

# **The University of North Carolina**



## **Report on the Cost of Textbooks, Submitted with Campus-Based Tuition and Fee Increase Requests**

**February 2012**

*Presented to BOG on 2/10/12*



The President and the Board of Governors have been concerned for several years with the increasing cost of textbooks. The Board completed two studies on the cost of textbooks and has approved recommendations to help control textbook costs. In accordance with the March 2007 recommendations, each campus was required to submit information about textbooks along with any requests for tuition and fees increases for 2012-13 and each campus has complied.

Specifically, each institution is required to document:

- the average textbook costs for undergraduate students (including buyback averages and a calculation of “net” cost);
- the on-time adoptions of textbooks by faculty;
- the percentages of textbook sales that were new books or used books; and
- campus progress towards implementation of a guaranteed buyback or rental program for required textbooks for introductory courses.

Since data for all of 2011-12 is not yet available, the data reported here is for the 2010-11 academic year. However, campuses have anecdotally reported additional progress in data for 2011-12.

It is important to remember that bookstores at campuses are structured differently. The bookstore operations on six campuses are outsourced – UNCC, UNCG, and UNCW are contracted with Barnes & Noble and NCCU and WSSU are contracted with Follett. FSU previously had a book purchase system, but during 2008-09 worked with Follett to restart its book rental program. Note that effective for the 2011-12 academic year, UNCA is also contracted with Follett. In addition to FSU, three other campuses (ASU, ECSU, and WCU) have book rental programs. As is noted in the report, almost all of the other campuses now offer optional textbook rentals for some courses.

### **Highlights of the 2012 Report (2010-11 data)**

- ✓ Average textbook costs increased by only 1.3% for undergraduate students purchasing all new books. This percentage change is less than the increase in the Higher Education Price Index (HEPI) of 2.3%, less than the Consumer Price Index (CPI) of 2.0% and less than the CPI subcomponent for college textbooks of 4.1%.
- ✓ “On-time” faculty adoptions of textbooks declined slightly (-1.2%) from the prior year but is an overall increase of 15.8% from the 2006-07 academic year. The decline is attributable to budget reductions and uncertainties as course assignments are being made later or course schedules are not finalized at the time that buybacks occur.
- ✓ The system-wide percentage of new and used textbook sales remained constant, sales of new books at 68% and used books at 32%. Though the ratio has held constant since the prior report, it does represent an 8% increase in used book sales since 2006-07.
- ✓ Interest in electronic textbook options is increasing and is expected to continue to grow.

- ✓ Faculty increasingly understand the cost of textbooks and are willing to locate lower-cost options for students, including online resources, creating custom textbooks, and even not requiring a textbook.
- ✓ Campuses have made extraordinary progress in offering textbooks through guaranteed buyback programs. Increasingly, campuses are creating optional rental programs for required textbooks for introductory courses.
- ✓ Students in the UNC system have more options than ever before to help minimize their textbook expenses, including choices to purchase new or used, hard copy or digital, or to rent textbooks.

A summary of the data submitted by each campus is shown in Attachments 1, 2, and 3. Additional attachments follow and show examples of campus efforts.

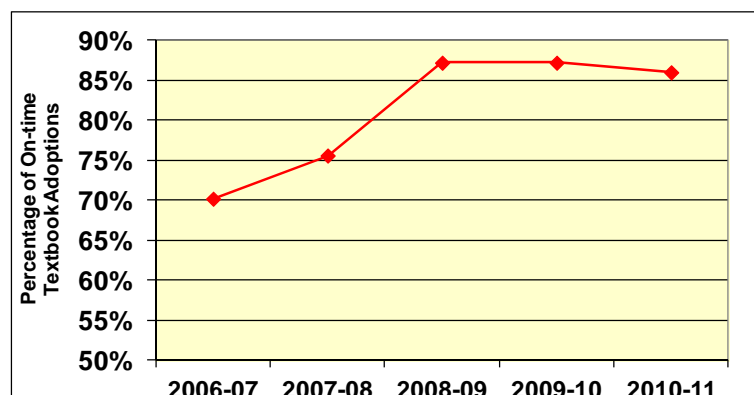
### **Average Textbook Costs for Undergraduate Students (*see Attachment 1*)**

- A standardized methodology for calculating the average cost of textbooks was used for all campus submissions. The methodology for calculating the average cost of textbooks for undergraduate students is weighted based on the enrollment in each course.
- For the four schools that currently have rental programs (ASU, ECSU, FSU and WCU), their rental fee rates are listed. In addition to these rental fees, students also generally purchase “supplemental” books that are not a part of the rental program. The methodology for this report required those schools to calculate the supplemental costs as if students had to purchase supplemental books for five courses. This methodology would overstate the supplemental costs for students who do not have to purchase supplemental texts for five courses.
- This report also includes a standardized methodology for calculating the average amount of money students receive when they sell books back to the bookstore. This allows for a comparison of “net cost” figures.
- The Board of Governors has requested a reference point for comparison of average cost data. For the 2010-11 year (comparison for this report’s data), the increase in the Higher Education Price Index (HEPI) was 2.3%. The Consumer Price Index (CPI) was 2.0% and the CPI subcomponent for college textbooks increased by 4.1%.
- Attachment 1 shows the average cost of purchasing all new books for a UNC undergraduate student (if no books were sold back) increased by just 1.3%. Likewise, the overall change in the net average cost of books for a UNC undergraduate student purchasing all new books and selling them all back was an increase of approximately 2.3%. The data shows that UNC campuses have been able to keep cost increases below that of increases in the costs of college textbooks nationally.

- Unfortunately, the current average cost methodology does not accurately capture all of the savings to students on UNC campuses.
  - The savings from the guaranteed buyback and optional rental program books are not incorporated in the calculations. Campus programs vary in such a way that it has not yet been possible to create a model for which data can be collected and compared from all institutions. Thus, the current average cost data reflects books purchased for an undergraduate student taking an average of about five courses per semester. It does not incorporate the impact of these new options for students (guaranteed buyback and optional rental), which are becoming more prevalent and more popular on many campuses.
  - These programs tend to decrease the up-front cost of textbooks to students without relying on whether the book will be sold back at the end of its use.
  - UNC General Administration and the campuses will continue to work on a way to incorporate the additional savings to students as a result of these emerging programs.

### **On-time Adoptions of Textbooks by Faculty (*see Attachment 2*)**

- Chancellors and Provosts and other campus staff have worked with Bookstore Managers to encourage faculty to adopt textbooks in a timely manner. (Examples of campus communications are attached at the end of the report. Additional examples can be provided upon request.)
- On-time faculty adoptions help reduce the average cost of textbooks by affecting the amount returned to students if they choose to sell back the books. Timely adoptions also allow bookstores to search for, and make available, more used textbooks.
- A common methodology for calculating on-time adoption of textbooks was provided to the campuses.
- System-wide, an average of 86% of faculty textbook adoptions for 2010-11 were received before the target date. While this is a change in the trends and a decline from the 2009-10 percentages, on-time adoptions have still increased by 15% since the 2006-07 year, as shown in the graph below.

