

New programs establish ELC as official department

Laura Armstrong
Staff Writer

The goal of the Environmental Learning Center (ELC) is to "let people know that we're there," said John LeCavalier, Executive director of the ELC.

New classes like urban watershed management and cooperative work experience are available for students on the campus. The turnout for the new classes, which are offered both fall and spring terms, was relatively small.

The ELC is initiating several new programs to educate the children and adults of the community. The education programs are broken up into three basic areas. The first is for grades K-12, the second is for professionals and technological experts and thirdly the program aims at general community education.

Local schools like Park Place Elementary and Oregon City High School's freshman campus are involved in these hands-on programs.

The students at the freshman campus will learn how to collect data from Newell Creek. "You're guaranteed hands-on get dirty activities," said LeCavalier. The ELC comes to the participating schools and prepares the students for the tours which will take place at the actual college campus.

Support from Clackamas has made the ELC an official department of the college. The Executive Director position is funded by the college.



TIMOTHY BELL / Clackamas Print

Rusty Grove and son Justin enjoy ELC's lush scenery.

Bookstore prices cheaper than many students think

Jeremy Stallwood
Staff Writer

The Clackamas campus bookstore has been the source of much controversy over the years. Most students agree that the bookstore overcharges for their books. That is not the case. In fact, their very mission statement is "to provide the college community with educational materials in a timely manner at reasonable prices..."

There is more than just a statement to base this fact on. Here are some examples from the bookstore here at Clackamas: *Geography: Realms, Regions, and Concepts*, a required text, costs \$64.95, and the price from the supplier, Amazon, states their price at \$76.49. *Taber's Cyclopedic Medical Dictionary, Volume 18*, is priced at \$34.25, while the same book costs \$39.95 at Powell's. *Beginning Algebra, Fourth Edition*, is priced at \$51.95 here, while the list price from Amazon was \$60.

Douglas M. Shannon, director of the campus bookstore, explains that the bookstore is a part of the college, but is self supporting. They use a 23% mark-up on their books, which has remained consistently at 23% for more than 10 years. Most college bookstores are self supporting and only maintain the mark-up to remain so.

"We are not excessive in our mark-up," says Shannon. He claims that the campus' bookstore is competitive with Portland and Mt. Hood community colleges.

Still, students complain that their texts cost too much. "Books are expensive," said Shannon. When asked why, he explained simply that they must buy at the supplier's price, and again the 23% mark-up is to stay self supporting. So why are they so expensive at the supplier's end?

A statistical study conducted in 1990-1991 by the Association of American Publishers and the National Association of College Stores, illustrates where each textbook dollar goes.

The largest portion, 37.3 cents on the dollar, goes to pay for the publisher's paper, printing, and editing services. Manufacturing costs include storage, record keeping, billing, publishers' offices, and employees salaries and benefit. 13.9 cents goes to college store personnel, which are the store employees' salaries and benefits.

Publishers' marketing costs accounts for 12.9 cents. This would pay for advertising, professors' free copies and publishers' field staff.

Publishers' and authors' tax takes 9.7cents. Federal, state and local taxes, excluding sales tax, are paid by the author and the publisher; 7.6 cents goes to the publishers' income, 7.5 cents for the authors' income, both after taxes.

The last three portions of the textbook dollar are spent: 5.5 cents for college store operation, 3.9 cents for college store income, and 1.7 cents to cover college store freight expenses.

Shannon also explains that part of the uproar concerning book costs stems from the fact that the student, kindergarten through senior year, has never been faced with buying books for education. When entering college, tuition and buying books for classes gives a terrible shock to the pocketbook.

There is some cause for concern though. Richard Bach's *Illusions* has a cover price of \$5.99, but the campus bookstore is charging \$6.50. Why is that?

Shannon explains that sometimes the publisher will send old stock they want to get rid of, but will charge the new-book price. He also adds that the difference in price should be caught in the stock room and usually a bar code charging the book's actual cover price is put on. On the shelf, a book with a cover price of \$14 was found to cost \$19.95 for the student. Shannon pulled those, and all the copies of *Illusions* will be re-coded.

The results of the Print's investigation suggest that the campus bookstore should be credited for their efforts to keep the book costs as competitive as possible.

THE EDGE.
ODDLY DIFFERENT FROM
THE REST OF THE PAPER.

BIZARRE FACTS, USELESS TRIVIA AND IDIOTIC QUOTES.
MAKES YOU WONDER WHO IN THEIR RIGHT MIND WROTE IT.

MONDAY THROUGH SATURDAY IN THE OREGONIAN.
TO SUBSCRIBE CALL 221-8240

THE EDGE
The Edge Index
Number of copies of
unknown items
reported in the
Oregonian