



Dear Faculty:

This fall, our students will pay increased tuition and technology fees. One way to help students offset these rising expenses is to consider and revise your course material selections. During spring quarter a work group developed the attached report. In it the group identifies some reduced and zero cost solutions for your consideration in selecting course materials.

I appreciate the thoughtful work of these individuals, which included faculty, staff, and students, led by Michelle Bagley, Director of Library Services and e-Learning. The group included Jill Darley-Vanis (English), Patricia Fulbright (English), Garrett Gregor (Math), Adnan Hamideh (Business Administration), John Jablonski (Communication Studies), Monica Knowles (Bookstore), Brittany Reichenbach (Student), and Sam Triebs (History).

Their report offers a dozen alternatives to textbook-business as usual. I hope you find at least one of these college or faculty-driven solutions useful, reliable, and relevant to your course needs. Therefore making education more accessible by reducing the cost our students have to shoulder at a time when they face an increase in their educational expenses.

- Book buy-back
- Custom textbooks
- Format alternatives
- Used textbooks
- e-textbooks
- Course pack/Instructor-created materials
- Textbook rentals
- Peer-to-peer textbook exchange
- Library e-books
- Library reserves
- Resource-based curriculum
- Free/open-source textbooks
- Negotiated pricing of textbooks
- Internet book sharing

I am mindful of the importance of academic freedom and agree that you are best qualified to review available options and choose whatever learning materials fit your students' needs and the course content. I understand that your choices should never lead to a compromise in academic quality or student success. I also recognize that all textbook options for your consideration must align with U.S. copyright law. As we put a closure to this initiative, we will need to identify our next steps, and identify what resources would be needed to make a number of these recommendations happen. Also, I am suggesting that we develop an evaluation tool to assess our effectiveness of action steps taken.

Please take time to look over this presentation. As always, thank you for all the work you do to support student success and for sharing your passion for learning. I am also grateful to our Textbook Work Group for their research and diligent work.

Sincerely,

*Rassoul Dastmozd, PhD*

Vice President of Instruction

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## Overview of Sources

### Bookstore

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**BOOK BUYBACK** - Book buyback is a student service provided quarterly by the Clark College Bookstore that enables students to offset the upfront cost of textbooks by turning books for which students have no immediate use into cash at book buyback.

**COURSE PACK** - A course pack (CP) is generally a bound collection of extracts or chapters from textbooks and/or material, often including the syllabus, which the instructor has personally developed or found in other sources.

**E-BOOKS FOR PURCHASE** - e-books available for purchase in the Clark College Bookstore provide students an electronic textbook option accessible with a computer and Internet connection in lieu of traditional tangible textbooks at a reduced cost to students.

**FORMAT ALTERNATIVES** - Textbooks may be available in different formats, with significant cost difference from form to form as a result.

**PEER-TO-PEER STUDENT BOOK EXCHANGE** - *Peer-to-Peer*, the online service available to enable the exchange of books between Clark students on the Clark College Bookstore website.

**TEXTBOOK RENTAL** - Select textbooks (not workbooks) may be available for students to rent for one quarter. These texts may be new or used copies in good condition. Students are obligated to return the textbooks in good condition by the established deadline.

**USED BOOKS** - Providing used books for purchase at the Clark College Bookstore makes traditional textbooks available at reduced cost to students. The availability is determined and authorized by faculty adopting the textbook.

### Library

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**LIBRARY E-BOOKS** - Electronic versions of full-text books instantly accessible by students with a computer and internet connection.

**LIBRARY RESERVES** - The library reserve collection consists of materials considered essential or required reading for a course, materials that are used by various departmental programs or items in high demand by several patrons.

**RESOURCE-BASED CURRICULUM** - Faculty directs students to use a variety of resources in both print and non-print form to achieve the course learning outcomes.

## Internet

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**INTERNET BOOK SHARING WEBSITES** - Internet book sharing websites provide a marketplace where people can exchange books they don't need any more for books they do need. Students and faculty can join most of these sites for free as long as they have a college or university e-mail account ending in .edu.

