

**Best Practice Sharing Session  
in regards to  
Plan To Reduce the Cost of Textbooks and  
Other Learning Resources**

November 9, 2011

Facilitated by  
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# Conference Call Information

- ▶ Dial the Reservation Conferencing access number: 1-877-820-7831
- ▶ Enter your Participant Pass code of 855646# ((Note: the # or pound key must be pressed after the pass code )
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# Introduction for Session

## Background:

I thought it would be a great idea to create a user team of those managers that would like to get together and share their ideas with the team in preparation of this task. I sent out an email on NACS listserv to see if any members were interested. Now it has been open to the OACS members and hopefully all of you will find this sharing of ideas helpful with assisting your college in completing this plan.

This session was not intended to complete the plan, but to share with the team the following topics:

1. Current initiatives that their store is doing to reduce textbook costs
2. Other campus/faculty initiatives supported by the bookstore
3. Recommendations for further initiatives

**We have received notice from the Ohio Board or Regents that each public institution is to submit a plan to reduce the cost to students for textbooks and other education resource materials. (Section 371.60.50 of the Revised Code)**

In either percentage terms or dollar value, describe your cost reduction goal over the next two years. Include the short term and long term goals for cost reduction. Describe how you determined the benchmark cost.

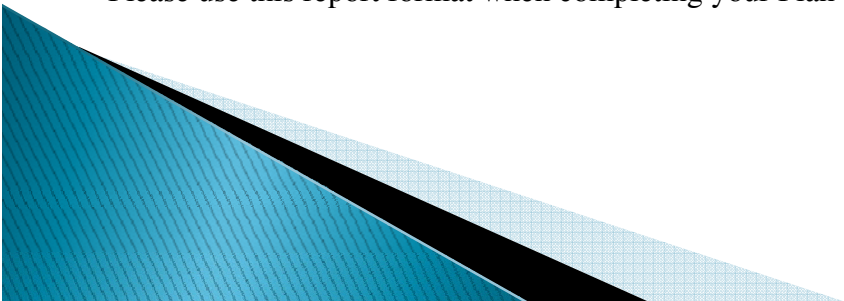
Describe how you plan to achieve this goal. Please be specific and indicate strategies that will sustain these savings and if the efforts will be immediate, continuing or long term.

Describe how you plan to measure the success of your goal. How do you expect to enforce compliance with the policy you implement to achieve cost reduction?

Describe how you plan to monitor and sustain the success of your goal.

Submit your plan electronically to [dmccoy@regents.state.oh.us](mailto:dmccoy@regents.state.oh.us) no later than December 1, 2011.

Please use this report format when completing your Plan



## 1. Current initiatives that Bookstores are doing to reduce textbook costs:

- **Installation/Implementation of Verba software**

This allows students to see our real time pricing along with comparison\compete pricing of the same title from online competitors, thus allowing students to make informed buying decisions. (LCCC, Stark, BGSU)

- General contact information for Verba that can be distributed after the call:

Web Site: <http://www.VerbaSoftware.com/>

Email: [Contact@VerbaSoftware.com](mailto:Contact@VerbaSoftware.com)

Phone: (415) 738-2374

- **Rental programs**

This program allows students temporary use of a textbook for a given term at XX% of the cost of a new book.

- Wholesale Program (LCCC)
- In-house Program (RIO)
- Online Rental (Stark)

- **Ebooks:**

Offer the textbooks as Ebooks so that the students can access the book digitally this offers the students to utilize the book at an average of XX0% savings, but does have its limitations and there is no buyback option for the students. (LCCC, BGSU, Stark)

- **Library Textbook Reserve:**

The bookstore donates copies of textbooks for students to check out the books for a limited time for no charge. (LCCC)

- **Increased availability of used books / Buyback Benefits (LCCC)**

- **Continuing with the PLATO Learning System**

This is the program in which one course replaces two developmental courses. (Belmont Technical College)

- **Volume digital textbook discounts- Ohio Digital Bookshelf**

The Ohio Digital Bookshelf Project is a Ohio Board of Regents pilot project that aims to provide quality textbook options for faculty and better learning outcomes, while also saving students money.

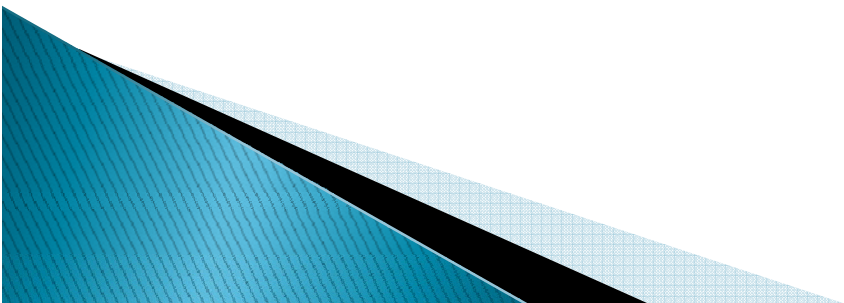
- **Statewide group textbook purchasing**

Columbus State is a member of the OhioLINK statewide library consortium of 90 academic libraries.

