



MEMORANDUM

ECU Student Stores
Wright Building

919-757-6731

TO: Dr. John Moskop, Chair
ECU Faculty Senate

FROM: Mike Coston, General Manager *MC*
ECU Student Stores

SUBJ.: Book Donation Program

DATE: September 11, 1992

I am forwarding information about a book donation program in which the ECU Student Stores is participating. The name of the program is The Bridge of Knowledge that is a book donation program started by the National Association of College Stores. I do not have enough copies for everyone but will gladly provide the information upon request.

The Student Stores is acting as the central drop-off location for this program at ECU. We will be responsible for packing and shipping the books to The International Book Bank.

We will receive book donations from faculty, staff and students during the year and would ask that each member of the Faculty Senate informs their respective departments of this program.

Thank you for your time and willingness to share this information with the faculty.

THE BRIDGE OF KNOWLEDGE

BOOKS

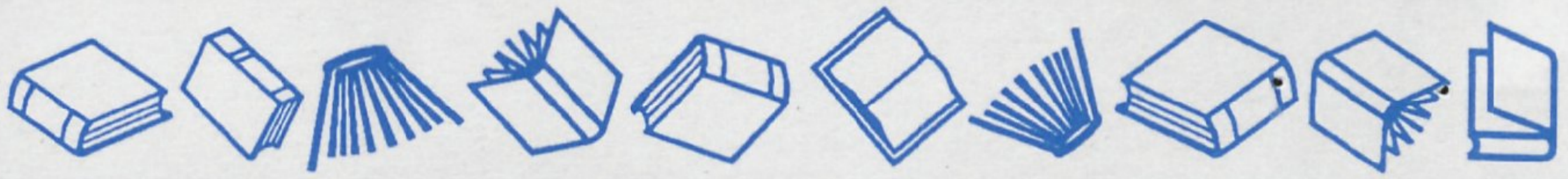
NACS BOOK DONATION PROGRAM

“English-language books, as vital ingredients in literacy and education, represent a treasure to the developing nations, their greatest hope for a future in which they will not only survive but soon thrive

and contribute within the world community.

The role America's higher education system can play in slaking this thirst is incalculable.”

Book Donation Guidelines



Introduction

This document exists primarily to encourage your donation of books to countries desperate for them in the face of mounting economic, social, and political uncertainty. English-language books, as vital ingredients in literacy and education, represent a treasure to the developing nations, their greatest hope first of all for survival, and ultimately for a future in which they can again thrive and contribute within the world community. The role America's higher education system can play--from the smallest college store to the largest collegiate publisher--is incalculable.

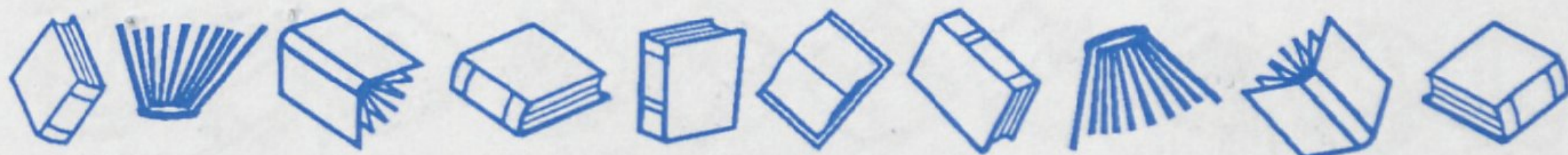
The way you can help is through the NACS Book Donations Programs...**by making the donation of books a way of life for your store or firm, programmed into your business plan, promoted on campus just as readily as homecoming.**

So please look in your stockroom for old editions, out-of-prints, and other nonreturnables--books *you* may have forgotten but which the recipients will *never* forget.

What's In It For You?

Knowing that each book you may no longer want is a gold nugget to someone in the developing nations is one thing. But there are practical considerations, too: You're relieving your inventory, perhaps getting a tax break, freeing up much-needed storage space. You even *feel* more efficient.

But perhaps the greatest benefit is what it can do for your image within your association, in your community, and on campus. If you're a college store, you have an opportunity to launch a proactive book donations campaign across campus and even involve other campus groups such as student associations or fraternities and sororities in the collection effort. Most of the major used-book wholesalers who participate in buyback will help collect student donations, with on-site reps then arranging shipment to either of the NACS book-sending agencies. There are real benefits to all who participate.



More than one store starting campus-wide programs tells us they have realized a new level of cooperation from faculty, staff, and especially students, who can easily relate to their needful counterparts overseas. It may be a round-about way to customer satisfaction, but it seems to be working.

So join us! Together we can make the difference. If each of the 3,000 NACS member stores were to donate just one carton per month, we'd have well over a million books to ship overseas every year.

That would be an encouraging start...

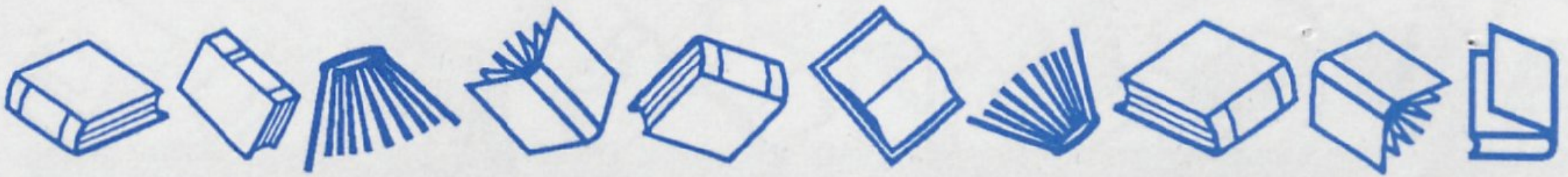
A Word About NAC'S Partner Book-Sending Agencies... and Where to Send Your Books

NACS chose its partners in this important venture carefully -- the **International Book Bank** and the **Bridge to Asia**. Both are 501(c)3 nonprofit private voluntary organizations, like NACS itself. Both go through special pains (though in different ways) to ensure that the right books get into the right hands¹, using carefully selected recipient agencies abroad. And both are officially recognized by the United States Information Agency, which is particularly concerned with (and bases its grant system upon) the quality of donated books.

Location and coverage were other criteria for selecting our book-sending partners. The International Book Bank (IBB), located in Baltimore, Maryland, concentrates on Eastern Europe (specifically Bulgaria, Czechoslovakia, Hungary, Poland, and soon Albania) plus selected countries in Africa, the Caribbean, and elsewhere throughout the world, as demand dictates. The Bridge to Asia (BTA), with its offices in the Bay Area of California, concentrates on China, the Philippines, and others such as Cambodia, Vietnam, Laos, Thailand, Indonesia, Myanmar (formerly Burma), and the Republic of Mongolia.

