

# **The University of North Carolina**



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

**February 2010**

The President, Board of Governors, and General Administration 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 (in February 2006 and in March 2007) to help control the cost of textbooks.

In accordance with the March 2007 recommendations, each campus was required to submit additional information about textbooks in their requests for tuition and fees for and have done so for 2010-11. Specifically, each institution must document the average textbook costs for undergraduate students, the on-time adoptions of textbooks by faculty, and their progress towards implementation of a guaranteed buyback or rental program for required textbooks for introductory courses. Campuses are also required to submit information on the percentage of their textbook sales that were new and used books. Furthermore, campuses have reported buyback averages, so as to arrive at a “net” cost of textbooks for undergraduate students.

Because data for all of 2009-10 is not yet available, the data reported here is for the 2008-09 academic year. However, campuses have anecdotally reported additional progress in data for Fall 2009.

A general reminder about the differing structures across UNC system bookstores is important. 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. Three additional campuses (ASU, ECSU, and WCU) have book rental programs.

A summary of the data submitted is shown in Attachments 1, 2, and 3. Pages 4 and 5 provide summary level information and also highlights of additional work that is ongoing.

### **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. After a review of the average cost methodology used in the 2008 Board of Governors’ report, campuses and General Administration worked to derive a more accurate methodology for this report. The result is a methodology for calculating the average cost of textbooks for undergraduate students that 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 rates are listed. In addition to these rental rates, students also generally purchase “supplemental” books that are not a part of the rental plans. The methodology for this report required those schools to calculate the supplemental costs as if students had to purchase supplemental books for five courses. However, these schools feel that

students may not generally have to purchase supplemental texts for five courses. Before the next report, there will be an effort to derive a more realistic methodology.

- 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 the first comparison of “net cost” figures.
- During the presentation of the 2008 report, the Board of Governors requested a reference point for comparison of average cost data. For the 2008-09 year (comparison for this report’s data), the Higher Education Price Index (HEPI) showed a 2.3% increase. The Consumer Price Index (CPI) showed a decrease of 1.4%; however the CPI subcomponent for educational books and supplies had an increase of 7.6%.
- Attachment 1 shows the average cost data, with calculations for the percentage change in the average price of all new books for a UNC undergraduate student, if no books were sold declined by 1%. 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 a decline of approximately 1.3%.

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

- Chancellors and Provosts have worked with Bookstore Managers to encourage faculty to adopt textbooks in a timely manner. (Examples of campus communications 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 about 87.2% percent of faculty textbook adoptions for 2008-09 were received before the target date. From the 2007-08 to 2008-09 report, on-time adoptions of textbooks improved by 11.6% overall. Since the 2006-07 year, on-time adoptions have increased by 17%.
- Some campuses had even greater improvement, and almost all have anecdotally reported additional improvements during the 2009-10 year.
  - ECU - from 77.8% in 2006-07 to 91.9% in 2008-09
  - NC A&T State University - from 75.7% in 2006-07 to 100% in 2008-09
  - NCCU - from 65.1% in 2006-07 to 90.5% in 2008-09
  - UNCC – from 73.3% in 2006-07 to 90.6% in 2008-09
  - UNCSA – from 79.7% in 2006-07 to 97.0% in 2008-09

- Chancellors and Provosts must work diligently, alongside bookstore management, to improve on-time textbook adoptions by faculty. Efforts that have begun to result in improvements must be sustained and built-upon.
- Increases in on-time submission of textbook adoptions has allowed bookstores more time to locate used books and has also allowed students more time to compare sources for purchasing books.

### **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, this year each campus also reported on the percentage of their textbook sales that were new books versus used books. From 2007-08 to 2008-09, the overall percentage sales of new books declined by 3%, and correspondingly the sales of used books increased by 3%.
- These statistics are being positively impacted by the existence of several consortial arrangements:
  - ECU, NCSU, and UNC-CH have a consortium among their campuses.
  - In collaboration with Barnes & Noble, in May 2007 UNCC, UNCG and UNCW, along with Elon agreed to coordinate the book lists for their institutions.
  - Follett also has a consolidated buyback program, which is used to assist in buying books that are not readopted for one campus but are needed on another campus.

