

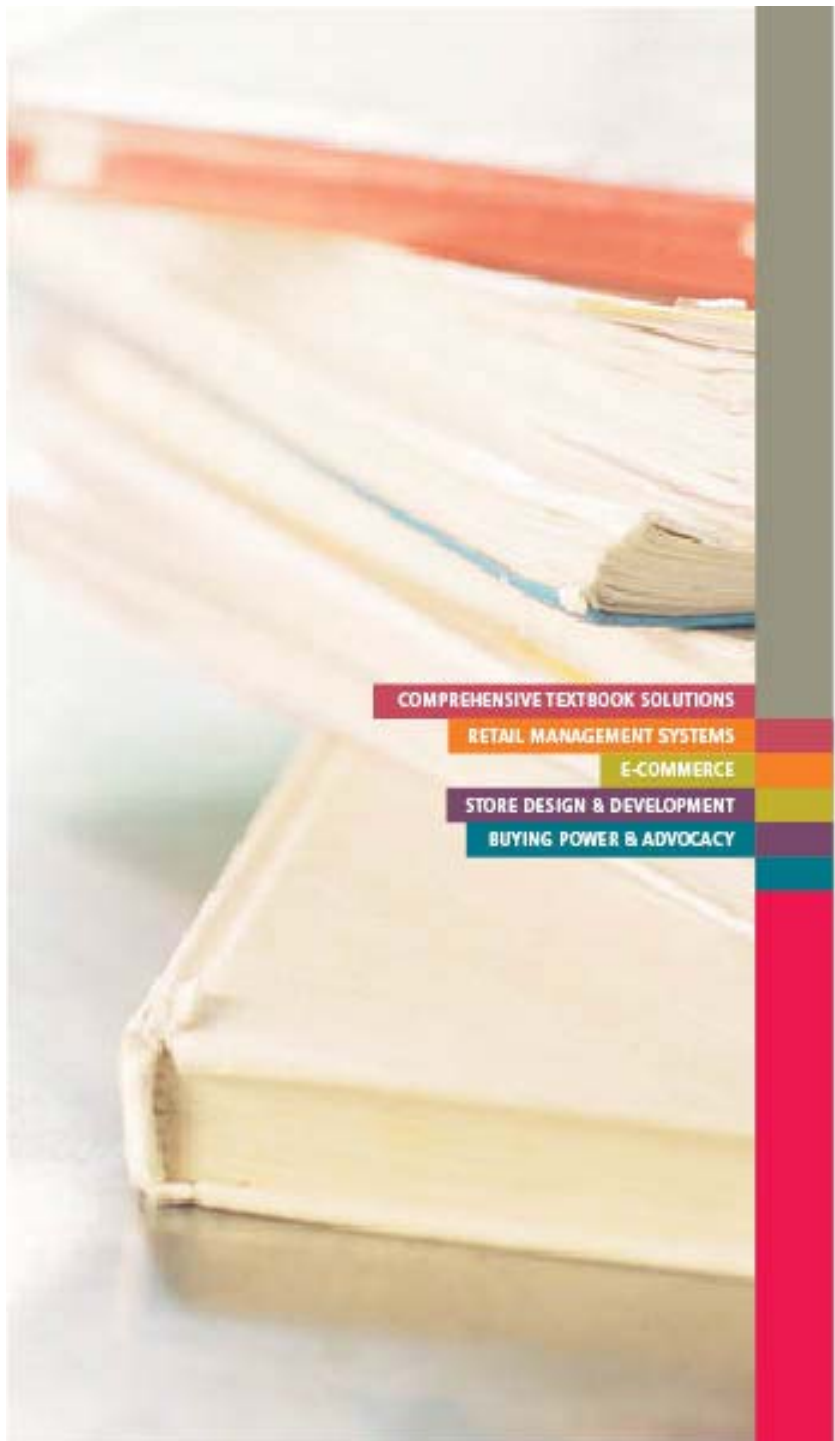


Knowledge is Power Sticker Shock



Agenda

- Driving timely adoptions
- Building strong book buys
- Case Study – Chaffey College