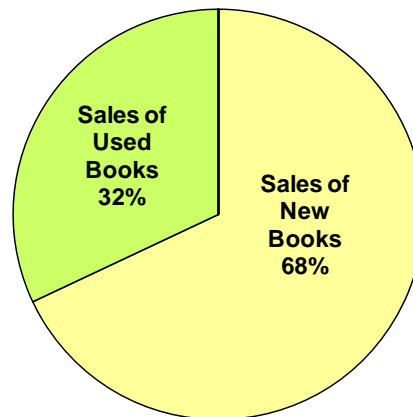


- Campus reports noted that budget reductions and budget uncertainties have negatively affected textbook adoption rates. Course assignments are being made later or courses are not scheduled at the time that buybacks occur. In these types of situations where faculty are not yet assigned to a course, it would not be possible to complete the adoption of the textbook in a timely manner. During this time of budget uncertainty, the campuses are challenged to get faculty orders in when sometimes it is unclear what classes can be offered or which faculty will be assigned to teach the courses offered. Unfortunately, we expect that there will be a similar impact when the 2011-12 data is reported, but hopefully these numbers will stabilize and begin to improve again when the budget outlook improves.
- Seven campuses still achieved faculty on-time adoption rates of greater than 90% in 2010-11: East Carolina University, Fayetteville State University, North Carolina Central University, UNC Greensboro, UNC Wilmington, UNC School of the Arts, and Winston-Salem State University. North Carolina Central University and the UNC School of the Arts have had three consecutive years of achieving this goal.
- Chancellors and Provosts and other campus staff must work diligently, alongside bookstore management, to improve on-time textbook adoptions by faculty. Their involvement in the process has helped to make significant changes in adoption rates. While the budget uncertainties produce some challenges, every effort should be made to work around those extra challenges and regain the positive momentum that had been exhibited previously.
- East Carolina University noted that simply making the necessary forms available in more formats (online, email, and hard copy) has helped to increase the adoption rates. Many campuses also noted that increased awareness from the bookstore and help from the Office of the Provost and the Academic Deans and Department Chairs has helped with adoption rates. Likewise, increased efforts by bookstore staff to follow up with faculty and academic department chairs and deans on textbook requisitions not received has helped the campuses to make positive gains in faculty textbook adoption rates (see attachments).
- Improvements in on-time submission of textbook adoptions have allowed bookstores more time to locate used books and have also allowed students more time to compare sources for purchasing books. With timely adoption, bookstores have better information about books that have the potential to be included in guaranteed buyback or rental programs. Campuses have more ability to offer these types of programs with the better adoption rates and data to enable those programs.

### **Percentage of Sales of New and Used Books (*see Attachment 3*)**

- Since improving the availability of used books can greatly decrease the costs to students, each campus also reported on the percentage of textbook sales that were new books versus used books. From 2009-10 to 2010-11, the overall percentage sales of new books and the sales of used books held constant, at 68% new and 32% used. Since 2006-07 these metrics have improved by 8%.

***Percentage Sales of New and Used Books – 2010-11***



- Interestingly, however, the rates of sales of new and used books are also being impacted by the increasing offering of optional rental programs. Since those books are generally retained within the rental program, they are not available to be purchased and are also thus not available to be bought back and resold as used copies.

### **Progress towards Implementation of Guaranteed Buyback or Rental Programs for Required Textbooks for Introductory Courses**

- Four UNC institutions – Appalachian State University, Elizabeth City State University, Fayetteville State University and Western Carolina University have book rental programs for undergraduate students.
- All other campuses have implemented some form of guaranteed buyback program or optional rental program for introductory undergraduate courses. The programs vary from campus to campus. Bookstore managers continue to identify “best practices” and implement those where possible.
- To significantly affect the cost of textbooks, Chancellors, Provosts, faculty and bookstore managers must continue to increase the number of courses and textbooks included in the guaranteed buyback and optional rental programs.

- Campuses are increasingly offering students the option of renting textbooks, even if the campus does not have a full mandatory rental program.
  - Examples of these innovative programs were in place in 2010-11 at North Carolina Central University, UNC Charlotte, UNC Greensboro, UNC Wilmington and Winston-Salem State University. NC A&T State University began a program in the Spring semester of 2011.
  - UNC Asheville, UNC Pembroke, and the UNC School of the Arts have begun optional rental programs in 2011-12.
  - East Carolina University began a hybrid optional rental program in Spring 2011 and is moving toward an optional rental program in 2011-12. NCSU had a guaranteed buyback program in place in 2010-11 but began an optional textbook rental program through an affiliate in January 2011. UNC-Chapel Hill has maintained a guaranteed buyback program.
- These optional rental programs are generally very popular with students. For example, UNCW's program that began in the Spring of 2010 as a pilot site through Barnes and Noble has quickly expanded from the original 50 course titles (or 2.4% of course titles) to the point that by the Fall of 2011, 29.9% of all book titles, affecting about 1,700 courses, were available through the rental program.

(Examples of guaranteed buyback and optional rental information from campuses can be provided upon request.)

### **Other Highlights of 2010-11 Reports on Textbook Costs**

- Campuses have reported mixed results in adoptions of digital or other electronic texts. Some reported that even when offered as options, students have not tended to purchase these options. Other campuses noted that with the increasing popularity of e-readers and other electronic options, interest in electronic texts is growing.
- Campuses are reporting increased willingness from faculty in finding lower-cost options for students. These options include using online resources, creating custom texts when that option is less expensive, not requiring a textbook, and other methods.
  - The most commonly used alternatives to traditional textbooks include course reserves (library), e-reserves (library), software, newspapers, handouts in class, e-books and other online course materials such as open-source content.
  - Many faculty members and bookstores also create custom course packs as an alternative to the traditional textbook. UNC-Chapel Hill reports, for example, that in the Fall of 2010, coursepacks were offered for 157 courses, at an average price of \$28.12 whereas the average price of a traditional new textbook is \$103.30.



