

The University of North Carolina Textbooks Meeting



UNC-General Administration
Spangler Center
Board Room

March 19, 2008

**UNC Textbooks Meeting
UNC-General Administration
Board Room
March 19, 2008
10:00 a.m. – 4:00 p.m.**

	<u>Time</u>
Welcome & Introductions.	10:00
Federal Government – Higher Education Reauthorization Act – Textbook Issues <i>Kimrey Rhinehardt, UNC VP for Federal Relations.....</i>	10:15
Discussion of Methodology for Computing On-time Adoptions..... <i>How did it work? Are there revisions needed?</i>	11:00
Increasing On-Time Adoptions by Faculty Panel Discussion: Karen Swinney, UNCP & Brenda Killingsworth, Chair of the UNC Faculty Assembly <i>What approaches make the most difference?</i> <i>How can Bookstores partner with others to help ensure success?</i> <i>What strategies can help improve Fall rates which are much lower than Spring rates?</i>	11:30
Lunch	12:00
Discussion of Methodology for Average Textbook Costs for Undergraduates <i>How did it work? Are there revisions needed?</i>	12:30
Discussion of Calculation of Average Buyback Amount for Undergraduates <i>How can this be done? What kind of data is available?</i>	1:00
Guaranteed Buyback Programs Panel Discussion: ECU & UNCA <i>How are they working?</i> <i>What strategies contribute to success or failure?</i> <i>How can they be expanded to include more courses?</i> <i>Discussion of sticker program requirement for Fall 2008</i>	1:30
UNC Buyback Consortium – Opportunities for Expansion Richard Hayes, NCSU & John Jones, UNC-CH	2:30
UNC President Erskine Bowles	3:00
Discussion of Future Meetings –..... <i>What are the best months of the year?</i> <i>Locations?</i>	3:30

Directions to UNC-GA

Directions to UNC-General Administration Building (Spangler Center)
910 Raleigh Road
Chapel Hill, NC 27514
(919) 962-1000

UNC General Administration is located at 910 Raleigh Road (Business NC 54) east of the UNC-CH campus near the intersection of NC 54 and the US 15-501 bypass. Parking is available in both the top and lower lots. There are a few state vehicle and visitor parking spots in the top lot and plenty of open spaces in the lower lot.

- From the east (Raleigh) take I-40 to the Highway 54/Chapel Hill exit (Exit 273A). The exit loop will take you onto Highway 54 west towards Chapel Hill. Go about 3 miles, passing the Friday Center and then Glen Lennox Shopping Center and go under the US 15-501 overpass. Immediately after going under the overpass, look to the left for the UNC General Administration (Spangler Center) sign and driveway.
- From the west (Burlington or Greensboro), follow I-40/I-85 and remain on I-40 (towards Raleigh) when it branches off of I-85. Follow I-40 around Chapel Hill until you reach Exit 273. Exit here and take Highway 54 west towards Chapel Hill and follow the directions above.
- From the south (Pittsboro), take Highway 15-501 bypass around Chapel Hill. About 2 1/4 miles after you get on the bypass, you will cross an overpass. Immediately (just a few yards) after you cross the overpass, make a right turn onto a ramp and down to Raleigh Road (Business Highway 54). Turn right on Raleigh Road, go under the underpass, and you will see the General Administration building immediately on your left.
- From the north (Durham), follow 15-501 South. After passing the Europa Hotel, get into the left-hand lane and continue on 15-501 South past Eastgate and University Mall shopping centers on your right. About 1 mile beyond University Mall, look to your right for an exit sign directing you to the UNC-Chapel Hill campus. Turn right at this exit. *(Note that this exit is not marked very well. If you cross an overpass, you will have just missed the exit).* Follow the exit ramp down to Raleigh Road and you will see the General Administration Building immediately on your left.

Hotel Information

Hotels near UNC-General Administration/Chapel Hill Area

Located off I-40 (Exit 273) on or near Highway 54:

Best Western University Inn – Hwy 54 East, Chapel Hill, NC, 919-932-3000

Hampton Inn – 6121 Farrington Rd., Chapel Hill, 919-403-8700

Holiday Inn Express – 6119 Farrington Rd., Chapel Hill, 919-489-7555

Located on or near Highway 15-501:

Hampton Inn – 1740 Hwy 15-501, Chapel Hill, 919-968-3000

Holiday Inn – 1301 Fordham Blvd. (US Hwy 15-501), Chapel Hill

Days Inn – 1312 N Fordham Blvd. (US Hwy 15-501), Chapel Hill

Comfort Inn University – 3508 New Mt. Moriah Rd., Durham

Red Roof Inn – 5623 Chapel Hill Blvd., Durham, 919-489-9421

La Quinta Inn – Hwy 15-501/Garrett Rd Intersection, Durham, 919-401-9660

Sheraton Chapel Hill – One Europa Dr., Chapel Hill, 919-968-4900

Located on or near Franklin Street:

The Siena Hotel – 1505 E. Franklin St., Chapel Hill, 800-223-7379

The Carolina Inn – 211 Pittsboro St., UNC campus, Chapel Hill, 919-933-2001

Meeting Attendees

**UNC Textbook Meeting
March 19, 2008**

Attendees (as of 3/14/08)

Appalachian State University

Mike Coston

East Carolina University

Katherine Burney

Jan Foust

Brenda Killingsworth

Wanda Scarborough

Bryan Tuten

Barbara Ward

Elizabeth City State University

Pedro Holley

Sabrina Purvis

Doraine Spence

Fayetteville State University

Joseph Alston

Lisa Shirley

N.C. A & T State University

Linda Bailey

Angela Peterson

Donna Morris-Powell

North Carolina Central University

Tim Moore

Alan Robertson

North Carolina School of the Arts

Carol Cooper

Genell Hartman

North Carolina State University

Richard Hayes

Anthony Sanders

UNC Asheville

Lane Brown

Carole Marrs

David Perkins

UNC-Chapel Hill

John Jones

Jim Powell

Chuck Sockell

UNC Charlotte

Jimmy Grinnell

Keith Wassum

UNC Greensboro

Mike Byers

UNC Pembroke

Reggie Lowery

Karen Swiney

UNC Wilmington

Sharon Boyd

Western Carolina University

Pam DeGraffenreid

Rick Nicholson

Winston-Salem State University

Elaine Goldman

John Ray

Norman Williams

UNC-General Administration

Erskine Bowles

Ginger Burks

Kimrey Rhinehardt

Barnes and Noble

Pate Haze

Joel Kriner

Jade Roth

Brian Stark

Follett

Federal Government
Higher Education Reauthorization Act
Textbook Issues

Textbook Proposals in the Higher Education Act Reauthorization Legislation
Briefing for the UNC Textbook Meeting
Wednesday, March 19, 2008

Congress is actively seeking legislative solutions that enable textbook cost reductions for students. Senator Dick Durbin (D-Illinois) is the leading Congressional voice on this issue and he unsuccessfully tried to have language inserted in the Senate Higher Education bill (S. 1642) to force textbook publishers to “unbundle” textbook packages. Senator Durbin introduced freestanding legislation that was accepted in the House version of the Higher Education bill (H.R. 4137). Textbook Provisions in the House HEA bill (H.R. 4137):

SEC. 134. TEXTBOOK INFORMATION.

“(a) Purpose and Intent- The purpose of this section is to ensure that every student in higher education is offered better and more timely access to affordable course materials by educating and informing faculty, students, administrators, institutions of higher education, bookstores, distributors, and publishers on all aspects of the selection, purchase, sale, and use of course materials. It is the intent of this section--

“(1) to have all involved parties work together to identify ways to decrease the cost of college textbooks and supplemental materials for students while protecting the academic freedom of faculty members to select high quality course materials for students; and

“(2) to encourage--

“(A) college textbook publishers and distributors to work with faculty to promote understanding of the cost to students of purchasing faculty selected textbooks, including the disclosure of prices and bundling practices;

“(B) college bookstores to work with faculty to review timelines and processes for ordering and stocking course materials, and to disclose costs to faculty and students in a timely manner;

“(C) institutions of higher education to implement numerous options to address college textbook affordability;

“(D) institutions of higher education to work with student organizations to help students understand the factors driving textbook costs and available methods and resources to mitigate the effects of those costs; and

“(E) innovation in the development and use of course materials (including course materials utilizing the principles of universal design) and technologies that can help students receive the full value of their educational investment.

“(b) Definitions- In this section:

“(1) BUNDLE- The term ‘bundle’ means one or more college textbooks or other supplemental learning materials that may be packaged together to be sold as course materials for one price.

`(2) COLLEGE TEXTBOOK- The term `college textbook' means a textbook or a set of textbooks, used for, or in conjunction with, a course in postsecondary education at an institution of higher education.

