

MEMORANDUM

TO: Deans, Directors, Department Heads

FROM: Warwick A. Arden
Interim Provost and Executive Vice Chancellor

SUBJECT: Textbook Adoption and Costs

DATE: March 18, 2010

It is time again to choose your textbooks for the 2010 Fall semester. The on-time adoption date is **April 5th**.

The cost of textbooks continues to rise at much higher rates than other educational costs. Escalating textbook costs are a concern both nationally and at NC State. The UNC Board of Governors continues to monitor each institution's progress toward lowering textbook costs. The NC State Bookstore's staff and our standing committee on bookstores are working along with you to reduce textbook costs. The combined efforts have met with some success:

- The NC State Bookstores' Guaranteed Buyback Program, which was created in 2007, guarantees that all students who purchase a program title will be paid half of the current new textbook price when the book is sold back. To maximize the amount paid to the students at buyback a Program title must be adopted for four or more consecutive semesters. This program saved our students \$471,500 for 2008-2009.
- Higher adoption rates have allowed the bookstore to re-purchase books from students at higher prices because we know there will be a market for books in the upcoming semester. During the 2008-2009 academic year, on-time adoption rates improved to 80.5% compared to 67% the previous year. Unfortunately, we are still shy of President Bowles's overall target of 85% on-time adoptions, so there is still some room for improvement.
- The result of higher early adoption rates has been increased buyback and used textbook availability. NC State now boasts one of the highest used book sales rates in the UNC system.
- Increased use of low cost e-books or alternative content delivery in lieu of traditional textbooks has produced significant savings to students.
- Your attention to "Best Practices" suggestions (attached and available on the bookstore website) continues to yield cost savings for our students.

The Textbook Adoption Incentive Program, initiated in Spring 2008 by the Provost, provides a financial incentive of one-time funds dedicated to faculty for travel to support professional development opportunities. The one-time allocation to each college is based on the extent to which the college achieves high adoption rates. The program will deliver \$100 for each on-time

adoption above the 50% adoption level for the college. The one-time funds will be allocated to the college during the 2010-11 fiscal year. The need to submit timely adoptions is even more critical this year. The Higher Education Opportunity Act (HEOA) includes several textbook requirements for all colleges receiving any federal funds. Effective July 1, 2010 the HEOA mandates that college bookstores display all pertinent adoption information to the maximum extent practicable. This information includes both traditional textbook adoptions as well as any available institutional alternative content delivery programs. Alternative content may include weassign access codes, e-book options, and custom course materials. Notification of the use of alternative content and “no text required” will be included in the calculation of on-time adoptions for the Textbook Adoption Incentive Program.

I ask that you, as individual faculty and as departments, make adoptions for courses even before instructors are identified (a major reason why adoption rate is so low for the fall semester).

There are several ways to submit textbook requests to the NC State Bookstores. Please submit requests online on either of the bookstore faculty adoption sites shown below, or email the course and book information to:

Anthony Sanders Anthony_sanders@ncsu.edu or Isaac Pomper ilpomper@ncsu.edu

<http://ncsu.collegestoreonline.com/ePOS?store=432&form=faculty.html> (requires account login)
or

<http://www.fis.ncsu.edu/ncsubookstores/Departments/Textbooks/requests.html>

If you have questions or additional ideas for effective management of textbook costs, please contact me (provost@ncsu.edu), Anthony Sanders (Anthony_Sanders@ncsu.edu) or Richard Hayes (Richard_Hayes@ncsu.edu).

Attachment: Best Management Practices for Textbook Adoption and Use

cc: Chancellor Woodward
Executive Officers
Richard Hayes
Anthony Sanders
Vicki Pennington

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>).