
A Bill In Support of the ASUC Textbook Scholarship Program

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Sponsored by Senator Vertiz, Senator Jacobo, Senator Lieu, Senator Pepito,
Senator Pack, and Senator Majd, Senator Pacheco, Senator Chen, Senator
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WHEREAS, textbook prices have been increasing at a rate more than double US inflation over the past twenty years¹; and,

WHEREAS, the College Board currently estimates that the average cost of textbooks for a UC Berkeley student is \$1,214 a year²; and,

WHEREAS, new editions of textbooks are released on average every 3.9 years, but a 2008 report from the California state auditor found many college deans, department chairs and faculty members admitted revisions to textbooks are often minimal and not always warranted³; and,

WHEREAS, a survey by the U.S. Public Interest Right Group found that 70% of undergraduates said they had not purchased one or more textbooks because the cost was too high⁴; and,

WHEREAS, college textbook prices are 812% higher than they were 35 years ago, compared to the 559% increase in tuition and fees⁵; and,

WHEREAS, the ASUC Textbook Scholarship is a student-run ASUC program that was created with the mission of directly impacting the affordability of higher education by providing \$100-250 scholarships that will allow students to significantly lower their out-of-pocket costs for a semester of textbooks; and,

WHEREAS, the textbook scholarship will not only tangibly impact student affordability, but will also support the ASUC and the activities of student groups as all scholarship funds must be used to purchase textbooks at the Cal Student Store; and,

¹ The US Government Accountability Office

² <https://bigfuture.collegeboard.org/college-university-search/university-of-california-berkeley>

³ http://www.huffingtonpost.com/2013/01/04/college-textbook-prices-increase_n_2409153.html

⁴ http://www.huffingtonpost.com/2011/08/11/student-advocates-sound-alarm-on-textbooks_n_924536.html

⁵ http://www.huffingtonpost.com/2013/01/04/college-textbook-prices-increase_n_2409153.html

WHEREAS, the scholarship will help support students across all economic levels; however, it aims to divert the most resources to students most in need by enforcing the following allocation breakdown (40% of all scholarships allocated to students with EFC's of \$0- \$5,291, 30% allocated to EFC's of \$5,291- \$29,000, 15% allocated to EFC's of \$29,000+, and 15% allocated to students with an AB540 status); and,

WHEREAS, the student governments at other UC campuses, such as UCLA's Undergraduate Student's Association Council (USAC) have adopted similar programs to address the issue of textbook affordability; and,

THEREFORE BE IT RESOLVED, the ASUC Textbook Scholarship be an officially recognized ASUC student-run program by adding "Title XXXIII: The ASUC Textbook Scholarship Program" to the By-Laws; and

BE IT FURTHER RESOLVED, that "Title XXXIII: The ASUC Textbook Scholarship Program" will read as follows:

Title XXXIII
The ASUC Textbook Scholarship Program

ARTICLE I - NAME AND PURPOSE

1.1 Name and Purpose

The mission of the ASUC Textbook Scholarship is to directly impact the affordability of higher education. The ASUC Textbook Scholarship Program shall provide scholarships to registered undergraduate UC Berkeley students to be spent on textbooks at the Cal Student Store as a direct means of addressing textbook affordability.

1.2 Administration

The administration of this scholarship will be undertaken by a committee composed of the following makeup: The ASUC Academic Affairs Vice President, 3 ASUC Senators, 1 staff member from SLAS EOP, and a non-voting staff advisor from the ASUC Auxiliary. This group will elect one Senator as chair of this committee to undertake the leadership of the on campus fundraising and marketing efforts for this scholarship. The Chair should partner with Financial Aid and the University Office of the Registrar to advertise the program to the largest number of eligible students possible.

1.3 Number of Scholarships

The number of scholarships will vary depending on the fundraising efforts of the committee. At least 1 scholarship should be awarded every year to ensure the continuity and visibility of this program.

1.4 Amount of Scholarships

The amount of each scholarship will vary every year and is dependent on fundraising efforts; however, the scholarship should be no more than \$250 and no less than \$100 per recipient.

