
Stanislaus DH	Gabrielle Archuleta	sm525@bncollege.com	209-667-3813

CSU Bookstore Course Materials Managers: Person with responsibility for course materials.

Bakersfield MN	Widiyanto Setia	w.setia@follett.com	661-654-2273
Channel IslandRM	Angel Covarrubias	a.covarrubiasrobles@follett.com	805-482-5456
Chico SO	Ruxy Machal	r.machal@follett.com	530-898-6966
DominguezHillsRM	Angel Covarrubias	a.covarrubiasrobles@follett.com	310-243-3102
East Bay MN	Widiyanto Setia	w.setia@follett.com	510-885-3507
Fresno SO	Eva Carmona	ecarmona@csufresno.edu	559-278-4277
Fullerton	Claude Damsa	cdamsa@fullerton.edu	657-278-2474
Humboldt SO	Ruxy Machal	r.machal@follett.com	707-826-5833
Long Beach	Rico Ovalles	rico.ovalles@csulb.edu	562-985-7705
Los Angeles	Megan Johnson	TM670@bncollege.com	323-343-2500
Maritime Academy	Irene Tjokoro	bookstore@csum.edu	707-654-1186
Monterey Bay MN	Jared Isaeff	j.isaeff@follett.com	831-582-5262
Northridge SO	Keila Reyes-lezama	k.reyeslezama@follett.com	818-677-2932
Pomona	Kevin Jensen	kjensen@cpp.edu	909-869-3284
Sacramento SP	Danielle Nodine	d.nodine@follett.com	916-278-6446

SanBernardino RM	Amber Moore	a.moore@follett.com	909-537-5966
San Diego	Ben Compton	bcompton@sdsu.edu	619-594-7543
San Francisco SO	Patrick Beven	p.beven@follett.com	415-338-7377
San Jose	Emma Mead	TM8011@bncollege.com	408-924-1839
SanLuisObispoMN	Jared Isaeff	j.isaeff@follett.com	805-756-1171
San Marcos RM	Robert Munck	r.munck@follett.com	760-750-4730
Sonoma	Courtney Best	TM499@bncollege.com	707-664-2329
Stanislaus		tm525@bncollege.com	209-667-3161

Auxiliary Commercial Shops Contacts: The following list identifies the campus employee with overall responsibility for a foundation organization that oversees the bookstore, bookstore contract, and provision of course materials under contract to the campus.

Campus	Name	Email
Bakersfield	Thomas Wallace	vpsa@csub.edu
Channel Islands	John Lazarus	john.lazarus@csuci.edu
Chico	Jamie Clyde	jcamaren@csuchico.edu
Dominguez Hills	Tranitra Avery	tavery@csudh.edu
East Bay	Myeshia Armstrong	Myeshia.armstrong@csueastbay.edu
Fresno	Debbie Astone	debbiea@csufresno.edu
Fullerton	Chuck Kissel	ckissel@fullerton.edu
Humboldt	Todd Larsen	todd.larsen@humboldt.edu
Long Beach	Miles Nevin	miles.nevin@csulb.edu
Los Angeles	Jose Gomez	jose.gomez@calstatela.edu
Maritime Academy	Mark Goodrich	mgoodrich@sum.edu
Monterey Bay	Teresa Slaton	tslaton@csumb.edu
Northridge	Rick Evans	rick.evans@csun.edu
Pomona	Jared Ceja	jgceja@cpp.edu
Sacramento	Jim Reinhart	jim.reinhart@csus.edu
San Bernardino	John Griffin	john.griffin@csusb.edu
San Diego	Todd Summer	todd.summer@sdsu.edu
San Francisco	Jason Porth	jporth@sfsu.edu
San Jose	Raymond Luu	Raymond.luu@sjsu.edu
San Luis Obispo	Cody VanDorn	cvandorn@calpoly.edu
San Marcos	Will Marchese	wmarchese@csusm.edu
Sonoma	Neil Markley	neil.markley@sonoma.edu
Stanislaus	Michael Wojciechowski	mwojciechowski@csustan.edu

IX. CSU INTERACTIVE OPEN TEXTBOOKS

California State University Academic Technologies partnered with Vital Source and developed vibrant interactive versions of Open Stax titles for faculty consideration and adoption. The goal is a more effective (than pdf format) resource at a very low cost designed to result in improved learning experiences and outcomes. <https://get.vitalsource.com/press/oer-adoption-made-easy-through-vitalsource-and-california-state-university>

Open Stax is an initiative at Rice University that has created peer-reviewed open (free) textbooks in digital format. Aimed to compete with major publishers' offerings, content is licensed under Creative Commons Attributions licenses and can be modified to suit different purposes by users.

Student benefits include highlighting and reviewing text easily; sharing notes with peers; end of chapter embedded quizzes; easy mobile device access; direct LMS links; interactive embedded vocabulary; complete accessibility for users with disabilities; standardized ereader; vibrant versus static pdf format.

Faculty benefits include viewing student interaction via an instructor dashboard; monitoring student progress throughout the materials; identifying students who may be falling behind; learning what content students find most relevant or most challenging; reviewing when students are readings and on what devices; monitoring assigned readings and learning who read before class; direct integration/linking into the LMS; improved student comprehension of content.

