



Resolution to: Associated Students, Inc. Board of Directors

Resolution 2017-02

Authored By: Rhiannon Ripley

Whereas, the Associated Students, Inc. of the California State University San Marcos (CSUSM) Board of Directors is the official governing body of the students of CSUSM; and

Whereas, Associated Students, Inc. (ASI) of California State University San Marcos is the primary advocate for students at CSUSM and is dedicated to providing services designed to create and enhance a learning-focused campus environment; and

Whereas, it is ASI's mission to serve, engage, and empower students, ASI has the responsibility to inform CSUSM Students about issues that affect our student population; and

Whereas, the increase of textbook costs have risen faster than increase of tuition costs in the past ten years¹; and

Whereas, publishers have controlled the textbook market by creating access codes that give students access to an online textbook, homework, and quizzes²; and

Whereas, many publishers have "bundled" access codes and textbooks together, forcing students to purchase expensive bundles rather than low-cost-alternatives; and

Whereas, these codes expire after a certain time preventing referral of the text in the future and resale of the costly textbook; and

Whereas, this relationship of access codes to grades is inequitable due to its preventing some students from succeeding in their courses on the basis of their ability to afford the access codes; and

Whereas, a 2013-2014 California State University San Marcos (CSUSM) survey³ found that:

1. almost 90% of responding CSUSM Students base their textbook purchases on lowest cost;
2. about 70% of responding CSUSM Students felt that their grade was negatively impacted when they decided to not purchase a textbook they could not afford.
3. about 50% of responding students have purchased a required textbook that was never used;
4. only 15.3% of responding CSUSM Students talk with their professors about the costs of textbooks;

5. 67% of responding students have had to purchase “bundled” materials;
6. only 16.6% of responding CSUSM Students who purchased the bundled materials found that the bundled online materials enhanced their learning experience; and

Whereas, it is part of CSUSM’s values to be dedicated⁴ to:

1. Intellectual Engagement through learning, teaching, discovery, and application of knowledge.
3. Integrity through academic freedom.
4. Innovation through openness to change, flexibility, and responsiveness; and

Whereas, the rising costs of textbooks limits intellectual engagement and innovation to only those who can afford the increased costs; and

Whereas, the continued use of access codes prevents CSUSM from fulfilling its academic missions equitably because it is inequitable to have CSUSM Students’ grades dependent on being able to afford access codes; and

Whereas, the continued use of access codes and high cost textbooks negatively impacts CSUSM accomplishing its mission to:

- 1.7 Provide academic and student service support for student retention, success, and graduation;
- 1.9 Provide students and faculty with the library materials, appropriate equipment, and classroom/laboratory supplies to support the learning environment;
- 5.5 Provide equal access to technology and information; and

Whereas, the California State Assembly and Governor Jerry Brown passed Assembly Bill 798 (AB 798) which calls for campuses to “increase student access to high-quality open educational resources and reduce the cost of textbooks and supplies for students”⁵; and

Whereas, the California State University San Marcos Academic Senate passed a resolution that supports AB 798 ⁶; and

Whereas, the resolution also “urges all faculty to explore ways to increase the use of high-quality, low or no cost, accessible instruction materials alternatives and consider participating in the Open Educational Resources (OER) and Cougar Affordability Learning Materials (CALM)”⁷; and

Whereas, the CSU began its Affordable Learning Solutions (ALS) in 2010 after the 2008 the Higher Education Opportunities Act (HEOA) was signed into federal law; and

Whereas, the purpose and intent of the HEOA regarding textbooks was amended to “encourage all of the involved parties, including faculty, students, administrators, institutions of higher education, bookstores, distributors, and publishers, to work together to identify ways to

decrease the cost of college textbooks and supplemental materials for students while supporting the academic freedom of faculty members to select high quality course materials for students⁸,”; and

Whereas, CALM has already saved CSUSM Students over 2 million dollars since 2014⁹; and

Whereas, CALM members dedicate themselves to help educators incorporate cost reduced textbooks into their class curriculum; and

Whereas, the requirements for faculty to participate includes but is not limited to;

1. replacing some or all current texts with free or [OERs]; and
2. total student savings be at least \$1,000 per course section; and

Whereas, there is a positive relationship between CALM courses and student success compared to courses who had not lowered textbook costs through avenues such as CALM participation; and therefore be it

Resolved, that Associated Students, Inc. Board of Directors of CSUSM support AB 798; and be it

Resolved, that Associated Students, Inc. Board of Directors of CSUSM strongly urges:

1. that CSUSM and Academic Affairs prioritizes reducing the costs of textbooks and other course materials; and
2. that Academic Affairs develop goals with ASI student representation focusing on how they will work to prevent the costs of educational materials from rising; and
3. college Deans and Chairs encourage faculty to utilize OERs or other cost effective educational materials; and
4. faculty look into applying for CALM and OER grants; and
5. faculty adopt more cost effective alternatives such as older editions or OERs, when it is possible to do so without unduly sacrificing the academic quality of the course; and
6. faculty remove unused, rarely used, or partially used textbooks that are only reference for a few chapters from their syllabi; and
7. faculty move away from the usage of online materials -such as Cengage- for the sake of assignments; and
8. faculty invite students, within their syllabi, to inform faculty of the impact of textbook costs, when these are too great and have an impact on student success; and
9. faculty will take advantage of the help from the CALM to learn how to negotiate textbook prices with publishers, especially with their own written works,; and be it further

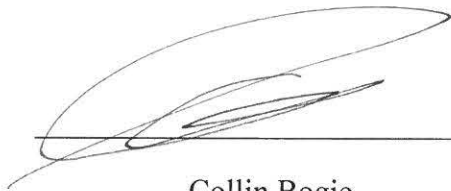
Resolved, that Associated Students, Inc. Board of Directors of CSUSM:

1. supports the textbook cost reduction efforts of CALM; and

2. work with CALM as the representing body for all CSUSM students by joining the discussion and decision making table; and
3. educate students on CALM and OERs so CSUSM Students are empowered to communicate with their professors; and be it

Resolved, that Associated Students, Inc. forwards this resolution to the CSUSM Office of the President, Chancellor Timothy White, the California State Student Association, the California Faculty Association, the CSU Board of Trustees, the Cougar Chronicle Newspaper, the CSUSM Academic Senate, and all CSUSM Student Organizations.

I, Collin Bogie, ASI President & CEO, hereby certify that the above Resolution was approved by the Board of Directors of Associated Students, Inc., at a regularly scheduled meeting held on March 3rd, 2017.



Collin Bogie

03-06-17

Date

- 1: <http://www.bls.gov/opub/ted/2016/college-tuition-and-fees-increase-63-percent-since-january-2006.htm>
- 2: <http://www.studentpirgs.org/reports/sp/access-denied>
- 3: <https://app.surveygizmo.com/reportsview/?key=9390-2912341-12eaf4347e7e5b0ec7c2d6824ff8660a>
- 4: http://www.csusm.edu/president/documents/2014/StrategicPlan_march2014.pdf
- 5: http://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill_id=201520160AB798
- 6: <https://www.csusm.edu/senate/images/CSUSM%20Senate%20Resolution%20AS%20717-15%20In%20Support%20of%20AB%20798.pdf>
- 7: <http://als.csuprojects.org/heoa>
- 8: <http://als.csuprojects.org/uploads/4U/gH/4UgHuRctkHQM24t3QrKUzA/HEOATextbookProvision.pdf>
- 9: <http://www.csusm.edu/ids/calm/>