- Open-source textbooks have often been developed by faculty and supported by campuses. These books are offered for free using online delivery. The process for development and distribution of these materials is quite different than the traditional textbook production models.
- Many of the University's faculty have begun to not require a textbook at all, instead relying on other materials or on online aids to coursework. As an example, UNC-Chapel Hill reported that during academic year 2010-11, out of 3,494 total undergraduate courses, 653 of those (18.7%) did not require a textbook. This is a dramatic change from the 2006-07 academic year, in which out of 3,023 undergraduate courses, only 217 courses (7.2%) did not require a textbook.
- Some stores are experimenting with print-on-demand machines. NC State, for example, now has such a machine, which has access to a network of print on demand titles from various publishers as well as more than 1 million public domain titles. It can produce high quality paperback books in a matter of minutes. This print on demand model eliminates overstock inventory and freight costs. NC State is also participating in a pilot program to produce print copies of open-source content titles. This model provides students with free digital versions of the book and provides the option of purchasing a low cost print version.

## Summary of Data

- The work completed so far by the campuses is showing results. As noted in UNCW's report, the results of holding down the cost of textbooks to students are directly attributable to several factors:
  - Greater collaboration between faculty, bookstores, and publishers
  - Introduction of options such as rental, loose leaf, online, and other lower cost alternatives
  - Faculty efforts and willingness to unbundle and select or create only required materials
- The on-time adoption of textbooks has declined slightly in the wake of budget challenges and uncertainties. While this is unfortunate, we expect similar data in the 2011-12 report but hope that continued efforts in this area will help mitigate further declines. Efforts to improve the on-time adoption rates should continue. It is apparent that active engagement by all of the campus community (faculty, staff, and administration) is critical in these efforts.
- Bookstore managers should continue to work on ways to share best practices, collaborate, and leverage resources to lower the cost of textbooks. Likewise, Chancellors, faculty and staff must continue to pursue additional strategies to aid the bookstores in lowering the cost of textbooks.

- Campuses are reporting increased willingness from faculty in finding lower-cost options for students. These options include using online resources, creating custom texts when that option is less expensive, not requiring a textbook, and other methods.
- Many campuses have had success in increasing the number of courses for which no textbook is required. Instead, many faculty members have been able to lessen the financial burdens on students by making materials available electronically, by selecting only the necessary chapters, and/or having custom publishing (“coursepack”) as an option rather than a textbook.
- Campuses are making more options available to students. Students have more choice in terms of what type of books to purchase or rent and are more empowered to choose the best option for their particular situation. For example, some students like e-books and choose to purchase those when available. Some students prefer the up-front savings available from rental or guaranteed buyback programs. Others prefer to locate and purchase a used copy of the text which they can decide to keep or sell at the end of their usage.
- Students in the UNC system have more options than ever before when figuring out how to minimize their textbook expenses. Increased involvement from faculty and administrators as well as communications among bookstores, students, faculty, and administrators have contributed to a more collaborative environment on campuses – all focused on ways to reduce textbook costs. Students increasingly have choices to purchase new or used, hard copy or digital, or to rent textbooks.