What this means to you, of course, is that you can choose the direction you want your donation(s) to take.

¹ And not onto the black market



The IBB maintains its offices and warehouse for the NACS Book Donations Programs at this address:

International Book Bank

608-L Folcroft Street

Telephone: (410) 633-2929

Baltimore MD 21224

Fax: (410) 633-3082

Correspondence (copies of packing lists, questions about acceptable books, etc) should be addressed to the IBB Manager of Operations at that number.

The Bridge to Asia has its offices separate from its warehousing facilities. *Correspondence* (including copies of your packing lists) should be addressed to:

The Bridge to Asia

801 Franklin Street, Suite #1430 Telephone: (510) 834-3082

Oakland CA 94607

Fax: (510) 834-0962

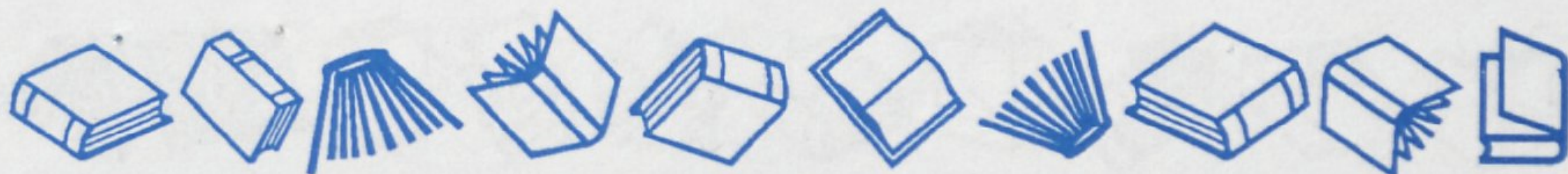
Book *shipments* to the BTA should be addressed to:

The Bridge to Asia

Cargo Services, Pier 19

San Francisco CA 94111

See page 9 for details on the shipping process.



Recommendations for Donating Your Books

We're eager to make the book donation process as easy as we can for you, though some preparation is necessary, and for a very good reason: The books you donate through the NACS Book Donation Programs will be used for many years and serve in effect as "goodwill" ambassadors from the United States (and from your organization). That's why content and quality are important. If you're undecided about the books you have available, abide by this "golden rule":

Please donate for overseas shipment any book (and only those books) which offer useful information and which you would be proud to present to the eventual recipient face to face.

For economic reasons, books we cannot accept also cannot be returned to you; they are likely instead to be recycled or discarded.

It's always a good idea to send a list of books ahead of time², particularly when your donation comprises more than a carton or two. Not only will you be giving the book-sending agencies a BIG hand with their sorting, but they can also prepare warehouse space, get your acknowledgment back to you sooner (you may need it for tax purposes, etc), and so on.

Remember: If you need a direct acknowledgment either from the International Book Bank or the Bridge to Asia, make sure to include such a request with your own paperwork.

Our partner book-sending agencies welcome new or used textbooks (including primary- and secondary-level texts) as well as reference books, all subject to our "Golden Rule." Some trade and mass-market books may be acceptable, too, but it's best to call the IBB or BTA first to be sure. The Bridge to Asia in particular appreciates Library collections--especially intact research and teaching libraries--and collections (as well as individual copies) of journals and other periodicals. Even copies of conference proceedings.

Before we "get technical," we'd like to say that we're very grateful for your donations. Your consideration of the following guidelines will certainly speed up the donation process and help ensure that your books will make a difference.

² To the addresses noted on the previous page



Guideline 1: What Is Most-Needed?

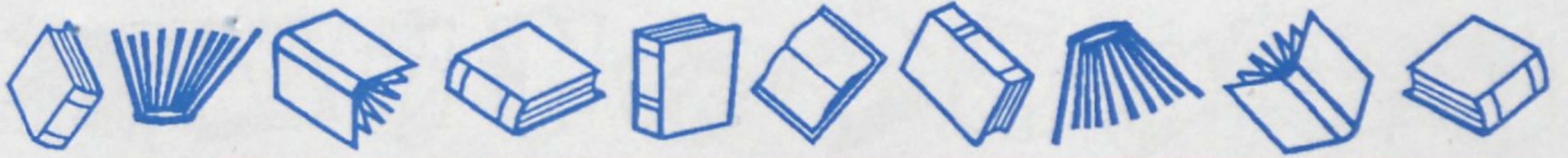
In general terms, here are the priorities:

- Science and technology (theoretical, basic, and applied)
- Management, business, and economics
- Education (for teachers and administrators--technical and vocational education)
- Agriculture
- Public health (including environmental science), medical science, and nursing
- Engineering
- English-language teaching materials (including those teaching English as a second language)
- Reference works (including dictionaries, etc)
- Humanities and social science
- Fiction, primarily classroom-related
- French German, and Spanish-language books used in American schools
- Primary- and secondary-level books (textbooks, children's books, etc)

If you have books or periodicals to donate that don't seem to fit these classifications, just call the International Book Bank (410/633-2929) or the Bridge to Asia (510/834-0962) and ask. *A Guide to Needed Materials* is also available from NACS, just for the asking.

And what about Magazines and Journals?

There is an occasional call for library collections--an unbroken series--of important periodicals like National Geographic, Scientific American, and other "information-rich" magazines. There's also a need for trade journals in fields like environmental and ecological sciences, biology, engineering, and any number of technological subjects.



The Bridge to Asia is particularly interested in journals and magazines within the broad spectrum of education and research--just the kinds of collections that are common among faculty who wish to participate in the NACS Book Donations Programs.

But before shipping any such periodicals, please clear things with the Bridge to Asia or the International Book Bank. A simple telephone call or fax should suffice.

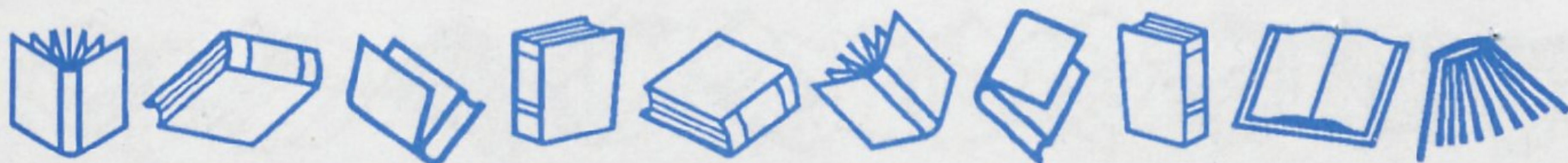
This next guideline offers some additional insights.

