**Florida Atlantic University**

**Textbook Affordability Act**

***Report Card Fall 2009***

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| --- | --- | --- | --- |
| **DEADLINE** | **DATE** | **TOTAL ADOPTIONS RECEIVED** | **PERCENTAGE OF SEMESTER TOTAL** |
| Adoptions received 30 Days  before the start of the semester | 7-24-09 | 4327 | 77% |
| Adoptions received after the 30 day deadline | 7-25-09 + | 1271 | 23% |
| Number of courses where orders were submitted to Bookstore[[1]](#footnote-1) |  | 4932[[2]](#footnote-2) | 93% |
| Number of courses where orders were not submitted to the bookstore[[3]](#footnote-3) |  | 348 | 7 % |

**Information on customs and bundles**

|  |  |  |
| --- | --- | --- |
| **CATEGORY** | **FALL 09 Adoptions** | **FALL 08 Adoptions** |
| Custom Materials | 547 | 655 |
| Bundles | 907 | 1042 |

Myths or Assumptions

* Custom materials do not cost the student more
* Bundles actually save the student money by combining materials in one package

**Analysis of customs and bundles**

* Introduction to Systems Fundamentals (ISM 2000)
  + Custom Package containing the following items
    - Text
    - USB Drive – *could argue that this is not needed by most students*
    - Access code – *could argue that this is not needed by most students*
    - Visual Tutorial

The price for this package was $126.05. If sold separately – the total for **all** items purchased new would be $100.95 *(savings of $25.10)* and $82.40 used *(savings of $43.65)*

*Students would have also had the opportunity to sell their books back to the bookstore for up to half of the textbook purchase price*

* E Books are also vulnerable to the “custom” side of the textbook market
  + Mathematics My MathLab Portal *(3227 students taking courses in this category)*
    - E-Book requiring an code to access *book* on line
    - Custom option simply added an introductory page “Welcome to FAU’s My MathLab Portal”
    - Custom sold for $82.15
    - Standard would have been $74.00 *or a difference of $8.15 per e-book*
    - This custom had an overall extra cost to students of $26,300
    - The FAU Bookstore contacted the Math Department and they decided against the custom version
* Points related to custom and bundled books or e-books
  + Zero buy- back value to students. Custom materials cannot be bought back by the bookstore. Students earn up to 50% of the new textbook purchase price in buy back. FAU Bookstore currently gives back approximately $800,000 in cash to our students each academic year
  + Restricts the used textbook market on campus. The used textbook market is where cost saving opportunities exists.
  + The custom and bundled market is publisher driven in an attempt to close out the used textbook market. The publishers receive no royalties from the sale of a used text book.
  + Bundles – not all items have a resale value and not all items are always needed
  + What happens to unsold custom textbooks and bundles?
    - *They cannot be sold back to the publishers – they will not buy them back*
    - *They cannot be sold to anyone – they have a zero value*
    - *They ultimately get destroyed and end up in landfills*
    - *For the 2008-2009 Academic Year the FAU Bookstore had* ***$67,180*** *worth of customs left on the shelves*

**WHAT ARE WE DOING TO IMPROVE THIS PROCESS?**

The FAU Bookstore in cooperation with Business Services will be assisting the Faculty and Staff with the following methods to increase timeliness in placing orders and increase the USED book inventory at the campus bookstores. Many of the following are already being done. We will work to enhance current methods and add new ones wherever possible.

* Offer an incentive program to departments who get their adoptions in on time – *all departments who submit all of their adoptions by the 45 day deadline will be eligible for a drawing. The drawing will be two (2) $500 catering credits per semester.*
* B-Monthly updates of Courses without Books Report to Office Manager and Chair of each department. Additionally, this report is submitted to the University Provost’s office.
* Flyers will be distributed notifying Faculty of three (3) due dates
  + Bookstore Due Date (10/23/09 for Spring 10)
  + Campus Deadline (11/26/09) per University Regulation
  + 30 Day Legislative deadline (12/12/09)
* Email notifications about Buy Back.
* Email notification to Faculty about FALL returns with the option to delay and reuse remaining stock for Spring 10 semester.
* Remote Buy Backs at classrooms and email notifications to students.
* Provide publisher information and pricing for books
* Alerts to new editions, old edition, back ordered, out of stock and out or print books

**KEY TO GETTING ADOPTIONS IN ON TIME AND BEING COMPLIANT WITH REGULATION**

* Promoting the on line, web-based, process for adoptions.
* This is absolutely key
  + in getting adoptions in timely
  + in providing pricing information to Faculty in order to evaluate text and course materials selected
  + in getting information about courses without texts in order to compile that data in evaluating compliance
  + In getting all of the information that currently skews adoption rates and regulation compliance
    - Courses without texts
    - Orders going to alternate sources (non FAU on line sites, off campus booksellers)

1. This number includes courses without texts (i.e. independent study, doctoral dissertations, etc) [↑](#footnote-ref-1)
2. Total courses offered = 5280 [↑](#footnote-ref-2)
3. It is assumed that textbook orders for these courses were provided to alternate vendors (i.e. off campus booksellers, web based sales, etc.) [↑](#footnote-ref-3)