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Date of First Reading: April 1st, 2024

S.R.23-24.11

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A Resolution-

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To be known as "Book Smart Resolution" in which Texas State

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University better informs students of the option to request

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physical copies of textbooks through the Book Smart program.

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WHEREAS: The Student Government of Texas State University on

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behalf of the student body would like to see the promotion of

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the option to opt into receiving physical copies of textbooks

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through the Book Smart program; and

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WHEREAS: Book Smart is a textbook program that provides Texas

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State students with quick and easy access to all their required

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course materials digitally. It is estimated to save the average

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student hundreds of dollars per year. Charging students a flat

13 rate of \$249 per semester as of Fall 2023. Noticeable benefits
14 of the program consist of stress reduction by students not
15 having to deal with searching for the right textbooks. Providing
16 easy management for students to access their course materials.
17 Also offering the best deals for students with financial
18 distress; and

19 **WHEREAS:** There is an option to receive physical copies but no
20 promotion currently in place on the official Texas State Book
21 Smart website regarding this service. It is essential to rectify
22 this gap to ensure students are aware of their options and can
23 make informed decisions. Making this service public will allow
24 students who do study and perform better with physical textbooks
25 to stay in the program and excel in their studies. Students tend
26 to gravitate toward physical textbooks because they learn better
27 with physical material, can use multiple study habits, and
28 annotate as they go to better comprehend the material; and

29 **WHEREAS:** Texas State University has a university Division of
30 Marketing and Communications team available to promote the
31 choice for students to opt into the physical textbook copy
32 option. To ensure effective promotion and communication to the
33 student body of Texas State University, we propose the following
34 solution. The Development of a comprehensive communication
35 strategy that utilizes various channels to reach students

36 effectively. This includes email newsletters, social media
37 platforms, the university website, digital signage on campus,
38 and traditional media (e.g., flyers, and posters).Partnering with
39 student organizations and clubs will help amplify communication
40 efforts and ensure that messages reach the student body as a
41 whole; therefore,

42 **BE IT RESOLVED:** The Texas State University Student Government,
43 representing the student body recommends The University and its
44 Division of Marketing and Communications team to better inform
45 the students of their different options to obtain course-
46 required textbooks through the Book Smart program; and

47 **BE IT FURTHER RESOLVED:** This legislation be forwarded to the
48 Student Body President for further action.