## UNC TEXTBOOK SUMMARY

### Average Cost of Textbooks for an Undergraduate Student

	2006-07						2007-08						2008-09						2009-10						2010-11						% Change from 09-10 to 10-11 (see notes)				
	Purchase All NEW Textbooks-UG			Purchase All USED Textbooks-UG			Purchase All NEW Textbooks-UG			Purchase All USED Textbooks-UG			Purchase All NEW Textbooks-UG			Purchase All USED Textbooks-UG			Purchase All NEW Textbooks-UG			Purchase All USED Textbooks-UG													
	Avg. Gross Costs	Avg. NET Costs	Avg. Buyback Amt.	Avg. Gross Costs	Avg. NET Costs	Avg. Buyback Amt.	Avg. Gross Costs	Avg. NET Costs	Avg. Buyback Amt.	Avg. Gross Costs	Avg. NET Costs	Avg. Buyback Amt.	Avg. Gross Costs	Avg. NET Costs	Avg. Buyback Amt.	Avg. Gross Costs	Avg. NET Costs	Avg. Buyback Amt.	Avg. Gross Costs	Avg. NET Costs	Avg. Buyback Amt.	Avg. Gross Costs	Avg. NET Costs	Avg. Buyback Amt.	Avg. Gross Costs	Avg. NET Costs	Avg. Buyback Amt.								
Campus																																			
ASU (Rental)	164.00	N/A	164.00	N/A	164.00	N/A	175.00	N/A	175.00	N/A	175.00	N/A	175.00	N/A	175.00	N/A	175.00	N/A	175.00	200.00	N/A	200.00	200.00	N/A	200.00	210.00	210.00	N/A	210.00	210.00					
ASU in addition to rental	252.60	21.45	231.15	189.00	16.05	172.95							144.85	11.81	133.04	109.35	8.92	100.43	175.65	18.04	157.61	133.10	13.67	119.43	186.20	13.03	173.17	141.60	9.92	131.68	5.47%	7.15%			
ECU	878.75	90.74	788.01	660.50	68.03	592.47	912.20	169.34	742.86	682.00	126.60	555.40	884.55	121.57	762.98	648.90	89.08	559.82	897.90	119.06	778.84	674.65	89.40	585.25	948.15	136.68	811.47	688.05	99.17	588.88	5.60%	4.19%			
ECSU	310.00	N/A	310.00	310.00	N/A	310.00	310.00	N/A	310.00	N/A	310.00	310.00	340.00	0.00	340.00	340.00	0.00	340.00	340.00	0.00	340.00	340.00	0.00	340.00	340.00	0.00	340.00	340.00	0.00	340.00					
ECSU in addition to rental	274.40	N/A	274.40	274.40	N/A	274.40	244.30	N/A	244.30	N/A	244.30	244.30	not avail.	0.00	not avail.	not avail.	0.00	not avail.	28.15	0.00	28.15	28.15	0.00	28.15	81.28	0.00	81.28	81.28	0.00	81.28	14.43%	14.43%			
FSU	1,114.70	96.68	1,018.02	833.65	72.33	761.32	1,094.05	134.66	959.39	821.65	101.12	720.53	280.00	N/A	280.00	280.00	N/A	280.00	280.00	N/A	280.00	280.00	N/A	280.00	280.00	N/A	280.00	280.00	N/A	280.00					
FSU in addition to rental	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	102.65	12.82	89.83	77.20	9.64	67.56	107.90	2.33	105.57	79.75	1.76	77.99	111.75	2.77	108.98	83.95	2.09	81.86	0.99%	0.88%			
NCA&T	1,103.45	96.39	1,007.06	794.25	69.47	724.78	1,049.75	134.29	915.46	738.85	94.97	643.88	1,128.50	220.97	907.53	767.45	149.68	617.77	1,086.50	208.04	878.46	716.95	137.58	579.37	1,099.35	195.12	904.23	717.35	127.11	590.24	1.18%	2.93%			
NCCU	902.65	74.92	827.73	677.90	56.27	621.63	866.90	92.76	774.14	650.95	69.65	581.30	927.50	110.92	816.58	694.50	82.99	611.51	913.70	123.32	790.38	669.80	90.37	579.43	1,001.55	110.31	891.24	750.85	82.70	668.15	9.61%	12.76%			
NCSU	858.10	136.31	721.79	648.50	102.98	545.52	898.90	173.91	724.99	679.60	131.46	548.14	946.06	182.46	763.60	711.29	137.30	573.99	970.69	174.21	796.48	731.53	131.25	600.28	980.92	177.57	803.35	743.27	134.65	608.62	1.05%	0.86%			
UNCA	938.55	208.05	730.50	737.00	163.44	573.56	970.45	285.51	684.94	765.75	225.42	540.33	926.45	292.92	633.53	717.00	226.59	490.41	974.30	269.82	704.48	758.75	210.13	548.62	949.50	216.54	732.96	661.65	150.92	510.73	-2.55%	4.04%			
UNC-CH	980.55	118.15	862.40	741.97	89.40	652.57	983.15	104.85	878.30	742.80	79.22	663.58	1,011.25	112.64	898.61	711.45	79.33	632.12	987.95	103.81	884.14	745.99	78.40	667.59	1,012.45	99.02	913.43	766.45	74.96	691.49	2.48%	3.31%			
UNCC	1,010.99	255.60	755.39	759.50	191.98	567.52	1,019.38	294.83	724.55	765.08	221.25	543.83	1,027.99	235.48	792.51	771.06	176.63	594.43	1,031.52	187.47	844.05	773.67	140.61	633.06	1,016.90	164.67	852.23	762.75	123.51	639.24	-1.42%	0.97%			
UNCG	990.30	165.03	825.27	742.75	123.77	618.98	1,007.55	183.41	824.14	755.75	137.57	618.18	949.85	143.76	806.09	713.80	108.04	605.76	981.70	121.96	859.74	738.65	91.76	646.89	915.20	132.80	782.40	686.35	99.59	586.76	-6.77%	-9.00%			
UNCP	885.41	151.98	733.43	591.09	101.43	489.66	960.51	176.10	784.41	635.21	116.47	518.74	913.01	224.66	688.35	627.67	154.42	473.25	935.49	218.40	717.09	633.80	147.99	485.81	948.94	189.70	759.24	651.54	130.20	521.34	1.44%	5.88%			
UNCW	1,037.80	164.80	873.00	780.95	124.01	656.94	1,044.45	165.96	878.49	786.25	124.94	661.31	1,064.80	187.01	877.79	800.40	140.56	659.84	1,057.90	185.02	872.88	794.80	138.99	655.81	1,051.80	139.52	912.28	790.10	104.79	685.31	-0.58%	4.51%			
UNCSA	219.20	15.09	204.11	165.30	11.23	154.07	243.25	20.47	222.78	185.70	15.70	170.00	235.10	18.94	216.16	177.96	14.44	163.52	231.31	18.84	212.47	172.25	13.95	158.30	218.50	32.52	185.98	153.00	23.71	129.29	-5.54%	-12.47%			
WCU (Rental)	214.00	N/A	214.00	214.00	N/A	214.00	214.00	N/A	214.00	214.00	N/A	214.00	214.00	N/A	214.00	214.00	N/A	214.00	214.00	214.00	N/A	214.00	214.00	N/A	214.00	214.00	N/A	214.00	214.00	N/A	214.00				
WCU in addition to rental	258.65	6.43	252.22	194.20	4.83	189.37	251.50						not avail.	not avail.	not avail.	not avail.	not avail.	not avail.	106.10	3.73	102.37	83.00	0.58	82.42	114.25	3.45	110.80	84.95	2.56	82.39	2.55%	2.66%			
WSSU	823.70	114.35	709.35	620.20	86.07	534.13	839.20	135.98	703.22	630.35	102.15	528.20	859.05	119.43	739.62	640.05	114.01	526.04	930.95	152.13	778.82	691.10	113.08	578.02	866.70	134.81	731.89	650.20	101.13	549.07	-6.90%	-6.03%			
																										Average Change		1.32%	2.32%						

## NOTES:

Average textbook costs have been calculated on the basis of 5 courses per undergraduate student.

FSU returned to a rental system effective 2008-09.

NCA&amp;T has revised 2009-10 numbers since the last reporting cycle.

The methodology used for the 2008-09, 2009-10, and 2010-11 supplemental course information at ASU, ECSU, FSU, and WCU (schools with book rental programs) differs from previous reporting cycles and therefore does not allow for accurate comparisons to 2006-07 and 2007-08.

**UNC TEXTBOOK SUMMARY**  
**Percentage of On-time**  
**Faculty Textbook Adoptions**

Campus	06-07 %	07-08 %	08-09 %	09-10 %	10-11 %
	On-Time Textbook Adoptions	On-Time Textbook Adoptions	On-Time Textbook Adoptions	On-Time Textbook Adoptions	On-Time Textbook Adoptions
ASU	62.5%	72.4%	70.5%	74.0%	86.5%
ECU	77.8%	71.6%	91.9%	89.2%	93.9%
ECSU	Data Not Avail.	90.4%	90.0%	100.0%	83.5%
FSU	85.3%	72.1%	84.5%	72.8%	93.1%
NCA&T	75.7%	72.8%	100.0%	94.8%	88.5%
NCCU	65.1%	76.1%	90.5%	92.0%	95.0%
NCSU	62.5%	67.0%	80.5%	77.5%	76.0%
UNCA	74.5%	83.6%	88.1%	88.0%	76.0%
UNC-CH	48.2%	66.2%	80.9%	79.8%	73.7%
UNCC	73.3%	80.1%	90.6%	87.1%	75.0%
UNCG	73.5%	75.5%	85.0%	91.0%	94.3%
UNCP	Data Not Avail.	66.5%	87.5%	87.0%	81.0%
UNCW	71.7%	78.5%	88.5%	93.7%	94.3%
UNCSA	79.7%	94.0%	97.0%	96.0%	94.3%
WCU	61.5%	70.0%	82.2%	81.3%	77.0%
WSSU	72.0%	72.5%	87.6%	91.4%	94.1%
<b>Average</b>	<b>70.2%</b>	<b>75.6%</b>	<b>87.2%</b>	<b>87.2%</b>	<b>86.0%</b>

