Textbook affordability is a growing concern among students and faculty at Cerritos College and other colleges across the country. In the last two decades college textbooks have nearly tripled in price—four times the rate of inflation, according to the U.S. Government Accountability Office. Students routinely spend $1,000 a year on textbooks. As a result, some students forgo higher education, drop out of college, or do not enroll in certain classes because they are unable to afford to buy the textbooks.

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“It’s central to our mission to serve the community by building futures through learning. Ensuring that students have access to high-quality textbooks is an important part of reaching that goal.”

Several years ago, the college began an Open Textbook Initiative to explore free and low-cost textbook choices for students. Open textbooks are an outgrowth of the open content movement that began about a decade ago to make course content freely available on the Internet. This year, open content joins mobile computing as one of the top two educational technology trends most likely to reach mainstream use on campuses, according to The 2010 Horizon Report, a research project of the New Media Consortium and the EDUCaUSE Learning Initiative.

The college is seeing the positive impact of open textbooks on students and faculty firsthand since its Business administration department made the decision to use open textbooks published by Flat World Knowledge.

The company’s open publishing license and online platform enable students to have immediate access to free online textbooks, or they may choose a low-cost option that better suits their learning needs, such as print-on-demand, audio and downloadable versions that students can read on a range of devices from computers to hand-held readers.

The open textbook format also benefits students with special needs. By making the textbooks available in DAISY (Digital Accessible Information System) and BRF (Braille Ready Format) formats, the company has removed yet another barrier to educational access.

For faculty, the online platform improves efficiency and gives them the freedom to control the content of the textbook. They can remix, reorder and delete material using a drag-and-drop function. In addition, faculty can integrate their own experiences in the workplace and as educators to enrich the course material, which leads to improvements in the quality of instruction.

Student feedback has been positive regarding the quality of content written by experts in their field, as well as the choice of price, access and format.

For 29-year-old Anna Aceves, having access to the books she needed for free was simply amazing. The single mother of four is currently taking two business classes using e-textbooks. Since she lost her job last summer she has struggled financially and is living in a homeless shelter.

“The e-textbook option made my semester a lot less stressful and I was able to achieve good grades,” said Aceves.

Open textbooks are in use in the Business Administration department’s core classes.
Welcome to the Summer 2010 issue of InSight. Within this publication you will find information about some of the individuals and programs that make Cerritos College a college of excellence. Cerritos College provides open and low-cost access to high-quality transfer, career technical education, and developmental education programs. It also offers comprehensive, innovative student support services that foster student success and respect the diversity in our student body, community, and developing global society. Additionally, Cerritos College engages in creative partnerships with industry, educational, and community groups to strengthen and support services through its Learning Disabilities, often invisible, can be identified through the LEC’s three-step assessment process. The three steps include a comprehensive intake, the assessment, and the results of the test. The student’s eligibility, areas of strengths and weaknesses, and recommended support services are then identified. The college’s two certified Learning Disability Specialists provide the clinical evaluations and individualized accommodations plans for each student.

New Member Dr. Shin Liu Joins Cerritos College Board of Trustees

Dr. El Fattal has been selected as Vice President of Business Services at Cerritos College.

On March 1 El Fattal began his new job of overseeing the Business Services Office including budgeting, accounting, payroll, information technology, purchasing, contract and risk management, auxiliary services contracts, facilities and construction.

El Fattal has worked in public education since 2002. Most recently, he served as Assistant Superintendent of Business Services at Calaveras Unified School District. In this capacity, he provided strategic and operational leadership on key issues including fiscal, legal, collective bargaining, public communications and community affairs. He oversees the same business services functions that he will be responsible for at Cerritos College.


Earlier in his career, El Fattal held customer relations management positions in the private sector and founded and managed a boutique consulting firm. He also taught marketing and management courses for the University of Phoenix at its Southern California campus, while managing the consulting firm.

El Fattal holds a bachelor’s degree in business administration from the University of Redlands and an MBA from Pepperdine University.

Cerritos College Welcomes New Vice President of Business Services

Director of Track and Field Doug Wells has been named the 2009 California Community College Cross Country and Track Coaches Association Men’s Track and Field Coach of the Year. Wells has helped lead the Falcons to second place finishes at the state championships this past season.

Doug Wells Named State Track Coach of the Year

Luis Gonzalez, who finished his Cerritos College career with 51 goals and 53 assists for 157 points, was also named the California Community College Athletic Association (CCCAA) October Male Athlete of the Month.

Luis Gonzalez Named National Player of the Year

Film Student Walks Red Carpet

The San Diego Black Film Festival is one of the largest black film festivals in the country and is held each year in late January.
Citizens’ Bond Oversight Committee Gains New Member

The Cerritos College Board of Trustees appointed Mary Jane McIntosh, a longtime resident of Norwalk, to the Cerritos College Citizens’ Bond Oversight Committee.

McIntosh joins several other committee members who reflect a broad cross-section of the community, including district residents, taxpayers association members, Cerritos College students and retirees, and local civic leaders.

The Citizens’ Bond Oversight Committee was established in 2004 and is responsible for overseeing the college’s use of bond funds and serving as a “check-and-balance” to ensure that the bond proceeds are only used for the projects included in the bond measure project list. Each committee member serves a term of two years.

