


**Textbook
Affordability
Symposium**



April 29, 2008

Columbus State Community College

The Center for Workforce Development

4th Floor Ballroom

315 Cleveland Avenue

Columbus, OH 43215

10 a.m.-3 p.m.

Morning Agenda

8:30 -10:00 a.m. **REGISTRATION** (**VISIT ROOM 415***)

Coffee/Danishes available for purchase

10:00 a.m. **WELCOME REMARKS**

Ms. Terri Gehr

10:15 a.m. **MORNING SESSION: WHERE ARE WE NOW?**

Dr. David Staley

The evolving world of textbooks: an overview of issues and opportunities for change.

10:30 a.m. **OVERVIEW OF PRACTICES AND INITIATIVES**

Bookstore-led Practices and Initiatives Mr. Jeff Nelson

Publisher-led Practices and Initiatives Mr. Dan Bartell
Mr. Bruce Hildebrand

Faculty-led Practices and Initiatives Dr. Herbert Asher

Student-led Practices and Initiatives Mr. Daniel Tse

11:35 a.m. **LEGISLATIVE UPDATE**

State Senator Tom Roberts

State Representative Shawn Webster (to speak at Roundtable)

A Look at State and Federal Legislative Proposals

11:50 a.m. **AUDIENCE Q&A WITH MORNING SESSION PRESENTERS**

Mr. Noah Sudow, Moderator

Afternoon Agenda

12:15 p.m. **BREAK FOR LUNCH (VISIT ROOM 415*)**

Please Note: Boxed lunches provided for those who requested them during pre-registration.

1:00 p.m. **KEYNOTE REMARKS**

Chancellor Eric D. Fingerhut

“Leveraging the Power of the University System of Ohio to Help Make College Textbooks More Affordable”

1:15 p.m. **SOLUTIONS ROUNDTABLE**

Mr. John Burke

Dr. John Cuppoletti

Mr. Sean Devine

Mr. Richard Hershman

Ms. Connie Myers

State Representative Shawn Webster

A discussion of strategies that Ohio's universities and colleges can adopt to reduce the cost of textbooks, moderated by Chancellor Fingerhut.

2:00 p.m. **NEXT STEPS**

***TECHNOLOGY DEMONSTRATION ROOM 415**

CourseSmart

Pearson Custom Publishing

National Archive Publishing Co. for XanEdu

B-W Bookstore (Baldwin-Wallace College)

Speaker Biographies

Listed in order of program appearance.

Terri Gehr joined Columbus State Community College in September 2002 and serves as its Senior Vice President for Business and Administrative Services, Chief Financial Officer and Treasurer. Among her areas of responsibility is the college's bookstore. Prior to joining Columbus State, Gehr served in various senior positions at offices in both state and local government, including the Ohio Office of Budget and Management, the Ohio Attorney General's Office, the Ohio Senate, and the Columbus Public Schools. Gehr spent her textbook dollars at Miami University where she earned her BA, and subsequently at Rutgers University, where she earned her MA.

David J. Staley, Ph.D. is an adjunct associate professor and Director of the Harvey Goldberg Program for Excellence in Teaching in the Department of History at The Ohio State University. From 2004-2008 he served as Executive Director of the American Association for History and Computing (AAHC). Staley has published widely on technology and education, and has recently begun work on a project in "the ergonomics of educational technology," the application of human factors engineering principles to the design of learning spaces. He is principal of The DStaley Group, a strategic futuring consulting firm, and is president of Columbus Futurists—the local chapter of the World Future Society.

Jeff Nelson has worked in higher education for 28 years, serving collegiate retail in multiple capacities and in a variety of store environments throughout the Midwest and eastern United States. He has had many volunteer experiences with the National Association of College Stores (NACS) including serving on the Education Committee's Financial Education Task Force, assisting with Foundation programs and surveys, facilitating educational programs and helping to write the first Certified Collegiate Retailer (CCR) exam. Mr. Nelson is also actively involved with multiple associations and advisory boards.

Dan Bartell is the Vice President & Director of Institutional Sales and Campus Relations for Pearson Higher Education. Dan leads a group that focuses on meeting with administrative leaders in higher education to explore new kinds of business partnerships and solutions between Pearson and the colleges we serve. Our goal is to explore and create new answers to the questions and concerns about affordability of higher education and the successful use of Pearson content, technology, and services in teaching and learning.

Speaker Biographies

Bruce Hildebrand is Executive Director for Higher Education for the Association of American Publishers. Bruce has crisscrossed the nation over the last four years, serving as the principal spokesman for higher education publishers at textbook forums; before legislative committees; and with policy makers, advocates and the media. A former journalist, he served as a senior vice president at Hill and Knowlton International Public Relations immediately prior to joining AAP.