`(3) COURSE SCHEDULE- The term `course schedule' means a listing of the courses or classes offered by an institution of higher education for an academic period, as defined by the institution.

`(4) CUSTOM TEXTBOOK- The term `custom textbook'--

 `(A) means a college textbook that is compiled at the direction of a faculty member or other person or adopting entity in charge of selecting course materials at an institution of higher education; and

 `(B) may include, alone or in combination, items such as selections from original instructor materials, previously copyrighted publisher materials, copyrighted third-party works, and elements unique to a specific institution, such as commemorative editions.

`(5) INSTITUTION OF HIGHER EDUCATION- The term `institution of higher education' has the meaning given the term in section 102.

`(6) INTEGRATED TEXTBOOK- The term `integrated textbook' means a college textbook that is combined with materials developed by a third party and that, by third-party contractual agreement, may not be offered by publishers separately from the college textbook with which the materials are combined.

`(7) PUBLISHER- The term `publisher' means a publisher of college textbooks or supplemental materials involved in or affecting interstate commerce.

`(8) SUBSTANTIAL CONTENT- The term `substantial content' means parts of a college textbook, such as new chapters, additional eras of time, new themes, or new subject matter.

`(9) SUPPLEMENTAL MATERIAL- The term `supplemental material' means educational material developed to accompany a college textbook, which--

 `(A) may include printed materials, computer disks, website access, and electronically distributed materials; and

 `(B) is not bound by third-party contractual agreements to be sold in an integrated textbook.

`(c) Publisher Requirements-

 `(1) COLLEGE TEXTBOOK PRICING INFORMATION- When a publisher provides a faculty member or other person or adopting entity in charge of selecting course materials at an institution of higher education with information regarding a college textbook or supplemental material, the publisher shall include, with any such information and in writing (which may include electronic communications), the following:

 `(A) The price at which the publisher would make the college textbook or supplemental material available to the bookstore on the campus of, or otherwise associated with, such institution of higher education.

`(B) The copyright dates of all previous editions of such college textbook in the preceding 10 years, if any.

`(C) The substantial content revisions made between the current edition of the college textbook or supplemental material and the previous edition, if any.

`(D) Whether the college textbook or supplemental material is available in any other format, including paperback and unbound, and the price at which the publisher would make the college textbook or supplemental material in the other format available to the bookstore on the campus of, or otherwise associated with, such institution of higher education.

`(2) UNBUNDLING OF COLLEGE TEXTBOOKS FROM

SUPPLEMENTAL MATERIALS- A publisher that sells a college textbook and any supplemental material accompanying such college textbook as a single bundle shall also make available the college textbook and each supplemental material as separate and unbundled items, each separately priced.

`(3) CUSTOM TEXTBOOKS- To the maximum extent practicable, publishers shall provide the information required under this subsection with respect to the development and provision of custom textbooks.

`(d) Provision of ISBN College Textbook Information in Course Schedules-

`(1) INTERNET COURSE SCHEDULES- Each institution of higher education, to the maximum extent practicable, shall--

`(A) disclose the International Standard Book Number and retail price information of required and recommended textbooks, related materials, and supplies for each course listed in the institution's course schedule used for pre-registration and registration purposes;

`(B) if the International Standard Book Number is not available for the items listed in subparagraph (A), use the author, title, publisher, and copyright date; and

`(C) if the institution determines that the disclosure of the information described in the preceding subparagraphs for a course is not practicable for a textbook, related material, or supply, then it should so indicate by placing the designation 'To Be Determined' in lieu of the information required under such subparagraphs.

`(2) WRITTEN COURSE SCHEDULES- In the case of an institution of higher education that does not publish the institution's course schedule for the subsequent academic period on the Internet, the institution of higher education shall include the information required under paragraph (1) in any printed version of the institution's course schedule as it is available at the time of the course schedule's printing.

`(e) Availability of Information for College Bookstores- An institution of higher education shall make available, as soon as is practicable, upon the request of any college bookstore, the most accurate information available regarding--

`(1) the institution's course schedule for the subsequent academic period; and

`(2) for each course or class offered by the institution for the subsequent academic period--

`(A) the information required by subsection (d)(1) for each college textbook or supplemental material required or recommended for such course or class;

`(B) the number of students enrolled in such course or class; and

`(C) the maximum student enrollment for such course or class.

`(f) Rule of Construction- Nothing in this section shall be construed to supercede the institutional autonomy or academic freedom of instructors involved in the selection of college textbooks and classroom materials.

`(g) Effective Date- This section shall be effective on and after July 1, 2008.'

SEC. 137. ENDOWMENT REPORTING.

`Each institution of higher education shall annually submit to the Secretary, in a form prescribed by the Secretary, a report on the expenditures made by such institution from any endowment funds of the institution for the purpose of reducing the costs of the programs of instruction offered by such institution, including the specific amounts expended for grants and other aid to reduce the amounts charged for tuition, fees, **textbooks**, meals, room and board.'

SEC. 821. ESTABLISHMENT OF PILOT PROGRAM FOR COURSE MATERIAL RENTAL.

(a) Pilot Grant Program- From the amounts appropriated pursuant to subsection (e), the Secretary shall make grants on a competitive basis to not more than 10 institutions of higher education to support pilot programs that expand the services of bookstores to provide the option for students to rent course materials in order to achieve savings for students.

(b) Application- An institution of higher education that desires to obtain a grant under this section shall submit an application to the Secretary at such time, in such form, and containing or accompanied by such information, agreements, and assurances as the Secretary may reasonably require.

(c) Use of Funds- The funds made available by a grant under this section may be used for--

(1) purchase of course materials that the entity will make available by rent to students;

(2) any equipment or software necessary for the conduct of a rental program;

(3) hiring staff needed for the conduct of a rental program, with priority given to hiring enrolled undergraduate students; and

(4) building or acquiring extra storage space dedicated to course materials for rent.

(d) Evaluation and Report-

(1) EVALUATIONS BY RECIPIENTS- After a period of time to be determined by the Secretary, each institution of higher education that

receives a grant under this section shall submit a report to the Secretary on the effectiveness of their rental programs in reducing textbook costs for students.

(2) REPORT TO CONGRESS- Not later than September 30, 2010, the Secretary shall submit a report to Congress on the effectiveness of the textbook rental pilot programs under this section, and identify the best practices developed in such pilot programs. Such report shall contain an estimate by the Secretary of the savings achieved by students who participate in such pilot programs.

(e) Authorization of Appropriations- There are authorized to be appropriated to carry out this section \$50,000,000 for fiscal year 2009 and 2010.

SEC. 133. TRANSPARENCY IN COLLEGE TUITION FOR CONSUMERS.

(k) Student Aid Recipient Survey-

`(1) SURVEY REQUIRED- The Secretary shall conduct a survey of student aid recipients under title IV on a regular cycle and State-by-State basis, but not less than once every 4 years--

`(A) to identify the population of students receiving Federal student aid;

`(B) to describe the income distribution and other socioeconomic characteristics of federally aided students;

`(C) to describe the combinations of aid from State, Federal, and private sources received by students from all income groups;

`(D) to describe the debt burden of educational loan recipients and their capacity to repay their education debts, and the impact of such debt burden on career choices;

`(E) to describe the role played by the price of postsecondary education in the determination by students of what institution to attend; and

`(F) to describe how the increased costs of textbooks and other instructional materials affects the costs of postsecondary education to students.

Original Instructions related to Textbooks 2008-09 Campus-Initiated Tuition

These materials may be helpful to our meeting during sessions on:
Methodology for On-Time Adoptions
Methodology for Calculating Average Textbook Costs
Guaranteed Buyback Program

The following section provides guidelines for the required submissions on textbook costs. Campuses should use the instructions below and Attachment 2b to fulfill this requirement.

Average Undergraduate Textbook Cost Methodology Notes:

- Only required texts will be included in the analysis. The only exception is if a store has documentation on file from the faculty member teaching the course that there is no required text for the course. In that case only, the institution may list the course and show a zero in the cost of the book section of the worksheet (see example in the attachment).
- The price of coursepacks, when required, will be included in both the new and used price calculations (new price will be used in both categories).
- Campuses will determine courses that are undergraduate level, and use only the prices of books from those courses in the calculation.
- Campuses will submit an average price for the purchase of new books and an average price for the purchase of used books.
- Campuses will also determine and submit the percentage of bookstore sales that are of new textbooks and of used textbooks (e.g. 30% used; 70% new). **To do this, campuses should list the total number of books sold for 2005-06 and 2006-07 (academic year) and show the number that were new and the number that were used textbooks.** The resulting percentages will be reported as the percentage of books sold that are new and used.
- After calculating the average price per course, campuses will multiply that number by 5 courses which is the number of courses per semester that is generally necessary for an undergraduate student.
- Campuses may separately submit, if calculated similarly, an “average buyback amount” that would be the average amount of money returned to the average undergraduate student at that semester’s buyback. *(The detailed calculation of this measurement should also be included in the submission. If a standard methodology is achieved, it can be incorporated into the next submission of textbook information.)*
- Schools will provide both 2005-06 and 2006-07 data as a part of the requests for 2008-09 campus initiated tuition increases.
- The information submitted will be prepared in the format of the attached example.

