AFFORDABLE LEARNING SOLUTIONS

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

- 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
- SB1359 Medina https://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill_id=201520160SB1359
- SB 1052/1053 Steinberg, Open Education Council Cool4ed https://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill_id=201120120SB1052
- AB 317 Soloria, Textbook Affordability:
  - AB 2477 Liu, Pricing: www.leginfo.ca.gov/pub/03-04/bill/asm/ab_2451-2500/ab_2477_bill_20040916_chaptered.pdf
  - SB 216 Liu, Notice of textbook prices: http://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill_id=200920100SB216
  - SB 1328 DeLeon, Format and search engine: http://leginfo.legislature.ca.gov/faces/billTextClient.xhtml;jsessionid=0ce123f796363a149457b33f3c8?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.

<table>
<thead>
<tr>
<th>Campus</th>
<th>Name</th>
<th>Email</th>
<th>Phone</th>
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</thead>
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</table>

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

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<thead>
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</table>
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 Solutions 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 Solutions 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

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

STORE MEETING ARCHIVES:
https://drive.google.com/drive/folders/12k0x7khZkyDfl2m92dN99pcOKC-AajJ

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


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


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 $olutions 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 $olutions 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