Dr. Herbert Asher is professor emeritus of political science at The Ohio State University and counselor to the university president. He previously served as special assistant to the university president for government relations and founding director of the John Glenn Institute for Public Service and Public Policy. Dr. Asher is a former member and chair of the Ohio Ethics Commission and a member of the Mid-Ohio Regional Planning Commission, a member of the Board of Trustees of Community Research Partners, a former member of the Board of Trustees of the Columbus Metropolitan Club, and former president of the Ohio State University Faculty Club.

Daniel Tse is a senior at The Ohio State University, majoring in Molecular Genetics. Among his many interests spanning medicine and computational biology, his most recent endeavors have been in the field of social entrepreneurship. Daniel is a co-founder of The Redout Foundation, a non-profit group supporting undergraduate students and organizations. The Redout Foundation is currently focusing on finding progressive methods to reduce textbook costs.

State Senator Tom Roberts has been a member of the Ohio State Senate since 2002, before which he served as a State Representative from 1986-2000. Roberts was educated at Sinclair Community College, where he is currently an advisor for the Sinclair Ohio Fellows student leadership development program and a co-advisor for the Student Government Association. He later graduated from the University of Dayton, where he served as a Trustee from 1991-2000. Senator Roberts has a special interest in school-related issues and was a key proponent to preserve Central State University as an independent four-year institution. Additionally, he is a member of the Ohio School Facility Commission, the Ohio Tuition Trust Authority, the Ohio Partnership for Continued Learning and the Ohio Dropout Prevention Summit.

Speaker Biographies

State Representative Shawn Webster graduated with a D.V.M. from the Ohio State University. He is a member/affiliated with the American, Ohio, Cincinnati, and Butler-Warren Counties Veterinary Medical Associations; Ohio Farm Bureau; Governor's Council on Higher Education and the Economy; Chairman, Nursing Facilities Reimbursement Study Council. The Representative's former accomplishments include: Butler County Children Services Board (1999-2000); Governing Board of Butler County Educational Services Center (1994-2000); Ross Local School Board (1981-1993).

Noah Sudow is a recent graduate of the Ohio State University with a B.A. in Political Science and a B.S. in Economics. Noah currently serves as a Research Associate for the Chancellor of the Ohio Board of Regents. He has primarily worked on the development of the Strategic Plan for Higher Education.

Eric D. Fingerhut was appointed the seventh Chancellor of the Ohio Board of Regents on March 14, 2007. He was the first to be appointed by the Governor of the State of Ohio as a member of his cabinet, and is charged with building a system of higher education designed to prepare all Ohioans for the 21st century and rival the nation in accountability and innovation. On March 31, 2008, he delivered Ohio's 10-year *Strategic Plan for Higher Education* to the Governor and General Assembly, which details strategies to meet the Governor's goal of enrolling 230,000 more students while keeping more graduates in Ohio and attracting more talent to the state.

John J. Burke is the director of the Gardner-Harvey Library on the Middletown regional campus of Miami University. He is just concluding the second year of offering a textbooks on reserve program in his library that now includes textbooks for over 70 courses. John holds an MSLS from the University of Tennessee at Knoxville, a BA in history from Michigan State University, and has ten years of experience working in regional campus libraries in Ohio. He is the author of a textbook, *Neal-Schuman Library Technology Companion: a Guide for Library Staff* (2nd Edition, 2006).

Speaker Biographies

John Cuppoletti, Ph.D. has been a Professor of Molecular and Cellular Physiology at the University of Cincinnati since 1986. Current honors include: Elected to lifetime post, Fellow of the Graduate School for outstanding scholarship and teaching at the University of Cincinnati, and Chair of several societies and councils. He has been continuously funded by the NIH, foundations, governmental organizations, and companies for 27 years. John has brought over \$20 million dollars of research funding into the Ohio and has trained numerous high school students, undergraduates, graduates, medical students and postdoctoral fellows over his tenure.

Sean Devine has more than 25 years experience in the development, sales and marketing of online information services. Sean joined CourseSmart in May 2006 and has been responsible for the company formation and the development of CourseSmart's product and marketing strategy. Prior to joining CourseSmart, he was CEO of Safari Books Online, a leading provider of electronic access to Computer & Business books. Prior to Safari Books Online, Devine was Senior Vice President at ibooks.com. Devine has also held senior positions with information providers and publishers such as Dun & Bradstreet, UMI/Bell & Howell, Ziff Davis and The Thomson Corporation.

Richard Hershman is the Director of Government Relations for the National Association of College Stores, which is headquartered in Oberlin, OH. Richard opened NACS' first Washington, DC office in November 2003 and has focused most of his efforts since then on policies to make course materials more affordable. He has participated in a number of state and federal advisory committees studying the issue and has worked with other stakeholders, including student and faculty organizations, other higher education associations, and publishers in lobbying for policies and legislation to help students with course material costs.

Connie Myers is a student at Columbus State Community College, and serves as the student representative to the college's Board of Trustees. She is an international officer of the student honor society, Phi Theta Kappa, and will pursue a university degree upon graduating from CSCC.

