

**Maintaining Affordability for California's
College Students – The Rising Costs of Textbooks**

Status Report on the Work of the Campaign for College Opportunity

*February 28, 2006
State Capitol, Room 437
1:30 p.m. – 3:30 p.m.*

1:30 p.m. Textbook Prices and the Challenge of Affordability

Dr. Steve Boilard
Legislative Analyst's Office

1:40 p.m. AB 2477 is being used to reduce the cost of textbooks for students

Don Newton
General Manager CCSF Bookstores, City College of San Francisco

Steve Dubey
*Associated Students Bookstore Director, California State University,
Chico*

Chuck Kissel
Director of Titan Shops, CSU Fullerton

Bob McCampbell
*Director, University of California, Santa Cruz Bookstore
President, UC Independent Store Group
Former President, National Association of College Stores*

**2:05 p.m. Student Initiatives
An Opportunity for Community College Students: The Textbook
Rental Program**

Luis Quinonez
ASO President, Southwestern College

Jennifer Reimer
Chair, California State Student Association (CSU, Fresno)

Mark Weber
Chair, Legislative Affairs Committee of the CSSA (CSU, San Marcos)

Andy Bemis
CALPIRG Campus Organizer

2:20 p.m. Technology Based Initiatives:

21st Century Community College Courses: Building Free Public Domain Textbooks for Students

Dr. Martha Kanter
Chancellor, Foothill-De Anza Community College District

Hal Plotkin
Trustee, Foothill-DeAnza Community College District

Expanding the Use of Academic Technology – the Merlot Project and other Technology based initiatives

Dr. Gerry Hanley
*Associate Vice Chancellor of Academic Technology
California State University*

3:10 p.m. Textbooks: Choices and Value

Bruce Hildebrand
*Executive Director for Higher Education
Association of American Publishers*

Maureen Di Marco
*Senior Vice President, Educational and Governmental Affairs,
Houghton Muffin*

3:30 p.m. Update on the work of the Campaign for College Opportunity

Dr. Steve Weiner
Campaign for College Opportunity

3:45 p.m. Public Comment

4:00 p.m. Adjourn