### **Progress towards Implementation of a Guaranteed Buyback or Rental Program 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 for introductory undergraduate courses. The programs vary from campus to campus. Bookstore managers continue to identify “best practices” and implement those where possible.
- At most of the campus bookstores, there is a practice in place of putting a unique sticker on books that are part of the guaranteed buyback program.
- 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 programs.

Examples of guaranteed buyback materials from campuses can be provided upon request.

## Summary of Data

- The work completed so far by the campuses, the Board of Governors and General Administration is showing results.
- Campuses have shown improvement in the on-time adoptions of books, and those efforts should continue. It is apparent that active engagement by all of the campus community (faculty, staff, and administration) is critical in these efforts.
- Campuses must continue to expand their Guaranteed Buyback Programs.
- Bookstore managers must 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.

## Highlights of Ongoing Work, Reflections on the Work Done to Date

- Campus bookstores are increasingly making books available to students in a digital format. Even when this option is available, however, student purchases of these books continue to lag expectations. Nevertheless, as of this year, most campuses have e-books of some sort available as an option to their students. Work continues to ensure that faculty and students are aware of digital options and are able to access materials in their preferred manner (*see attachment 4*).
- Many campuses have had success in increasing the number of courses for which no book is required. Instead, many faculty 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.
- One challenge that continues to persist is the publishers’ creation of “bundles” where the textbook is combined with other materials such as lab information, homework materials, “clickers”, online access codes, or other items. This makes it almost impossible for the bookstores to effectively contain costs, as it is much more expensive and additionally impacts the market for used books. Where pedagogically sound, the Board of Governors encourages faculty to adopt stand-alone texts and avoid the adoption of bundled materials.
- NC State’s bookstore has sold copies of all the required books to the campus library at cost, which are then made available to students. Other campuses are encouraged to explore this option.
- UNC Pembroke’s bookstore instituted a “recycled bag program” during the summer of 2009 in which students can reuse a bag purchased from the bookstore and receive a 5% discount on their purchases for using the recycled bag. This program saves the bookstore expenses on the cost of bags and saves students money on their purchases.

- UNCW has partnered with Barnes and Noble to provide students with an option to rent textbooks (*see Attachment 5*). This program began in January 2010. UNCW is one of only 25 sites nationally that will be included in this pilot program with Barnes and Noble. For example, *Elements of Ecology*, the assigned textbook for Biology 366, costs \$134.65 new or \$101 used; it can be rented for the semester for \$57.25. Similarly, ECU has partnered with a company to offer some textbooks through a rental model (*see Attachment 6*). More results from that program should be available after the completion of the spring semester. This provides options for students to decide which method is best for them. Some students would prefer to purchase the book and keep it; others would prefer to rent it and return it; still others may recognize that the least expensive option would be to purchase a used book and resell it at the end of the semester.

