

# Textbook Affordability/OER

Progress Report for Academic Senate



# Report on Textbook Survey

Spring 2016



June 9, 2016

# Background

- Textbook affordability is a significant public policy issue that impacts access to higher education
- Research shows that while community college fees have remained low, the cost of textbooks has soared

# Textbook Affordability Task Force

- In response to a state and national focus on the soaring cost of textbooks, a **Textbook Affordability Task Force** was formed by the District Governance Council in 2008
  - Focus of the Task Force was to respond to several statewide recommendations regarding textbook affordability

HUFFPOST COLLEGE

The Economist

More from The Economist | My Subscription

Edition: US ▾

FRONT PAGE | POLITICS | ENTERTAINMENT | WHAT'S WORKING | HEALTHY LIVING | WORLDPOST | HIGHLINE | HUFFPOST LIVE

The Economist

World politics | Business & finance | Economics | Science &

Higher education

Why textbooks cost so much

It's Economics 101

Aug 16th 2014 | From the print edition

STUDENTS can learn a lot about economics when they buy Greg Mankiw's "Principles of Economics" even if they don't read it like many non

NBC NEWS

HOME | TOP VIDEOS | DECISION 2016

U.S. | WORLD | LOCAL | POLITICS | HEALTH | TECH | SCIENCE | POP CULTURE | BUSINESS | INVESTIGATIONS | SPORTS

FEATURE > FRESHMAN YEAR

FRESHMAN YEAR AUG 6 2015, 11:35 AM ET

## College Textbook Prices Increasing Faster Than Tuition And Inflation

## College Textbook Prices Have Risen 1,041 Percent Since 1970

by BEN POPKEN

**COLLEGE TEXTBOOK SHAKEDOWN**

Major textbook publishing companies are set on squeezing every penny out of students. Textbook prices have risen 186% since 1986, and they're increasing in price at 4X the speed of other consumer products. Here's a look at how textbook costs break down, how to avoid them, and what the future looks like.

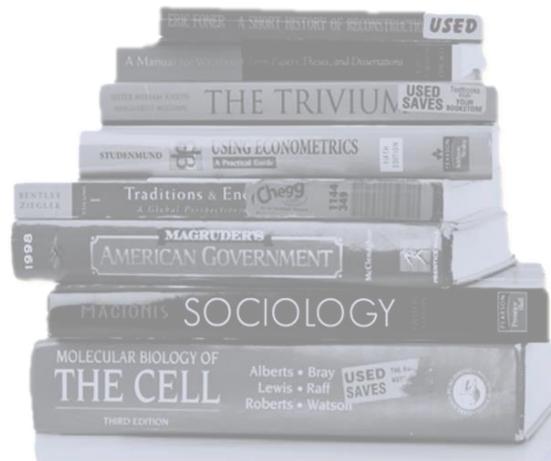
TEXTBOOK COSTS ARE INSANE

# Textbook Affordability Task Force

- Accomplishments
  - Developed new Board Policy (BP 3306) on *Course Materials Adoption and Procurement*
  - Established a link on the online class schedule to include the cost of textbooks for each class
  - Launched an information campaign to advise faculty of the factors that impact textbook prices including:
    - Late Orders
    - Textbook Bundles
    - Custom Editions
    - Access Codes

# Student Textbook Survey

- In Spring 2016, the Task Force initiated a student survey to obtain information about student textbook purchasing behaviors and perceptions
- The purpose of the survey was to gain a better understanding of:
  - Textbook buying behavior
  - The amount students spend on textbooks
  - The extent to which textbook costs influence enrollment
  - Use of alternative textbook options such as open source platforms and digital textbooks



# Survey Sample



**Emailed survey to 8,011  
students districtwide**

- 12.5% response rate

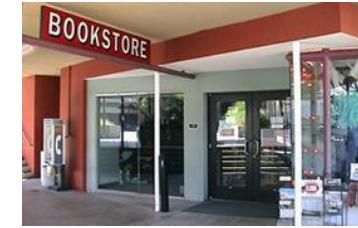
**Most of the respondents:**

- Have attended 3 or more semesters
- Take day classes
- List *transfer* as their educational goal

# Survey Results

Where do students buy their books?

