

Campus Challenge: Reining in the High Cost of College Textbooks While Continuing to Provide Quality Educational Opportunities



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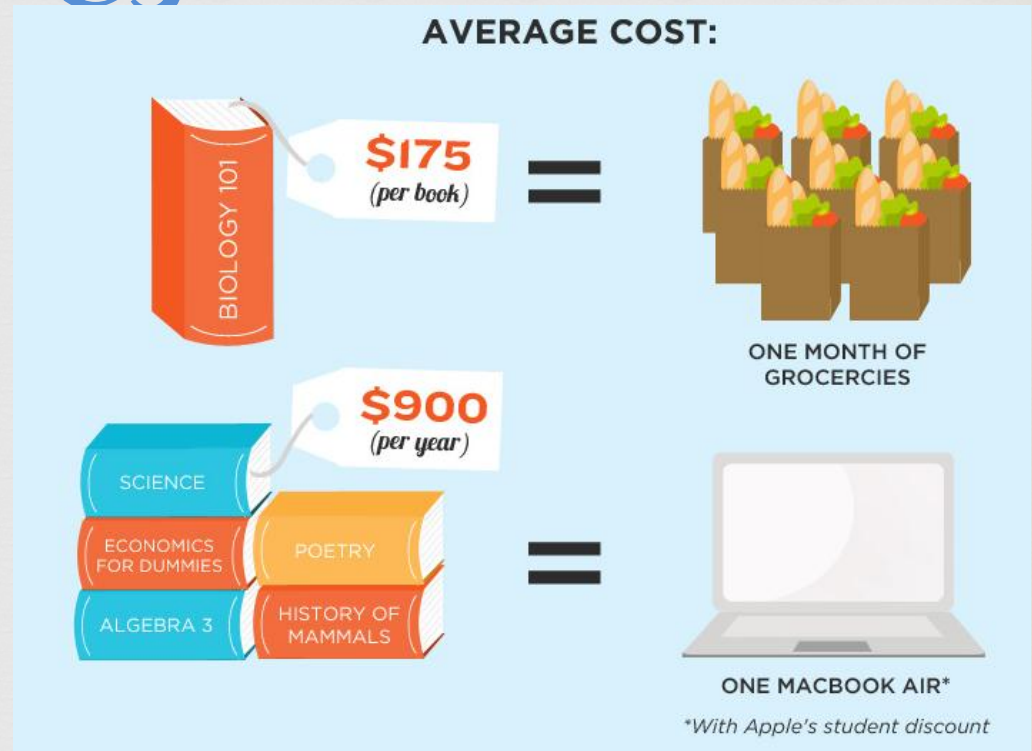
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The Textbook Bubble



- ❧ The GAO found that between 2002 and 2012 the price of new textbooks rose 82%--3 times the rate of inflation. Since 1978 textbook costs have increased 812% according to the BLS. Estimates of students' spending on course materials range from \$655/ year to \$1,200/year.
- ❧ A 2011 survey found 7 in 10 undergraduates had not purchased a textbook at least once because of the cost. 78% of those students expected to perform worse in those classes, even though they shared or borrowed the textbook.
- ❧ Hidden costs linked to confidence and life success.



The Textbook Bubble



College textbook prices are 812% higher than they were 1978, the American Enterprise Institute



Who do you believe most often pays for your student's textbooks?

56% of HCC faculty believe that it is the student who pays for the textbook.

How **BIG** is the Problem?



- ❧ In 2010, people ages 25 to 34 with bachelor's degrees earned 114 % more than did those without high-school diplomas.
- ❧ Nearly 20 million Americans attend college each year; of them, close to 12 million – or 60% - borrow annually to help cover costs.
- ❧ There is about \$1 trillion in total outstanding student loan debt in the United States today.
(<http://www.pagetutor.com/trillion/index.html> What does \$1 Trillion look like?)
- ❧ The average amount of student loan debt for the Class of 2011 was \$26,600, a 5% increase from approximately \$25,350 in 2010.

Faculty Challenge:



- ✧ Faculty have the ability to help reduce students' educational costs by making mindful decisions about textbook & learning materials used in the course.
- ✧ If faculty do not help find solutions to this problem, we could lose some academic freedom of choice. Legislators have been lobbied to get involved... and do we really want that?

Compare Textbook Prices for your Discipline



∞ Textbook Price Comparison Wheel:

<http://adoption.akademos.com/>

∞ <http://openstaxcollege.org/> (Free college textbooks)

http://www.youtube.com/watch?feature=player_embedded&v=XgeA9h2c7ag&list=PLCF-Lie6gOORxRklqFJT2N865aXv_KiQB

∞ <http://bookboon.com/> (Free eBooks)

Faculty Cost Reducing Practices and Suggestions

- ∞ Know the cost to students before selecting a textbook.
- ∞ Choose texts that have a high probability of being available as “used.”
- ∞ Use textbooks that provide free student resources websites including labs.
- ∞ Do not choose textbooks that have a short revision schedule.
- ∞ Do not “Require” a text that will not be used extensively in the course.
- ∞ Consider using a collaborative process for textbook selection that involves all who teach the course.
- ∞ Consider using the same required texts for each section of a course, when possible.

I like my textbook, what are my options?

- Use e-books
- Let the students pick which format they want.
- ~~Instruct students on “how to shop around”.~~
- Contact publisher to request price reductions before making decisions.
- Use older edition of textbooks instead of current one.