**OPEN SOURCE TEXTBOOK WEBSITES** - Open source textbook websites partner with publishers and professors to make free books available electronically on the web. At some of these sites, the textbooks contain ads which generate revenue to support the service. Students can also purchase printed paper copies of books from some sites, usually at a cost of between \$5 and \$20 per book.

## Textbook Publishers

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**CUSTOM-MADE TEXTBOOKS** - A custom textbook is an option offered by some publishers. Faculty member can select the materials/textbook that he/she uses in their course to be incorporated into a custom book.

**TEXTBOOK PRICE NEGOTIATION** - Faculty can negotiate a lower price from the publisher for the textbooks that they require students to buy.

# **Clark College Bookstore**

## BOOK BUYBACK

**Description:** Book buyback is a student service provided quarterly by the Clark College Bookstore that enables students to offset the upfront cost of textbooks by turning books for which students have no immediate use into cash at book buyback.

**Discussion:** Book buyback is an excellent option for Clark students to reduce their upfront textbook costs. This College service buys back more than \$450K from Clark students annually. Not only do students benefit financially when they sell their books, but selling books back to the bookstore increases the number of used textbooks available for sale to other Clark students at a reduced cost. This service provides Clark students a safe, convenient, and trusted source for selling unwanted books and increases their chance to purchase needed textbooks at a lower (USED) price. A buyback list is generated based on the textbook adoptions submitted by faculty for the coming quarter. Due to inventory demand, edition changes, and reusability, not all books can be bought back.

Advantages	Disadvantages
Allows safe, reliable, accessible location to sell unwanted books for cash	Not all books may be bought back based on the following: text may contain supplemental required items that cannot be reused by other students and may not be available separately from the publisher; workbooks may not be reusable; additional inventory for title may not be needed; low national market demand; old edition
Environmentally friendly; recycles books	Buyback list is based on pending quarter need, textbooks may not be bought back if textbook adoptions are submitted to bookstore after deadline
When adoptions are submitted to the bookstore on time, books bought and buyback dollars paid to students are maximized	Extremely poor condition books may not be bought back
Provides bookstore with USED inventory to sell at lower than new cost to other students	Alternate textbook versions purchased elsewhere may not be eligible for buyback

**Procedures:**

1. Faculty determines if used book is a suitable option for their course/students.
2. Faculty submits textbook adoption to the bookstore with complete and accurate information indicating if buyback is acceptable (“okay”) per title.
3. When buyback is decided to be an acceptable option for a textbook, faculty confirm all required components (if any) that must accompany a used textbook.
4. Adoption forms authorizing book buyback must be submitted to the bookstore by term adoption deadline to maximize student selling opportunity and price.

**For more information:** Contact the Clark College Bookstore, Textbook Buyers, (360) 992-2149.

**Cost:** There is not a cost to the student to participate in book buyback. Price paid for books bought back is based on demand and ranges from 1% - 50% of the selling price of a new book, regardless of how it was purchased.

**Decision maker:** Faculty determines if books can be purchased back from students and sold in used condition

## COURSE PACK

**Description:** A Course Pack (CP) is generally a bound collection of extracts or chapters from textbooks and/or material, often including the syllabus, which the instructor has personally developed or found in other sources.

**Discussion:** A Course Pack provides faculty the flexibility to combine desired selections from one or more sources, digital or print, along with self created material into one unique document or package for their students. Course Packs are flexible, customizable products which can be coordinated with the bookstore to make available for students at an often, more cost effective price than a single or multi textbook list.