1. College bookstore
2. Amazon
3. Chegg

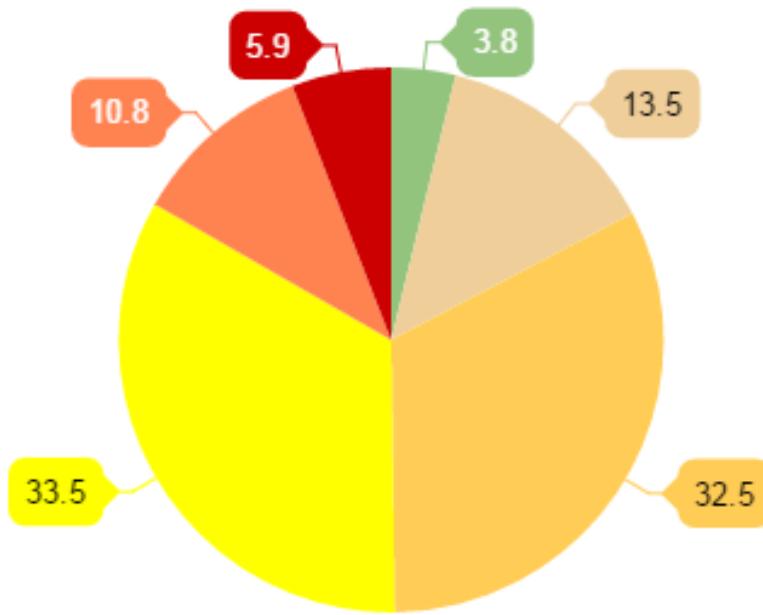


*Most students buy their textbooks before or during the first week of class*

*"I used to get them at the bookstore, but I paid \$325 and my books did not get bought back"*

# Survey Results

## How much do students pay for books?



- The majority of students (66%) reported spending \$100-400 on books, Spring 2016
- Approximately 17% reported paying *more than* \$400

■ \$ 0.00 (4%) ■ \$1 - 99 (14%) ■ \$ 100 - 250 (33%)

■ \$ 251 - 400 (34%) ■ \$ 401 - 550 (11%)

■ More than \$ 550 (6%)



# Survey Results

- 63% of the students reported that the cost of textbooks influences their decision to enroll in a class
- Nearly 50% of the students reported completing a class *without the textbook* because they could not afford it
- One-third of the students reported *dropping* a class because they could not afford the textbook
- 80% of students reported that they have purchased a required textbook that the professor never used

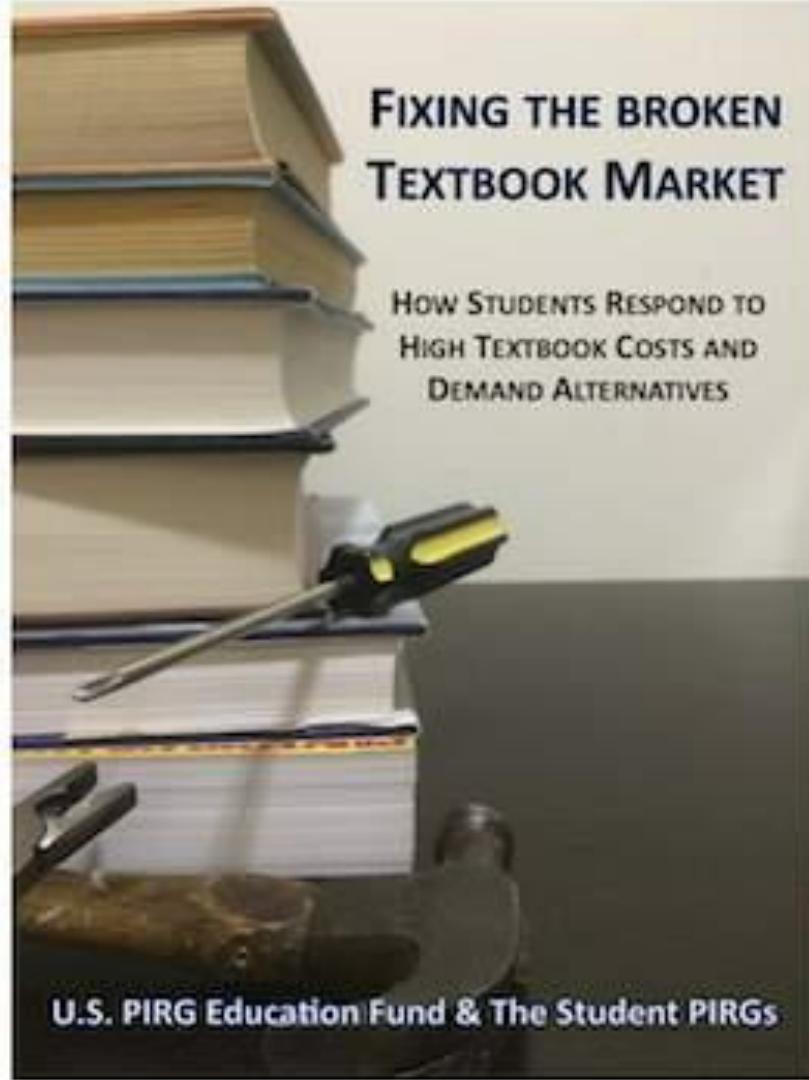
## National Survey

**1/2** take fewer or different classes

**2/3** choose to not buy textbook

**9.5/10** concerned about grades

Survey of 2039 students at 156 campuses across 33 states



# More Recently SB 1359

- [https://leginfo.legislature.ca.gov/faces/billTextClient.xhtml?bill\\_id=201520160SB1359](https://leginfo.legislature.ca.gov/faces/billTextClient.xhtml?bill_id=201520160SB1359)
- **section 1: 66406.9 (1) (A) 66406.9.**
- (a) Each campus of the California Community Colleges and the California State University shall, and each campus of the University of California is requested to, do both of the following:
  - (1)(A) Clearly highlight, by means that may include a symbol or logo in a conspicuous place on the online campus course schedule, the courses that exclusively use **digital course materials** that are free of charge to students and may have a low-cost option for print versions.