## UNC TEXTBOOK SUMMARY

### Percentage of Used and New Textbook Sales

Campus	2006-07		2007-08		2008-09		2009-10		2010-11	
	% Sales New Books	% Sales Used Books	% Sales New Books	% Sales Used Books	% Sales New Books	% Sales Used Books	% Sales New Books	% Sales Used Books	% Sales New Books	% Sales Used Books
ASU	78%	22%	74%	26%	71%	29%	76%	24%	72%	28%
ECU	74%	26%	76%	24%	71%	29%	74%	26%	73%	27%
ECSU	100%	0%	100%	0%	100%	0%	100%	0%	100%	0%
FSU	80%	20%	69%	31%	57%	43%	36%	64%	42%	58%
NCA&T	85%	15%	84%	16%	77%	23%	71%	29%	67%	33%
NCCU	69%	31%	71%	29%	76%	24%	79%	21%	74%	26%
NCSU	66%	34%	62%	38%	58%	42%	58%	42%	56%	44%
UNCA	69%	31%	55%	45%	43%	57%	43%	57%	47%	53%
UNC-CH	71%	29%	65%	35%	66%	34%	67%	33%	66%	34%
UNCC	68%	32%	66%	34%	62%	38%	70%	30%	71%	29%
UNCG	67%	33%	60%	40%	69%	34%	72%	28%	69%	31%
UNCP	75%	25%	65%	35%	59%	41%	56%	44%	53%	47%
UNCW	72%	28%	65%	35%	69%	30%	66%	34%	75%	25%
UNCSA	Data Not Avail.	Data Not Avail.	Data Not Avail.	Data Not Avail.	64%	36%	65%	35%	67%	33%
WCU	88%	12%	85%	15%	82%	18%	81%	19%	84%	16%
WSSU	74%	26%	61%	39%	79%	21%	79%	21%	67%	33%
<b>Average</b>	<b>76%</b>	<b>24%</b>	<b>71%</b>	<b>29%</b>	<b>69%</b>	<b>31%</b>	<b>68%</b>	<b>32%</b>	<b>68%</b>	<b>32%</b>

ASU, ECSU, FSU and WCU have book rental programs; ECSU sells only new supplemental materials.

UNCSA's Point of Sale system was not set up to reflect new vs. used sales until Winter 2008.

# **CAMPUS EXAMPLES**

## Memos & Emails to Faculty Regarding Textbooks

### Email Memorandum

Emails and memos sent to faculty from Provost's Office as well as from store help to reach textbook adoption goals.

To: Deans and Department Chairs

From: Bryan Tuten, Interim Director of Dowdy Student Stores

Date: April 13, 2011

First, I'd like to thank all those who have submitted textbook requisitions for the upcoming fall semester by the March 4 deadline date. With your on-time submissions, the ECU Dowdy Student Stores will be able to set up a more extensive book buy back list for the spring buying period that will begin in a few days. Not only do we give cash back to students for books used here at East Carolina, but we also buy used books for students at UNC-Chapel Hill and NC State through our shared buy back program. Keep in mind that on-time adoptions also allow the Dowdy Student Stores to purchase as many used textbooks as possible from wholesalers.

If you missed the March 4 deadline date, it's still not too late to submit your textbook requisition! The sooner you can submit your textbook requisition will better enable the Dowdy Student Stores to meet these buy back objectives. Ultimately this lowers textbook costs for students and their families.

Attached is the latest listing of the textbook requisitions that have been submitted by academic departments on main campus. **EVEN IF NO TEXTBOOK IS REQUIRED** for a course, we need to know that. This information is required by HOEA as well as the UNC-General Administration's annual report asking us specifically about ECU faculty response to textbook requisition deadlines. ECU is required by the UNC-GA to have a minimum of 90% of course textbook requisitions each term submitted by faculty prior to book buyback. We did not reach that requirement last spring, and have not yet reached that level this year!

As some of you know, we began an in-store Textbook Rental program this past spring. There were twelve titles in the pilot program. 250 books were rented during the semester, and we plan to expand the program this fall. With your help a rental program can be successful and save your students a great deal of money.

"The Half-Back Guarantee" program that's been in place since 2007 will also continue for the 2011-12 school year. This program guarantees a student purchasing select textbooks can sell them back at the end of that semester and receive 50% of the original purchase price.

Digital textbooks and additional textbook rentals are available online through the Dowdy Student Stores website at [www.studentstores.ecu.edu](http://www.studentstores.ecu.edu). We have partnerships with different companies, such as CourseSmart and Cengage Publishing, to make these options available to our students. While not every textbook is available in electronic format or as a rental, these companies were selected because they are supported by multiple higher education textbook publishers, including Pearson and McGraw Hill. Students can purchase digital books at a savings of up to 50% over printed textbooks. (Please note, however, that digital books have no "sell back" value and rentals typically require the student to ship back the book(s) to the company.)

If you wish to include these textbook alternatives on your course/department/personal web site or syllabus, PLEASE refer students to the ECU Dowdy Student Stores web site in order for them to link to our partners so that ECU gets credit for the sale: <http://www.studentstores.ecu.edu> As you know, Dowdy Student Stores is one of the biggest scholarship contributors at ECU, and even the small commission earned through these partners will help toward this endeavor!

As we all continue to face the economic challenges here at East Carolina, we are challenged by the UNC General Administration to become more efficient in our business practices and at the same time reduce costs for our students. Together we can continue our strong partnerships that make East Carolina University such a special place and its commitment to help the students and make going to college more affordable.

Please feel free to call me at 328-2438, e-mail at [tutenb@ecu.edu](mailto:tutenb@ecu.edu), or our Textbook Department Manager, Katherine Burney, at [burneyk@ecu.edu](mailto:burneyk@ecu.edu) if you wish to discuss further or to commit using your textbook in our Rental Program or our Guaranteed Buyback program.

Thank you for all your efforts and for anything you can do to help expand our cost-saving efforts now and in the future.



Trade in your Books for some  
sweet summertime

# CASH

Plus, a **FREE ECU T-shirt**  
(while supplies last)  
& **BONUS BUCKS COUPON**  
for selling us your books!

Look for **DOWDY**  
Trailers, or sell your  
books in the  
Wright Building Store!

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**STUDENT  
STORES**  
EAST CAROLINA UNIVERSITY  
[www.studentstores.ecu.edu](http://www.studentstores.ecu.edu)



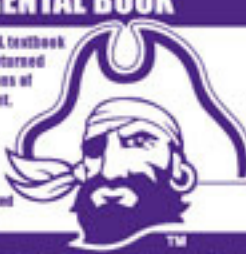
Buyback is  
**April 20–May 6**

Visit us online for buyback locations  
[www.studentstores.ecu.edu](http://www.studentstores.ecu.edu)

Book buyback promoted through traditional newspaper ads, bus posters, bulletin boards, but graphics also distributed free via electronic media such as Facebook pages (store, Parents Council, SGA, Student Pirate Club), and internal social media site “Inner Pirate” and on campus digital display screens.

**ECU Dowdy Student Stores  
RENTAL BOOK**

This is a **RENTAL** textbook  
and must be returned  
under conditions of  
your agreement.