Please call or email Ginger Burks (919-962-4604; ginger@northcarolina.edu) with any questions about this topic.

UNC-Example Bookstore
Undergraduate Students' Average Textbook Costs

Complete the highlighted sections of the below table. The data must reconcile with the detailed textbook information.

	Fall 2005	Spring 2006*	2005-06 Avg. Undergraduate Textbook Costs		Fall 2006	Spring 2007	2006-07 Avg. Undergraduate Textbook Costs
Avg. Book Price per course, New		\$ 90.97	\$90.97				\$0.00
All New (5 courses)	\$0.00	\$454.85	\$454.85		\$0.00	\$0.00	\$0.00
Unit Sales % New			0.0%				0.0%
Avg. Book Price per course, Used		\$ 68.37	\$68.37				\$0.00
All Used (5 courses)	\$0.00	\$341.85	\$341.85		\$0.00	\$0.00	\$0.00
Unit Sales % Used			0.0%				0.0%

*(Spring 2006 data above is for example only - campuses should submit their individualized information.)

Note that it is best if the information above is linked to individual workbooks which show the detailed calculations - see the example for Spring 2006 calculation of undergraduate students' average textbook costs.

Spring 2006 Details - Example

The information below is shown as an example of what should be submitted. Campuses will submit their data based on the information below.

Dept	Course	Section	Title	ISBN	New \$	Used	# courses
ANTH	100	8	CULTURAL ANTHROPOLOGY	9780534614799	85.00	63.75	
ANTH	100	8	RASTAFARI:ROOTS+IDEOLOGY	9780815602965	22.00	16.50	
ANTH	100	7	APPLYING ANTHROPOLOGY:INTRO.READER	9780072566048	35.00	26.25	
ANTH	100	7	BEHIND THE SMILE	9780253216151	15.75	11.81	
ANTH	100	7	NO.1 LADIES DETECTIVE AGENCY	9781400034772	12.10	9.08	
ANTH	100	7	WHAT THIS AWL MEANS	9780873512787	15.75	11.81	
ANTH	100	2	ARCHAEOLOGY:VERY SHORT INTRODUCTION	9780192853790	10.25	7.69	
ANTH	100	2	INVITATION TO ANTHROPOLOGY	9780759103108	28.00	21.00	
ANTH	100	2	ORIGIN OF HUMANKIND	9780465053131	14.00	10.50	
ANTH	100	2	THAI WOMEN IN GLOBAL LABOR FORCE	9780813526546	20.00	15.00	
ANTH	100	1	ANTHROPOLOGY EXPLORED	9781588340931	18.00	13.50	
ANTH	100	1	GUNS,GERMS+STEEL	9780393317558	17.50	13.13	
ANTH	100	1	MAMA LOLA-UPDATED+EXPANDED	9780520224759	22.00	16.50	
ANTH	210	6	IMAGES OF THE PAST	9780072863116	95.00	71.25	
ANTH	420	6	GLOBAL PROBLEMS+CULTURE OF CAPITALI	9780205407415	68.00	51.00	
ANTH	420	6	THAI WOMEN IN GLOBAL LABOR FORCE	9780813526546	19.00	14.25	
ANTH	430	6	BECOMING HUMAN	9780156006538	12.00	9.00	
ANTH	430	6	EVOLUTION OF DESIRE	9780465008025	18.00	13.50	
ANTH	430	6	MISMEASURE OF MAN-EXPANDED	9780393314250	20.00	15.00	
ANTH	430	6	WHAT EVOLUTION IS	9780465044269	17.00	12.75	
ANTH	430	6	WHY WE GET SICK	9780679746744	13.75	10.31	
ANTH	440	6	CHILDREN OF NAFTA	9780520244726	17.10	12.83	
ANTH	440	6	EXOTIC NO MORE	9780226500133	22.00	16.50	
ANTH	440	6	FAST FOOD NATION	9780060938451	15.00	11.25	
ANTH	440	6	HOMEFRONT	9780807055090	21.00	15.75	
ANTH	470	6	ANTH 47 MADUMO COURSE PACK	9780860072225	30.00	30.00	
ANTH	470	6	MADUMO:MAN BEWITCHED	9780226029719	22.00	16.50	
ANTH	470	6	MOUNTAINS BEYOND MOUNTAINS	9780812973013	14.00	10.50	
ANTH	470	6	SPIRIT CATCHES YOU+YOU FALL DOWN	9780374525644	15.00	11.25	
ANTH	470	6	UNQUIET MIND	9780679443742	28.00	21.00	
ANTH	490	1	CHOLAS+PISHTACOS	9780226891545	24.50	18.38	
ANTH	490	1	GUESTS OF THE SHEIK	9780385014854	13.50	10.13	
ANTH	490	1	MADUMO:MAN BEWITCHED	9780226029719	21.00	15.75	
ANTH	490	1	MIRROR FOR HUMANITY-W/GEBUSI BOOK	9780072973280	45.00	33.75	10
ANTH	510	6	CULTURAL FEAST:INTRO.TO FOOD+SOC.	9780534525828	82.00	61.50	
ANTH	510	6	SWEETNESS+POWER	9780140092332	16.00	12.00	
ASTR	0310L	411-441	INVESTIGATIONS IN OBSERVATIONAL AST	9780882520544	35.00	26.25	
BIOL	110	1002	BIOLOGY:CONCEPTS+CONNECTIONS-W/CD	9780805366273	100.00	75.00	
BIOL	110	951	BIOLOGY:CONCEPTS+CONNECTIONS-W/CD	9780805366273	100.00	75.00	
BIOL	410	1002	BIOL 41 COURSEPACK	9780860072058	9.00	9.00	
BIOL	410	1002	BIOLOGY OF PLANTS	9780716710073	130.00	97.50	
BIOL	450	4005	HUMAN ANATOMY & PHYSIOLOGY + ADAM I	9780321340566	230.00	172.50	
BIOL	500	7	MODERN GENETIC ANALYSIS-W/CD	9780716747147	125.00	93.75	
BIOL	500	6	INTRO TO GENETIC ANALYSIS(PKG) + SO	9780716762010	138.00	103.50	
BIOL	520	7	DEVELOPMENTAL BIOLOGY-W/CD	9780878932580	105.00	78.75	
BIOL	520	7	ESSENTIAL CELL BIOLOGY	9780815334804	118.00	88.50	
BIOL	520	6	ESSENTIAL CELL BIOLOGY	9780815334804	118.00	88.50	
BIOL	520	6	PRINCIPLES OF DEVELOPMENT	9780199249398	95.00	71.25	20
BIOL	540	6	ECONOMY OF NATURE	9780716738831	95.25	71.44	
BIOL	540	6	EVOLUTION (DOCUTECH)	9780878931934	25.00	18.75	
BIOL	730	1	PERSPECTIVES ON ANIMAL BEHAVIOR	9780471295020	115.00	86.25	
BIOL	1040	1	DEVELOPMENTAL BIOLOGY-W/CD	9780878932580	110.00	82.50	
BIOL	1050	1002	BIOLOGY OF INVERTEBRATES	9780072348996	132.00	99.00	
BIOL	1140	1	BIRDS OF EASTERN+CENTRAL NORTH AMER	9780395740460	19.25	14.44	
BIOL	1200	1	ANIMAL PHYSIOLOGY	9780521570985	62.75	47.06	
BIOL	1320	1002	EVOLUTIONARY ANALYSIS	9780131018594	106.00	79.50	
BIOL	1690	1	MOLECULAR CELL BIOLOGY-W/CD	9780716743668	124.25	93.19	
BIOL	1690	1	NATURAL OBSESSIONS	9780395924723	18.00	13.50	
BIOL	1750	1	HUMAN EVOLUTIONARY GENETICS	9780815341857	60.00	45.00	
BIOL	1860	1	MODELING IN NATURAL RESOURCE MGMT.	9781559637404	25.00	18.75	30

Spring 2006 Details - Example

The information below is shown as an example of what should be submitted. Campuses will submit their data based on the information below.