Driving Timely Adoptions



Importance of Timely Adoptions

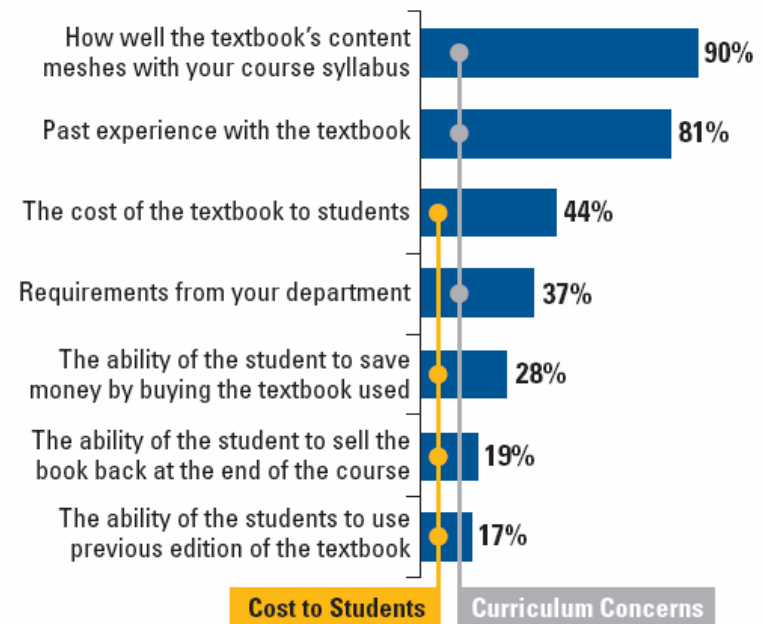
- Early adoptions mean more used textbooks for the bookstore and students

Costs are a Secondary Concern


- When selecting course materials, the top selection criteria is:
 - Content Meshing with Course Syllabus
 - Past Experience with Textbook
 - Cost for Students

However, faculty members do want more information from publishers on the price of textbooks

How important are each of the following when you considered whether or not to require a specific textbook for your course(s)?
(% Extremely Important)



SOURCE: Harris Interactive study of US college faculty (n=400), April 2005



Faculty Members are Key Decision Makers

But...

- 86% of Professors Do Not Understand the Importance of Turning in Book Orders Early to the Bookstore



With a Little Effort...

- More increases in timely adoptions
 - Bob Spencer, Seattle University Bookstore
 - Partnered with Associated Students of Seattle University to address textbook affordability
 - Requested all professors to sign a pledge
 - Pledge #1 – Turn in book orders on time.
 - Pledge #2 – Extend the use of previous textbook editions, if they are still relevant, useful and effective
 - Pledge #3 – Reduce, or eliminate, use of bundled textbook packages




And ...

- More increases in timely adoptions
 - Bob Somers, UMBC Bookstore
 - Leveraged a reminder postcard mailing to faculty
 - Results – In one semester, on time adoptions went from 222 to 260 – an 18% increase and pre-buyback adoptions went from 388 to 433 – a 12% increase



And ...

- More increases in timely adoptions
 - George Schiller, Baldwin-Wallace College
 - Addressed faculty division chairpersons
 - Outlined sales trends in new and used textbooks
 - Proactively addressed changing methods of content delivery
 - Implemented publisher guidelines
 - Results – Greater understanding of the importance of re-adoption by faculty members and increased collaboration between the bookstore and faculty



Five Point Plan to Increasing Timely Adoptions

You can impact timely adoptions by ...

1. Getting out of your bookstore and talking to faculty
2. Becoming a trends expert
3. Promoting important dates
4. Involving students
5. Recognizing success



Get Out of the Bookstore Hit the Campus

- Proactively meet with faculty, department chairs, faculty senates and the dean's council
- Points for discussion with faculty:
 - Publisher merchandising techniques – require full disclosure of information from publishers
 - Specific examples of impacted textbooks within their discipline
 - Importance of buyback and timely adoptions including their role and the benefit to students
 - Strategies and examples of how the bookstore is working to reduce the costs of textbooks for students



Become a Trends Expert

Serve as a Resource

- You know the facts regarding industry and student trends, textbook data and buyback – inform faculty
- Sharing your knowledge will help enhance your position with faculty members
 - Share data on new trends
 - Discuss the impact of textbook decisions on students
 - Recommend textbook options and encourage multiple year adoptions



Promote Important Dates

- Being proactive pays ...
 - Remind faculty of adoption deadlines again and again
 - Communicate the importance of timely adoptions

Even slight increases in the bookstores' adoption rates mean more money for students at the buyback counter.