Return book  
by the date printed  
on your receipt.



Check Dowdy Web Site for Rental Return Hours & Locations  
[www.studentstores.ecu.edu](http://www.studentstores.ecu.edu)

In-store rental books were identified by a  
sticker placed on the book.

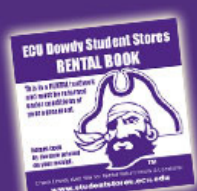
The rental program was promoted via the store  
web site, Facebook, and traditional store ads,  
although not on a large-scale since the in-  
house program was beginning with few titles  
in the Spring 2010 semester.

Don't Miss  
the Due  
Date!

**Rental  
Books  
are due  
May 10th**



**SAVE \$!**



**RENT HERE  
RETURN HERE**

ECU's easy in-store rentals



**SPRING  
SEMESTER  
SAVINGS!**

When it comes to textbooks, we've got so many ways to save you money!

- USED textbooks
- RENTAL textbooks for some courses!
- GUARANTEED BUYBACK on many textbooks!
- Web links to buy DIGITAL books and even individual chapters!

And, we're right here on campus for convenient returns and exchanges!

**Plus, Back-to-Class Specials:**

- **50% OFF** select group of **Jerzees® Hoodies & Crews**
- **Epson Stylus Printer, \$39.95**

Prices good while supplies last!



Become a Fan of "ECU Dowdy Student Stores" and be one of the first to find out about sales and events!

Ronald E. Dowdy  
**STUDENT  
STORES**  
EAST CAROLINA UNIVERSITY

Where Your Dollars Support Scholars!

Wright Building • Brody Building  
252.328.6731 • 252.744.3450 • 877.499.TEXT  
www.studentstores.ecu.edu



Clip and Save!! Coupon Required for Discount.

**\$5 OFF your purchase of \$75 or more!**

**\$5**

Computer hardware, software, textbook rentals, art department metals, special orders, purchases of gift cards, and medical references are excluded from this offer. Not valid in conjunction with any other coupon. Prior purchases excluded. COUPON REQUIRED. One coupon per person. **In-store purchases only.**

**\$5**

Coupon valid through Jan. 31, 2011.



Wright Building & Medical Bookstore  
Locations - In Store  
Purchases Only.

Ronald E. Dowdy  
**STUDENT  
STORES**  
EAST CAROLINA UNIVERSITY



SCAN THIS!

No need to clip the coupon -- Use a barcode scanner app on your iPhone or Droid, and save the coupon to your phone! Simply show the coupon image to the cashier for your savings!



**Store Hours:**

Mon. - Thurs.: 7:30 am-7 pm  
Fri.: 7:30 am-5 pm  
Sat.: 11 am-3 pm

Hours subject to change for holidays and special events.

**Because we care...**

"Don't forget, no matter where you buy your books ALWAYS save your receipts and familiarize yourself with return policies. You may not think you'll be dropping or changing a class, but if you buy your books from Dowdy Student Stores we're here for convenient returns & exchanges if you do change your schedule."



ECU Dowdy Student Stores began regularly using QR codes in 2011 to target students with smartphones to the store website, where they would find coupons to "show & save." While there have been very few uses of the coupons, students spoken to say "it's cool", and are likely to use the technology in the future, so we plan to continue to use QR codes.

**Show & Save!**



SUMMER SCHOOL  
SAVINGS!

Computer hardware, software and art department metals, special orders, medical references, and the purchase of gift cards are excluded from this offer. Not valid in conjunction with any other coupon. Prior purchases excluded. COUPON REQUIRED. One coupon per person.

**\$5**

Wright Building & Brody Building  
in-store purchases only.  
Offer valid May 12-27, 2011

**Take \$5 OFF Your Purchase  
of \$75 or More!**

Ronald E. Dowdy  
**STUDENT  
STORES**  
EAST CAROLINA UNIVERSITY



# Welcome Faculty!

## Dowdy Student Stores...

Everything you need for class – and more!

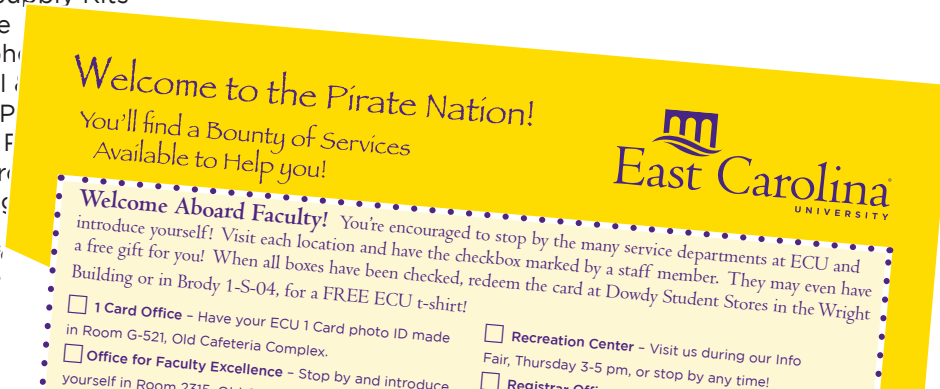
- Textbook Requisitioning
- Publisher Contacts for Digital Books & Resources
- Course Pack Copyright Clearance
- Special Tools and Supply Kits
- Computer Software
- Computers & Peripherals
- ECU Pirate Apparel
- Custom Imprinted Products
- ECU Jewelry Class
- Special Events & Programs
- Textbook Loan Program

Need something special for your class? Visit us to find what you need for your course. It's easier for you, your department, and your students.

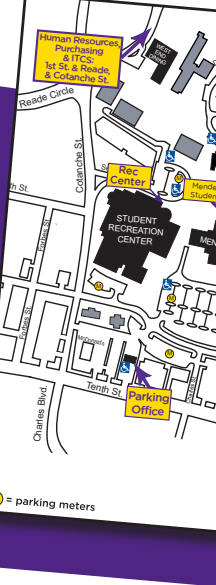
East Carolina University Student Stores, and returns profits to ensure course materials are priced as low as possible. In addition to our medical bookstore in Blaine Hall, we also have a bookstore at athletic venues, the ECU Bookstore, which receives \$350,000 annually to fund medical scholarship programs.

*We share the same East Carolina traditions, and sense of community.*

ECU Dowdy  
www.studentstores.edu



- ☐ 1 Card Office - Have your ECU 1 Card photo ID made in Room G-521, Old Cafeteria Complex.
- ☐ Office for Faculty Excellence - Stop by and introduce yourself in Room 2315.
- ☐ Mail Services, Building 1 - Mail Stops & pick up sorted mail.
- ☐ Mendenhall Student Center - Desk inside the student union.
- And, as a BONUS, stop by the Student Recreation Center and receive a 360" for a FREE Coupon.
- ☐ Parking Office - Get your parking permit. St. - Register for a chance to win a prize. upgrade to the A Zone.