Guideline 2:

What Information Does the Book Include?

Deciding whether a book is appropriate as a donation means essentially that you'll want to put yourself in the recipient's shoes, applying our "Golden Rule." Here are a few examples of what we mean:

- Some books perpetuate stereotypes about the "Third World." Language-arts books, geographies, fiction/nonfiction, and even primary-level readers published before 1970 should be screened for:
 - Negative portrayal and perceptions of people in developing countries.
 - Accuracy in text and illustration
 - Oversimplification and distortions
- Books that further the views of a particular religion and could be used for evangelization are better donated to that specific church or religious organization. However, books on comparative religions or on the history and philosophy of different religions *are* appropriate.
- Mathematics and science books should contain (as most in fact do) information and explanations using the metric system. Or at least include conversion tables.
- Atlases are not particularly useful unless they're the latest editions. Even then, the usefulness of an American atlas in countries other than America is suspect.
- Foreign-language books are useful only in French, German, and Spanish, and they should be texts, references, creative works, or journals whose content (in terms of information value) is desirable.



• And please avoid study guides, workbooks, and lab manuals...syllabi or local publications...or pamphlets. Unless they can be used without the accompanying text.

Again, while the ultimate responsibility for screening books lies with the book donation agencies, your awareness of (and cooperation with) their needs helps them do their job with the greatest possible efficiency. We're grateful for your help.

Guideline 3: How Current Is It?

Depending on the type of book, its "life span" can play a role in the evaluation process. Textbooks, for example--especially in the fields of medicine, science, social science, and the humanities--should be of relatively recent vintage, no more than one or two editions "old." Literature texts, of course, can be of nearly any vintage. Books that are out of print are welcome, so long as their information and condition are acceptable. (For the Bridge to Asia, content takes priority over condition.)

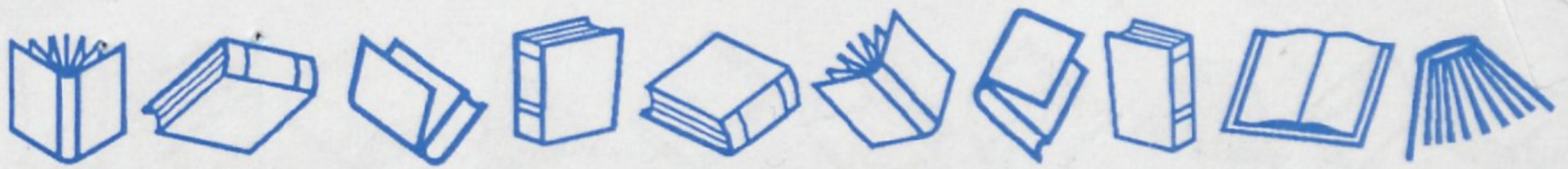
Guideline 4: What About Condition?

Again, our "Golden Rule" applies, and it's worth repeating: **Please donate for overseas shipment any book (and only those books) which offer useful information and which you would be proud to present to the eventual recipient face to face.** For a bookstore, this could mean that any book you donate should be in a condition acceptable to your used book wholesaler. In other words it should have a decent cover, a "healthy spine," all its pages (and no tape), no unplanned watermarks, and not too much cribbing or highlighting. In a way, books donated by bad students are probably preferable....

Other Considerations:

Quantities

Given the International Book Bank's computerized inventory system (and the "menu" they present to potential recipients), donations of 10



copies or more to the **IBB** are particularly desirable. (Such "multiples per title" should be packed together rather than distributed among all the boxes in your shipment.) Fewer copies are of course welcome, but it's best if they're not mixed in with those packages that *do* contain 10 copies or more of the same title.

The Bridge to Asia has no preference in regard to quantity.

Taxes

Tax laws can be complicated; nothing tempts Murphy's law more readily than assuming something's deductible. We do know that the benefits can be considerable; **both your donation and the shipping charges might be fully deductible.** It is always safest to consult your tax advisor for details on any tax advantages that may apply to your specific donations. Ask him or her about Section 170(e)(3) of the 1976 tax code.

A good resource (other than the IRS itself, which *should* be the best of all) is **American Donated Books Abroad: the Publishers' Guide to Tax Deduction**, written by Donald E. McNeil. (ISBN 1-877965-02-2.) It is published by the American International Book Development Council, 4000 Albemarle Street N.W., Washington DC 20016. Telephone (202) 362-8131.

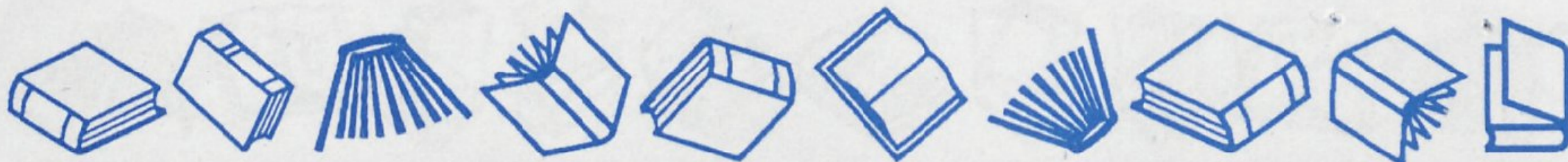
Donations from Your Inventory

It is very wise to record any necessary and approved inventory markdowns or transfers before shipping books from your physical inventory.

Drop-Off Donations to the Bookstore

Announcing a book donations program on campus (and we hope you do) means that students and faculty and administrators and townspeople will drop books off at your store. This can mean significant quantities, so you'll want to do some planning for storage and shipment on a regular basis.

Again, with drop-off donations, wisdom prevails: Clearly separate (that is, *isolate*) all such donations from those from your own inventory. Mostly for record-keeping and tax purposes.



How to Prepare Your Shipments

Once you've gathered the books you intend to donate and quickly screened them for content and quality, these are the steps to take to make the donations process as efficient as possible:

1. Please use cartons with a test strength of at least 275 pounds. (Any box you *received* books in will fit that bill.) Avoid using newspaper or styrofoam "popcorn" as packing materials.

2. Try to pack all copies of a given title together. Please avoid mixing titles unless the quantity is less than 10; in that case, mark the package(s) "Mixed books."

3. Also mark the box "1 of 1" if it's the only carton in your shipment. Similarly, if you have, say, three cartons, mark them "1 of 3," "2 of 3," and "3 of 3." This makes it easier for the book-sending agencies to keep track of your shipment and accurately acknowledge your donation.