UNC TEXTBOOK SUMMARY  
Average Cost of Textbooks for an Undergraduate Student

Campus	2006-07												2007-08												2008-09												% Change from 07-08 to 08-09 (see notes)	
	Purchase All NEW Txtbks-UG				Purchase All USED Txtbks-UG				Purchase All NEW Txtbks-UG				Purchase All USED Txtbks-UG				Purchase All NEW Txtbks-UG				Purchase All USED Txtbks-UG				% change NEW Gross		% change NEW Net											
	Avg. Gross Costs	Avg. Buyback Amt.	Avg. NET Costs	Avg. Gross Costs	Avg. Buyback Amt.	Avg. NET Costs	Avg. Gross Costs	Avg. Buyback Amt.	Avg. NET Costs	Avg. Gross Costs	Avg. Buyback Amt.	Avg. NET Costs	Avg. Gross Costs	Avg. Buyback Amt.	Avg. NET Costs	Avg. Gross Costs	Avg. Buyback Amt.	Avg. NET Costs	Avg. Gross Costs	Avg. Buyback Amt.	Avg. NET Costs	Avg. Gross Costs	Avg. Buyback Amt.	Avg. NET Costs	% change NEW Gross	% change NEW Net												
ASU (Rental)	\$164.00	N/A	164.00	\$164.00	N/A	164.00	\$175.00	N/A	175.00	N/A	175.00	\$175.00	N/A	175.00	\$175.00	N/A	175.00	175.00	N/A	175.00	175.00	N/A	175.00	N/A	N/A	N/A												
ASU in addition to rental	252.60	21.45	231.15	189.00	16.05	172.95	215.90	22.34	193.56	161.05	144.37	144.85	11.81	133.04	109.35	8.92	100.43	884.55	121.57	762.98	648.90	89.08	559.82	-3.03%	2.71%													
ECU	878.75	90.74	788.01	660.50	68.03	592.47	912.20	169.34	742.86	682.00	555.40	340.00	0.00	340.00	340.00	0.00	340.00	340.00	0.00	340.00	340.00	0.00	340.00	N/A	N/A													
ECSU (Rental)	310.00	N/A	310.00	310.00	N/A	310.00	310.00	N/A	310.00	310.00	310.00	310.00	N/A	310.00	310.00	N/A	310.00	310.00	310.00	310.00	310.00	310.00	310.00	N/A	N/A													
ECSU in addition to rental	274.40	N/A	274.40	274.40	N/A	274.40	244.30	N/A	244.30	244.30	244.30	205.05	0.00	205.05	205.05	0.00	205.05	280.00	N/A	280.00	280.00	N/A	280.00	N/A	N/A													
FSU	1,114.70	96.68	1,018.02	833.65	72.33	761.32	1,094.05	134.66	959.39	821.65	720.53	102.65	12.82	89.83	77.20	9.64	67.56	1,128.50	220.97	907.53	767.45	149.68	617.77	7.50%	-0.87%													
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	1,049.75	134.29	915.46	738.85	94.97	643.88	927.50	110.92	816.58	694.50	82.99	611.51	6.99%	5.48%													
NCA&T	1,103.45	96.39	1,007.06	794.25	69.47	724.78	866.90	92.76	774.14	650.95	581.30	946.06	182.46	763.60	711.29	137.30	573.99	926.45	292.92	633.53	717.00	226.59	490.41	-4.53%	-7.51%													
