

# Textbooks Today

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# Outline

- ❑ **Textbooks today**
- ❑ **How can we further reduce cost?**
- ❑ **Textbooks of the future**
- ❑ **Textbooks at OCC**

# Textbooks today

Type of Book	Sample Price
New Book	\$100
Used Book	\$75
Rental Book	\$40 - \$60
E-Book	\$60 - \$75
Bundle (access code, custom etc...)	Varies
OER Book (Open Educational Resources)	Varies



# Textbooks today

## According to figures from the National Association of College Stores (NACS)

- ❑ 20.6% of every textbook sale goes to the college to cover operations and personnel cost
- ❑ 2% covers freight cost
- ❑ 77.4% goes directly to the publisher

**Publishers have only one chance to make the sale!**



# Textbooks today

## Access Codes/Custom Packages

### Pros:

- Great tool for your class
- Publishers will negotiate pricing

### Cons:

- Eliminates used book market
- If not required and/or used by all faculty, students lose money
- Communication with store very important



# How can we further reduce cost?

- ❑ **Faculty submit textbook and supply orders on time**
  - Increase availability of more used books and rentals
  - Consider choosing a two-year adoption to increase rental opportunities
  - Allows the College to adhere to requirements of the Higher Education Opportunity Act (HEOA)
  
- ❑ **Consider using the same book for the same course, campus and/or college wide**
  - Increases used and rental textbook inventory
  - Increases buying power resulting in better prices
  - Increases buying power for students
  - Reduces student dissatisfaction
  
- ❑ **Consider having adjuncts use the same textbook as full-time faculty**
  - Same advantages as listed above
  - This is where we have real concerns with students



# How can we further reduce cost?

- ❑ **Faculty can collaborate with the publisher**
  - Consider custom publications, loose leafs, and E-books
  - Negotiate with the publisher. How much will this book cost my students?
  
- ❑ **Faculty work with the campus store**
  - If instructors want to know the true cost of a book contact the campus store manager
  - Consider making access codes optional rather than required for courses
  - Ask the store manager what options are available for using old editions
  - Let the stores know about course supply requirements

# Innovative approach- tuition fee based program

## **34% of students do not purchase the tools required for their class**

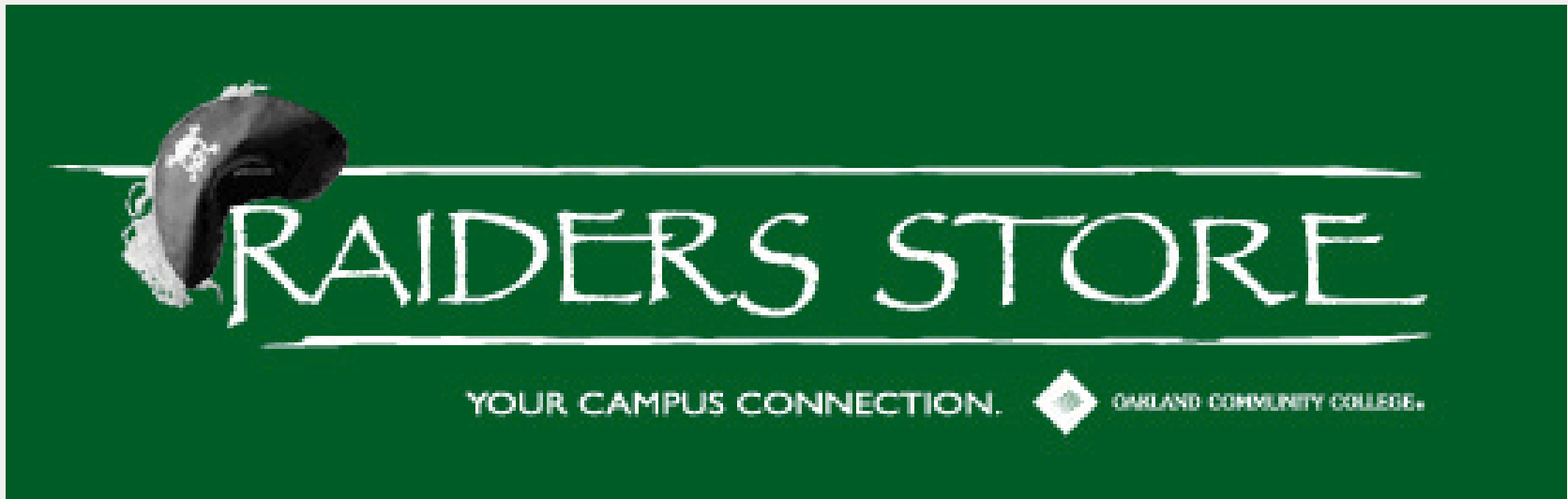
- ❑ **Universities such as North Dakota State University, Cincinnati State & Technical Community College, Arkansas State University and the University of California are piloting tuition-fee-based programs**
  - Students have the option to bundle the cost of the book with tuition
  - Publishers offer discounted pricing which has resulted in 98% of students choosing the option
  - All students are prepared the first day of class
  - All students have access to books before classes start (no access code is required)
  - Paper copies are available in the store for students to purchase for approximately \$25
- ❑ **Programs are proving to be successful**
  - Greater student preparedness
  - Higher retention rates
  - Focus on student success and completion
  - Will be looking for volunteers soon for this program





# Textbooks at OCC

- ❑ Financial aid can be used online
- ❑ Rentals (approximately 250 titles)
- ❑ E-books (rent or buy)
- ❑ Library resources
- ❑ Round-up for scholarships
- ❑ Dynamic Pricing
  - We are competitive
  - We are transparent
  - Easy returns
  - We have what you need



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