Methods to Combat the High Cost of Textbooks

Chaffey College
By Jared Ceja
Director, Auxiliary Services
Outline

- Your Chaffey Bookstore
- Overview of the issue
- Traditional vs. revised textbook model
- Major textbook delivery methods
- Additional programs already in place
- A plan for the future
Chaffey Bookstore

- No profit motive
- All college employees
- Cover our own salaries
- Provide significant funding to numerous college programs and events
- Strive to be a valuable part of the Chaffey College community
- Always open to suggestions
The issue with textbooks

- Textbook prices growing at twice the rate of inflation

- 60% of the expense of attending a 2-yr. public institution is textbooks

- Cengage Learning tops the list of price increases (17% in ’08)
Traditional textbook model

BOOKSTORE

TEXTBOOK PRICE

FACULTY

PUBLISHERS
Revised textbook model

Bookstore → Textbook Price → Publishers

Faculty
Items that have an impact

- Delivery methods
  - Used books
  - Rentals
  - Digital e-books
- Other impact items
  - Low-frills custom editions
  - Bundles
  - Library book reserve
  - Low cost readers
  - Publisher negotiations
Used books

Benefits
- A physical/traditional learning tool
- Initial savings of 25%
- Easily shared
- Can be sold back to the bookstore (when adopted), given away, or kept
- Can be highlighted and marked

Limitations
- Supply is limited
- Books may not include study aids
- Books may be marked
Used books

- Needs
  - On-time adoptions
    - Student buyback
    - Wholesale
    - Majority late (CA auditors)
  - Edition consistency
  - Aggressive buyback promotion
  - Bookstore-wholesale partnerships

- Recent progress
  - More used books on the shelves & being bought
  - Year-round buyback
  - Partnering w/ ITS on HEOA 2008 compliance = earlier adoptions & more information
  - Guaranteed Buyback option @ 55%
Rentals

Benefits
- A physical/traditional learning tool
- Initial savings of 60-75%
- Easily shared
- Still allows for new, used, and digital

Limitations
- Expensive to implement and track
- Students are unable to highlight or mark
- No buyback
- Requires long-term faculty adoptions
- Limited to core courses
Rentals

- Needs
  - 2-3 year faculty adoptions
  - Start-up funding
  - Method for tracking rental students
  - Additional store space
  - New edition to start program

- Progress
  - Offered at less than 2% of schools
  - Currently offering rentals for Math 410, Math 425, English 001A, and TI-84 Plus Graphing Calculators for Calculus
  - Anticipate up to one dozen rentals by 10/11
Digital e-books

- **Benefits**
  - Savings approximately 30-40%
  - May include interactive on-line study tools
  - Does not require increased bookstore space

- **Limitations**
  - Limited life & availability
  - Not shareable
  - Not eligible for buyback
Digital e-books

Needs
- Students with access to a computer

Progress
- Partnered w/ Coursemart for distribution
- Now available
- Committed to continual expansion as titles become available
## Comparison of delivery methods

$100 book example

<table>
<thead>
<tr>
<th>Method</th>
<th>Cost</th>
<th>Buyback</th>
<th>Shareable</th>
<th>Final Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>New</td>
<td>$100</td>
<td>Yes</td>
<td>Yes</td>
<td>$50</td>
</tr>
<tr>
<td>Used</td>
<td>$75</td>
<td>Yes</td>
<td>Yes</td>
<td>$25</td>
</tr>
<tr>
<td>Digital</td>
<td>$65</td>
<td>No</td>
<td>No</td>
<td>$65</td>
</tr>
<tr>
<td>Rental</td>
<td>$30</td>
<td>No</td>
<td>Yes</td>
<td>$30</td>
</tr>
</tbody>
</table>

- $20 w/ G.B.
Other items with an impact

- Low-frills custom editions
  - Soft cover vs. loose-leaf
  - Edited chapters & price quotes
  - Returns
  - Limits the market

- Bundles
  - Components offered at a discount
  - Can limit buyback ability
  - Important to understand price and benefits
Other items with an impact

- Library book reserves
  - Publishers supply copies at the request of faculty/departments
- Low cost readers
  - Very economical option
  - Available most often for English (Dover)
- Publisher negotiations
  - The power of “no”
  - Bookstore will happily assist by request
Additional programs in place

- Low Price Guarantee
  - We beat any traditional stores price
- Extended operating hours
  - Open until 7pm M-TH
- Textbook Reservations
  - Books.chaffey.edu
  - Automatically pulls with student ID
- Web orders
  - All information readily available
A plan for the future

- Continual expansion of the rental program
- Annual gross margin analysis
- Aggressive buyback push (year-round buyback)
- Continued digital book expansion
- Support faculty in developing low cost text alternatives
- Stay current with industry innovations
- Regular communication with all members of the campus community
Bookstore Contacts

- Jared Ceja – Director, Auxiliary Services
  - X 6561

- Tara Johnson – Interim Bookstore Supervisor
  - X 6578

- Sylvia Martinez – Bookstore Buyer
  - X 6568

- Marcia Bubois – Asst. Bookstore Buyer
  - X 6573
Questions?