ARTICLE II - ELIGIBILITY

2.1 Eligibility for New Scholarships

Any registered UC Berkeley student shall be eligible to receive the ASUC Textbook Scholarship, provided that the student meets the following requirements:

1. The student provides some proof of Expected Family Contribution (EFC). For students not providing an EFC, they will be placed in the highest EFC bracket (\$27,000+);
2. The student is a registered UC Berkeley Student in good standing;
3. The student maintains a UC Grade Point Average of 2.7 or above;

2.2 Verification of Eligibility

The Scholarship committee chair shall arrange for verification of the eligibility requirements. For use of funds, the chair will work with the ASUC Student Bookstore to determine streamlined process for use of funds by scholarship recipients.

ARTICLE III - CRITERIA FOR AWARDS

3.1 General Criteria

The ASUC Textbook Scholarship shall be awarded to eligible students (as stated in Article 2.1) depending on criteria set by the scholarship committee; however, the allocation of scholarship funds must follow the following allocation breakdown:

- 40% allocated EFC's of \$0- \$5,291
- 30% allocated to EFC's of \$5,291- \$29,000
- 15% allocated to EFC's of \$29,000+
- 15% allocated to students with an AB540 status

ARTICLE IV - APPLICATION

4.1 Form of Application

The application for the ASUC Textbook Scholarship shall be developed by the scholarship Chair in conjunction with the ASUC Textbook Scholarship selection committee. The application should include:

1. General Applicant information: Name, Year, Major, etc.

2. Proof of Expected Family Contribution from My FinAid.
3. A statement acknowledging the terms of the ASUC Textbook Scholarship and the ASUC's right to publicly release a profile of each student as recipient of this scholarship.

4.2 Timeline

1. The fundraising efforts for scholarships will take place over the first 10 weeks of each semester. The final budget for the scholarship must be known before application goes live.
2. The Scholarship Committee should release scholarship application every mid-semester for use of funds the following academic semester. 4th years who are planning to apply and stay a 5th semester must submit proof they will be registered a 5th year in order to be eligible to apply.
3. Final Decisions of ASUC Textbook Scholarship must be made before the final day of the academic semester in which applications are accepted.

ARTICLE V - EVALUATION COMMITTEE

5.1 Composition

1. The Evaluation Committee shall consist of the ASUC Academic Affairs Vice President, three (3) ASUC Senators, 1 staff member from SLAS EOP, and a non-voting staff advisor from the ASUC Auxiliary.
2. Three Senators shall be selected for the Evaluation Committee at the first regular Senate meeting of the Fall Senate Session.

5.2 Purpose

1. The Evaluation Committee shall select the new recipients of the ASUC Textbook Scholarship in accordance with the criteria stated in Article 2.1.
2. The Senators on the Evaluation Committee shall give advice on the direction of the ASUC Textbook Scholarship Program.

ARTICLE VI - FUNDING

6.1 ASUC Funding

1. The ASUC shall provide funding of at least \$2000 each year in the form of a program line item in the ASUC budget to the ASUC Textbook Scholarship Fund.

2. The ASUC Senate shall have final discretion regarding the source of funding for the ASUC Textbook Scholarship. The purpose of this subsection is to ensure adequate funding for the ASUC Textbook Scholarship Program.

6.2 Additional Funding

In the future, the scholarship committee chair along with the committee shall look into plan for private sources of funding and other on campus funding sources after the results of this program can be sufficiently demonstrated.

6.3 Endowment

The ASUC shall seek, through ASUC and private funding, to establish an endowment from which ASUC Textbook Scholarship Program can be awarded.

6.4 Funding Roll Over

Funds allocated to the ASUC Textbook Scholarship Program by the ASUC, or donated through private funding, that have not been spent by the end of the fiscal year shall be exempt from Title III, Article 6.2 of the ASUC By-Laws (Funding Roll Over). Funds that have not been spent during a single academic year shall roll over into the following academic year's ASUC Textbook Scholarship Program Budget, and may be added to the established Annuity.

ARTICLE VII – MARKETING

7.1 Marketing Plan

The Scholarship committee should develop a comprehensive marketing plan aimed at reaching the largest amount of students, which must include:

1. Working with the Cal Student store management to physically advertise the scholarship in store.
2. Working with LEAD Center to email all student groups advertising the scholarship.