Dept	Course	Section	Title	ISBN	New \$	Used	# courses
BIOL	450	401-509	EXPERIMENTAL LAB PHYSIOLOGY BIOPAC	9780757516450	22.00	16.50	40
BIOL	500	1	MODERN GENETIC ANALYSIS-W/CD	9780716747147	130.00	97.50	
BIOL	540	1	EVOLUTION (DOCUTECH)	9780878931934	25.00	18.75	
BIOL	630	1	TORREY'S MORPHOGENESIS OF VERTEBRAT	9780471623144	92.25	69.19	
BIOL	630	401-404	STRUC.+EVOL.OF VERTEBRATES:LAB.TEXT	9780393092912	32.00	24.00	
CHEM	110	1002	CHEMISTRY & CHEMICAL REACTIVITY-STU	9780030350160	42.00	31.50	
CHEM	110	1002	CHEMISTRY & CHEMICAL REACTIVITY-W/2	9780030336041	150.75	113.06	
CHEM	110	1002	CHEMISTRY+CHEM.REACT.-STUD.LECTURE.	9780030349775	22.25	16.69	
CHEM	210	001-003	CHEMISTRY & CHEMICAL REACTIVITY-STU	9780030350160	41.75	31.31	
CHEM	210	001-003	CHEMISTRY & CHEMICAL REACTIVITY-W/2	9780030336041	138.75	104.06	
CHEM	210	001-003	CHEMISTRY+CHEM.REACT.-STUD.LECTURE.	9780030349775	21.20	15.90	50
CHEM	210	001-003	WEBASSIGN	9781928550204	13.00	9.75	
CHEM	410	1	QUANTITATIVE CHEMICAL ANALYSIS + SO	9780716797869	134.00	100.50	
CHEM	510	1	INORGANIC CHEMISTRY-W/CD	9780716736240	134.25	100.69	
ECON	100	951	ECONOMICS:PRIN.+POLICY-W/CD	9780324201635	132.00	99.00	
ECON	100	8	ECONOMICS:PRIN.+POLICY-W/CD	9780324201635	125.75	94.31	
ECON	100	7	PRINCIPLES OF ECONOMICS PKG	9780536838711	80.75	60.56	
ECON	100	6	ECONOMICS-TEXT ONLY	9780673993168	155.40	116.55	
ECON	700	1002	BRIEF COURSE BUSI STAT(PKG) +STAT W	9780495055495	150.00	112.50	
EDUC	400	001-003	CREATING MEANING THROUGH LIT.+THE A	9780130977779	65.00	48.75	60
EDUC	400	001-003	LIVING HISTORY IN THE CLASSROOM	9780913705902	30.00	22.50	
EDUC	410	1002	MANUFACTURED CRISIS	9780201441963	18.00	13.50	
EDUC	410	1002	SCHOOLING IN AMERICA	9780787272388	71.00	53.25	
EDUC	530	001-003	TEACHING COMPREHENSION+EXPLORING MU	9780872072817	15.00	11.25	
ENGL	110	001-010	ST. MARTIN'S HANDBOOK +EXERCISE CD+	9780312433819	60.00	45.00	
ENGL	120	001-61,6	ST. MARTIN'S HANDBOOK +EXERCISE CD+	9780312433819	60.00	45.00	
ENGL	120	52	SHORT GUIDE TO WRITING ABOUT FILM	9780321096654	39.00	29.25	
ENGL	200	001-006	NORTON ANTH.ENG.LIT.,V.1 (PAPER)	9780393974874	60.00	45.00	
ENGL	200	3	UTOPIA	9780393961454	11.00	8.25	
ENGL	200	1	FAERIE QUEENE	9780140422078	21.00	15.75	60
ENGL	210	001-008	NORTON ANTHOLOGY OF ENG.LIT.,V.2 (P	9780393974911	63.00	47.25	
ENGL	210	2003	MILL ON THE FLOSS	9780192833648	10.00	7.50	
ENGL	210	2003	TO THE LIGHTHOUSE (E.WELTY-FOREWORD	9780156907392	12.50	9.38	
ENGL	210	7	OLIVER TWIST	9780486424538	3.50	2.63	
ENGL	210	6	MIDDLEMARCH	9780141439549	15.00	11.25	
ENGL	210	6	TO THE LIGHTHOUSE (E.WELTY-FOREWORD	9780156907392	10.00	7.50	
ENGL	210	5	ADAM BEDE	9780192834959	10.00	7.50	
ENGL	210	5	PORTRAIT OF ARTIST AS YOUNG MAN	9780142437346	10.00	7.50	
ENGL	210	5	TO THE LIGHTHOUSE (E.WELTY-FOREWORD	9780156907392	15.00	11.25	
ENGL	210	4	ADAM BEDE	9780140431216	9.50	7.13	60
ENGL	210	4	PORTRAIT OF ARTIST AS YOUNG MAN	9780142437346	8.00	6.00	
ENGL	210	4	RETURN OF THE NATIVE	9780375757181	7.00	5.25	
ENGL	210	1	VANITY FAIR	9780192834430	7.00	5.25	
HIST	100	1	NEGOTIATORS OF CHANGE	9780415909938	32.00	24.00	
HIST	100	1	WHAT CAUSED PUEBLO REVOLT OF 1680?	9780312191740	15.00	11.25	
HIST	100	1	YELLOW RAFT IN BLUE WATER	9780312421854	13.50	10.13	

Spring 2006 Details - Example

The information below is shown as an example of what should be submitted. Campuses will submit their data based on the information below.

Dept	Course	Section	Title	ISBN	New \$	Used	# courses
HIST	110	951	ASSASSINATION OF JULIUS CAESAR	9781565849426	15.95	11.96	
HIST	110	951	DEVASTATION OF THE INDIES	9780801844300	15.95	11.96	
HIST	110	951	GILGAMESH: NEW ENGLISH VERSION	9780743261647	22.00	16.50	
HIST	110	951	GLADIATOR:SECRET HIST.OF ROME'S WAR	9780306811852	12.00	9.00	
HIST	110	951	HISTORY OF THEIR OWN,V.I	9780195128383	30.00	22.50	
HIST	110	951	MEDIEVAL UNDERWORLD	9780750937276	15.25	11.44	
HIST	110	951	PLUTARCH ON SPARTA	9780140444636	12.00	9.00	
HIST	110	951	SAILING THE WINE DARK SEA	9780385495547	13.00	9.75	
HIST	110	951	TRIAL+DEATH OF SOCRATES:FOUR DIALOG	9780486270661	3.00	2.25	
HIST	110	951	VIRGINS OF VENICE	9780142004012	20.00	15.00	
HIST	110	951	WAY OF ALEXANDER THE GREAT	9780743493390	12.00	9.00	
HIST	110	951	YEAR 1000	9780316511575	13.75	10.31	
HIST	110	8	AENEID (TRANS. FITZGERALD)	9780679729525	10.00	7.50	
HIST	110	8	DESERT FATHERS	9780140447316	9.00	6.75	
HIST	110	8	SAGAS OF ICELANDERS	9780141000039	18.00	13.50	
HIST	110	8	SONG OF ROLAND	9780024198358	8.00	6.00	
HIST	110	8	TRIALS OF SOCRATES	9780872205895	9.00	6.75	
HIST	110	8	WESTERN CIV:BRIEF HIST.,V.I	9780618370320	52.00	39.00	
HIST	110	7	LAST DAYS OF SOCRATES	9780140449280	14.00	10.50	
HIST	110	7	ON CHRISTIAN LIBERTY	9780800636074	9.00	6.75	
HIST	110	7	PRINCE	9780140449150	4.00	3.00	
HIST	110	7	WESTERN CIV:IDEAS,POLITICS+SOC.:V.I	9780618271047	75.00	56.25	
HIST	110	6	CITY OF GOD	9780140444261	18.00	13.50	
HIST	110	6	DISCOURSE ON METHOD+MEDIT.ON 1ST PH	9780872204201	7.00	5.25	
HIST	110	6	LETTERS OF ABELARD+HELOISE	9780140448993	5.00	3.75	
HIST	110	6	POLITICAL TESTAMENT OF CARD.RICHELI	9780299024246	19.00	14.25	
HIST	110	6	PRINCE	9780393962208	4.00	3.00	
HIST	110	6	WEST.EXPER.,V.I-TO 18TH CENTURY	9780072565454	80.00	60.00	
HIST	110	1	DISCOURSE ON METHOD	9780872204225	5.00	3.75	
HIST	110	1	EUTHYPHRO,APOLOGY,CRITO	9780023224102	15.00	11.25	
HIST	110	1	HANDBOOK OF EPICETETUS	9780915145690	6.00	4.50	
HIST	110	1	PRINCE	9780553212785	4.00	3.00	
HIST	110	1	RETURN OF MARTIN GUERRE	9780674766914	19.00	14.25	
HIST	110	1	RULE OF ST.BENEDICT	9780385009485	7.00	5.25	
HIST	110	1	SONG OF ROLAND	9780393090086	14.00	10.50	
HIST	110	1	WESTERN CIV:BRIEF HIST.,V.I	9780618370320	52.00	39.00	
HIST	140	1	INTRODUCTION TO THE ANCIENT WORLD	9780415127745	45.00	33.75	
HIST	150	1	MEDIEVAL EUROPE:SHORT HISTORY	9780072346572	45.00	33.75	
HIST	150	1	MURDER IN THE CATHEDRAL	9780156632775	5.00	3.75	
HIST	150	1	READINGS IN MEDIEVAL HIST.	9781551115504	40.00	30.00	
HIST	152	1	NO TEXT REQUIRED	N/A	0.00	0.00	69
					6,276.70	4,717.31	