Involve Students

- Leverage the power of students – it will help build awareness for the true cost of textbooks
- It's easy for bookstores to get students involved:
 - Encourage students to ask professors to re-adopt ... it's a simple step that helps promote adoptions
 - Speak to student governments
 - Form bookstore advisory committees

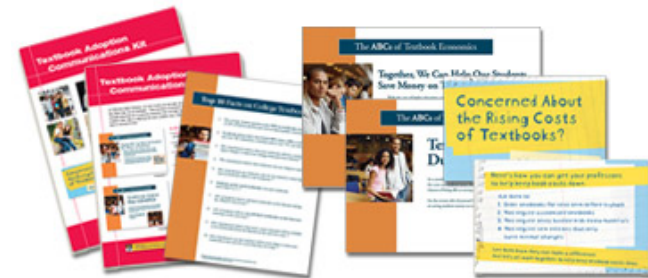


Recognize Success

- A simple thank you goes along way.

Customizable Tools – Readily Available

- NBC's Faculty Adoption Kit
 - Free materials at nbctextbooks.com



- Used Textbook Association
 - Faculty Adoption Toolkit
 - Position Paper and Supporting Materials
 - Faculty Calculator





Building Strong Book Buys



**Nebraska
Book Company**

Business solutions for the college bookstore



Know the General Facts

- 80% of Students buy used books whenever possible to lessen the costs
- 81% of Students would sell back more books if they got more money for them
- Students expect to sell back about half of their textbooks
- Freshmen are more likely to sell back textbooks
- Overall satisfaction with sell-back experience – 4.9



Opening Buys Gaining Popularity

- Impact of the Internet ... Traditional buyback periods impacted
 - Challenges: books don't sell or students don't get it done
- Result – Opening buys are gaining popularity



With a Little Effort...

- Creative thinking to promote the book buy can have a positive impact
 - Jay Menninger, University of Vermont
 - Engaged various student clubs on campus by offering a cash prize for the group that best promoted buyback
 - Results: The student government sent an email blast to students and buyback participation was up 10%.



And...

- More creative thinking to promote the book buy
 - Mark Johnson, Michigan Tech
 - Posted buyback on line and made buyback information available to his students
 - Results: The bookstore experienced a \$70,000 increase in the December book buy



And...

- More creative thinking to promote the book buy
 - Rita Phillips, Iowa State University
 - Emphasized adoptions and direct contact with departments
 - Two weeks before the buyback the bookstore had only 40% of the adoptions. The staff went to work with direct mail pieces and meetings in the departments offices.
 - Results: The first day of the book buy the bookstore had 90% of the adoptions in.



Four Steps to Building Stronger Book Buys

You can experience more successful book buys by ...

1. Building a strong buyback list
2. Paying 50% of new
3. Posting book buy lists online
4. Promoting the book buy



Build a Strong Buyback List

- One more time ... early faculty adoptions are critical to building a strong book buy list
- Take action – make a difference on your campus

Pay 50% of New

- The value to bookstores ... it allows you to say they pay up to 67% for books
 - The #1 reason students would sell more books back ... more money





Post Book Buy Lists Online

- Posting book buy lists online adds value for students and the bookstore
- Why?
 - Information is power
 - Competitive advantages
 - Instant access to information for students
 - Higher prices
 - No hassle



Promote the Book Buy

- Make the book buy an event
 - Create a theme
 - Double the signage
 - Produce a buzz on campus

Customizable Tools – Readily Available

- NBC's Buyback Materials



- Used Textbook Association
 - True Cost of Textbook toolkit





Case Study Success at Chaffey College



Success Involves Strong Communication

- Strong communication between faculty and bookstore
 - Required bundles – Communicate with Faculty
 - Pricing deals by publishers – Communicate with Faculty
 - Merchandising tactics and pricing deals; bundle price same as textbook only; textbook and web component same as textbook only; negotiated prices
 - Publisher cost increases



Lack of Communication Impacts Students

- Incorrect bundle information communicated to textbook buyer by publisher rep
- Bundles ... Web piece not utilized
- Bookstore billed regular price not negotiated price



Chaffey College Faculty Made A Difference


- Dec. 2007 Book Buy increased 25%
 - Total paid to students: \$298,000 – an increase of \$74,000.00
- Number of used textbooks purchased at buyback increased 23%
 - An increase of 1,725 used textbooks available for Spring 08 term



Chaffey College Faculty

- Used Textbooks purchased from wholesaler increased for Spring 08 42%
 - 921 more used textbooks available for students

Chaffey College Faculty made a difference and reduced cost of textbooks for students.



What Can You Do At Your Campus To Impact Timely Book Orders?

- Work together with faculty and create a Textbook Cost Taskforce
- Get your Academic/Faculty Senate members on board to support the Textbook Cost Taskforce
- Get the Administration and Student Government Support
- Use available resources to create campus-wide guidelines



Thank you!

Working together with faculty will increase the supply of used textbooks and help with textbook affordability.