### IMPORTANT INFORMATION FOR FACULTY

from the ECU Dowdy Student Stores!

## How to Submit your Textbook Requisitions Online

- Go to [www.studentstores.ecu.edu](http://www.studentstores.ecu.edu), select Faculty & Staff Info.** Look for "Online Book Requisitions" and then click on the "Faculty Course Requisition Login" link.
- Login using your ECU Pirate ID and Passphrase.** ECU ITCS offers an online Passphrase maintenance system that can reset your Passphrase automatically. Go to: [pirateid.ecu.edu](http://pirateid.ecu.edu) for passphrase reset if needed. We encourage faculty to reset their Passphrase if they are experiencing difficulty logging into our site.
- Select** **CREATE NEW REQUISITION**
- Select your term. Select department/course number/section.** Please verify your course information carefully. **You will not be able to change the Term, Department, Course, or Section once you submit this page.**
- Enter your estimated enrollment and contact information (\*indicates required fields).** Enter your contact information, then click **NEXT**.
- Use the following options to enter your book information:**
  - ▶ Search by:

ISBN

**SEARCH**

ONCE THE CORRECT TITLE APPEARS CLICK: "Select this title"
  - ▶ Use the **SEARCH OTHER COURSE** button to...
  - ▶ Add books used in your courses in previous semesters
  - ▶ Add books used in another professor's courses in previous semesters
  - ▶ Add books being used in other courses during this semester
    - Click the **"No Books Are Required"** button if no textbooks are required for the course.

**Ronald E. Dowdy**  
**STUDENT STORES**  
EAST CAROLINA UNIVERSITY

Dowdy Student Stores works with New Faculty Orientation to ensure those arriving on our campus know where the bookstore is, and understand the requisitioning process.

- continued on other side

# It's different now...

# It's different now...

Dear NCCU Faculty,

Beginning this fall, our campus bookstores will introduce a new textbook rental program that will allow students to save upwards of 50 percent on many of the books you select for your courses.

I am writing you because I believe it is important that you understand how textbook rental will work and what you can do to make this savings available to our students as we work together to bring down the costs of higher education for our students.

Through our collaboration with our bookstore partner, Follett Higher Education Group, this new rental option will be available to students under the banner of Rent-A-Text. We believe offering rental textbooks through this program will:

- **Save students money.** Rental can save students 50 percent or more on the cost of their textbooks.
- **Support strong learning and study habits.** Students can continue to highlight and take notes in their rented textbooks. They will also have the option to keep the book at the end of a term.
- **Make it easier for students to get all their books when they need them.** Students will be able to purchase, pick-up and return textbooks either in our campus stores or online and have numerous choices for payment, including being able to use their campus cards and financial aid.

But you play a critical role in making this possible for our students.

First, consider adopting titles that are available for rental. Follett is compiling a comprehensive, national rental list, which is now available at [www.rent-a-text.com](http://www.rent-a-text.com). In order to make rental available to as many students as possible, please submit your request (s) as soon as possible so that we can research the titles and ensure that they are eligible for the program.

Second, if you don't see a title you want on the national rental list, **our bookstore managers can work with you to make specific books eligible for Rent-A-Text with a multiple term adoption.**

Finally, your students should know the work you have done to make rental textbooks accessible for them. We'll provide you with information and an approved Rent-A-Text mark you can use on your syllabus to inform **students on how to find the rental options you make available.**

As educators, we all have a role in lowering education costs. As a faculty member, you have the power to select course materials and provide a major cost savings opportunity for your students to ensure they come to class equipped to learn.

During the next few months, you will hear more about the Rent-A-Text program directly from our bookstore. Meantime, I encourage you to visit [www.rent-a-text.com](http://www.rent-a-text.com) for program information and updates.

If you have any questions or ideas, please feel free to contact me. Thank you in advance for your support.

Tim Moore  
Director of Auxiliaries & Business Services  
Phone: 919-530-7420  
Email: [tmoore@nccu.edu](mailto:tmoore@nccu.edu)

**rent-a-text.com**

**RENT-A-TEXT.COM**



**ATTACHMENT 4: “Adoptions Due” Notice – sent to all Faculty on September 26, 2011, with links to videos of UNC Charlotte instructors urging fellow faculty members to comply with Textbook Affordability Efforts**

Dear UNC Charlotte Instructors:

**Before You Delete This Email, Here’s the Simple Message:**

- Please place your textbook orders for Spring 2012 by October 17.
- The easiest way to do it is on the website at [www.uncctextbookadoption.com](http://www.uncctextbookadoption.com).
- Placing your order by the deadline is one simple thing you can do to save money for our students.
- If you are still not sure whether you are going to meet the deadline, please read the rest of the email.

**Why It’s Important to Adopt Textbooks Early**

We understand and appreciate the care you put into choosing the right text for your classes. Students also appreciate it when you consider affordability options to help reduce the overall cost of textbooks.

The most important thing you can do to help lower textbook costs is to place your adoption order with the campus bookstore by October 17. By doing so, you give the bookstore enough time to source used books, which are sold to students at a 25% discount. You also give the store time to plan for buy-back; when you inform them that you will use the same book next term, the campus store will buy those titles back from students at 50% of the original price paid.

Ordering early also helps the bookstore put together a better rental program. Our popular rental program offers students savings of more than 50% off the new book price. Approximately one-third of our adopted titles currently are in the program, and we welcome your help in increasing that number. Here are the criteria to include a book in the rental program:

- The book cannot be bundled with software, access codes or other packaged items.
- The book cannot be a “consumable” item – i.e., with perforated or loose pages.
- If your book meets the above criteria but does not have high national resale potential (based on Barnes & Noble analysis), you still may be able to add your title to the rental program by committing in writing to use the same edition for 4 consecutive semesters.

Another action you can take to help control costs is to consider adopting stand-alone texts whenever possible, so students can rent, sell back at 50% (or 55% in the Guaranteed Buy-Back program) and buy used. Avoid bundles that contain items (access codes, readers, etc.) that you do not plan to use in class. While often billed as “free,” these items may add costs and may add to student frustration over being required to purchase items that they do not use, or being prohibited from choosing a used book or rental.

## **How To Order**

The best way to place an order is through the online ordering system:

[www.uncctextbookadoption.com](http://www.uncctextbookadoption.com) . You also may call or email our campus textbook manager, Dominic Raby, at 7-7072 or [uncctext@uncc.edu](mailto:uncctext@uncc.edu). Or visit the bookstore to place your order in person. Bookstore staff is available to help you through the ordering process, and to help you evaluate affordability options for your students.

