

Nicholls State University
AUXILIARY SERVICES

it's where YOU shop

bookstore

KEEPING TEXTBOOKS AFFORDABLE

IT'S A NICHOLLS THING

Presented by

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who

FACULTY AND THE UNIVERSITY BOOKSTORE

what

PARTNERING TO AID IN MAKING WISE CONSCIENTIOUS DECISIONS IN SELECTING TEXTBOOKS AND COURSEWORK THAT IS AFFORDABLE TO NICHOLLS STATE UNIVERSITY.

how

- FINDING THE RIGHT TEXTBOOK AND/OR MATERIAL FOR YOUR CLASS
- WITH THE DIGITAL AGE, UNDERSTANDING YOUR OPTIONS FOR REQUIRED CLASS MATERIAL
- ANALYZING COST OPTIONS TO STUDENTS
- SUBMITTING REQUIRED TEXTBOOK NEEDS IN A TIMELY MANNER
- UNDERSTANDING EACH PARTNERS NEEDS AND SERVICES OFFERED

Publisher Reps

- Most faculty select their textbooks from publisher representatives who give a complimentary copy and related materials to the instructor
- Want faculty to buy new textbooks, bundles, and custom texts. This is where they make their money. Publishers do not make money on used books.
- Do not always come at convenient time

Faculty Center Network

- Free On-Line Service
- Can use whenever it is convenient for you. Faculty can see what textbooks other schools use. Faculty can see a variety of textbooks per topic. Faculty can see the price of the textbook.
- Can also request desk copies from publishers

IT'S A DIGITAL AGE, UNDERSTANDING YOUR OPTIONS FOR REQUIRED CLASS MATERIAL

1. **Textbook Bundles** are pre-packaged sets of textbook plus materials like DVDs, study guides, online access codes, or workbooks.
 - **Are textbook bundles cost-effective for students?**
Sometimes, but maybe not. Why? Bundling items adds cost to the consumer. Often the textbook can be returned but nothing else in the bundle can be returned for cash back. If a faculty member can do without bundling, a less expensive textbook is usually cheaper for the student. Used textbooks are the most cost effective means of affordable textbooks.

IT'S A DIGITAL AGE, UNDERSTANDING YOUR OPTIONS FOR REQUIRED CLASS MATERIAL

2. **Custom Texts** are printed textbooks in which the faculty member selects chapters or other materials from different sources to comprise a textbook based on their instructional needs.
 - **Are custom texts cost-effective for students?** It is attractive to an instructor because they can use several resources to create their own textbook. Custom textbooks cannot be returned at the end of the semester for cash back. They are designer texts made specifically for that class and faculty member. Again buying used textbooks are the most affordable choice.

IT'S A DIGITAL AGE, UNDERSTANDING YOUR OPTIONS FOR REQUIRED CLASS MATERIAL

- 3. Digital Books (e Books)** are digital (electronic) alternatives to printed textbooks. E-books are purchased through the bookstore and are read using electronic readers, a personal computer, or from printed paper. Digital books offer a variety of benefits, including:
 - **New ways to learn:** Convenient keyword search capabilities, embedded multimedia functions, and electronic highlighting.
 - **Reduced environmental impact:** Digital books don't require the use of natural resources for production and delivery.
 - **Saving students money:** Digital books sell for 40% less than printed, new textbooks.

IT'S A DIGITAL AGE, UNDERSTANDING YOUR OPTIONS FOR REQUIRED CLASS MATERIAL

Digital Books (e Books)

Are digital books cost effective for students? Yes, at the University Bookstore digital or electronic books offer the best savings to students at the beginning of the semester.

Did you know that the University Bookstore offered 110 eBooks for the fall semester? They sold one. Why? Digital books are still a fairly new option. You can't sell the technology back. The information is time bound, meaning you will be denied access to the eBook or material after a specified length of time. Students have not used them before, **but this will change** and this industry will grow. Nicholls State University needs to be ready. We need to let students and parents know that we offer the eBooks in our store. Faculty need to promote the use of the eBook as an option for affordable textbooks.

IT'S A DIGITAL AGE, UNDERSTANDING YOUR OPTIONS FOR REQUIRED CLASS MATERIAL

Digital Books (e Books)

What about hand-held digital readers like the Kindle?

Amazon.com and Sony are currently doing some studies to see how students like these devices. Just like eBooks there is a resistance by students to embrace the new technology. Again, this will change as technology advances and more “bells and whistles” are added making this device more affordable and attractive to students.