NCCU	902.65	74.92	827.73	677.90	56.27	621.63	898.90	173.91	724.99	679.60	548.14	1,011.25	112.64	898.61	711.45	79.33	632.12	983.15	104.85	878.30	742.80	79.22	663.58	2.86%	2.31%													
NCSU	858.10	136.31	721.79	648.50	102.98	545.52	970.45	285.51	684.94	765.75	540.33	1,027.99	235.48	792.51	771.06	176.63	594.43	990.30	165.03	825.27	742.75	123.77	618.98	0.84%	9.38%													
UNCA	938.55	208.05	730.50	737.00	163.44	573.56	1,007.55	183.41	824.14	755.75	618.18	764.65	122.89	641.76	578.25	92.93	485.32	960.51	176.10	784.41	635.21	116.47	518.74	-24.11%	-22.13%													
UNC-CH	980.55	118.15	862.40	741.97	89.40	652.57	983.15	104.85	878.30	742.80	663.58	1,064.80	187.01	877.79	800.40	140.56	659.84	1,044.45	165.96	878.49	786.25	124.94	661.31	-4.95%	-12.25%													
UNCC	1,010.99	255.60	755.39	759.50	191.98	567.52	1,019.38	294.83	724.55	765.08	543.83	235.10	18.94	216.16	177.96	14.44	163.52	1,007.55	183.41	824.14	755.75	137.57	618.18	1.95%	-0.08%													
UNCG	990.30	165.03	825.27	742.75	123.77	618.98	1,007.55	183.41	824.14	755.75	618.18	235.10	18.94	216.16	177.96	14.44	163.52	1,007.55	183.41	824.14	755.75	137.57	618.18	-3.35%	-2.97%													
UNCP	885.41	151.98	733.43	591.09	101.43	489.66	960.51	176.10	784.41	635.21	518.74	214.00	N/A	214.00	214.00	N/A	214.00	913.01	224.66	688.35	627.67	154.42	473.25	N/A	N/A													
UNCW	1,037.80	164.80	873.00	780.95	124.01	656.94	1,044.45	165.96	878.49	786.25	661.31	214.00	N/A	214.00	214.00	N/A	214.00	1,064.80	187.01	877.79	800.40	140.56	659.84	N/A	N/A													
UNCSA	219.20	15.09	204.11	165.30	11.23	154.07	243.25	20.47	222.78	185.70	170.00	214.00	N/A	214.00	214.00	N/A	214.00	235.10	18.94	216.16	177.96	14.44	163.52	N/A	N/A													
WCU (Rental)	214.00	N/A	214.00	214.00	N/A	214.00	214.00	N/A	214.00	214.00	214.00	214.00	N/A	214.00	214.00	N/A	214.00	214.00	214.00	214.00	214.00	214.00	214.00	N/A	N/A													
WCU in addition to rental	258.65	6.43	252.22	194.20	4.83	189.37	251.50	7.37	244.13	188.85	183.32	100.90	48.59	52.31	75.80	48.59	27.21	859.05	119.43	739.62	640.05	114.01	526.04	2.37%	5.18%													
WSSU	823.70	114.35	709.35	620.20	86.07	534.13	839.20	135.98	703.22	630.35	528.20	859.05	119.43	739.62	640.05	114.01	526.04	859.05	119.43	739.62	640.05	114.01	526.04	-1.02%	-1.29%													
																										<b>Avg.</b>												