**Click on a link below to view a brief video about what some UNC Charlotte instructors are doing to help lower textbook costs:**

<http://video.uncc.edu/textbook-affordability-s-kathryn-yarbrough>

<http://video.uncc.edu/textbook-affordability-concepcion-degodev>

<http://video.uncc.edu/textbook-affordability-mohammad-kazemi>

Thank you, and please let me know if you have any questions or suggestions.

**Karen Natale**



## UNCG Bookstore starts Rental Program and Bookstore Bucks



Beginning in fall 2010, the UNCG Bookstore offered students a new, multi-channel textbook rental program designed to deliver maximum savings and convenience.

This innovative textbook rental program allows students to rent their textbooks for less than 50

percent of the cost of purchasing a new printed textbook. Plus, as an added convenience, students are able to rent their books either in the store or from the store's web site [UNCG.BNCOLLEGE.COM](http://UNCG.BNCOLLEGE.COM).

"Students have been asking for this for quite a while," said Brad Light, store manager, when asked about student demand for this service. "I think it will be high."

This decision to offer a textbook rental program was a joint decision made by UNCG and Barnes & Noble College Booksellers.

Other program features include:

- Students can pay the rental fees using any form of tender currently accepted by the bookstore – including student financial aid and campus debit cards. (Note: For security purposes, a valid credit card must also be provided regardless of the tender used for the rental fee.)

- Students can highlight or mark the rented books just as they would if they purchased a book and planned to sell it back to the bookstore.

- Students can convert their rental to a purchase during the first two weeks of class.

- The rental period is for the duration of the term/semester. Books are due back at the bookstore no later than 10 days after the last day of finals. Students can return the books in person or mail them to the bookstore.

- Courtesy emails will go out as the end of the term/semester approaches reminding students to return their books. Books not returned (or returned in unusable condition) will be subject to replacement and processing fees.

Barnes & Noble began piloting their rental program earlier last year at 25 campus bookstores across the country. According to the company, students like having the option of getting their books immediately – as opposed to waiting for a shipment to arrive – and they appreciated knowing that the books they were renting were guaranteed to be the right books for the classes. More than 90 percent of the students surveyed, according to the company, said they would rent from their campus bookstore again.

Light notes an additional program the UNCG Bookstore offers students, as well. "Students have been asking to charge textbooks to their student account. They can do that now as well. It is a program called Bookstore Bucks. Students can go to the web site: <http://bookstorebucks.uncg.edu> – and add up to \$750 to their student account. Then the money will be added to their SpartanCard. The students will be able to use this service online as well."

***\$969,996.64 were applied to Bookstore Bucks the first semester.***

*Article originally published in the May 4<sup>th</sup> issue of Campus Weekly.*

**COMPLETE YOUR ADOPTIONS ONLINE AT:**

**UNCGTEXTBOOKS.COM**  
**(Click on the FACULTY link)**

THIS TITLE ALSO  
**FOR  
RENT**

**NEW**

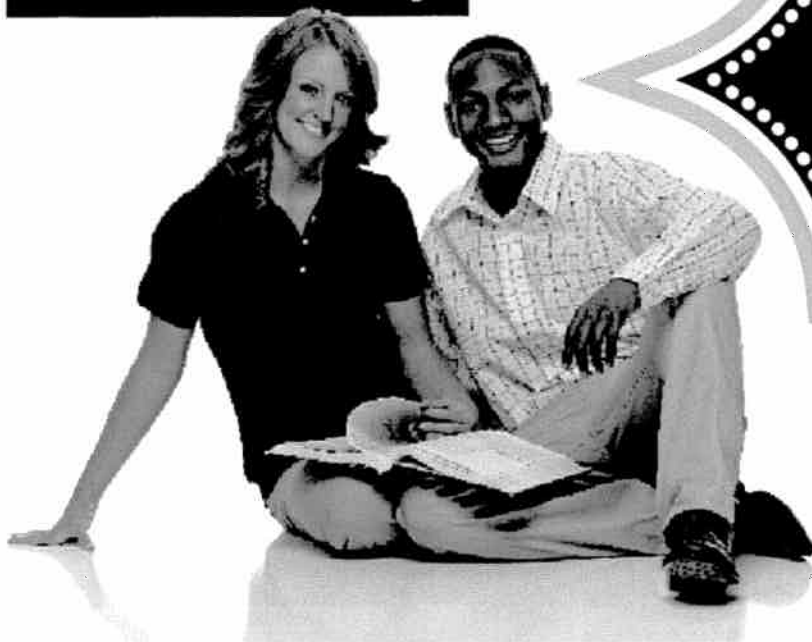
NEW RENTAL PRICE  
**\$46.47**  
YOU SAVE \$16.08

**USED**

USED RENTAL PRICE  
**\$30.10**  
YOU SAVE \$32.45

RENT THIS BOOK AT THE **KIOSK** NOW AND SAVE!  
\*\*CREDIT AND DEBIT CARDS ONLY\*\*

early adoptions help  
students save money



## new choices impact textbook adoptions

As you consider your textbook adoptions, you know that value is important. As always, we are happy to help you review your traditional options, including loose-leaf, custom and bundled textbooks. And while these products can offer great benefits in a changing educational environment, the best or most cost-effective choice may come in a different format.

For this reason, we now offer two additional choices to make textbooks more affordable: rental and digital.

### rent-a-text.com

Some titles you may adopt are available to students through our Rent-A-Text program, which enables students to rent their books and save up to 50% off the cost of buying new.

#### Check to see if your textbooks are available for rent:

1. Visit [www.rent-a-text.com](http://www.rent-a-text.com)
2. Click on the "Faculty" link
3. Search for your title!

If your title is not currently available for rent:

1. Use [www.rentatext.com](http://www.rentatext.com) to browse other textbooks that may suit your curriculum.
2. Contact your bookstore to see whether your textbook can be added to the program.



### CaféScribe.com digital textbooks

Your textbook may also be available through CaféScribe®, our digital textbook solution. CaféScribe books provide students with another format for learning, as well as savings.

#### Our cutting edge technology offers key features, including:

- Note-taking and sharing notes between faculty and students
- Integration with your campus learning management systems
- No additional hardware required
- Use the digital textbooks online or offline
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CaféScribe makes going digital an easy transition for your classroom. A CaféScribe textbook has the same page numbers and layout as a printed textbook, which means that all of your students will be on the same page, no matter their textbook format!

The investment in course materials is a significant part of students' educational expense. Bookstores and professors must help manage these costs and ensure that required materials are integrated into the classroom to maximize their value.

#### Contact us!

Jeanne Kiley, Bookstore Manager  
[0152mgr@fhcg.follett.com](mailto:0152mgr@fhcg.follett.com)