

Cutting the Cost of How Cal State **Text Books**

Fullerton's
Titan Shops
Reduced the
Cost of Text
Books by
Sixty-Two
Percent

by

Bill Dickerson

With the cost of textbooks spiraling upward at a rate that continues to outpace inflation, California State University, Fullerton's (CSUF) Titan Shops has developed an innovative approach that effectively cuts the cost of textbooks by 62 percent, while increasing the bookstore's bottom line. Not only that, this unique program also rewards academic departments for the timely submission of requisitions and distributes thousands of dollars annually in student scholarships, as well. CSUF's Requisition Rewards Program (RRP) is a simple but effective concept in which everyone – students, faculty, and the bookstore itself – comes out a winner.

First introduced in the Fall of '98 for the Spring '99 semester, CSUF students have realized thousands of dollars in savings through the RRP over the past three years. During this same period, Titan Shops has also awarded more than \$61,000 in student scholarships, while granting an additional \$61,000 in bookstore credits for CSUF's academic departments.

But the best part of all is that students can dramatically lower the amount they pay for textbooks – sometimes by as much as \$274/semester or 62 percent as shown in the illustration on the opposite page.

The key components of the RRP center on the premise that if Titan Shops receives textbook requisitions in a timely manner, good things begin to happen – for everyone. After that, it's a matter of simple mathematics. First and foremost, like many stores, Titan Shops "guarantees" availability of texts for the first day of classes for all requisitions received by the November 15th and April 15th deadlines. On those rare occasions when the text has not arrived, Titan Shops makes photocopies of needed chapters until the book arrives.

Requisition Program = Student Savings

I. Freshman Purchase Text New Fall 2000 Fall Freshman Business Major

Course #	Book Title	New Price
4027 214	Financial Math	\$100.00
4042 201	Business Communication w/Power Software	\$100.00
4146 101	Business Math	\$47.00
4027 1104	Theory of World Gov't	\$62.00
4027 1104	Human Resource I	\$41.00
4474 204	Intermediate Algebra	\$80.00
TOTAL COST = \$410.00		



II. Buyback Fall 2000 (Requisitions received at Titan Shops by Nov. 15)

Course #	Book Title	Original Price	Buyback Price	Original Price	Savings
4027 214	Financial Math	\$100.00	\$50.00	\$50.00	\$50.00
4042 201	Business Communication w/Power Software	\$100.00	\$50.00	\$50.00	\$50.00
4146 101	Business Math	\$47.00	\$23.50	\$23.50	\$23.50
4027 1104	Theory of World Gov't	\$62.00	\$31.00	\$31.00	\$31.00
4027 1104	Human Resource I	\$41.00	\$20.50	\$20.50	\$20.50
4474 204	Intermediate Algebra	\$80.00	\$40.00	\$40.00	\$40.00
TOTAL		\$410.00	\$205.00	\$205.00	\$205.00



NET BOOK COST \$205.00
NET BOOK COST \$205.00

III. Spring 2001 Semester Savings to Student with requisitions by due date

Course #	Book Title	New Price	Used Price	Savings
4027 214	Financial Math	\$100.00	\$50.00	\$50.00
4042 201	Business Communication w/Power Software	\$100.00	\$50.00	\$50.00
4146 101	Business Math	\$47.00	\$23.50	\$23.50
4027 1104	Theory of World Gov't	\$62.00	\$31.00	\$31.00
4027 1104	Human Resource I	\$41.00	\$20.50	\$20.50
4474 204	Intermediate Algebra	\$80.00	\$40.00	\$40.00
TOTAL		\$410.00	\$205.00	\$205.00



NET BOOK COST \$205.00
NET BOOK COST \$205.00

According to Titan Shops Director Jerry Olson, "The success of the Requisition Rewards Program is predicated on the time-tested principal of rewarding good performance." In this case, it's the academic departments that are rewarded by earning between \$500 and \$1000 each semester in dollars/credits for submitting at least 80 percent of the required requisitions by the due date. Departments submitting 95 percent or more earn the full \$1000.

However, it's the distribution of the money that really multiplies the effectiveness of the RRP. Departments submitting 95 percent or

Secondly, when the requisition is received by the due date, Titan Shops is afforded significantly more time to research and locate used copies of the texts, which have proven to be the clear choice for most students, when available.

Most importantly, when the bookstore receives the requisition by November 15th and April 15th, it is able to purchase large quantities of used books from students (without incurring shipping costs) and students receive 50 percent of the purchase price – thus maximizing the amount of money they receive for their books.