Advantages	Disadvantages
Custom text designed by the instructor containing only the desired material; utilized cover to cover	May not be as well organized as a standard text
Reduced cost to the student	Lead time required to obtain permissions is typically 9 weeks
Flexible, can be changed quarterly, if desired; adaptable	Most CPs may not be bought back by the Clark College Bookstore
Product utilized cover to cover by student	
Convenient	
Short turnaround time if additional stock is needed to meet student demand, typically 1-3 days	

### Procedures:

1. Contact Course Pack Coordinator in the Clark College Bookstore at least 9 weeks prior to the start of the quarter.
2. Provide complete identification of the bodies of materials you wish to use including: title, author, publisher, ISBN, edition, page numbers from each source.
3. Bookstore staff will apply for copyright permission for each source and will ensure royalty fees are paid, if applicable. A note here: occasionally, authority for such a request is denied.
4. If, however, authority to use text in this way is obtained, faculty need to provide Course Pack Coordinator with the books along with any other material to be included, and the information will be passed on to Production Printing. Soon after, the CP will be on the bookstore shelves.

**For more information:** Contact Course Pack Coordinator, Clark College Bookstore, (360) 992-2261 for details and options. The bookstore can provide the names of Clark faculty currently using Course Packs for your reference.

**Cost:** CP's used at Clark College range between \$ .40 (syllabus only) to \$34.00. The primary cost determinant is the amount of material and how much the material is copyright protected.

**Decision maker:** Faculty

## E-BOOKS FOR PURCHASE

**Description:** e-books available for purchase in the Clark College Bookstore provide students an electronic textbook option accessible with a computer and Internet connection in lieu of traditional tangible textbooks at a reduced cost to students.

**Discussion:** e-books are an electronic delivery/access format. Typically, e-books are downloadable PDF or online access versions made available by the book publisher(s). Currently, e-books sell for approximately 50% less than traditional new textbooks. When faculty adopt e-books or approve e-books as an option, they are sold in the bookstore with either a sealed access code provided by the publisher or a number-generated download code established by a third party vendor. Once a code is purchased, students may access or download their books. Typically, these electronic versions will be accessible for a limited time between 2-12 months. In addition to time limits, publishers may restrict printing options and number of downloads.

Advantages	Disadvantages
Savings to student; typically 50% less than new book	Not all students may be equipped to download, access, transport e-books
Reduce physical strain on students	Not all books are available in e-book format, though the number is growing
Some students find e-books desirable and convenient	May not be suitable for all courses
Early results from Clark College students have been positive; average sold is 39/quarter since Fall 2008	Printing and downloading restrictions may exist
Bookstore is currently equipped to sell electronic versions	May increase student costs if printed pages are needed
Does not have to be exclusive format offered to students, can be an option for faculty to make available for students to choose	May increase college costs if students print pages on campus printers
Unopened or non-accessed codes may be returnable within bookstore refund guidelines	May not be desirable format for all student or faculty; may not like or be able to read
May have convenient searchable features; keyword or phrase	
May be viewable via alternate electronic source such as PDA or other handheld device	

### Procedures:

1. Faculty determines if e-book is suitable option for students.
2. Faculty submits textbook adoption form to bookstore within the normal timelines and includes complete and accurate information regarding e-book preference; for instance, "provide only e-book"; "provide e-book option in addition to other options."
3. Bookstore Textbook Buyers will pursue obtaining e-book option and inform instructor of availability. If faculty is in contact with publisher or publisher representative, inquiring about and expressing interest in e-book solution may foster greater likelihood of access.

**For more information:** Contact the Clark College Bookstore, Textbook Buyers, (360) 992-2149.

**Cost:** Currently, e-books generate a 50% savings from new textbook selling prices.

**Decision maker:** Faculty determines acceptability of e-book option per course. Students determine if e-book format is desirable option for their use.

## FORMAT ALTERNATIVES

**Description:** Textbooks may be available in different formats, with significant cost difference depending on varying format.

**Discussion:** Publishers offer the same textbook in paperback and unbound options (student inserts in a 3-ring binder or e-book), and each has a different price. An example is *Mastering Public Speaking* by Grice and Skinner (Allyn & Bacon). This book in soft cover would likely sell for \$93.30. However, an unbound version may sell for nearly 50% less.