4. It's always wise to prepare a packing list, in duplicate. It doesn't have to be infinitely detailed (depending on IRS requirements), but it should at least indicate quantity and title. A simple postcard may do the job. You'll probably want that information for your own records anyway. Enclose the packing list or card in carton "1 of 1," and attach a "Packing List Enclosed" sticker to the box.

5. The other postcard or copy of that packing list should be mailed separately to the book-sending agency you've chosen.

6. When shipping by motorfreight, make sure to add **NACS** to your store (or company) name on the waybill, and choose one of the carriers in the NACS Freight Management Program: Consolidated Freightways, Preston Trucking, Churchill Truck Lines, Conway, or Overnite. That way, you'll save 53% on shipment.

Reminder: Check with your tax advisor; your freight charges may be deductible. Remind him or her that this is a charitable donation from inventory for overseas shipment.

7. For smaller quantities (generally up to 70 pounds), mail your books via U.S. 4th Class Mail, or use the NACS program with RPS; call NACS for details if you haven't already signed up.

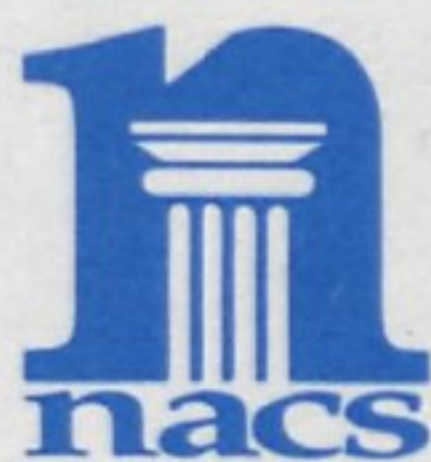
THE BRIDGE OF KNOWLEDGE

BOOKS

NACS BOOK DONATION PROGRAM

The National Association of College Stores is grateful,
on behalf of the NACS Book Donations Programs
and its beneficiaries in the developing nations,
for your generosity.

We also thank the International Book Bank and
the Bridge to Asia for their dedication and
their commitment to the success of the program.





National Association of College Stores
500 East Lorain Street
Oberlin, Ohio 44074-1294
216/775-7777

PR-016-3/92

NACS BOOK DONATIONS

BULLETIN

ANNUAL MEETING
ISSUE

Volume 1, No. 2

Celebrating the Bridge of Knowledge

Spring 1992

It's happening everywhere. People are calling and writing with some amazing stories about what the opportunity to donate their books means to them. Stores who have taken it upon themselves to promote the program on their campuses and in their local communities tell us they're being besieged with calls. But they tell us all that with smiles in their voices and with a justifiable pride they fail to conceal. They're truly excited about their programs and eager to share their plans with us.

If you haven't yet experienced the feeling, perhaps now's the time.

A number of recent calls, by the way, have been from people who apparently had not seen the previous issue of the *Book Donations Bulletin*. So we've added a "route-to" line at the top of this page as a reminder to share this edition with others. If you need extra copies, give us a call.

For your convenience, we're repeating from our previous issue (albeit with a few changes) the section that tells you how to participate in the NACS Book Donations Program, and what's needed. Check page 4, please, and pass that information on to anyone directly involved.

Speaking of changes, we've also updated the book donations guidelines booklet, available separately. If you don't get a copy at the New Orleans annual meeting, you can check off the appropriate box in the accompanying bookstore survey, and we'll send you one right away.

That survey, by the way, is an important adjunct to this newsletter. We know it's an imposition, but if you'll take a few minutes to complete the form and drop it in the mail, you will have helped us *immeasurably* in our planning. (It might even give you some usable ideas.) Postage is on us. And don't worry; the infamous 400-pound salesman *will not* come pounding at your door.

Please Route to:

- 1) _____
- 2) _____
- 3) _____
- 4) _____

"English-language books, as vital ingredients in literacy and education, represent a treasure to the developing nations, their greatest hope for a future in which they can again thrive and contribute within the world community. The role America's higher education system can play in slaking this thirst is incalculable."

THE BRIDGE OF KNOWLEDGE
BOOKS
NACS BOOK DONATION PROGRAM

EXPRESSIONS OF GRATITUDE, WORLD-WIDE

Amazing stories come from all corners of the globe. (Make that *around* the globe, globes being notoriously short of corners....) Some excerpts from a recent memo to the International Book Bank from a Peace Corps representative in Poland:

"A million times, thank you. Poland has become a different place from the standpoint of a language teacher. Where there were no books, there are now some, or even many!

"Among the high points of the year for the Peace Corps Program in Poland was the day a 40-foot container on a truck bed arrived at our doorstep, with almost 30,000 books! Peace Corps staff and volunteers alike joined in the unloading process. It was a miracle, for within three hours the storage areas were full and the truck empty.

"Since we distributed those books, we have received many letters of appreciation from people around Poland for

whom such books were an *unimaginable luxury* (the emphasis is ours...ed.) The one theme that all letters express is that of deep and enduring gratitude for your support of education in Poland. Those who understand the system that Poland lived under for nearly 50 years realize how valuable is the freedom to own a book."

In essence, that scene is repeated everywhere a book donated by a NACS store or publisher or wholesaler finds its way. It's a recurring story that never fails to warm the heart....

Further confirmation of the need for our books comes in a letter from the American Studies Association in the Philippines to the Bridge to Asia, NACS's book-sending partner serving east and southeast Asia:

"Last week, we braved the rains and floods to go to the warehouse to see the books you sent. (You'll recall you

continued on p. 3

SOME OF THE STORES AND ASSOCIATES HELPING TO BUILD THE BRIDGE OF KNOWLEDGE

Here's a partial listing of stores and firms that have already donated books to the NACS Book Donations Program, helping to build the Bridge of Knowledge to the nations we just mentioned. (A similar list appears on banners flanking either side of the Book Donations Booth in New Orleans.)

We say "partial listing" for these reasons: first, because it takes some time to get the names of the many participants to us; second, because shipments are arriving steadily all the time; and third, because of the lead time required to produce this newsletter. Our sincere apologies to those we've missed this time around, along with a hearty thanks for helping our ever-growing team build the Bridge of Knowledge.

Significant recent donations from publishers and used-book wholesalers—McGraw-Hill, Macmillan, Follett College Resources, Nebraska Book Company, and others—have greatly enhanced the impact of the NACS Book Donations Program. We are grateful to all, and for the continued support, moral support and otherwise, of the Association of American Publishers (AAP), NACAS, NACUBO, and other organizations within higher education.

Space restrictions prevent us from listing the full official names of the participating bookstores; and in fact, we have just the name of the institution in some cases. However, the NACS number of each store is listed to help identify them. Hope your store is among them...or soon will be.