TOTAL	# of courses	Average Cost	Multiply by number of courses per semester for Undergrad	Average Textbook Cost	
6,276.70	69	\$90.97	X 5	454.85	all NEW
4,717.31	69	\$68.37	X 5	341.85	all USED

In addition to the submission of information in Attachment 2a and 2b, each campus should also submit the following information:

Percentage of on-time adoptions of textbooks

- As required in the BOG recommendations, tuition and fee requests must also include submission stating the percentage of on-time adoptions of textbooks. *This is defined as orders from faculty received by the first day of buyback for a term, which precedes the term that the course will be taught in. This should be calculated as a percentage of the total number of courses offered for the term.* For example, when calculating the percentage of on-time adoptions for the Spring 2006 term, campuses should list the courses offered for Spring 2006, then show which textbooks were adopted before the Fall 2005 buyback began and show how many courses were being offered for Spring 2006 as of the beginning of Fall buyback. Another way of stating this statistic would be the percentage of adoptions received by the first day of buyback for the courses offered for the next term by the start of the buyback period. (Note that this methodology is meant to encourage on-time adoptions in order to make more use of books purchased by UNC students which may then be resold to other students at a lower price than new books. This also increases the amount that the bookstore will pay to a student for the book, since it is known that the book will be reused in the following semester.)

Courses with no required textbook should not be included in the calculation of on-time textbook adoptions.

The detailed calculation of the on-time adoption rate should be included in the submission materials. Schools will provide both 2005-06 and 2006-07 data for both fall and spring semesters as a part of the requests for 2008-09 campus initiated tuition.

As separate information, each campus should also include information about how many courses to be offered the next semester were added after the buyback period began.

Guaranteed Buyback or Rental for Introductory Courses

- Information will also be required in regard to the Board of Governors' recommendation #6, which states "By January 2008, all campuses must have a guaranteed buyback or rental of the required textbooks for introductory courses." In these materials, the campus should indicate the following:
 - work that has been done on the campus to prepare for this,
 - which courses will be included in the program (including how many total courses are anticipated to be included),
 - which instructors and faculty have agreed to participate in the program,
 - how long the textbook adoption cycle will be included in the program,
 - any difficulties that may preclude the campus from reaching the goal of implementation by January 2008 (spring semester 2008)

Please call or email Ginger Burks (919-962-4604; ginger@northcarolina.edu) with any questions about this topic.

Suggestions for Changes to Avg Cost Methodology

Information from UNCG - Revised Average Textbook Costs

Tuition and fee increase submissions made in January 2008 for approval for the 2008-09 academic year were required to be accompanied by a calculation of average textbook prices on campus. A model for calculating the average cost was provided in a workbook called "Textbook Template" and used 'Spring 2006' as an example semester. In the model, the average textbook price was calculated by computing the total cost of the assigned textbooks for each unique* course section and then dividing by the number of unique course sections, 69 in the model, to get an average cost per unique section. This average was calculated using both new and used textbook prices. This is a reasonable procedure for computing the average cost of textbooks per unique section. The problem with this approach, however, is that it does not control for class size. For example, if class enrollments were larger in classes with low textbook prices, then this procedure would overestimate the average cost of textbooks per student. If one has data on the number of students per class or the number of each book sold, then there is a better measure of average cost per student.

To illustrate this method assume as in the "Textbook Template" that there are 69 courses and let N_1 be the number of students in course 1 (we assume they all purchase the required textbooks), let N_2 be the number of students in course 2, ..., and let N_{69} be the number of students in course 69. Let P_1 be the price of textbooks used in course 1, P_2 be the price of textbooks used in course 2, ... and let P_{69} be the price of textbooks used in course 69. Then the total cost of purchasing textbooks for all students in the 69 courses is $P_1 N_1 + P_2 N_2 + \dots + P_{69} N_{69}$. Divide this total cost by the total number of students in all 69 courses ($N_1 + N_2 + \dots + N_{69}$) and one gets the average textbook cost per course. This weighted average of textbook prices is the correct measure of the average cost per course.

* Courses with multiple sections that use the same required text were only counted once. "Unique" indicates that a course section listed represents one or more sections that required the same textbooks.

NC State Observations Spring 2007 Average Undergraduate Textbook Costs

Calculated by:		
	All New	All Used
	<u>Five Courses</u>	<u>Five Courses</u>
Original Methodology	\$357.55	\$269.60
Weighted by Enrollment	\$330.00	\$247.50
	<hr/>	<hr/>
Diff.	\$27.55	\$22.10
% Diff.	7.7%	8.2%

The original methodology calculates average retail price by using a 1:1 ratio (each course, regardless of the number of students, is equal)
Weighted by enrollment captures the number of students taking a course (adding each section's enrollment for the course)

Example - A course (only one book) with a \$200 textbook has an enrollment of 5 students
A course (only one book) with a \$20 textbook has an enrollment of 1000 students

The original methodology would conclude that the average retail of the two books is \$110.

The weighted by enrollment methodology would conclude that the average retail price for 1005 students is \$20.90

UNC Buyback Consortium Data

December 2007 Shared Buyback Results
POS Dollars and Units

	Receiving Store			
Dollars	NC State	UNC-CH	ECU	Totals
NC State	\$0.00	\$4,755.00	\$6,889.00	\$11,644.00
UNC-CH	\$10,836.75	\$0.00	\$4,005.25	\$14,842.00
ECU	\$8,946.00	\$3,027.75	\$0.00	\$11,973.75
Totals	\$19,782.75	\$7,782.75	\$10,894.25	\$38,459.75

	Receiving Store			
Units	NC State	UNC-CH	ECU	Totals
NC State	0	178	181	359
UNC-CH	350	0	236	586
ECU	214	143	0	357
Totals	564	321	417	1,302

February 2008 Textbook Report

UNC Board of Governors

The University of North Carolina



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

February 2008

The Board of Governors and General Administration have been concerned for several years with the increasing costs 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 2008-09. Specifically, each institution was to 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. In order to have comparison information, campuses were asked, whenever possible, to submit this information for both 2005-06 and 2006-07. It is important to note that since the last Board of Governors' report was completed in March 2007, the campuses have been working to implement the recommendations. However, since most of the 2006-07 academic year was completed prior to the conclusion of the Board of Governors' report, the most significant results are not yet included in the available data.

A summary of the information submitted is shown in Attachment 1.

Average Textbook Costs for Undergraduate Students

- A standardized methodology for calculating the average cost of textbooks was used for all campus submissions. For future reports, changes to the methodology, such as an average weighted according to the number of students taking each course will be evaluated.
- For the three schools that currently have rental programs (ASU, ECSU, 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. For example, it is estimated that students at ASU spend an additional \$134 per year on supplemental books and materials not covered under the rental program. ECSU estimates that total costs to undergraduate students for supplemental texts and workbooks are about \$44 per year and students at WCU spend approximately \$63 for supplemental texts in addition to the rental fee.
- Because full implementation of campus efforts might not appear in the data until after the 2007-08 academic year, it is expected that improvements can be documented in subsequent reports.
- This report does not include a standardized methodology for calculating the average amount of money students receive when they sell books back to the bookstore. When this data is added to the next reporting cycle, this calculation will allow campuses to produce a "net cost" figure.

On-time Adoptions of Textbooks by Faculty

- Chancellors and Provosts have worked with Bookstore Managers to encourage faculty to adopt textbooks in a timely manner (see Attachment 2 for examples).
- 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. Many of the results do not show improvement, mainly due to the implementation of new book systems and new management in 2005-06 and 2006-07.
- System-wide, an average of about 70 percent of faculty textbook adoptions for 2006-07 were received before the target date.
- Campuses are already reporting significant increases in adoption rates for the 2007-08 year and most anticipate being at, or above, 80% on-time adoptions.
- Chancellors and Provosts must work harder, alongside bookstore management, to improve on-time textbook adoptions by faculty.

Progress towards Implementation of a Guaranteed Buyback or Rental Program for Required Textbooks for Introductory Courses

- Three UNC institutions – Appalachian State University, Elizabeth City State University, and Western Carolina University have existing book rental programs for undergraduate students. Fayetteville State University is also considering whether to re-implement a book rental program that it abolished in 2004.
- All other campuses have implemented some form of guaranteed buyback program for introductory undergraduate courses. The programs have significant variations in them. Bookstore managers continue to meet 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. Stores that do not already use this method should begin using it before the Fall 2008 semester begins.
- 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 several campuses are included as Attachment 3.