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Advantages	Disadvantages
Reduced cost to the student	Unbound books may not be resalable on the market, either through the bookstore or through other means
	Reduced durability of unbound books

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### Procedures:

1. Faculty determines if alternate format may be suitable for the course.
2. Contact Clark College Bookstore, (360) 992-2149 for pros and cons.
3. Forward final textbook adaptations with ISBN of the preferred selection to the bookstore.

**For more information:** Contact the textbook publishers for options.

**Cost:** Savings may be as great as 50%.

**Decision maker:** Faculty and Bookstore

## PEER-TO-PEER STUDENT BOOK EXCHANGE

**Description:** *Peer-to-Peer*, the online service available to enable the exchange of books between Clark students on the Clark College Bookstore website.

**Discussion:** The Clark College Bookstore offers Clark College students an on-line book exchange called *Peer-to-Peer*. While student-run book exchanges at Clark College have come and gone through the years, they have usually fallen by the wayside as students transition out of Clark. To fill this need, the bookstore provides *Peer-to-Peer* to enable students to post books they no longer need and search for books they desire, much like a classified advertisement on Craigslist. This service can be found on the bookstore website, [www.clarkbookstore.com](http://www.clarkbookstore.com), and is designed to facilitate student-to-student transactions, connecting students who want to sell textbooks with students who want to buy textbooks.

Advantages	Disadvantages
Students can search and sell in a Clark specific market	Potential risk to buyer: if course book requirements change after books are purchased, books are non-refundable
Students can list any books they choose at their convenience	Some effort and coordination are required by selling and buying parties
Students set their prices	Challenging to inform Clark students of this service
When searching for books, Clark courses using the book are listed if applicable	<i>Buyer Beware</i> risks apply when buying from unknown sources
	Information must be known and communicated to bookstore timely enough to enable student benefit

**Procedures:**

1. Faculty submits textbook adoption form to the bookstore with complete and accurate information by term adoption deadline to be included in the new quarter booklet. This will ensure students are informed timely enough to utilize the service.
2. Students access the *Peer-to-Peer* service online at [www.clarkbookstore.com](http://www.clarkbookstore.com) or via the College site under “services,” then “bookstore.”
3. Students can list books they no longer need and/or search for books they desire.
4. Students contact the seller and arrange the exchange directly with other students. The bookstore is not involved in the process, nor does it monitor the list.

**For more information:** Visit the Clark College Bookstore website and click on **Peer-to-Peer** on the home page or contact the Clark College Bookstore, (360) 992-2149.

**Cost:** Individual sellers determine Cost per book.

**Decision maker:** The student decides if they would like to obtain their textbook(s) via this method.

## TEXTBOOK RENTAL

**Description:** Select textbooks (not workbooks) may be available for students to rent for one quarter. These texts may be new or used copies in good condition. Students are obligated to return the textbooks in good condition by the established deadline.

**Discussion:** A textbook rental program was introduced in the Clark College Bookstore during fall 2008 for registered Clark students with favorable results. The selections continue to grow each quarter. Rental books typically can generate 60-65% savings compared to new book prices in the bookstore. Additionally, private companies offer textbook rentals via the Web at variable prices. Comparison-shopping will benefit the student.

Advantages	Disadvantages
Reduced upfront cost of the textbook to the student is attractive (25 – 50% of retail price of a new book)	Workbooks are not available for rental
The process to obtain the rented textbook is generally simple and straightforward	If the textbook is lost, damaged, or not returned, the student must pay its full price and may incur additional fees
A student may highlight the text in yellow as a study aid	If the textbook is returned late, an additional fee is applied to the cost of the rental
Environmentally friendly; recycles book	A student may not otherwise mark or write in the book
	Book may not be sold back
	Book may not be retained for reference

### Procedures:

1. Faculty determines if used/recycled book is suitable for the class.
2. Faculty contacts bookstore to determine rental feasibility.