Supplier – Chegg <http://Chegg.com>

Title (hardback)	Edition	New	Used	Rental	List
Understanding Business	10 th	136.99	129.49	60.49	239.00
Understanding Business	9 th	28.49	4.49		

Chegg

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I like my textbook, what are my options?

Use e-books

64% of HCC faculty require the most current edition of their text, 25% do not, and 11% do not know. The primary reason for requiring the current edition of a textbook is 'Want the most current information', 39%, followed by 'Someone else decides this', 22%; and 'Bookstore requirement', 19%.

Understanding Business

9th

28.49

4.49

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I like my textbook, what are my options?

∞ Use e-books

∞ Let the students pick which format they want.

How agreeable are you to offering your textbook(s) in multiple formats to students, if available?

72% of HCC faculty strongly agree to offering their textbooks in multiple formats.

Understanding Business

9

28.49

4.49

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OERs: Open Educational Resources



- ⌘ <http://www.oercommons.org/>
- ⌘ <http://opencourselibrary.org/>
- ⌘ <http://nrocmath.org/> (Developmental Math content)
- ⌘ <http://www.merlot.org/merlot/index.htm>
- ⌘ <http://www.jisc.ac.uk/> (The UK's expert on digital technologies for education and research)
- ⌘ <http://www.open.edu/openlearn/>
- ⌘ http://wikieducator.org/Main_Page

Free Resources for Students

*Teachers too

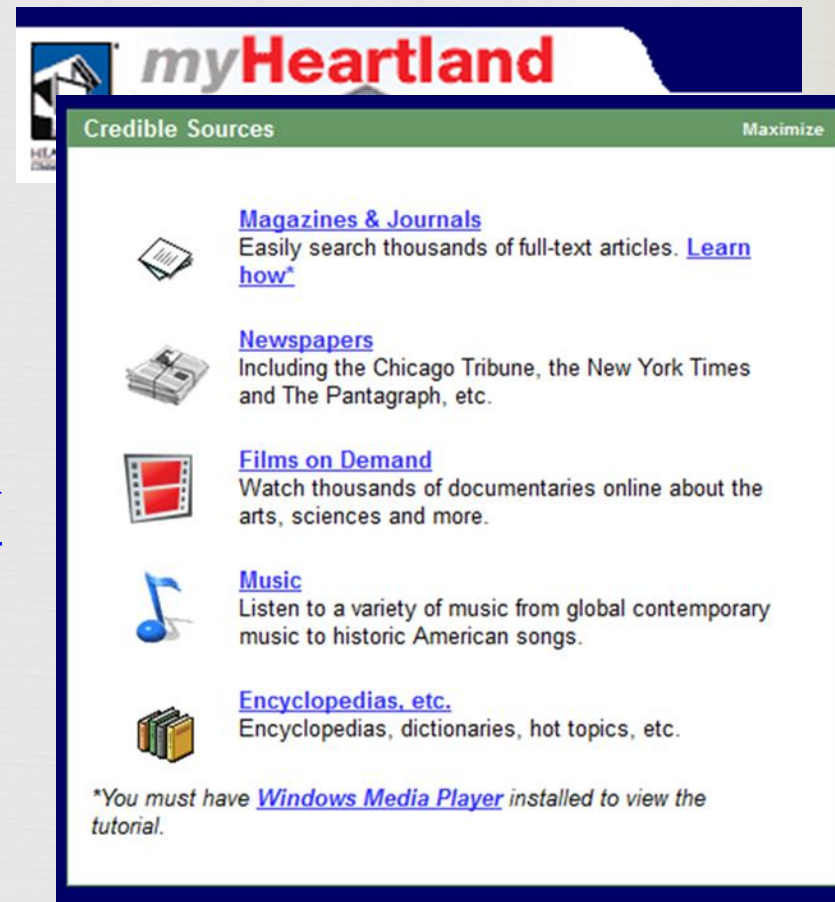


❧ <https://www.khanacademy.org/>

❧ YouTube (mjmfoodie's channel)
<http://www.youtube.com/playlist?list=PL336C870BEAD3B58B>

❧ http://en.wikiversity.org/wiki/Wikiversity:Main_Page

❧ <http://www.ted.com/talks>



The screenshot shows the 'myHeartland' website. At the top is a blue header with the 'myHeartland' logo in white and red. Below the header is a green bar with the text 'Credible Sources' on the left and 'Maximize' on the right. The main content area is white and lists five categories of resources, each with an icon and a description:

- Magazines & Journals**: Easily search thousands of full-text articles. [Learn how*](#)
- Newspapers**: Including the Chicago Tribune, the New York Times and The Pantagraph, etc.
- Films on Demand**: Watch thousands of documentaries online about the arts, sciences and more.
- Music**: Listen to a variety of music from global contemporary music to historic American songs.
- Encyclopedias, etc.**: Encyclopedias, dictionaries, hot topics, etc.

At the bottom of the screenshot, a note states: '*You must have [Windows Media Player](#) installed to view the tutorial.'

*Let students find resources for you!

Textbook Rental



- ⌘ How is textbook rental different than the HCC bookstore's current offering of textbooks for rent?
- ⌘ Model textbook rental programs from: EIU, Lake Land Community College & SIUE.
- ⌘ Challenges include E-books & startup costs?
- ⌘ SGA and students needs.

Thank you!



❧ Questions.

❧ Please join in an open discussion regarding textbook & higher education content issues.