Summary

- The work completed so far by the campuses, the Board of Governors and General Administration is a beginning – much work remains to be done.
- Campuses must continue to improve the on-time adoptions of books.
- Campuses must 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.

UNC TEXTBOOK SUMMARY

Attachment 1

Campus	2005-06		2006-07		05-06 %	06-07 %	Status - Guaranteed Buyback/Rental	Other Notes
	Avg. Txbk Costs - UG All New Books	Avg. Txbk Costs - UG All Used Books	Avg. Txbk Costs - UG All New Books	Avg. Txbk Costs - UG All Used Books	On-Time Textbook Adoptions	On-Time Textbook Adoptions		
ASU	\$156.00	\$156.00	\$164.00	\$164.00	62.5%	62.5%	ASU has an existing rental program	Annualized rental rates; BOT approved a \$25 increase for 08-09 (to \$200 per year) due to cost of moving from a 3-year adoption cycle to 2 years.
	122.95	122.95	133.61	133.61			The estimated average additional cost, per student, beyond the rental fee.	Same amount is used for both new and used, but may be refined in the future.
ECU	635.57	476.62	645.84	487.72	84.9%	77.8%	Implemented Guaranteed Buyback program in Fall 2007	The adoption percentage for Spring 2007 was negatively affected by the implementation of a new textbook system.
ECSU	310.00	310.00	310.00	310.00	Data Not Avail.	Data Not Avail.	ECSU has an existing rental program	Annualized rental rates; BOT approved a \$10 annual incr. for 2008-09 (to \$320 per year)
	41.14	41.14	44.28	44.28	Data Not Avail.	Data Not Avail.	The estimated average additional cost, per student, beyond the rental fee.	Same amount is used for both new and used, but may be refined in the future.
FSU	760.65	570.65	737.15	553.85	76.2%	85.3%	Follett, the bookstore vendor at FSU, agreed to begin a buyback program in the Fall of 2007.	FSU is also considering reinstituting their textbook rental program, which was discontinued in Fall 2004.
NCA&T	905.47	446.54	974.43	363.33	81.2%	74.3%	NCA&T has begun a two year textbook adoption policy, will allow it to expand to a guaranteed buyback program in Fall 2008.	Decrease in adoption % for 06-07 was due to management transition. NCA&T guarantees students 50% return on books that have been adopted in the following semester. NCA&T contracts with Nebraska books for its buyback.
NCCU	785.55	589.85	773.35	580.70	60.4%	65.1%	Follett, the bookstore vendor at NCCU, agreed to begin a buyback program in the Fall of 2007.	
NCSA	Data Not Avail.	Data Not Avail.	746.40	561.55	Data Not Avail.	79.7%	NCSA is working to begin a guaranteed buyback program in Fall 2008.	Collaborating with UNC-CH to increase the amount of used books available for students.
NCSU	886.80	670.25	793.60	598.75	66.9%	62.8%	Offered a pilot guaranteed buyback program in Fall 2007 which is being expanded for Spring 2008.	Adoption percentage for 2006-07 was negatively affected by the implementation of a new textbook system.
UNCA	637.80	405.15	677.95	411.10	74.0%	74.5%	Implemented a Guaranteed Buyback Program in Spring '08.	
UNC-CH	799.45	600.05	890.10	667.70	55.4%	43.3%	Piloted Guaranteed Buyback for Spring '08	UNC-CH is working on adoptions; 2006-07 showed some decline, probably due to bookstore renovations. Fall 2007 showed improvement over prior semesters.
UNCC	730.20	550.55	763.95	576.00	73.1%	73.3%	The UNCC Bookstore, working with Barnes and Noble, guarantees buyback of all textbooks adopted for upcoming semester at the 50% buyback rate with no caps or quotas.	UNCC is developing a 6 semester GBP for major introductory courses.
UNCG	695.60	521.85	779.75	584.80	71.0%	73.5%	The UNCG Bookstore, working with Barnes and Noble, guarantees buyback of all textbooks adopted for upcoming semester at the 50% buyback rate with no caps or quotas.	
UNCP	499.50	331.85	526.00	349.70	93.0%	85.5%	UNCP has begun a pilot Guaranteed Buyback prog. for Spring '08.	
UNCW	819.58	614.84	809.67	607.25	76.7%	71.7%	The UNCW Bookstore, working with Barnes and Noble, guarantees buyback of all textbooks adopted for upcoming semester at the 50% buyback rate with no caps or quotas.	2006-07 decline in adoptions was an isolated instance, most likely due to a transition period of new bookstore management.
WCU	214.00	214.00	214.00	214.00	62.0%	61.5%	WCU has an existing rental program.	
	74.69	74.69	63.24	63.24			The estimated average additional cost, per student, beyond the rental fee.	Same amount is used for both new and used, but may be refined in the future.
WSSU	818.42	614.69	810.39	610.94	Data Not Avail.	72.0%	Follett, the bookstore vendor at WSSU, agreed to begin a buyback program in the Spring of 2008.	
Avg.	\$659.56	\$487.44	\$678.61	\$492.66	72.1%	70.9%		

NOTES: For schools where students purchase books, there is an additional amount that students can receive for selling books back -- "buyback" -- which would decrease the overall cost of textbooks.
On-time adoption rates have been reported as an average of fall and spring adoptions.

Attachment 2

Examples of Textbook Adoption Letters

East Carolina University
Procedures for Starting a Guaranteed Buyback Program

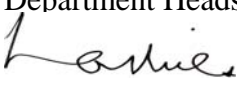
1. Meet with Division Head to layout a plan.
2. Letter was sent out from Director of Student Store to all Deans to determine what departments were interested in using the same text for two or more years. The textbook manager had identified several titles in each department that might be possibilities.
3. Meetings were scheduled for store director and book department manager to visit with interested deans and department faculty members.
4. From individual meetings titles were identified and mutually agreed upon by store staff and academic department.
5. Buyback Prices were determined and titles were added to buyback list. (50% of new textbook retail price) Expected buyback quantity of 100% was keyed in system.
6. Marketing and advertising were sent out to promote this program, including the benefits and cost savings to the students.
7. Custom, tamper-proof guaranteed buyback stickers were ordered to place on each title in the program.
8. As the books were received in the store the stickers were applied to each book. This is a task that has to be followed thru on every time new shipments of the title are received and put on the sales floor. Our store found it easier to apply these stickers to the books on the shelves, as the books were being stocked or restocked.
9. Beside each shelf tag for the guaranteed buyback books, we also made a separate shelf tag that had the guaranteed buyback sticker, so students can see on the shelf tags which books were designated as guaranteed buyback.
10. Frequent monitoring of the guaranteed buyback books on the shelves is needed in order to ensure the stickers are on each guaranteed buyback book due to frequent re-stocking during book rush and guaranteed buyback shelf tags are still in their correct locations.

NC STATE UNIVERSITY

An Equal Opportunity/Affirmative Action

919.515.2195 (phone)
919.515.5921 (fax)

MEMO TO: Deans, Directors, Department Heads

FROM: Larry A. Nielsen 
Provost and Executive Vice Chancellor

SUBJECT: Textbook Pricing Management

DATE: March 21, 2006

Please share this memorandum with those in your college/department responsible for coordinating course materials. As we approach the April 5 deadline for textbook adoption for fall 2006 semester courses, I would like to focus your attention further on real opportunities to benefit our students through practices that can result in the reduction of textbook costs.

The high cost of textbooks is a growing concern nationally, and a topic of importance to the UNC system administrators. At NC State we are taking all reasonable steps to minimize textbook costs by working with the NCSU Bookstores and its standing advisory committee to identify best practice guidelines for faculty and staff responsible for the course textbook adoption process at the departmental level.

NCSU Bookstores is a non-profit unit of the University that partners with course instructors to provide our students needed academic materials. Bookstore revenue is used to provide financial aid for students. Keeping textbook prices as low as possible benefits all our students and requires the cooperation of everyone involved with the process of textbook selection and adoption.

We have developed the attached list of best practices in order to minimize students' cost for textbooks. The listed items are actions within our power to initiate or strengthen. I ask you to distribute and discuss these points with your teaching faculty, and provide the oversight necessary to adopt those priorities that can be effectively applied in your unit.

For further information or clarification, or if you have additional recommendations for benefiting our students through effective management of textbook costs, please contact me (provost@ncsu.edu), Darby Orcutt (darby_orcutt@ncsu.edu), the chair of the Bookstore Committee, or Richard Hayes (rhayes@unity.ncsu.edu), NCSU Bookstores Director.

Thank you for your attention to this matter.