McIntosh, textile distribution manager at The King Group, LLC, brings a wealth of experience to the oversight committee. She is the community co-chair for the Norwalk Tank Farm Restoration Advisory Board, serving on the committee for over 13 years, 12 of which as its co-chair.

McIntosh previously served as a member of the Norwalk-La Mirada Unified School District’s Measure S Committee, which oversees the District’s Measure S Bond. She also served on the City’s Parks & Recreation Commission, Blue Ribbon Commission, Ad Hoc Fiscal Advisory Board, and the California Association of Parks & Recreation Executive Board.

Current Citizens’ Bond Oversight Committee Member Roster

Oscar Franco, member
George Gordon, member
Jeanie McHatton, chair
Mary Jane McIntosh, member
John Moore, member

*Measure CC ballot is a local facilities bond measure which provides Cerritos College with $210 million to repair and renovate aging facilities and construct new facilities. Under the state law, bond money is restricted to uses stated on the ballot request, and cannot be used to pay for other purposes such as class operations.

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www.cerritos.edu
Cerritos College Awarded Nearly Half a Million Dollars in Grants and Donations

Cerritos College has received a $100,000 grant from Southern California Edison (SCE) intended to support the college’s green job training programs. The grant is part of SCE’s $1 million Green Jobs Program which targets qualified and green job training programs at 10 California community colleges.

Project HOPE Receives $117,000 Grant for Pre-Health Student Scholarships

Cerritos College’s Project HOPE (Health Opportunities, Promotions and Pipelines to Education) program was awarded a $117,000 grant by the College Access Foundation of California. The grant will support Project HOPE’s Promising Student Scholarships and provide funds to students with a minimum GPA of 2.5 who are planning to enter health professions.

Advisory Education & Diversity Programs Receive $141,000 Grant

Cerritos College’s Adult Education & Diversity Programs received a $141,000 grant from the California Community Foundation. The grant will fund ESL classes designed for Northeast Market workers who want to improve their English language skills and get important information about their employment mobility, improve their educational status and enroll in other related college and adult education programs.

HOPE’s Promising Student Scholarships will benefit 15 students to be awarded $1,000 each. The grant will provide scholarships for a minimum of seven students, each of whom will be awarded $1,000,000.

Supervisor Don Knabe Presents $100,000 to Support Cerritos College’s Automotive Partnership Building

Los Angeles County Supervisor Don Knabe presented $100,000 in funding to Cerritos College to support the Automotive Partnership Building. The new $60 million, Automotive Partners Building will be a unique facility serving the college and the private/public sectors.

Make a Gift — Make a Difference

InSight | 2010 Summer
Application, Enrollment and Class Dates for Summer and Fall 2010
Limited Session May 24—July 2

**SUMMER**

**12-WEEK SESSION**
May 24 – August 13
Enroll April 15 – May 23

**FIRST 6-WEEK SESSION**
May 24 – July 2
Enroll April 15 – May 23

**FIRST 8-WEEK SESSION**
May 24 – July 16
Enroll April 15 – May 23

**SECOND 6-WEEK SESSION**
July 6 – August 13
Enroll April 15 – July 5

**SECOND 8-WEEK SESSION**
June 21 – August 13
Enroll April 15 – June 20

**FALL**

**18-WEEK SESSION**
August 16 – December 17
Enroll July 15 – August 15

**FIRST 9-WEEK SESSION**
August 16 – October 15
Enroll July 15 – August 15

**15-WEEK INTRASESSION**
September 7 – December 17
Enroll July 15 – September 6

**SECOND 9-WEEK SESSION**
October 18 – December 17
Enroll July 15 – October 17

Applying for the Fall 2010 Semester? Act Early!

Below you will find some tips for new students from three experts in key student services areas. Act early and reduce the impact on your educational plans. Class space is limited and classes are filling quickly.

**Apply Early**
“Students who are enrolling for the first time or who are returning after an absence of one or more semesters must complete an admissions application as early as possible prior to the start of enrollment,” said Stephanie Murguia, dean of admissions, records & services.

**Meet a Counselor**
“All new students need to take an assessment test for placement in English, math and reading. Then they need to attend a New Student Orientation where they will receive helpful information about the campus as well as academic advising from a counselor. Students who get information on all the programs and services available to them on campus and meet with a counselor will have a better start on understanding and meeting their educational goals,” said Dr. Renée DeLong Chomiak, dean of counseling services.

**Register and Pay Early**
“You are encouraged to enroll as soon as possible for your classes. Be sure to check myCerritos for your enrollment appointment, a list of open classes and plan for alternate classes should your first choices for classes be closed,” said Murguia. “Also be aware that you must pay your enrollment fees within 7 days (the count starts the day you enroll) to avoid being dropped from your classes. Protect your enrollment and pay fees in a timely manner.”

**Seek Financial Assistance**
“Students who have not yet considered or applied for financial aid are strongly encouraged to visit the Cerritos College Financial Aid web site at www.cerritos.edu/finaid or to contact the Financial Aid office,” said Kim Westby, dean of student support services. “Financial aid opportunities may assist you in paying for your educational expenses.”