

TITLE 128  
LEGISLATIVE RULES  
WEST VIRGINIA BOARD OF REGENTS

SERIES 7  
POLICY REGARDING BOOKSTORES

§128-7-1. General.

1.1. Scope. -- This rule establishes merchandising and pricing in college and university bookstores.

1.2. Authority. -- W. Va. Code §18-24-10

1.3. Filing Date. -- December 7, 1983

1.4. Effective Date. -- February 7, 1984

§128-7-2. Policy.

2.1. The bookstore is a self-supporting auxiliary enterprise that exists solely to serve the campus community. In addition to merchandising books and supplies required for course work, the bookstore may offer services and merchandising programs which students and faculty normally expect of a university or college store. These include general books and supplies, stationery, souvenirs, imprinted sportswear, college rings and other items related to college or university life.

2.2. In the interest of maintaining its self-supporting status, the bookstore must concern itself with gross profit margins. The following pricing policy will apply:

(a) Textbooks: Margin on textbooks should not be in excess of thirty-three and one-third percent (33 1/3%).

(b) Instructional materials: Margin on instructional materials should not be in excess of forty percent (40%).

(c) Other (for example), all merchandise or services not directly related to the instructional mission of the institution: Inasmuch as textbook and instructional material margins are, on the average, lower than those required to offset operating expenses, margins on items other than textbook and instructional materials will be at the discretion of each individual bookstore.

2.3. The bookstore may advertise to inform the college or university community of services which are normally expected and are beneficial to the institution. It may not advertise for the purpose of competing with local merchants whose market includes the college or university community.

2.4. The Board shall, subject to the approval of the Governor, fix, and from time to time change, the amount of the revolving fund necessary for the proper and efficient operation of each bookstore.