Recommendation would be to improve partner with OhioLINK to group purchase textbooks (both hard/soft cover and digital) for institutions at a much greater discount than currently being received by the member institutions. (Columbus State)

## 2. Other campus/faculty initiatives supported by the bookstores:

- **Partnership with SGA-Student Government Association**  
The bookstore has partnered with the SGA to provide textbook scholarships, two students receive all of their textbooks for a semester free of charge, and ten \$100 scholarships are awarded each semester. (Dayton)
- **Partnership with Enrollment Management**  
The bookstore is partnering with Enrollment Management in a program to offer free textbooks for four years to all qualifying students. (Dayton)
- **Custom Course Packs**  
The bookstore works with faculty to obtain custom course materials that are a cheaper alternative to a new textbook. Often faculty want to only use a few chapters from multiple books to create their course material. Buyers work closely with them to make sure those custom materials are available in the bookstore to purchase. (Dayton)
- **Promotion of American Opportunity Tax Credit Program:**  
Under the American Recovery and Reinvestment Act of 2009 and extended by the Tax Relief, Unemployment Insurance Reauthorization, and Job Creation Act of 2010, a tax credit of up to \$2,500 each year has been authorized for out of pocket higher education expenses for course material, tuition, and fees. Information on this program can be ordered through NACS and made readily available at the bookstore. (LCCC,BGSU)
- **Free Downloadable course material**
- **In-house lab materials prepared by instructors**
- **Offer the components of textbook bundles separately as well as packaged**



## 2. Other campus/faculty initiatives supported by the bookstores- con't

- **Open source materials –Open Course Library & Flat World Knowledge Project**

The Open Course Library is a collection of shareable course materials, including syllabi, course activities, readings, assessments. OCL materials are created for faculty to use in their instruction. Faculty course designers, selected through a competitive bid process, worked with instructional designers, librarians, and other support staff to create the courses. Before creating new content, faculty searched for exciting, high quality open educational resources or OER. They then filled in the gaps with their own course materials. All curriculum developed for the Open Course Library is free, digital, and shareable.

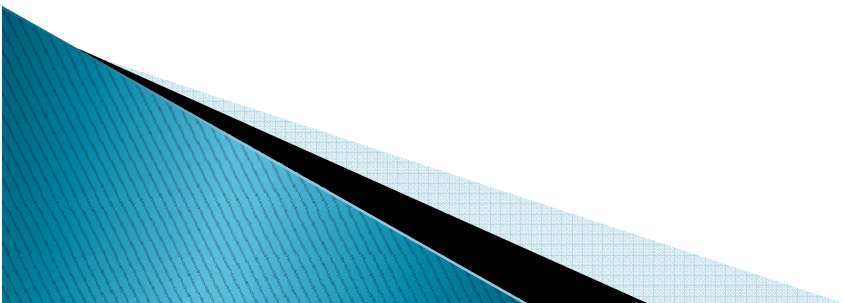
(source:<http://www.opencourselibrary.org/about/faq>)

Columbus State is participating in a new joint pilot program between the University System of Ohio and Flat World Knowledge, the largest publisher of free and open college textbooks for students worldwide will allow 1,000 Ohio students to receive digital textbooks for FREE. The 1,000 licenses for digital texts and study aids from Flat World Knowledge were purchased in bulk by the Ohio Board of Regents to encourage faculty to use innovative digital learning materials in their courses and drive down out-of-pocket textbook costs for students, helping make college more affordable.  
(Columbus State)

- **By offering these opportunities, more students may choose to purchase from the campus store rather than from other sources allowing the bookstore to continue contributing revenue to the college keeping costs down elsewhere.**  
(Belmont Technical College)

- **Textbookbin.com**

This is a program whereby the stores want-list are sent to several used book vendors (Mesalands Community College)

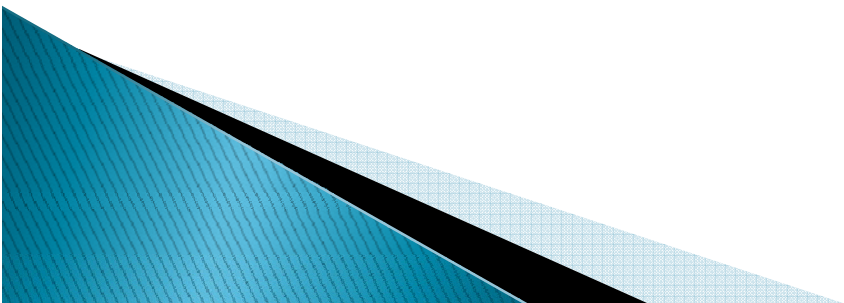


### 3. Recommendations for further initiatives

- **Development of textbook adoption guidelines:**

Establishing textbook guidelines under the leadership of faculty and in collaboration with bookstore management may be the most effective short-term strategy available to reduce the cost of textbooks for students. Effective and well-implemented textbook adoption guidelines have the potential to reduce costs by raising faculty awareness of their ability to affect cost when making textbook selections and encouraging practices that have been proven to be effective towards that end. These approaches include increasing the number of early textbook adoptions and gaining faculty commitment to use the same book for at least two years, thereby increasing the number of used books available to students as well as their resale value.