Publishers/Wholesalers Supporting The Bridge of Knowledge

Addison-Wesley	McGraw-Hill Publishing Co.
Arkansas Book Services	MBS Textbook Exchange
Follett Campus Resources	NACSCORP, Inc.
John Wiley & Sons Inc.	Nebraska Book Co.
Little, Brown and Co.	St. Martin's Press
Login Brothers Book Co.	Wallace's College Book Co.
Macmillan Publishing Co.	West Publishing Co.

Institutions and Bookstores Supporting The Bridge of Knowledge

Albuquerque Academy Bookstore #4352
Appalachian State University Bookstore #1075
ASU Bookstore #10
Auburn University Bookstore #2246
Augsburg College Bookstore #1318
Babson College Bookstore #987
Ball State Bookstore #187
Behrend College Bookstore #1973
Beloit College Campus Bookstore #669
Boston University Bookstore #271

Institutions and Bookstores Supporting the Bridge of Knowledge

Bowling Green State University #468
Camosun College Bookstore #3228
Campus Bookstore, Edinboro University #1312
Campus Store Morrisville, New York #767
Cannon University Bookstore #6604
Catonsville C.C. Bookstore #2091
Choate Rosemary Hall #5988
Cobber Bookstore - Concordia College #1324
College of Eastern Utah Bookstore #2782
College of St. Scholastica Bookstore #2920
College Store Walla Walla #2283
Dartmouth College Bookstore #829
Davis and Elkins College Bookstore #665
Delaware Tech & Comm. College Bookstore #2518
Drew University Bookstore #370
Durham Book Exchange #3581
Earlham College Bookstore #190
East Texas University Bookstore #2514
Edgewood College Bookstore #1119
Edmonds Community College #3451
Essex Community College #2090
Fashion Inst. of Design Bookstore #4491
Felix Books and Gifts, Radford University #4665
Flagler College Bookstore #3235
Franklin College Bookstore #1087
Garrett Community College Bookstore #4143
George Mason University Bookstore #2903
Georgia College Bookstore #1575
Golden West College Bookstore #1888
Grand Valley State University Bookstore #1482
Hazard Community College Bookstore #2154
Hendrix College Bookstore #1100
Hillsborough Community College Bookstore #2287
Howard University Bookstore #1105
Hudson Valley C. C. Bookstore #2365
Indiana University East Bookstore #2934
Indiana University Southeast Bookstore #2374
Iowa State University Book Store #199
Jefferson C.C. Book Cellar #2155
Kalamazoo College Bookstore #307
Kankakee Community College Bookstore #2476
Lake Superior State University #1089
Lehigh University Bookstore #529
Manatee Community College Bookstore #1835
Manhattanville College Bookstore #1163
Mary Washington College Bookstore #645
Maryland Community College Bookstore #3986
Minneapolis College of Art & Design #1380
Monmouth College Bookstore #4440
Monterey Institute #3661
Mt. St. Mary's College Bookstore #709
Muhlenberg College Bookstore #527
Newcomb Hall Bookstore - Charlottesville, VA #1360
Northwestern Michigan College Bookstore #2410
Oakland Comm. College Bookstore #3868
Ohio Northern University Bookstore #1484
Owens Technical College Bookstore #2747
Owensboro C. C. Bookstore #4432
Oxnard College Bookstore #2973
Pasco Hernando C. C. Bookstore #2937
Penn State - Beaver Campus #2358
Penn State Berks Campus Bookstore #1941
Penn State Bookstore System #10896

Age of Knowledge, *continued*

Plymouth Book Exchange #10875
Portland St. Bookstore #525
Potsdam College Store #990
Principia College Bookstore #149
Quinsigamond Community College Bookstore #3355
Randolph-Macon Women's College Bookstore #2492
Ricks College Bookstore #120
Rider College Bookstore #830
Salisbury State University - The Book Rack #2691
Santa Barbara City College Bookstore #2739
Santa Clara University Campus Bookstore #1340
Santa Monica College Bookstore #68
Shoreline Community College Bookstore #1548
Sierra College Bookstore #1078
South Suburban College Bookstore #2732
Southern Connecticut State University #1245
St. Catherine's School Bookstore #3877
St. Mary College Bookstore, Kansas #1098
St. Mary's Campus Store, Maryland #1596
St. Mary's Campus Store, Minnesota #4949
Stanford Bookstore #70
Stetson University Bookstore #704
Student Book Store, Inc., Penn State Univ. #1783
Student Bookstore - Michigan State U. #1240
Tacoma Community College Bookstore #1681
The Sutter's Shop - Fort Lewis College #1333
Towson State University Store #267
U.S. Air Force Academy #4590
U.S. Merchant Marine Academy #3888
UConn Coop #2953
UCSB Bookstore - Santa Barbara #1049
Union College Bookstore #232
University Book Centre, Penn State Univ. #560
University of Louisville Campus Store #239
University of Dayton Bookstore #857
University of Delaware Bookstore #96
University of Maryland, Baltimore County #1946
University of Minn.-Morris #1667
University of North Carolina Bookstore #444
University of Northern Iowa Bookstore #201
University of Pittsburgh Bookstore #234
University of Richmond Bookstore #3012
University of Tennessee #584
University of Texas Bookstore #596
University of Texas Permian Basin Bookstore #2754
University of the Pacific Bookstore #71
University of Vermont Bookstore #5721
University of West Virginia Bookstore #667
University of Wisconsin Whitewater, WI #2004
University of Wyoming Bookstore #677
University Store, E. Stroudsburg University #696
Valdosta State College Bookstore #1014
Vassar College Bookstore #3187
Virginia Highlands Community College Bookstore #3218
Washington & Lee University Bookstore #1839
Washington University School of Medicine #349
Wichita State University Bookstore #231
Wilkes Community College Bookstore #2159
Wilmington College Bookstore #3803

These listings compiled as of February 1.
Apologies (and sincere thanks) to those
who have since joined the team.

Expressions of Gratitude, *continued...*

wanted our appraisal of the selection and quality of those books; you thought that some might not be the kind we want.) Frankly, *all* will be useful, to students and teachers alike. There will definitely be NO DISCARDS from the shipment you sent us.

"I noted there was an abundance of books in economics and management; they're particularly welcome in our recipient schools. We still need more books in the areas of teacher education, engineering, agriculture, and other fields. Will that be possible?"

That's a question for those participating in the NACS Book Donations Program. What do you think? Will that be possible?

It's worth repeating that more than half the world's population lives in east and southeast Asia, including three-fourths of the world's poor. Universities there are their main hope for the future, but even the education sector is terribly poor, with a virtual absence of American books in most libraries.