NOTES: Average textbook costs have been calculated on the basis of 5 courses per undergraduate student. The methodology used for the 2008-09 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 the prior year. FSU went back to a rental system effective 2008-09.

## UNC TEXTBOOK SUMMARY

### Percentage of On-time Faculty Adoptions

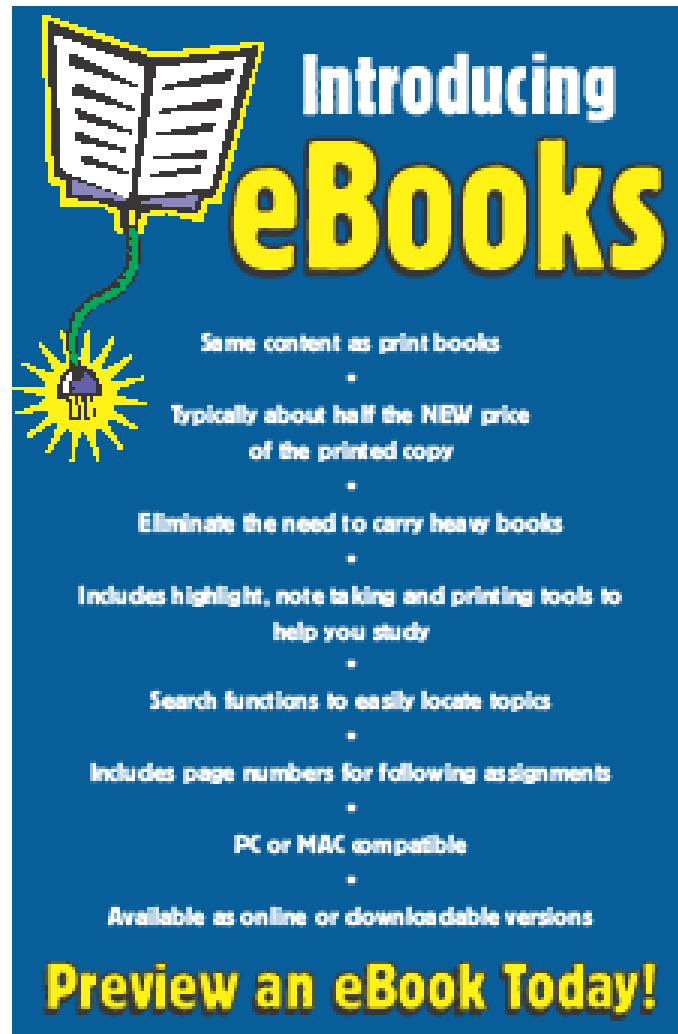
Campus	05-06 %	06-07 %	07-08 %	08-09 %	NOTES
	On-Time Textbook Adoptions	On-Time Textbook Adoptions	On-Time Textbook Adoptions	On-Time Textbook Adoptions	
ASU	62.5%	62.5%	72.4%	70.5%	
ECU	84.9%	77.8%	71.6%	91.9%	The adoption percentage for Fall 2007 was negatively affected by the implementation of a new textbook system.
ECSU	Data Not Avail.	Data Not Avail.	90.4%	90.0%	
FSU	76.2%	85.3%	72.1%	84.5%	
NCA&T	81.2%	75.7%	72.8%	100.0%	
NCCU	60.4%	65.1%	76.1%	90.5%	
NCSU	63.5%	62.5%	67.0%	80.5%	
UNCA	74.0%	74.5%	83.6%	88.1%	
UNC-CH	55.4%	48.2%	66.2%	80.9%	The 2005-06 data was done under a different methodology.
UNCC	73.1%	73.3%	80.1%	90.6%	
UNCG	71.0%	73.5%	75.5%	85.0%	
UNCP	Data Not Avail.	Data Not Avail.	66.5%	87.5%	
UNCW	76.7%	71.7%	78.5%	88.5%	
UNCSA	Data Not Avail.	79.7%	94.0%	97.0%	
WCU	62.0%	61.5%	70.0%	82.2%	
WSSU	Data Not Avail.	72.0%	72.5%	87.6%	
<b>Average</b>	<b>70.1%</b>	<b>70.2%</b>	<b>75.6%</b>	<b>87.2%</b>	

NOTES: *On-time adoption rates have been reported as an average of fall and spring adoptions.*

**UNC TEXTBOOK SUMMARY**  
**Percentage of Used and New Textbook Sales**

Campus	2006-07		2007-08		2008-09%		NOTES
	% 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%	ASU has a book rental program.
ECU	74%	26%	76%	24%	71%	29%	
ECSU	100%	0%	100%	0%	100%	0%	ECSU is a rental school; sells only new supplemental materials
FSU	80%	20%	69%	31%	57%	43%	FSU has a book rental program as of 2008-09.
NCA&T	85%	15%	84%	16%	77%	23%	
NCCU	69%	31%	71%	29%	76%	24%	
NCSU	66%	34%	62%	38%	58%	42%	
UNCA	69%	31%	55%	45%	43%	57%	
UNC-CH	71%	29%	65%	35%	66%	34%	
UNCC	68%	32%	66%	34%	62%	38%	
UNCG	67%	33%	60%	40%	69%	34%	
UNCP	75%	25%	65%	35%	59%	41%	
UNCW	72%	28%	65%	35%	69%	30%	
UNCSA	Data Not Avail.	Data Not Avail.	Data Not Avail.	Data Not Avail.	64%	36%	UNCSA's Point of Sale system was not set up to reflect new vs. used sales until Winter 2008.
WCU	88%	12%	85%	15%	82%	18%	WCU has a book rental program.
WSSU	74%	26%	61%	39%	79%	44%	
<b>Average</b>	<b>76%</b>	<b>24%</b>	<b>71%</b>	<b>29%</b>	<b>68%</b>	<b>32%</b>	

## Example of eBook Announcement

A blue rectangular graphic with a yellow border. On the left, there is a yellow-outlined icon of an open book with a green cord extending from its bottom, ending in a glowing yellow lightbulb. The text is white and yellow. The title 'Introducing eBooks' is at the top right. Below it is a bulleted list of features. At the bottom, there is a call to action in yellow text.