LAN/vsw

Attachment

cc: Darby Orcutt
Richard Hayes

Best Management Practices for Textbook Adoption and Use

- ❑ Thank you for considering the costs of textbooks in your strategy for textbook adoption and use of other materials in your courses. YOUR STUDENTS APPRECIATE YOUR CARE!
- ❑ All teaching faculty are to submit their book lists to the NCSU Bookstores by its established deadlines (Fall = April 5; Spring = October 15; Summer = March 15). Departments are encouraged to set their own deadlines for submissions that precede the dates specified by the Bookstore.
- ❑ Review Academic Policies and Regulation #02.20.10 entitled "Listing of Required Course Materials with the NCSU Bookstores"
(http://www.ncsu.edu/policies/academic_affairs/pols_regs/REG205.00.18.php).
- ❑ At the same time faculty submit their book lists to the NCSU Bookstores, we encourage using the NCSU Libraries Book Reserves to make reserve copies available to students
(<http://www.lib.ncsu.edu/reserves/faculty>); 515-2597.
- ❑ Unless specifically requested to do otherwise, NCSU Bookstores will
 - order unbundled texts whenever such are available,
 - encourage faculty where applicable to use texts in the same edition used previously,
 - work with faculty to adopt the least expensive textbook that is pedagogically sound.
- ❑ Require a textbook only if it will be used in a substantial way in the course. Students' end-of-semester course evaluations can inform instructors' decisions regarding perceived value of selected course texts.
- ❑ Whenever practical, we encourage providing students with supplemental materials to update textbooks rather than requiring new editions.
- ❑ Faculty-authored texts, required for purchase by enrolled students, must be approved through the process defined in the author's Conflict of Interest statement.
- ❑ We encourage faculty to work with textbook publishers to develop more economical materials that may include low-cost on-line alternatives to traditional textbooks.
- ❑ We encourage faculty to donate desk copies they receive from publishers to the NCSU Libraries as reserve copies of the textbooks for their course.
- ❑ We encourage faculty to consider potentially lower cost text options such as electronic reserves and/or digital access to materials that are appropriate to course objectives.
- ❑ Faculty and departmental textbook coordinators should regularly review the section of the NCSU Bookstores website titled "How to save your students money!"
(<http://www.fis.ncsu.edu/ncsubookstores/faculty.html>) and other cost-related information
(<http://www.fis.ncsu.edu/ncsubookstores/textbooks.html#pricing>).

April 16, 2007

MEMORANDUM

TO: The Faculty

FROM: Patricia A. Sullivan
Chancellor

SUBJECT: Efforts to Reduce Textbook Costs for Students

The cost of college textbooks has become a national issue, leading many legislators and institutional governing boards to consider a variety of actions designed to reduce the amount of money that students must pay for their textbooks. Within the University of North Carolina, the Board of Governors is requiring each institution to address this issue in a significant way if it wishes to request an increase in student fees and campus-initiated tuition (CITI) for 2007-08. As you know, the CITI is a source of UNCG's funding for faculty salary increases and graduate student support. Regardless of the Board of Governors' action, I believe we have a responsibility to take appropriate steps. We must, therefore, determine what we can do to keep textbook costs as reasonable as possible.

Your dean or department head/chair will provide more specific information about possible actions in your unit to reduce textbook costs. My purpose in writing is to draw your attention to this important matter and to ask for your assistance as we move forward. Copied on the back of this memorandum are four suggestions that you might find useful. Thank you for your efforts in this regard to support the University and its students.

Attachment

cc: Provost A. Edward Uprichard
Deans Council

SUGGESTIONS FOR FACULTY ON REDUCING TEXTBOOK COSTS

The University of North Carolina at Greensboro

1. **BE FULLY AWARE OF COST WHEN ADOPTING A TEXT** - If more than one edition of a text is acceptable to be used, communicate that to students (in the syllabus) and to the Bookstore (in the text adoption). If a new text is adopted, be aware of the cost of the textbook and of bundled material that the publisher may add to the text. Many of these bundled add-ons are not used by faculty members, but adopting the ISBN number that includes components that expire (and can't be bought-back / re-used) requires the student to buy a new book. The Bookstore will contact faculty members who adopt such titles to inquire about the bundled materials. If the add-ons are not important, the syllabus and the textbook adoption should say so.
2. **MINIMIZE THE "REQUIRED TEXT" WHEN POSSIBLE** - Be deliberate about what text is declared "required". Students often purchase their textbooks before classes have begun and depend on the labeling in the bookstore to determine which texts to purchase. If a text can more appropriately be designated "recommended" rather than "required", many students may choose to access the material in a manner other than purchasing it.
3. **REPORT ADOPTIONS EARLY** - Adoptions made before the last day of classes in one semester for texts required in the following semester allow the bookstore to acquire the texts more economically. If the adopted text includes a title that is currently used on campus, our own students are guaranteed that the bookstore will buy the book back from them at 50% of the selling price. Additionally, this practice increases the supply of used books available to our students for the following semester. Otherwise, students are paid less at buy-back and the following semester's students may be forced to buy a new book. Until an adoption is received, the lower buy-back rate is paid.
4. **MAKE MULTI-SEMESTER ADOPTIONS WHEN POSSIBLE** - Multi-semester adoptions allow the bookstore to pursue buy-back at other campuses and to retain excess inventory of used texts (rather than selling excess inventory to wholesalers or other bookstores). Multi-semester adoptions also maximize the recycling of textbooks, which further reduces prices for students.

Textbook Memo from UNCW Provost Paul Hosier

MEMORANDUM

TO: Faculty & Staff
FROM: Paul E. Hosier
DATE: October 3, 2007
SUBJECT: Costs of textbooks

The issue of the increasing cost of textbooks is not only a campus concern, but a national concern that has motivated action from General Administration, the Association of Student Government (ASG) and the UNC Board of Governors.

Because textbook costs contribute to the rising cost of student attendance, each campus in the UNC System was asked by General Administration to convene a committee to review the issue in 2006-2007. Key findings from the 16 campus reports were conveyed to the Board of Governors. In March 2007, the Board of Governors' report contained recommendations that align with best practices in the UNC System and the nation. In that report, campuses were asked to report individual campus results on the timely submission by faculty of textbook adoptions (striving for 100% timely submissions) and the average costs of textbooks, both new and used, in the same request that is submitted for tuition and fees. Additionally, each bookstore must have a guaranteed buyback program or rental program for books used in large, introductory classes. The results of how well we as a campus do will be submitted for the first time with this year's tuition and fee request.

This fall, UNCW had 20% more used books available for students over last fall. To improve on this record, the bookstore needs your orders by October 15. Here are some of the benefits to placing your order now:

- If you are ordering a textbook that is being used in the current semester, no matter the course size, the UNCW Bookstore has committed to buy back the book at half the selling price, or 50%. There are no quantity limitations on the number of books that will be bought back. The bookstore policy says, "We have an adoption, we will buy it back." The policy does not include workbook items, key codes, and other disposable items. This new policy begins with adoptions for the spring 2008 semester. The new buyback policy will further reduce the cost of textbooks for UNCW students.
- Once the bookstore receives and processes a book order, it is posted on the bookstore website, searchable by course, section, and professor. In addition, when a student registers for class, a simple click will bring up a full book list. The benefit is students can order directly from the bookstore or use this information to conduct a search. In order for students to benefit from buying used titles, the bookstore must have an adoption on record. If no information has been received by the bookstore, a message will post, "Currently no textbook has been assigned for this course."

- An early book order also allows more time to correspond with faculty regarding problematic titles, pricing concerns, stock, and bundled components. In one example last year, a faculty member was able to reduce the cost of a textbook from \$103 to \$56 for a textbook typically ordered by about 1,000 students each term. “Bundled” versions of textbooks typically cost more than “unbundled” versions since in the latter situation faculty may order only those components that are needed.

October 15 is when book orders are due in the bookstore.

Please consider textbook costs and the following practices as you prepare your book orders this year:

- Departments and schools, which have not done so, are encouraged to set deadlines for submission of book orders consistent with bookstore procedures.
- Faculty members are encouraged to submit book orders by the deadlines established by their department or school.
- Faculty members are discouraged from selling their desk copies to book buyers. (The Faculty Senate has taken the position that the sale of desk copies by faculty is an unprofessional [practice](#).)
- Faculty members are encouraged to place textbooks on reserve in the library when classroom size permits this practice.
- Faculty members are encouraged to order “unbundled” versions rather than “bundled” versions of books unless the instructor plans to use all components.
- Faculty members are encouraged to contact the bookstore if they have questions about a bundle or high textbook cost.

I truly appreciate all that you do to enhance the academic experience of our students and the contributions you make to the intellectual environment of our institution. I also thank you for your assistance in addressing the issue of textbook costs.