Situations like that make it clear that no donation is too small...or for that matter, too large. We can't do it without you....

Miscellanea

Annual Meeting Doings:

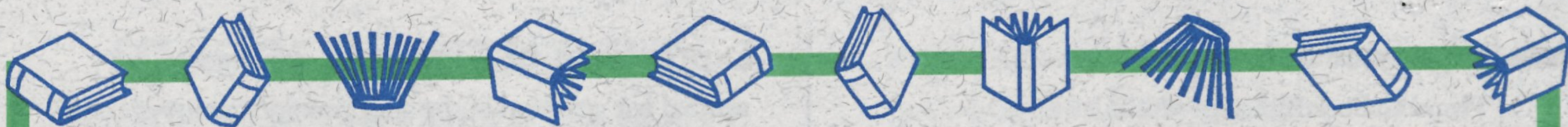
In New Orleans, the NACS Book Donations Program is again being highlighted. In addition to the Book Donations Booth in the lobby, we invited an important book donations "zealot" to speak at the second general session on Sunday: S. William (Bill) Pattis, chair of the United States Information Agency's prestigious Book & Library Committee, which numbers NACS Executive Director Garis Distelhorst among its members. Bill Pattis is also head of NTC Publishing Group, a new publisher member of NACS and a first-time CAMEX exhibitor in New Orleans.

A special word of thanks to the denizens of Publishers' Row at CAMEX who offered their display books to the NACS Book Donations Program, just as they did last year in Indianapolis. Each has our gratitude.

Thanks, too...to those completing the survey and to those who seriously considered doing so but chose not to for good reasons of their own.

In the works: a special packet for stores wishing to start a book donations drive on their own campus. We touched on this in the last issue and have just about decided on the necessary ingredients: detailed guidelines, a "how-to" booklet (which includes things like suggested procedures for buyback), an ad slick or two you can drop into the campus or local paper(s), a sample news release, a sample script for radio/TV, and signage for the "book donations bin" you might set up in your store, the student union, or wherever. We'll start on this in earnest after the Annual Meeting. Watch *Campus Marketplace* for an announcement or check off the appropriate box on the accompanying survey form; we'll reserve your copy.

Till next time....



HOW TO PARTICIPATE, AND WHAT'S NEEDED

The thirst for books in the developing countries is virtually unquenchable—to the extent that a comparatively small donation is no less vital than the larger one. That also means that used books are as welcome as new ones.

As to content (which is of course most important), “vintage,” and condition, we hereby offer our “golden rule”: **Please donate for overseas shipment any book (and only those books) which offer useful information and which you would be proud to present to the eventual recipient face to face.**

And here's a useful proviso: When in doubt, first call the book-sending agency of your choice (as listed below). (If they can't use the books, try the other agency.) For economic reasons, books that cannot be accepted also cannot be returned to you; they are likely instead to be recycled or discarded.

Remember: If you need a direct acknowledgment either from the International Book Bank or the Bridge to Asia (for tax purposes, etc), make sure to include such a request with your own paperwork.

These are the most-needed subject areas:

- Science and technology (theoretical, basic, and applied)
- Management, business, and economics
- Education (for teachers and administrators—technical and vocational education)
- Agriculture
- Public health, medical science, and nursing
- Engineering
- English-language teaching materials
- Reference works
- Humanities, and social science

If you can help, here's all you have to do:

1. Make out two lists describing your donation; include one copy with your shipment and mail **or fax the other** to the NACS book-sending agency you

select, which needs this information for screening, for their own inventory control, and for customs clearance.

Note: It's always a good idea to send such lists ahead of time to the agency you select, particularly when your donation comprises more than a carton or two.

2. Mail or ship your donations prepaid to either:

The International Book Bank
608L Folcroft Street
Baltimore MD 21224
Tel: 410/633-2929
Fax: 410/633-3082
Contact: Suzette Ungvarsky

OR

The Bridge to Asia*
Cargo Services Inc.
Pier 19
San Francisco CA 94111

* Please note that the Bridge to Asia's *shipping address* differs from its mailing address (where your inquiries should go.): 801 Franklin Street #1430, Oakland CA 94607. Telephone 510/834-3082. Fax 510/834-0962. Contact: Jeff Smith.

Wherever you ship your books, don't forget to take advantage of the NACS Freight Management Program and its discount of 53%; it's as easy as adding the name NACS to your store name on the waybill. Of course, you'll have to use the approved carriers: Consolidated Freightways, Preston Trucking, Churchill, Overnite, or Conway. (Until we uncover a source of shipping funds, please do not send anything *collect!*)

For smaller quantities, mail your books via US 4th Class Mail (or use the NACS/RPS program). Call Denny Dessecker at NACS with your questions about freight or the NACS/RPS program.

Remember, too, that if yours is a tax-paying enterprise, your donation and particularly your shipping charges may be fully deductible as out-of-pocket expenses. Make sure, however, to check with your tax advisor.

The NACS *Book Donations Bulletin*, dedicated to solving the worldwide book famine, is published at least twice a year. It is distributed free to members of the National Association of College Stores.

Publisher/Editor: Hans Stechow

This bulletin is printed on recycled paper.