**For more information:** Contact the Clark College Bookstore, (360) 992-2149 to learn about the rental program.

**Cost:** The cost of renting a textbook varies depending on the rental service chosen and the availability of the textbook itself. The bookstore rentals offer 60-65% savings from new textbook prices.

**Decision maker:** Individual students decide whether to rent a course textbook. They may then seek the best rental program on-campus or off-campus.

## USED BOOKS

**Description:** Providing used books for purchase at the Clark College Bookstore makes traditional textbooks available at reduced cost to students. The availability is determined and authorized by faculty adopting the textbook.

**Discussion:** Used books in the Clark College Bookstore typically generate 25% savings from new textbook selling prices, and provide a convenient and trusted location for students to shop and secure their books. Used books made available in the bookstore establish a market for students to sell their unwanted textbooks for cash during the book buyback period. This solution can be most successful when text/course material adoptions from faculty are made on time, when used books are deemed suitable for the specified course, and when the selected edition of the books is in the market and available for purchase from Clark students or used book wholesalers.

Advantages	Disadvantages
Savings to students; typically sell for 25% less than new bookstore price	Retail price of used books in bookstore may be higher than private sellers; most used prices are based on a percent of bookstore textbook price
Used stock is obtained first from Clark students which also puts cash back into the hands of students	New editions minimize availability of used books
Provide Clark students a market to sell unwanted textbooks for cash	Not applicable to every text; dependent on usability of used books for each course
Low risk; if return/exchange is necessary, guaranteed when purchased from Bookstore	Used books may not appeal to some students
Environmentally friendly – unwanted books are recycled	
Purchasing a used book does not impact the purchase price at buyback; Students may still receive up to 50% of new selling price back	

### Procedures:

1. Faculty determines if used books are a suitable option for their course/students
2. Faculty submits textbook adoption form to the bookstore with complete and accurate information including all required components that must accompany a used textbook. Adoption forms must be submitted by term adoption deadline. Information may be submitted via hard copy form, online at [clarkbookstore.com/textbook\\_adoptions.asp](http://clarkbookstore.com/textbook_adoptions.asp), or other preferred communication method.

**For more information:** Contact the Clark College Bookstore, Textbook Buyers, (360) 992-2149.

**Cost:** Used book costs in the bookstore typically generate 25% or greater savings from the Bookstore's new book price.

**Decision maker:** Faculty determines acceptability of used book per course.

# **Clark College**

## **Library**

## LIBRARY E-BOOKS

**Description:** Electronic versions of full-text books instantly accessible by students with a computer and internet connection.

**Discussion:** The library's e-book holdings consist of both academic and reference such as encyclopedias, dictionaries, and directories. The following are the collections currently available via the library's website: [AccessMedicine](#), [AccessScience](#), [Encyclopedia of Science & Technology Online](#), [Gale Virtual Reference Library](#), [IT Pro Collection](#), [NetLibrary](#), [Opposing Viewpoints](#), [Oxford Reference Online](#), [STAT!Ref Health & Medicine ebooks](#). These materials are accessible both on-campus and off-campus. Off-campus use requires a valid Clark ID number. Students have more freedom to determine when and where they will accomplish their reading and research. Because these books are digital, the content can be updated with a very short turnaround. As a result, students have access to the most current information in their field.

Advantages	Disadvantages
Can be used anywhere with a computer and Internet connection	Clark ID number is required for off-campus use
Allows for multiple student use of the same text at the same time	In some cases, there are additional costs for multiple user licenses
Students only print what they need	Printing and downloading restrictions may exist
Up-to-date content	Sporadic discipline coverage
May have convenient searchable features; keyword or phrase	Students may not prefer or be able to read text exclusively online
May be viewable via alternate electronic source such as PDA or other handheld device	

### Procedures:

1. Search the library catalog or website for applicable texts
2. Select e-book or readings from e-books for the course
3. Provide students with the citation or persistent link (i.e. <http://online.statref.com.oswald.clark.edu/Document/Document.aspx?fxid=57&docid=1&SessionId=F3F9F8GVWPWNYOPR>) to the e-books

**For more information:** Contact the Cannell Library, Reference & Instruction Librarian. A list of current e-book holdings is available here: <http://www.clark.edu/Library/Resources/books.html>.