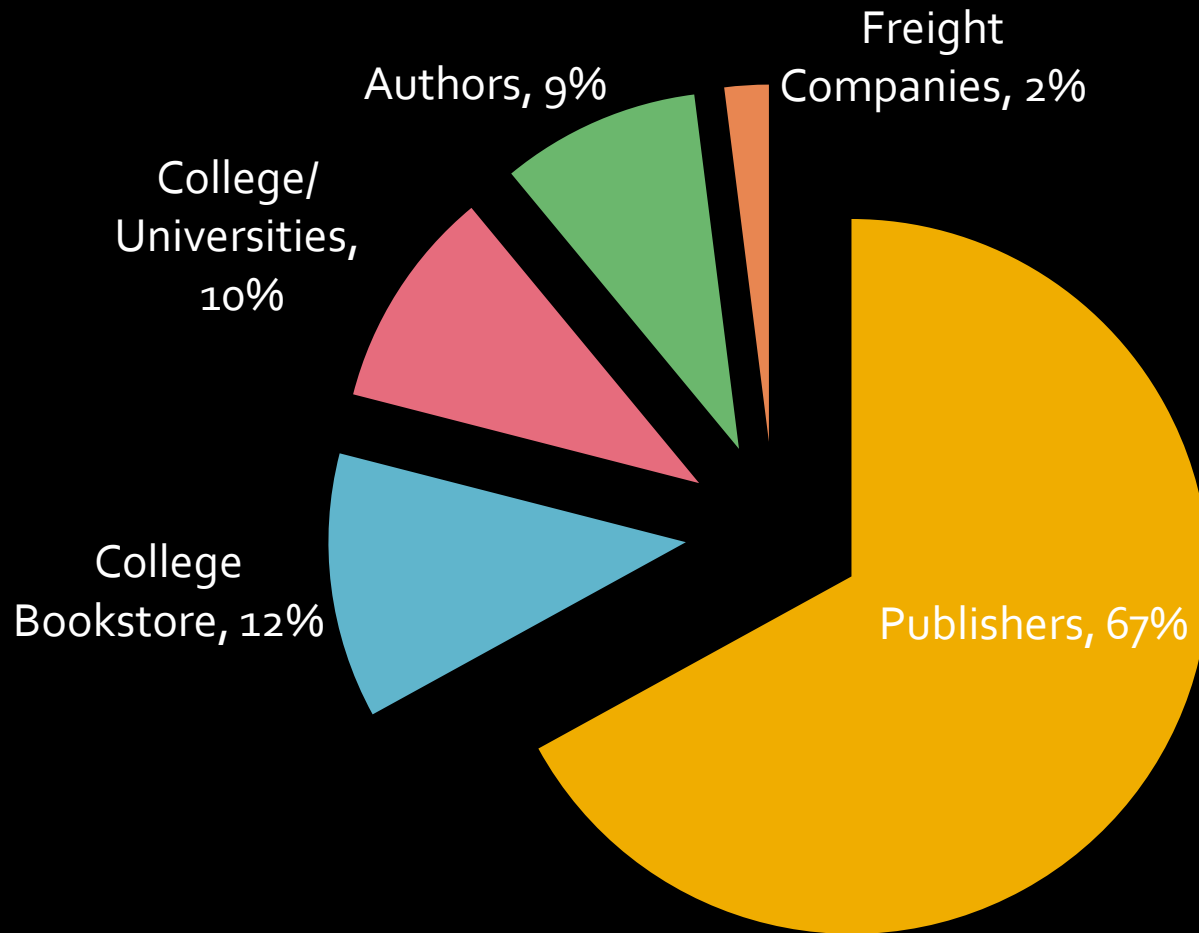
Barnes and Noble will be releasing their version of the digital or electronic reader, the Nook, which will be released before Christmas in the retail stores. The college book segment is estimated to receive the Nook for the fall, 2010 semester.

ANALYZING COST OPTIONS TO STUDENTS

Why are textbooks priced so high? In the book market, textbooks sales are much smaller than general reading books. Further, many parties must be compensated for their contribution to a textbook versus a single author who writes a general reading book.

So, where does the money go?

ANALYZING COST OPTIONS TO STUDENTS



The University stipulates that Barnes & Noble cannot mark the textbooks higher than 25% of gross margin on the net price, which is the standard industry mark-up.

ANALYZING COST OPTIONS TO STUDENTS

Why are used textbooks the most affordable? Used textbooks help students cut their textbook costs by 25%. With the University Bookstore's Cash for Books program, students who want to sell their textbook back to be used for the next term can get 50% back of the textbook price. When faculty uses the same textbook for several years, it makes it possible for the bookstore to buy the textbooks back and offer the next term's student the 25% discount on the used book. This is another way faculty can help keep textbook pricing in check.