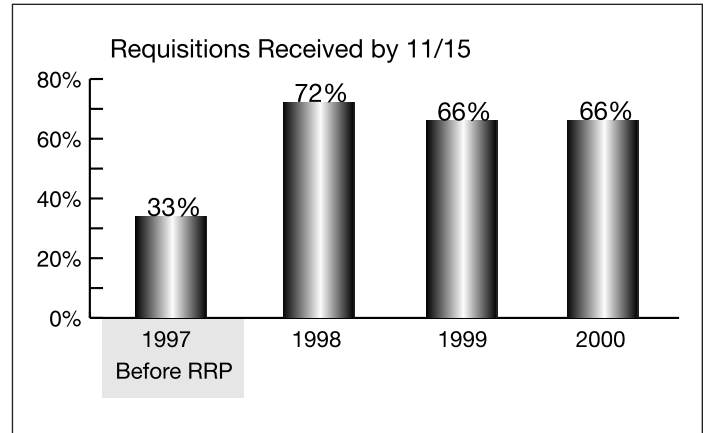
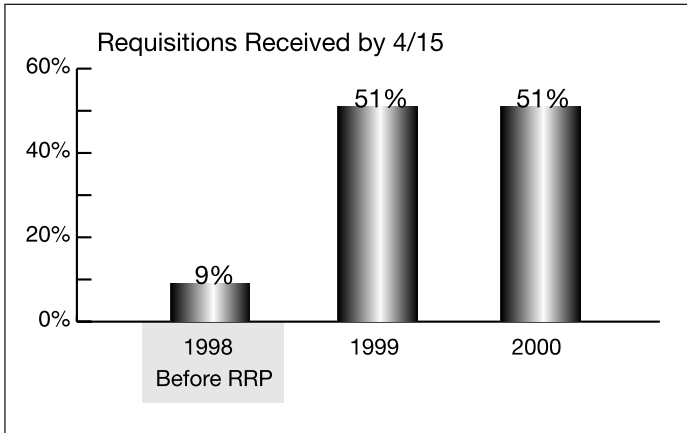
This means that students receive more money for their books, reducing their effective cost of textbooks, and the bookstore obtains large quantities of used books without incurring the cost of shipping.

And to top it all off, thousands of dollars in scholarships and bookstore credits are awarded to those departments with the greatest participation. In other words – everybody wins.

more by the due date immediately receive \$500 in bookstore credits to be used as they see fit. The remaining \$500 (in cash, not credits) is split equally between the CSUF Associated Students and the University Academic Senate in the names of the academic departments, and are awarded to deserving students as scholarships. Olson notes that these payouts are simply a continuation of the "everybody wins" philosophy that forms the very core of the RRP.

"The success of the Requisition Rewards Program is predicated on the time-tested principal of rewarding good performance."

– Jerry Olsen



“The big winners in the RRP are the students paying as much as 62 percent less for textbooks.”

As a measure of the program’s success, in its first semester, Titan Shops received 72 percent of the requisitions by the Fall ‘98

due date as opposed to only 34 percent the previous fall. And in its second semester in Spring ‘99 (when it’s traditionally much more difficult to receive substantial numbers of requisitions by the April 15th dead-

line), Titan Shops received 51 percent versus only 9 percent the previous Spring.

Since that first year, the number of requisitions has leveled off at around 66 percent for the fall and 51 percent for the Spring. But Titan Shops has seen its Student Buyback numbers continue to increase – along with total sales of used books – so, once again, everyone wins.



Jerry Olson presents a check for \$6,650, representing the Spring 2001 requisitions that were received by November 15, 2000, to Associated Students President Mary Grace Cachuela.

The big winners in the RRP are the students paying as much as 62 percent less for textbooks. So when somebody asks Jerry Olson what he’s doing about the high cost of textbooks, he is quick to respond “Requisition Reward Program.” ♦

Bill Dickerson is Executive Director of the Cal State Fullerton Foundation, Fullerton, CA. In that capacity, he serves as the CEO of a nonprofit organization of 600+ employees that generates annual Auxiliary Services revenues in excess of \$35 million dollars.



He most recently served as chair of the Las Vegas 2000 Conference Program Committee, and throughout his bi-coastal career (NY to CA by way of NJ) has served in several regional and national leadership positions for NACAS, ACUI, NACA and AOA. Bill can be reached at: bdickerson@fullerton.edu

For more information on this innovative approach to lowering the cost of textbooks, e-mail Jerry Olson at jolson@fullerton.edu or call 714-278-4990.