  - i. These guidelines would deal with several components of a textbook adoption process including selection of course materials; communication between faculty, publishers, and CBM; and structures for maintaining recommended processes once developed addressing:
    1. Timeliness of textbook adoptions
    2. Lower cost options such as customized packs
    3. Length of time a text will be adopted
    4. Making textbooks required *only* if they will be used in class (LCCC, Dayton)
- **Development of a textbook affordability task force:** This should include representatives of faculty senate, student senate, library personnel, and bookstore management/personnel. This group would be responsible for development of the textbook adoption guidelines and would also evaluate and implement other strategies to improve textbook affordability. (LCCC)
- **Promotion/Marketing of current initiatives in place the bookstore:** Here at LCCC this would be facilitated through the processes of Dean's Council, academic division meetings, Faculty Senate, and Administrative Leadership Team meetings as well as inter-departmental cooperative efforts. (LCCC)



### 3. Recommendations for further initiatives – con't

- **Educate college stakeholders on the available options for reducing textbook costs:** Along with the above recommendation for promoting and marketing the current initiatives, bookstore management and personnel along with members of the above groups should collaborate to develop and sponsor faculty development workshops to educate faculty on negotiating strategies in working with publishers to obtain the desired texts, bundled or unbundled with supplemental materials for the lowest price. (LCCC)

- **Volume digital textbook discounts - Ohio Digital Bookshelf**

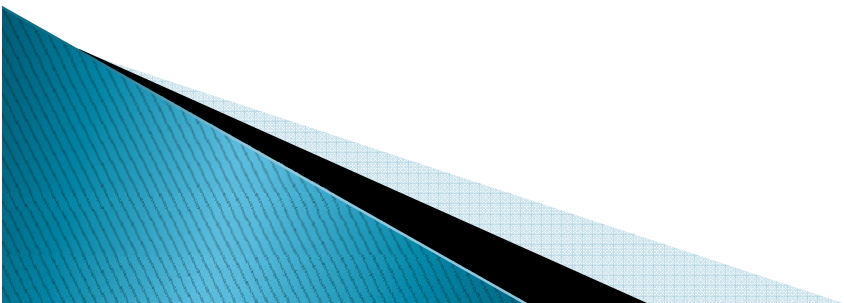
The Ohio Digital Bookshelf Project is a Ohio Board of Regents pilot project that aims to provide quality textbook options for faculty and better learning outcomes, while also saving students money. Columbus State is currently participating in the Ohio Digital Bookshelf pilot project wherein faculty is providing over 49,000 students with access to discounted digital versions of the faculty member's preferred textbook in *Introductory Psychology* from among those of the five different publishing companies that have agreed to participate. (source: <http://ohiodigitalbookshelf.ning.com/>)

Expand the pilot of the “Ohio Digital Bookshelf” project to a statewide initiative providing digital access to digital versions of all required textbooks in all courses at a 70% discount

(This is a recommendation to expand a statewide project.)

(Belmont Technical College)

- **Breaking packages/bundles and ordering/having separate components available to students** (RIO Grande)
- **Promote and advertise transparency of prices to students:** (RIO Grande)
- **Inform faculty of bundles to make sure they are aware of bundled textbooks-many times they are not aware.** (RIO Grande)
- **Create a Statewide Panel to continue this initiative.**  
With the support of OACS and NACS this would be feasible. (LCCC)



### **Plan to Measure/Enforce Compliance**

- Utilization of sales reports each term to track used book sales to past years performance.
- Cost Analysis
  - Cost from current academic year benchmarked against the most prior textbook selection
- It will be the responsibility of the Textbook Advisory panel to make sure all divisions are complying with the proposed recommendations. This group will serve to augment the bookstore's communication with faculty to further emphasize the importance of faculty support in achieving this reduction goal.

### **Plan to Measure/Enforce Compliance**

- Performing the above measurements at the end of each selling term and compare them to previous periods.
- To sustain success, need to continue to evaluate these programs and work to increase the number of titles for which student have a lower cost alternative.
- Cost Analysis
  - Cost from current academic year benchmarked against the most prior textbook selection
- Create Scorecards of each of the Divisions Savings/Initiatives
- Maintain a very active textbook advisory panel who will also be play essential role in the monitoring of a sustainable program to ensure compliance.

### **Next Steps**

- Questions?
- Where do we take this session now?

