

MEMO TO: Deans, Directors, Department Heads

FROM: Larry A. Nielsen  
Provost and Executive Vice Chancellor

SUBJECT: Textbook Pricing Management

DATE: October 16, 2007

October 15 was the official deadline for textbook adoption for the spring 2008 semester courses; however, the importance of turning in Spring textbook adoptions prior to the Thanksgiving holiday is critical to ensure the bookstore is prepared for end of semester buyback, has adequate time to conduct national searches for used textbooks for Spring, and can provide timely delivery of textbooks for the Spring semester. Thus, I would like to focus your attention 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 at NC State. 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 revenues are used to provide financial aid for students through the Pack Promise. 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. Please distribute and discuss these points with your teaching faculty, and provide the oversight necessary to adopt those practices that can be applied effectively in your unit. Also, please send this to your textbook coordinator.

I ask that you pay particular attention to "bundling". Although bundling may have pedagogical and cost benefits in some cases, bundling often costs our students more than buying items separately. Please contact the bookstore if you have specific questions about bundling.

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](mailto:provost@ncsu.edu)), Scott Warren ([scott\\_warren@ncsu.edu](mailto:scott_warren@ncsu.edu)), the chair of the Bookstore Committee, or Richard Hayes ([rhayes@unity.ncsu.edu](mailto:rhayes@unity.ncsu.edu)), NCSU Bookstores Director.

Thank you for your attention to this matter.

Attachment

cc: Richard Hayes  
Scott Warren