Some faculty in the CTEC department have been using e-books in the IT Pro collection since winter quarter 2009.

**Cost:** Free to the student. There are on-going costs for the library to purchase and maintain access to the e-book collections. Additionally, there are printing costs for the library in particular and the institution as a whole.

**Decision maker:** Faculty

## LIBRARY RESERVES

**Description:** The library reserve collection consists of materials considered essential or required reading for a course, materials that are used by various departmental programs or items in high demand by several patrons.

**Discussion:** The library will place copies of course materials on reserve at the request of faculty. All reserve materials are “Library Use Only” unless other arrangements are made. Unless otherwise specified, there is a two-hour loan period for these materials. Generally, materials on electronic reserve will not be placed in the print reserve collection. The Copyright Law of the United States (Title 17, U.S. Code) governs the making of copies of copyrighted materials. Liability for copies placed on reserve rests with the faculty. The library does not make back-up copies of media reserves without prior request and approval of the media department.

Advantages	Disadvantages
No cost to students Students only print what they need	Students must pay for photocopies of physical material Most available for library use only; can be inconvenient since access to the Reserve Books is limited by the library’s schedule of open hours
No need to transport textbooks from home Solution for emergencies or temporary situations	Short loan period: two hours is typical Student must have a valid library card Limited courses represented Lack of familiarity with service, both faculty and students

### Procedures:

1. For journal articles or copied materials, fill out the [Cannell Library Electronic Course Reserve Form](#). [Electronic Reserves](#) (E-Res) is also available for digital or scannable materials.
2. For books and media that are personally owned or from the library’s collection, fill out the [Cannell Library Electronic Reserve form](#)
3. Send reserve materials with form(s) to Cannell Library’s Reserves and Video Booking Technician, MS LIB 112 or bring them to the Cannell Library.
4. Forms are also available from the check out desk at the Cannell Library.

**For more information:** Contact Cannell Library, Reserves and Video Booking Technician, (360) 992-2553.

**Cost:** Free to the student unless he/she desires to photocopy the course material. Photocopies are \$.05 per page. There are potential costs to the faculty or the department in supplying course materials. Copyright permissions costs may need to be considered. The library does not have an adequate budget to provide copies of the college’s current assortment of textbooks.

**Decision maker:** Faculty decides to put on reserve; student decides whether to use or not.

## RESOURCE-BASED CURRICULUM

**Description:** Faculty directs students to use a variety of resources in both print and non-print form to achieve the course learning outcomes.

**Discussion:** Faculty and librarians (and, in some cases, instructional designers) collaborate to plan resource-based assignments and activities. Students take responsibility for selecting resources that appeal to their own learning preferences, interests and abilities. Resources can range from traditional reference books to the Internet to other sources of information (i.e. personal interviews). Incorporating variable resources into learning activities provides students an opportunity to develop the skills and techniques necessary to become self-directed learners and effective users of information. These resource-based learning units often culminate in student projects, which are presented to the entire class. *Example Assignment: Population study* – As employees of Statistics Source you research, compile and chart/graph statistics on the U.S. population. Find statistics illustrating the percentage of the population of the U.S. that lived in a state, county, and city of your choosing during 1960, 1970, 1980 and 1990. Present this as three bar graphs (all on the same sheet). **Resources** – U.S. Census Bureau website, Congressional Quarterly’s Encyclopedia of the U.S. Census (HA37.U55 C66), Statistical Abstract of the United States (HA202.A1).

