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September 12, 2011

For Immediate Release

Cabrillo College to Partner With Bookshop Santa Cruz for Interim Management of Cabrillo College Bookstore

APTOS, CA —Cabrillo College today announces a unique partnership with Bookshop Santa Cruz, a local, family-run business serving the Santa Cruz County community since 1966. Bookshop Santa Cruz will provide interim management of Cabrillo's bookstore for a three-month period beginning September 14, 2011. The Cabrillo bookstore has faced a rapid decline in textbook sales in recent years, a challenge facing college bookstores around the country. As one of the largest independently owned and operated bookstores in the country, Bookshop Santa Cruz has a nationwide network of contacts in the publishing industry, including college and university bookstores.

The current staff of the Cabrillo bookstore will continue to operate the bookstore, with Bookshop Santa Cruz assisting with the day-to-day management and providing expertise and insights from decades in local retail operations. Bookshop Santa Cruz will work closely with the Cabrillo bookstore staff to solicit their ideas about how best to move forward using innovative technology and streamlined work processes to keep course materials affordable and available for Cabrillo students.

"We are excited about Bookshop Santa Cruz providing us with unique leadership and guidance at a time of unprecedented volatility in the publishing industry," said Victoria Lewis, Cabrillo Vice President of Administrative Services. "Cabrillo's primary goal for our bookstore is to provide our students with the course materials they need to be successful. The trust, knowledge and experience Bookshop Santa Cruz brings will be a tremendous benefit to our students and to our college community."

For Bookshop Santa Cruz, the willingness to collaborate with Cabrillo is typical of a hometown business that is beloved by the local community.

Casey Coonerty Protti, General Manager of Bookshop Santa Cruz, stated "We are pleased to have the opportunity to work with Cabrillo College, which is one of the jewels of our community. Like Bookshop Santa Cruz, Cabrillo has been successful because of a focus on the needs of our friends and neighbors here in Santa Cruz County. Bookshop Santa Cruz and Cabrillo have shared values, which was one of the key factors for us in deciding to enter into this interim partnership."

The interim management of Cabrillo's bookstore by Bookshop Santa Cruz is a part of a yearlong review of services to students at the college, including food service and duplications (copying of non-copyrighted student materials).

"A vital part of the planning process will be soliciting input from students, including leaders in Cabrillo's Student Senate," said Dennis Bailey-Fougner, Cabrillo Vice President of Student Services. "As is the case with Cabrillo's decision to partner with Bookshop Santa Cruz, every decision about improving services to students will be made on the basis of what is best for students."

About Cabrillo College

Cabrillo College is a leading California community college serving Santa Cruz County with locations in Aptos, Scotts Valley and Watsonville. It is ranked #1 in transfers to UC Santa Cruz. Founded in 1959, the college offers over 100 academic and career technical education programs that serve multiple educational goals such as A.A. and A.S. degrees, certificates of achievement, skills certificates, transfer to 4-year institutions or for lifelong learning and personal enrichment. Its mission is to enhance the intellectual, cultural, and economic vitality of our diverse community by assisting all students in their quest for lifelong learning and success in an ever-changing world.

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