**Introducing eBooks**

- Same content as print books
- Typically about half the **NEW** price of the printed copy
- Eliminate the need to carry heavy books
- Includes highlight, note taking and printing tools to help you study
- Search functions to easily locate topics
- Includes page numbers for following assignments
- PC or MAC compatible
- Available as online or downloadable versions

**Preview an eBook Today!**

## UNCW Pilot Textbook Rental Program

Example: Accounting 203 – \$196.65 New; \$147.50 Used; \$83.60 Rental

**Your Customized Textbook List - University of North Carolina Wilmington Bookstore - Microsoft Internet Explorer**

Address: <http://uncw.bncollege.com/webapp/wcs/stores/servlet/TBListView>

**UNCW**

Home Textbooks Faculty Apparel Gifts Supplies & Bags Technology Alumni Student Offers

Textbook Search > Your Customized Textbook List

### Your Course Materials

SPRING 2010 • ACG • 203 • 001

**MANAGERIAL ACCOUNTING** **REQUIRED**

**GARRISON**

Edition: 13TH 10  
 Publisher: MCG  
 ISBN: 9780073379616

Select this Item

<input type="radio"/> New	\$196.65
<input checked="" type="radio"/> Used if available	\$147.50
<input type="radio"/> Rental	\$83.60

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**ACG.203 CP#** **REQUIRED**

**ELIKAI**

Edition: W10  
 Publisher: UNCW DITTO  
 ISBN: 281844003029

Select this Item

<input type="radio"/> New	\$10.00
<input checked="" type="radio"/> Used if available	\$7.50

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 Textbook publishers periodically change their prices. We update our textbook pricing information, as needed, to ensure that we have the most accurate pricing possible. If there is a price change on a book you ordered, you will be charged accordingly. The invoice that accompanies your textbooks will reflect any pricing changes.

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start | 3 Microsoft... | Microsoft Ex... | Document2 ... | 2 Internet ... | Search Desktop | 12:02 PM

# What's NEW for Spring?

Attachment 6

## OPTIONS • CONVENIENCE • SAVINGS

ECU is offering several new options including RENTALS, DIGITAL TEXTBOOKS, and of course, plenty of USED and new textbooks. Yes, you read it right, rentals.

Through partnerships with some of the leading textbook publishers, textbook rentals are now available for a limited number of courses! You also have options of digital formats for some textbooks, where you can buy just the chapters you need or the full book, buying an access code or downloading a .pdf file.

We've also spoken with ECU faculty about changing editions less often so we can buy back more books from ECU students and have more USED books to sell to other students. PLUS, when they agree to use a text-

book for an extended amount of time, we put can put it on our HALF-BACK GUARANTEE list, letting you know up front that you'll get 50% of your purchase price back at the end of the term when you return your book to us! Look for the sticker on these books.

ECU Dowdy Student Stores is the only bookstore owned and operated by and for ECU. You have many options. Choose carefully. Read the fine print. Do your homework. And if you have questions, please ask. We're here to help.

**Wright Building Store Hours:**  
Mon. Jan. 4 - Thurs., Jan. 7:  
7:30am-5pm

Fri., Jan. 8: 7:30am-6pm  
Sat., Jan. 9: 9am-5pm  
Sun., Jan.10: Closed  
Mon, Jan. 11 - Tues., Jan.12:  
7:30am-8pm

Regular hours resume  
Wed., Jan. 13, 2010



Ronald E. Dowdy

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- New & USED Textbooks
- Course Packs, Study Guides
- Official ECU Apparel
- Art, Computer & School Supplies



Ronald E. Dowdy

**STUDENT  
STORES**



Computer hardware, software, and art department metals, special orders, gift cards, and medical references are excluded from this offer. Not valid in conjunction with any other coupon. In-Store purchases only. Prior purchases excluded. COUPON REQUIRED. One coupon per person. Offer valid January 4, 2010 through January 22, 2010 only.

EAST CAROLINA UNIVERSITY