Advantages	Disadvantages
Creates student-centered learning opportunities which can result in more engagement and self motivation	Requires flexibility from both the student and the instructor Can be difficult to assess student attainment of learning outcomes
Students learn to use a variety of information sources and technology tools which are essential to information literacy	Student plagiarism may be an issue (although not exclusive to this option) The reliability and validity of digital resources can be difficult to establish
Students select resources which fit best with their learning styles	Requires good communication skills May be a barrier for at-risk, economically disadvantaged, and ESL student populations
Maximizes the use of instructional resources and teaching time	Requires planning a timetable for the unit, student grouping, structuring the learning environment, and the management of the unit as well as the final evaluation
Opportunity for effective incorporation of technology into the curriculum	Websites are updated frequently and information may become unavailable without advance notice Variability in speed of and access to Internet connections can create obstacles and frustrations
Participation in collaborative projects with peers	Time and inclination may be an obstacle to cooperative planning

**Procedures:**

1. Consult with Clark College, Reference & Instruction Librarian to identify resources available
2. Specify course content
3. Identify the instructional strategies to be employed in the process. These would include sequencing of the activities and whether discussion is required to reinforce and facilitate learning outcomes
4. Define methods for assessment

**For more information:** Contact Cannell Library, Reference & Instruction Librarians for faculty who are currently using this format in their courses.

**Cost:** Free to the student. There are on-going costs for the library to purchase and maintain access to the physical and digital collections. Additionally, there are printing costs for the library in particular and the institution as a whole.

**Decision maker:** Faculty

# Internet

## INTERNET BOOK SHARING WEBSITES

**Description:** Internet book sharing websites provide a marketplace where people can exchange books they don't need any more for books they do need. Students and faculty can join most of these sites for free as long as they have a college or university e-mail account ending in .edu.

**Discussion:** Book sharing sites are an excellent option if students know in advance which books will be required for a class and can find them at a sharing site. While finding books can be hit or miss, as most sites do not publish complete lists of available books, this service allows participants to indicate the books they have to give and those they want and are then informed of the availability of requested books. A good example of an Internet book sharing website is [textbookrevolt.com](http://textbookrevolt.com).

Advantages	Disadvantages
Low cost	Availability
Convenience for students	Need for advance information from faculty on required texts

### Procedures:

1. Students do an online search for book sharing sites and then look for the availability of desired textbooks.

**For more information:** N/A

**Cost:** Value of exchanged book or free + the cost of postage.

**Decision maker:** Faculty/Student

## OPEN SOURCE TEXTBOOK WEBSITES

**Description:** Open source textbook websites partner with publishers and professors to make free books available electronically on the web. At some of these sites, the textbooks contain ads which generate revenue to support the service. Students can also purchase printed paper copies of books from some sites, usually at a cost of between \$5 and \$20 per book.

**Discussion:** If faculty selects books they know to be available at open source websites, they can save their students a significant amount. Some reputable examples of open source textbook sites include [www.freeloadpress.com](http://www.freeloadpress.com) and [www.flatworldknowledge.com](http://www.flatworldknowledge.com).

Advantages	Disadvantages
Books with ads are free, and printable books are inexpensive compared with the cost of the same books in other formats	No hardcopy of text for students to hi-light or mark
Faculty can modify texts in any way they choose. New material or links can be added and unwanted text deleted. Related to this, it is possible to import creative graphics and videos which can facilitate learning	Time commitment to search, edit, and maintain may be challenging
Flexible and customizable	Students might consider unwanted advertisements to be obtrusive.
Quality control; author can be provided with instant e-mail feedback for improvements, including factual, grammatical, or typographical errors	

### Procedures:

1. Faculty member informs students of the availability of course material online.

**For more information:** N/A

**Cost:** No cost for books with ads; \$5.00 – 20.00 for printed paper copies of books.

**Decision maker:** Faculty

# Textbook Publishers

## CUSTOM-MADE TEXTBOOKS

**Description:** A custom textbook is an option offered by some publishers. Faculty member can select the materials/textbook that he/she uses in their course to be incorporated into a custom book.

**Discussion:** Some publishers offer the option of customizing textbook whereby only the chapters that are covered in the course are selected and printed. This, in turn, reduces the cost of the textbook making it more affordable for students. Some publishers offer this option only if a certain number of copies of the textbook is guaranteed per year.