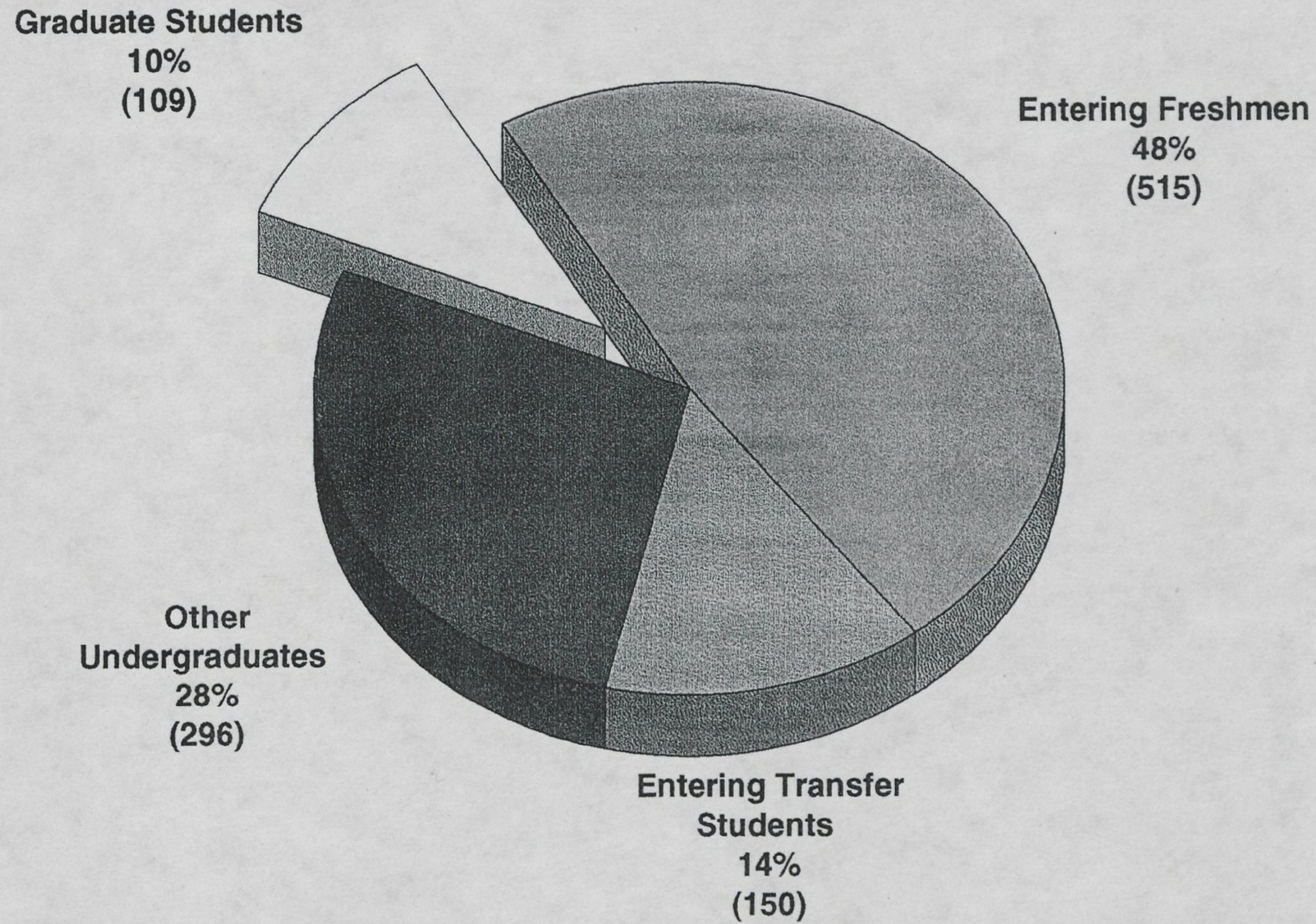
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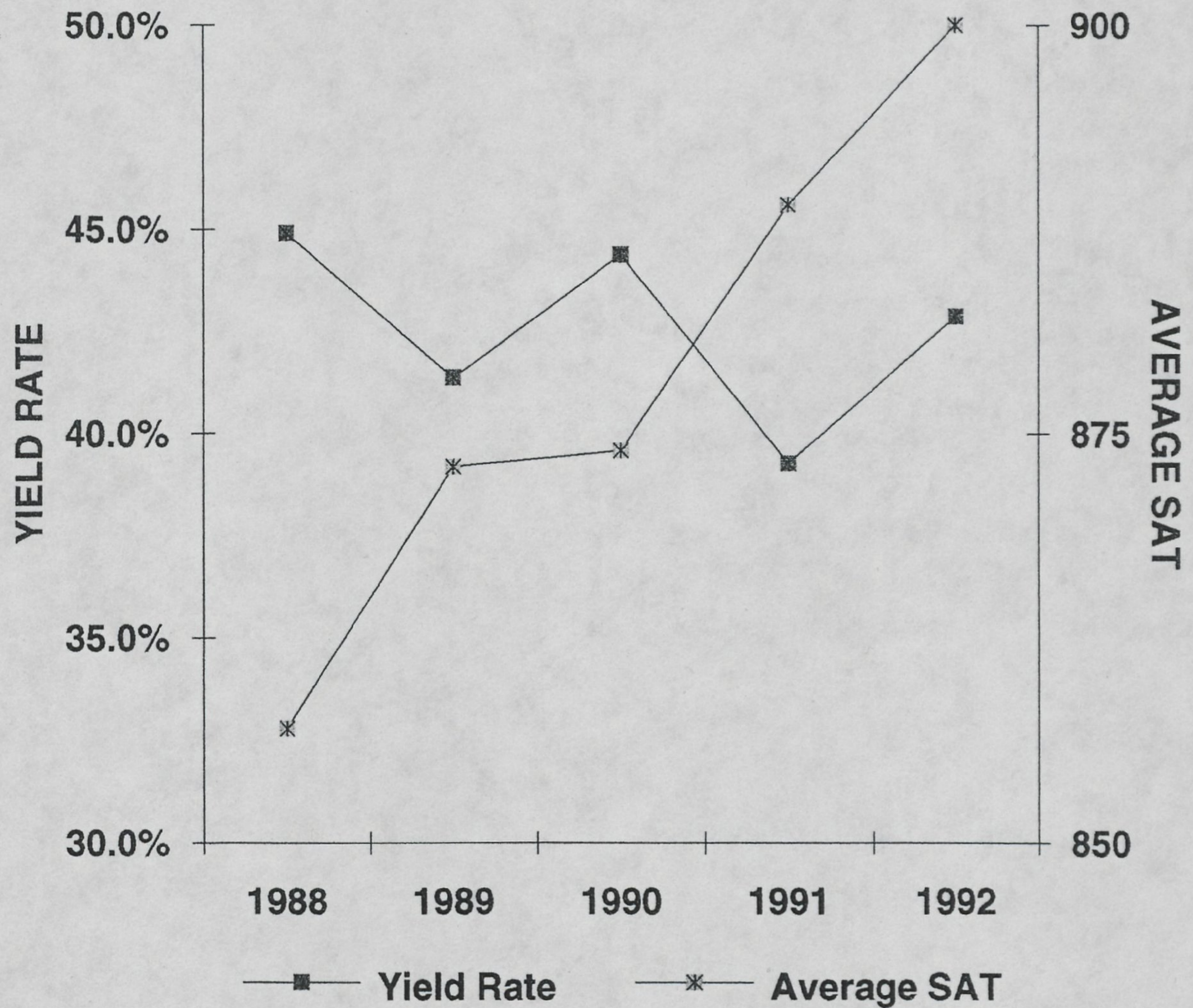


East Carolina University Enrollment Increase Analysis Preliminary Report, Fall 1992

**%Total Increase
(1,070)**



East Carolina University Entering Freshmen Yield Rate vs Average SAT Fall 1988-1992