Let's Compare Prices...

ANALYZING COST OPTIONS TO STUDENTS

English 101 – Little Brown Handbook by Fowler

University Bookstore	Purchase Price	Cash for Books Program	Total Semester Cost	Total Cost if Used Two Semesters
New Textbook	\$ 78.65	\$ 39.50	\$ 39.15	\$ 39.15
Used Textbook	\$ 59.00	\$ 29.50	\$ 29.50	\$ 29.50
eBook	\$ 55.06	\$ -----	\$ 55.06	\$ 55.06
Rental Textbook	\$ 39.53	\$ -----	\$ 39.53	\$ 79.06

History 150 – Traditions by Bentley

University Bookstore	Purchase Price	Cash for Books Program	Total Semester Cost	Total Cost if Used Two Semesters
New Textbook	\$ 79.65	\$ 39.75	\$ 39.90	\$
Used Textbook	\$ 59.75	\$ 29.75	\$ 30.00	\$
eBook	\$ 55.76	\$ -----	\$ 55.76	\$
Rental Textbook	\$ 40.03	\$ -----	\$ 40.03	\$

ANALYZING COST OPTIONS TO STUDENTS

Textbook Reservation Option

Did you know that students can reserve their textbooks each semester at the University Bookstore? This is a great cost saving option for students. The bookstore employees, before the semester start rush, will take the reservation form, and unless noted, will put used books into the reservation bag. Then when everyone is in line getting their books the students who made reservations walk to the back of the store to pick up their textbooks which are bagged and ready-to-go. If faculty would promote this service, it would help the students know and use the service, thereby saving the student money.

SUMMITTING REQUIRED TEXTBOOK NEEDS IN A TIMELY MANNER

Why does the bookstore need to know textbook request so early?

- It aids in making sure that the textbooks can be procured and shipped in a timely manner.
- It gives the bookstore a good idea of the number of used books to purchase back from the students at the Cash Back for Books program that is held at the end of the semester.
- It gives the book buyer more time to find as many used books as possible for the start of the next term.

SUMMITTING REQUIRED TEXTBOOK NEEDS IN A TIMELY MANNER

What is the College Opportunity and Affordability Act?

Effective July, 2010 the federal government will require textbook publishers to inform faculty of the price that they will sell to the bookstore, inform faculty if instructional material is offered in other formats, and sell bundled items as well as separate items. Universities will be required to post ISBN (International Standard Book Number), retail price, course, text or material required. The University Bookstore is already in compliance with the federal request.

It will no longer be just the University Bookstore wanting textbook information early. The federal government will set guidelines for universities to follow. The university will have to show evidence that textbook information was posted as specified.

SUBMITTING TEXTBOOK REQUESTS IN A TIMELY MANNER

The University Bookstore offers a variety of ways for faculty to submit an early textbook order. A faculty member just chooses which method is best for them.

Paper: Textbook Request Forms will be issued every semester. Once complete, send them back by mail, fax, or deliver in person. If need be, a bookstore employee will come pick the order up if requested.

Telephone: Call your requests in to the bookstore.

E-mail: Send your requests using e-mail

Online: Use the University Bookstore online system to request your textbook needs, 24/7/365.

SUBMITTING TEXTBOOK REQUESTS IN A TIMELY MANNER

The University Bookstore Online Request System is Faster and Easier Than Ever Before.

This easy-to-use system gives you immediate access to valuable information and time-saving features.

- Learn in seconds what textbooks were used over the past two years with the click of a button.
- Save time using drop-down boxes. Almost no manual entries are required.
- Select previously used textbooks just by checking a box or enter information about a new book you want to use.
- Request additional supplies and materials needed for your course.

SUBMITTING TEXTBOOK REQUESTS IN A TIMELY MANNER

How to Submit Online Request through the Bookstore Website.

- Go to the bookstore website
- Click the Faculty tab at the top of the page
- Log in or register (if you have not registered before)
- Follow steps 1 through 5... and you're done
- After you complete this process, you'll receive an e-mail confirmation that your textbook request was received.

KEEPING TEXTBOOKS AFFORDABLE

Understanding Each of the Partners Needs and Services Offered

This presentation was to let the faculty know about the services that the University Bookstore offers. It is through this understanding and support that both parties will work together to offer our students the most affordable textbooks.

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QUESTIONS?