Attachment 3

Examples of Campus Guaranteed Buyback Materials



USING IT AGAIN?



The FSU Bookstore presents the "HALF BACK GUARANTEE" PROGRAM

Faculty who submit course material orders for multiple terms will guarantee their students half of the purchase price of the textbook when they sell it back to the bookstore after exams.

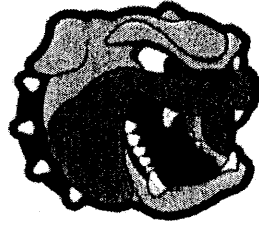
- Students can use their textbooks through the end of finals without financial penalty.
- Creates a used textbook for the next student – saving them 25%.*
- Reusing textbooks is an excellent way to contribute to sustainability on campus.
- Overall textbook savings for all students.

The Half Back program doesn't change the half price dynamic for students, it just reduces the pressure to sell early – before finals – it saves students money and is good for the environment. Contact the textbook department at the number below for more information.

**over the price of new text*

Fayetteville State University Bookstore

**GUARANTEED
BUY BACK**



UNC-ASHEVILLE BOOKSTORE

Valid thru

VOID IF REMOVED



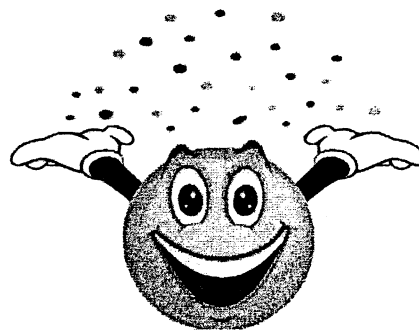


Guaranteed Buyback Book

UNC STUDENT STORES ORIGINAL RECEIPT
REQUIRED FOR GUARANTEED BUYBACK.

PRESENT YOUR UNC STUDENT STORES ORIGINAL
TEXTBOOK RECEIPT AT BUYBACK AND YOU ARE
GUARANTEED RETAIL BUYBACK PRICE FOR THIS
BOOK THROUGH THE DATE BELOW.

KEEP YOUR RECEIPT!



VOID IF REMOVED

Guaranteed Buyback Book
Half The Purchase Price Valid Through:
10/00/00

Nimoy I Am Not Spock 978-444-55555-5

Thank You.

The UNCG Bookstore would like to thank the Departments and Professors below for their help in reducing textbook costs for students. By choosing to re-use textbooks from last term, Fall semester students will receive more than \$350,000 during book buyback; translating into \$274,000 in savings for Spring semester students purchasing used books. The following examples show savings that will be passed on to students in the Spring semester.

Campbell-Biology, requested by Professor Adamson - \$14,800 in savings

Tarback-Earth Science, requested by The Geography Department - \$21,000 in savings

Wade-Invitation to Psychology, requested by Professor McDonald & Ladrow - \$12,187 in savings

Sizer-Nutrition, requested by Professor Rhodes - \$11,382 in savings

Beebe-Communication, requested by Professor Ferguson - \$14,100 in savings

Aronson-Social Psychology, requested by Professor White - \$5650 in savings

Donatelle-Health the Basics, requested by The Public Health Department - \$5,255 in savings

Amon-VIS-À-VIS, requested by Professor Dola - \$5050 in savings

Moore-Basic Practice of Statistics, requested by Professor Weigel - \$9505 in savings

Students saved more than \$624,000 this year at the UNCG Bookstore by having access to more used textbooks than ever before! For more information on faculty textbook requests contact the UNCG Bookstore at 334-5563.

UNCW Bookstore

sell your textbooks at your campus bookstore today!

get the
MOST CASH
for your textbooks
RIGHT NOW

New

Get 50% back guaranteed if the book is being reused in the spring, no matter where you bought it!

See store for details.



Now is the best time to sell your books back at either the Bookstore or at our Buyback Trailer located in parking lot H across from the water tower.

UNCW Bookstore

Fisher Student Center

<http://uncw.bkstore.com>

February 2008 Erskine Bowles Letter Regarding the Cost of Textbooks



The University of North Carolina

POST OFFICE BOX 2688, CHAPEL HILL, NC 27515-2688

ERSKINE B. BOWLES, *President*

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Appalachian State
University

East Carolina
University

Elizabeth City
State University

Fayetteville State
University

North Carolina
Agricultural and
Technical State
University

North Carolina
Central University

North Carolina
School of
the Arts

North Carolina
State University
at Raleigh

University of
North Carolina
at Asheville

University of
North Carolina
at Chapel Hill

University of
North Carolina
at Charlotte

University of
North Carolina
at Greensboro

University of
North Carolina
at Pembroke

University of
North Carolina
at Wilmington

Western Carolina
University

Winston-Salem
State University

An Equal Opportunity/
Affirmative Action
Employer

February 7, 2008

To: The Chancellors

FROM: Erskine Bowles

RE: Controlling Textbook Costs

As part of its larger commitment to keep UNC campuses affordable, the Board of Governors has set the clear expectation that every campus take real and aggressive steps to control the rising cost of textbooks. You certainly should know by now how important this topic is to me personally.

In submitting tuition and fee requests for 2008-09, each UNC campus was—for the first time—required to submit additional information about its average textbook costs for undergraduates, on-time textbook adoption rates by faculty, and progress in implementing a guaranteed buyback or rental program for required textbooks in introductory courses. At best, the early results are mixed. We can and must do better. I expect the campus data submitted to the Board of Governors next year to be more complete and to show considerable improvement.

The campus reports show that a number of you are, in fact, making some progress in slowing or even reducing the average purchase cost of textbooks for undergraduates. The average cost data from FSU, NCCU, NCSU, UNCW, and WSSU is promising—it confirms that we can make a difference if we continue to focus on this issue. That alone is not enough, however. To have the greatest impact on the NET cost to students, we must also maximize opportunities for students to buy and/or sell used textbooks.

One of the most successful initiatives to date has been the implementation of Guaranteed Buyback Programs. ECU and UNCA, in particular, have done a great job here. Our goal is to have all introductory courses for undergraduate students covered under such programs, but there are still significant variations among the campuses. If you have not yet begun to flag all textbooks covered under your guaranteed buyback program with prominent “stickers” so that students can readily identify them, I expect you to do so by fall 2008.

Those of you who have contracted out your bookstore operations must convey the importance of containing and reducing textbook costs to your contractors. At a minimum, you should have a designated staff member who is constantly working on your contract to get the best deal, both for your campus and for your students. UNCC, UNCG, and UNCW, for example, successfully pushed Barnes and Noble to guarantee a 50% buyback rate for all textbooks adopted for the upcoming semester, with no cap on the number of books they would buy back. Follett, on the other hand, which contracts with FSU, NCCU, and WSSU, has yet to make such a commitment. Barnes and Noble and Follett are driven by different bottom lines, of course, but if your contractor can't grasp that we are serious about reducing costs to students, then you may need to seriously reconsider those contracts. In that same vein, those of you with self-operated stores must ensure that your bookstore managers work with other UNC campuses to maximize best practices, leverage our collective buying power for better prices, and increase the inventory of used books.

Our campuses with textbook rental programs (ASU, ECSU, WCU) are obviously out front in holding down costs to students, but there are other steps that these campuses can take—increasing on-time faculty adoptions, limiting the use of supplemental texts that are not covered in the rental fee, working to maintain low rental fees—that will directly impact student costs. I am concerned, for example, that ASU is considering moving from a three-year book adoption cycle to the two-year cycle, and that ECSU's rental fee is relatively high and rising.

A critical factor in reducing the cost of textbooks is getting the faculty to adopt textbooks in a timely manner. We failed *miserably* on that score. Systemwide, only about 70% of faculty adopted textbooks by the set campus deadline. Fewer than *half* of the faculty at UNC-Chapel Hill met the deadline. That is just not acceptable. Adoption rates at ASU, NCCU, and NCSU also must improve markedly. As campus leaders, I am counting on you to work collectively with your provosts, CFOs, faculty leaders, and bookstores to bring about real and sustained improvements in on-time adoption rates. I have set a systemwide goal of 85% for 2008-09 and a goal of 90% for 2009-10. You and I and the Board of Governors have worked incredibly hard to secure additional funds through state appropriations and campus-initiated tuition increases in order to bring faculty salaries to the 80th percentile. If those efforts are to continue, I expect the faculty to work equally hard to get their textbook orders in on time.

Thank you for your efforts to date. Moving forward, I challenge each of you to track the costs of textbooks and the faculty adoption rates in an ongoing and meaningful way. We've provided common methodologies to you. Hold those who are responsible for this effort accountable—because I am going to hold you accountable. If these textbook cost controls are not put in place, please don't complain when your requests for tuition and fee increases are denied by the Board of Governors in 2009. We owe that to our students.

cc: Chief Academic Officers
Chief Financial Officers
Bookstore Managers