Year	Yield Rate	Average SAT
1988	44.9%	857
1989	41.4%	873
1990	44.4%	874
1991	39.3%	889
1992	42.9%	900

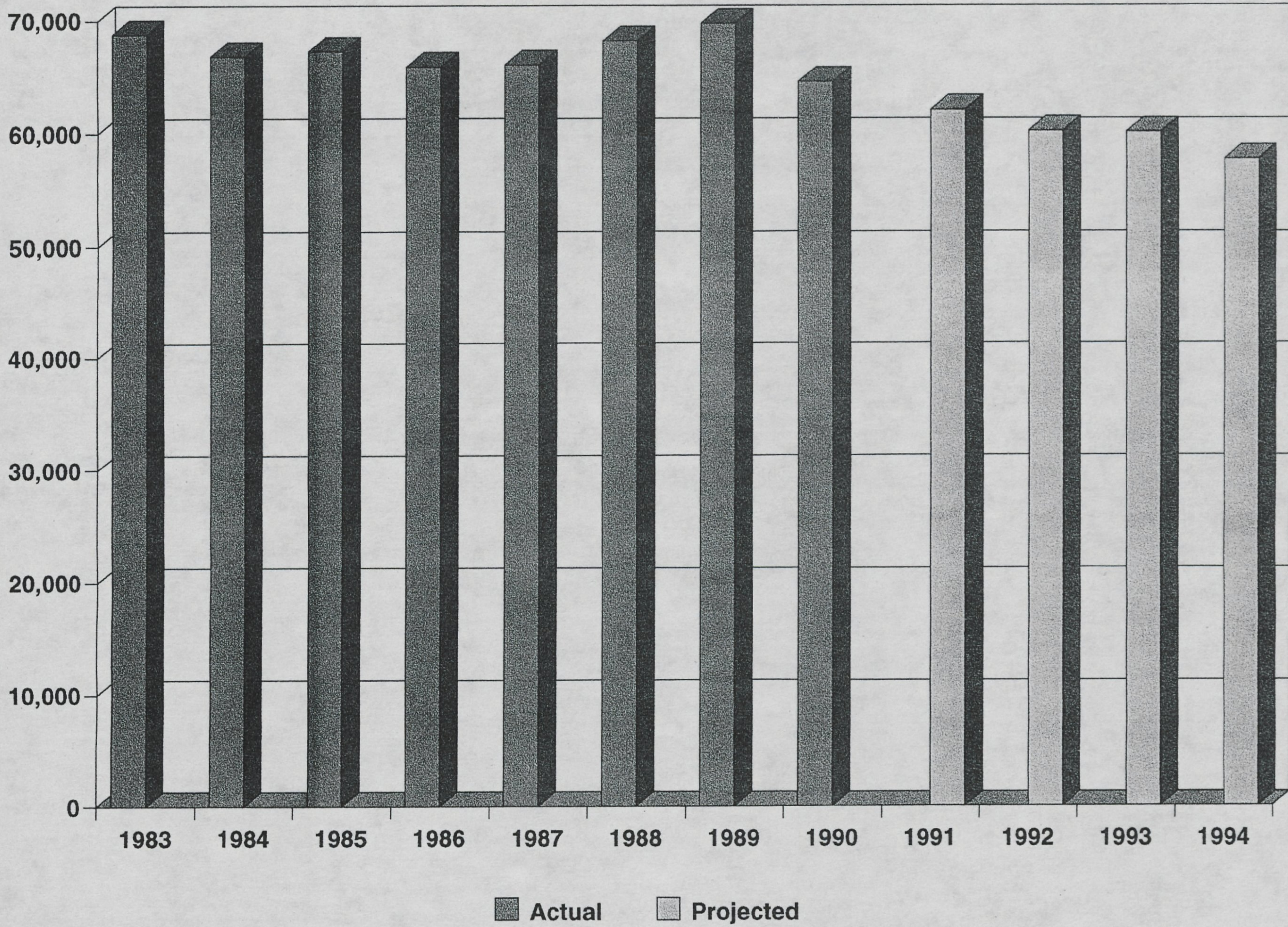
East Carolina University Freshman Admissions Data Fall 1988-92*

	New Freshmen		
	NC Resident	Nonresident	Total
1988			
Applications	5,276	1,910	7,186
Acceptances	4,978	1,682	6,660
Enrollees	2,433	558	2,991
Yield Rates	48.9%	33.2%	44.9%
Average SAT Scores	850	894	857
1989			
Applications	5,205	1,807	7,012
Acceptances	4,879	1,486	6,365
Enrollees	2,210	423	2,633
Yield Rates	45.3%	28.5%	41.4%
Average SAT Scores	863	929	873
1990			
Applications	5,238	2,281	7,519
Acceptances	4,356	1,602	5,958
Enrollees	2,117	528	2,645
Yield Rates	48.6%	33.0%	44.4%
Average SAT Scores	864	913	874
1991			
Applications	5,167	2,344	7,511
Acceptances	4,338	1,608	5,946
Enrollees	1,887	449	2,336
Yield Rates	43.5%	27.9%	39.3%
Average SAT Scores	881	924	889
1992			
Applications	6,118	3,275	9,393
Acceptances	4,599	2,108	6,707
Enrollees	2,188	688	2,876
Yield Rates	47.6%	32.6%	42.9%
Average SAT Scores	889	933	900

**Source: 1988-1991 -- Statistical Abstract of Higher Education in North Carolina
1992 Preliminary -- ECU Office of Undergraduate Admissions*

NC Public High School Graduates

Historical Trend (1983-90)/Projections (1991-1994)



Success in Admissions: Why?

- **Quality of the academic program offerings**
- **Raising of standards -- ECU image change -- a more selective university**
- **Early identification of potential students for ECU -- Junior year**
- **Improved publications and better distribution techniques**
- **Improved follow-up with students making application**
 - **Timely response to students**
 - **Five separate publications**
 - **Telephone follow-up**
- **Enhanced distribution of news about the University by the News Office**
- **Special events for students and parents**
 - **Separate publications for parents**
 - **Revamped ECU Today programs**
- **The success of the football team**

Success in Admissions: Why?

- **Increased recruitment travel within the State**
- **Increased recruitment of out-of-state students**
- **Upgrading of the database programs on high school profiles**
- **Targeting of likely high-yield areas in out-of-state recruitment**
- **Increased recruiting support from "friends of the university"**
 - **alumni, faculty, students and administrators**
- **Success of the New Student Orientation Programs**
- **Enhanced recruitment of transfer students**
- **Improvements in the academic advising programs**
- **Improvements in the quality of life for on-campus students**
- **Cost of an education at East Carolina University**