Advantages	Disadvantages
Cost of the textbooks is cut considerably. For example, the price of the Business Statistics textbooks was reduced by 40 %, from \$168 to \$100	Students are limited to selling their books to other students attending Clark
Faculty members can choose the sequencing of chapters, allowing them to order the material in the way they enjoy teaching it	Usually printed in black and white; Losing color might affect some graphs or pictures

### Procedures:

1. Faculty contacts the publisher and asks about the possibility of customizing the textbook.
2. Faculty identifies the chapters that are covered in the course and puts them in the desired order.
3. Faculty estimates how many copies will be ordered annually in case the publisher has a minimum. Contact the bookstore for purchasing estimate.
4. If faculty and publisher reach an agreement, the publisher will send faculty a desk copy for approval before assigning an ISBN number that will need to be included in the textbook adoption to the bookstore.

**For more information:** Contact your publishing representative for information.

**Cost:** About 40 % less than normal textbook price.

**Decision maker:** Faculty

## TEXTBOOK PRICE NEGOTIATION

**Description:** Faculty can negotiate a lower price from the publisher for the textbooks that they require students to buy.

**Discussion:** Although faculty may not be aware of this, departments need not necessarily pay the price offered by a publishing representative for a textbook. Instead, negotiating a lower price on a textbook can help save money for all of the students who purchase the textbook from the bookstore. (If considering this option, faculty must keep in mind that the negotiated price is not the price that students will pay directly, as the bookstore will add a markup of 18-20 %).

Advantages	Disadvantages
Efforts can help reduce the retail cost of textbooks for all students who buy the textbook from the Clark College Bookstore	Negotiations can be stressful; good negotiators are respectful and stay on task
Clark College has high FTE which makes negotiation a more viable option	Events do not always occur within a preconceived time frame; Sometimes, faculty will receive and be able to act on information right away, and other times, it may take several weeks
	Ethical dilemma, faculty are officers of the state and must be cognizant not to be enticed by textbook company employees (i.e. gifts, special treatment)

**Procedures:**

1. Faculty must maintain an active relationship with the textbook representatives, knowing who they are and how to contact them in order to pursue this option. It's important that faculty are respectful to the publishing representatives and that they stay on topic (i.e., that individual instructors don't get into conversations accusing them of price gouging and such, as these kinds of conversations are usually unproductive).
2. Faculty may begin by telling the textbook rep that price is a factor in determining whether or not a particular text will be adopted. When a representative commits to a price, faculty must make sure that the textbook representatives will make a commitment in writing and that the commitment also includes a time period (preferably, the life of that particular edition).
3. Faculty should know that the initially quoted price given by a representative is most often not the price one must pay (i.e., the sticker price is meaningless). Faculty should let textbook representatives know that they are considering other textbooks and would like a best price (i.e., "give me your best price") and negotiate *down* from that value.
4. Faculty should be careful not to be too attached to one textbook. Instructors may have more bargaining power if they are considering at least two different textbooks and would be happy with either.
5. Interested faculty should prioritize extras that can come with a textbook before talking with a textbook representative. They should determine in advance the importance of supplements before beginning negotiations. Often, the publisher will bundle extras with the book for very little extra cost only because the price of the text was inflated in the first place. And so if extras are important, faculty should be certain that there is a large discrepancy between the cost of the text alone versus the cost with the extras.
6. Faculty should control the timeline and request that a publisher provide a quote by a fixed date. When a price has been decided, faculty must inform the bookstore of the cost agreement and the details of the textbook that they are adopting, as this negotiated price may affect other prices available to students (e.g., the rental or used prices).
7. Generally, the time involved for such negotiations can range from 30 minutes to six hours.

**For more information:** Garrett Gregor has negotiated textbook prices for the Mathematics division.

**Cost:** Determined by the negotiation.

**Decision maker:** Faculty textbook committees/department/division