

UNIVERSITY OF CENTRAL FLORIDA
FACULTY SENATE STEERING COMMITTEE

AGENDA

DATE: January 24, 1991
TIME: 4:00 P.M.
ROOM: CEBA II, ROOM 472
4TH FLOOR CONFERENCE ROOM

1. CALL TO ORDER
2. ROLL
3. MINUTES OF January 3, 1990 TO APPROVE
4. OLD BUSINESS

Response from Dr. Astro concerning Resolutions
1990-1991-1, 2, 3, and 4.

5. Liaison's reports from Senate Committees.
6. NEW BUSINESS:

RESOLUTIONS 1990-1991-10 AND 1990-1991-11
(SEE ATTACHED)

7. OTHER

Next meeting of Steering Committee is February 21, 1991.

8. ADJOURNMENT

MEMORANDUM

To: Glenn Cunningham

From: Duane Davis 

Re: New Resolutions from the Faculty Senate Personnel Committee

Date: January 18, 1991

Attached please find two new resolutions which the Personnel Committee respectfully submits to the Faculty Senate Steering Committee. The first resolution deals with the issue selling complimentary textbooks, the second deals with the elimination of the University Personnel Committee.

Please note that the press release from the American Association of Publishers should accompany the first resolution.

Thank you for your consideration.

cc: Faculty Senate Personnel Committee Members

RECEIVED BY
FACULTY SENATE OFFICE
DATE _____
INITIALS _____

RESOLUTION 1990-1991-10

Whereas the selling of complimentary/exam copies of textbooks creates negative consequences for students, faculty, and authors alike, and

Whereas the free and cooperative spirit of textbook publishers in providing their products has a beneficial effect on teaching and research, be it therefore resolved:

Faculty should treat examination copies of textbooks for the purpose for which they were intended (i.e. legitimate academic review for classroom purposes). Furthermore, faculty shall not sell complimentary copies provided to them by textbook publishers.



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FOR IMMEDIATE RELEASE

COLLEGE STORE TRUSTEES ENDORSE PUBLISHER OPPOSITION TO SALE OF
COMPLIMENTARY COPIES OF COLLEGE TEXTS

New York, NY -- Acting in response to a request from the college publishing community, the Board of Trustees of the National Association of College Stores (NACS) approved the following resolution at its February, 1990 meeting:

"NACS urges its membership to support the Association of American Publishers in its opposition to the sale of clearly-marked complimentary copies."

Stated Parker Ladd, Director of the Higher Education Division of the Association of American Publishers: "We are tremendously gratified by this resolution. Many bookstores have been leaders and allies with us in efforts to discourage the harmful practice of selling examination copies of textbooks sent free of charge to professors. Their good work and ours has now been formally endorsed by the NACS Board of Trustees. As publishers, we feel this is an important step forward in holding the line on textbook prices and in protecting royalties due authors."

Sending complimentary/exam copies to faculty in order to help them to choose the best material for their courses is a longstanding marketing practice of publishers. In recent years, however, many of these books have entered the used book marketplace and now cost professor/authors an estimated \$10 million a year in lost royalties, and cost publishers an estimated \$80 million in lost revenues.

"Bookstores and responsible professors have told us their concerns about this vexing issue," stated Kenneth Zeigler, Vice President, School and College Division of West Publishing Company. "As publishers, we have responded by creating a no-cost, easy-to-use, return mailer for unwanted books, and by clearly marking complimentary/exam copies on both covers, on the spine and frequently inside the book on the title page as well. This resolution from NACS," Mr. Zeigler added, "Should also provide encouragement and support to those professor/authors and students who have told us they view the selling of comp copies as unethical."

The Higher Education Division of the AAP has mounted a three-year public relations campaign to discourage the sale of complimentary/exam copies. Targets of this campaign have included presidents, faculty senates and student newspapers at all 3,300 accredited U.S. colleges and universities. "The sale of complimentary/exam copies is simply unfair to all concerned," stated Richard Greenberg, Associate Trustee (representing publishers) of the NACS board and President of Wadsworth Publishing Company. "It is time for those who are selling complimentary/exam copies to stop hiding behind the fig leaf of a 1970 postal code regulation. These books are not unsolicited gifts sent to the faculty as individuals. Rather they are sent for educational purposes to institutions and to professors in their capacity as instructors of America's college students. They are knowingly received as such," Greenberg continued, "And are often solicited as part of established academic protocol."

The Higher Education Division of AAP plans to continue the campaign to discourage the sale of comp copies with new initiatives scheduled in the coming months. The AAP is a non-profit organization of more than 250 American publishing firms which are located in every region of the United States.

RESOLUTION 1990-1991-11

Whereas the faculty in the department, college, and discipline are considered best qualified to judge tenure/promotion cases and;

Whereas there are serious questions as to the effectiveness of committee members outside of the candidates department, college, and discipline to judge the candidates qualifications, be it therefore resolved:

The Faculty Senate recommends elimination of the University Personnel Committee from the tenure/promotion process.