Textbook Affordability

It Takes a Village

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The Textbook Affordability Committee explores cost-saving strategies, and makes them more easily accessible to our faculty. We raise awareness and make introductions/connections to facilitate action.

- Provost Office
- UC Bookstore (Follett)
- IT@UC (Information Technology)
- Student Government
- The Faculty (Senate, and at large)
- Division for Administration and Finance
- CET&L (Center for Enhancement of Teaching & Learning)
Common Strategies

► Rent-A-Text
  ▪ $1,260,000 savings at UC (2014/15 estimate)

► Open Educational Resources / E-Books

► Custom Packaging
  ▪ Especially in common first-year programming

► Timely Textbook Adoptions
Mass communications and protocol
Focus on High Enrollment Courses

- Top 20 Course Titles account for 17% of enrollment.
- Top 1% (42 Course Titles) account for 25% of enrollment.
- Many high enrollment courses require expensive books/materials (STEM, Foreign Language, Intro Social Sciences, Accounting, Art History).
UC’s Unique Strategy

The Division for Administration and Finance now negotiates directly with publishers on behalf of our 44,000 students!

- Price/Quantity
- Delivery Mechanism (including print copies, iBook, etc.)
- Duration of student access to materials (E-Bookshelves, Multi-semester access, Repeated courses)
- Capturing Digital Footprints (for data analytics)
- Student Intellectual Property
Of special interest: Course Fees

► Course text and ancillaries made digitally available to the entire class on Day 1 through a common course fee.

► Delivered through our learning management system, BlackBoard. UC Bookstore, operated by Follett, uses “includED”.

► Student Government has endorsed this usage of fees.

► Savings amounts can be calculated with specificity. Institutions can see the results and speak to them with real numbers.
# Course Special Fees: Savings

<table>
<thead>
<tr>
<th>Course</th>
<th>Normal Cost</th>
<th>Leveraged Fee</th>
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<tbody>
<tr>
<td>Anatomy &amp; Physiology Year Sequence</td>
<td>$373 for year</td>
<td>$63 per semester, $47 optional print copy for year</td>
</tr>
<tr>
<td>General Chemistry Year Sequence</td>
<td>$175 for year</td>
<td>$63 per semester, $23 optional print copy for year</td>
</tr>
<tr>
<td>Applied Calculus Year Sequence</td>
<td>$182 for year</td>
<td>$57 per semester, $27 optional print copy</td>
</tr>
<tr>
<td>Intro to Psychology</td>
<td>$119 for semester</td>
<td>$73 for semester</td>
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- **2015/16 Total Savings Projected to exceed $400,000**
Course Special Fees: Advantages

- Average savings around 40%
- All enrolled students have access from day 1
- Stimulates conversations among faculty about textbook selection, pedagogy, and costs
- Fees post with tuition bill. Financial aid applies automatically.
- Customizable to specific student needs (print copies, DL considerations, book scholarships)
- Workbook access centrally supported through IT@UC
- Publisher relations supported through Bookstore
Special Fees: Disadvantages / Costs

- Introduces new expense and work for university staff (IT, Bursar, Registrar, Administration & Finance)
- Student concerns over fees (communication is key)
- Impact on private bookstores
Cost Benefit Analysis

Increased volume of sales offsets loss of revenue from decrease in per unit cost.

Course fees pay off when:

► Course has high enrollment

► Courses are those with electronically consumable materials, such as graded workbooks. These materials cannot be reused or leased. Used/rental copies are not an option.

► Students’ access to course materials is uneven historically (some students do not purchase materials). Materials delivered through a special fee should be only those required and essential to student success.
Conclusions / Questions