X. PRESENTATIONS

The presentations by Affordable Learning \$olutions regarding Campus Store support, participation, programs and successes are available on request. Please contact the Auxiliary and Bookstore Liaison at sehrhorn@calstate.edu for these resources. Presentation venues include Auxiliary Organization Association conferences; Affordable Learning \$olutions conferences, workshops, and visits; National Association of College Stores events; Bookstore Advisory Team meetings; Annual Bookstore meetings; and CSU on-site campus events.

XI. AL\$ WEB PAGE LINKS

WEBINARS: <https://als.calstate.edu/webinar-archives>

CAMPUS COORDINATORS: http://als.csuprojects.org/campus_contacts

STORE MEETING ARCHIVES:

<https://drive.google.com/drive/folders/12k0x7khZkyDfl2m92dN99pcOKC-AaifJ>

LIBRARIES: http://als.csuprojects.org/library_resources

XII. ADDITIONAL RESOURCES: AL\$ maintains resources for bookstores to participate in all AL\$ programs and CSU/legal directives. Many may be accessed via the web. For assistance, contact the AL\$ bookstore liaison at sehrhorn@calstate.edu

Auxiliary policy, Title 5: <https://www.calstate.edu/csu-system/auxiliary-organizations> and <https://casetext.com/regulation/california-code-of-regulations/title-5-education/division-5-board-of-trustees-of-the-california-state-universities/chapter-1-california-state-university/subchapter-6-auxiliary-organizations/article-2-functions-of-auxiliary-organizations-and-requirement-for-written-agreements/section-42500-functions-of-auxiliary-organizations>

Course Fees Executive order 1102: <https://calstate.policystat.com/policy/14548905/latest/>

Higher Education Opportunity Act: <http://www2.ed.gov/policy/highered/leg/hea08/index.html>

NOTE: In the past five years, I.A. and E.A. programs have saved students @\$80 million dollar on course materials. The following describes the programs.

XIII. EXCLUSIVE ACCESS:

Exclusive Access (also available under various other names) is a flat fee program for all students and is usually adopted by the campus in whole or by a cohort. In E.A., all students are provided all of their required course materials for a term for one flat fee charged at registration. These materials are a one-stop shop via the LMS and provide significant savings overall and one access to all commercial and OER free content. Faculty are not required to change their selected materials. In California, U.C. Davis launched E.A. several years ago and have decreased the flat fee now to \$169 per term. In the CSU, SDSU launched E.A. for the 2022-23 academic year and they charge by the unit enrolled. In the CSU, in compliance with Executive Order 1102, students may opt-out of E.A, and be refunded the fee. E.A. is currently deployed on many CSU campuses and all campuses are considering the program.

XIV. IMMEDIATE ACCESS:

Immediate/Inclusive Access programs are at the choice of individual faculty or departments. Traditional major publisher course materials are digitally delivered to all enrolled students no later than the first day of class at no charge. A free trial period is automatically available for the students. Prior to the end of the free trial period, which is usually the add/drop date, the student will have the option to 'opt-out' electronically and discontinue access to the materials. Students receive multiple notices of the opt-out information, date, and easy opt-out link. Students who choose to continue will be charged for the materials and access continues. The cost is significantly lower than new, used, open market digital, and rental materials.

CSU Affordable Learning Solutions Immediate Access Programs are available via all campus bookstores and can be delivered through various software applications within the stores' systems.

The opportunity to have access to materials on the first day of classes without having to pay for them is critically important to students who can only pay for their needs incrementally. The ability to actually use the product without cost and self-determine preferences in format is unique and students report that it proves to be an excellent way for them to try out vibrant digital materials without first paying. While not a restrictive mandated 'fee', the opt out program still affords the publishers potential of improved sales and thus their willingness to offer significantly lower costs to students. Materials in Immediate Access programs are digitally-delivered full versions of traditional major-market textbooks thus faculty do not have to change their preferred content.

All of these improvements are extremely valuable to students and instrumental in students' success which are basics of the Affordable Learning Solutions goals. The CSU campus stores negotiate prices with publishers and provide access to students.

XV. COURSE FEE SUGGESTIONS:

Course fees are mandatory fees for content or materials that students are required to have and use in a class and are charged at registration along with registration fee and are collected per policy. The use of course fee material is determined by academic departments/faculty. Course materials fees are described via Executive Order as Category III Fees: "Fees associated with state-supported courses specifically for materials and services used in concert with the basic foundation an academic course offering."

Category III Course Fees must be submitted for approval on a campus-specific form from the department chair and the dean to the campus COURSE FEE COMMITTEE. The committees have different names on campuses but are generically referred as Course Fee Approval Committees.

AL\$ has developed 'Five Easy Steps' for faculty/departments to obtain course fee approval in collaboration with the campus store. Planning ahead is critical as the process has been noted take up to six months before start of classes. The campus store is in a position to assist faculty with pricing negotiations, delivery options, alternative formats, and determination of potential student saving

Easy “Five Steps” to Obtain Approval for Course Fees:

1. Select materials you wish students to have
2. Contact publisher/provider rep and request best CSU pricing
3. Complete the CSU AL\$ standardized form
4. Attach to your campus' course fee approval request form
5. Submit to your department office for chairperson's approval and submission to provost