# District Creates “Goal”

- *Board Goal 3: Ensure that a strategic approach is developed to reduce escalating textbook costs for students in the San Diego Community College*
- *District (\*Strategic goals 1-2; ACCJC Accreditation Standards IV.C.1; IV.C.4-5, IV.C.8) by:*
  - *b. Encouraging voluntary faculty participation in the pilot program, with the*
  - *goal of achieving 15% of available classes as OER compatible*

# Created District OER Taskforce

- Subcommittee of Textbook Affordability
- Shared Governance Representation
- Goal to determine how to achieve “15%” goal
  - Tracking as well

# Accomplishments

- **Recommended Clarification/Change:**
- That the measure of assessment of progress towards achieving the 15% goal also include:
  - Low cost textbooks (defined as below \$40/course)
  - Courses with free materials (no textbooks; relies on other materials that are of no cost to students)
  - All digital materials that are low or no cost (beyond the definition of OER)

# Efforts To Help Faculty Find or Develop OER

## OER TRAC -Textbook Review & Adoption Cohort

Summer 2018

- \$21,655 student savings
- English Art History , Business, Child Development

Fall 2018

Spring 2019

OER Crusader Badge [bit.ly/loftbadges](https://bit.ly/loftbadges)

Flex Workshops & Department Presentations

Preview Collections (OER & Low-Cost)

ASCCC OERI Webinars

- April 5 - Foreign Languages
- April 12 - Computer Science
- April 19 - Chemistry
- April 26 - Geography

## Open Educational Resources (OER) Crusader Badge



Welcome to our  
**OER CRUSADER BADGE**  
Open Educational Resources  
Self-Paced Flex workshop

Welcome!

[Welcome to the OER Crusader badge!](#) ▶



# OER CLOSES EQUITY GAPS

OER vs commercial	Change Grade	Change DFW
All Students	+8.6%	-2.68%
Non-Pell Eligible	+7.4%	-2%
Pell Eligible	+12.3%	-4.4%
Non-White	+13%	-5%
Part-Time	+28%	-10%

Source: University of Georgia. *The Impact of Open Educational Resources on Various Student Success Metrics*, in International Journal of Teaching and Learning in Higher Education, 2018

# OER, SDCCD, Intellectual Property and You

Presented by Danielle Short (AFT) and Art Neill (New Media Rights)

Faculty routinely develop material for their courses. There is now increasing incentive to develop material for Open Educational Resources (OER). This workshop will present information both from the AFT Contract and Copyright Law to ensure that faculty are aware of their rights, responsibilities and opportunities in this area. This is a growing area and many faculty are participating, especially in OER ,so it is essential that they are well-informed. Faculty that routinely develop material frequently make it available to students at no cost. Obviously, this is a huge advantage to students and has equity implications as lowering costs of materials increases the likelihood that students will be prepared for class and have the necessary material for learning. However, faculty need to be aware of the advantages and disadvantages and, how copyright law can ensure that this material will continue to be available to students.

# Additional Accomplishments

- Working with bookstore to get info out
  - Changed bookstore's email to faculty (see next slide)
- Developing better tracking
  - Survey coming soon
  - See next slides

# Email from Bookstore

Hello Everyone-

**Your Course material information is due Now. Help your Students by submitting your information.**

Textbook requests must be submitted every term—even if books are not carried in the Bookstore.

*We need to know your Course Material information- which is required to post on the online student schedule*

*Course material affordability is a focus of our Colleges and Board since 2008.*

Don't use a textbook? See below for Low-Cost and No-Cost options.

**DEADLINES for Summer 2019:**

- Course material information is due **April 3, 2019**
- Customized course packet requests are due **April 18, 2019**

## Tips on Submitting Course Material Orders:

### Login information:

- Go to: [http://textreq.thecampushub.com/v3.0/Login.aspx?bookstore\\_id=6072](http://textreq.thecampushub.com/v3.0/Login.aspx?bookstore_id=6072)
- Your user name is typically your SDCCD email address.
- Contact Scott Krause for login problems or questions ([mkrause@sdccd.edu](mailto:mkrause@sdccd.edu) or 619-388-2735).

### Common Issues:

- *Section Numbers:* If you aren't sure of your section number, please check with your department chair or visit faculty web services where CRNs are updated daily.
- *Access Codes or Other Electronic Materials:* If your course requires these, please list them on your request.
- *Supplies and Options/Details:* Use the **comment field** to add supplies like calculators, biology and chemistry equipment, flash drives, etc. or to provide additional details like package options, choosing between multiple editions, etc.
- *Academic Term:* Be sure to select Intersession or Spring '19 from the menu.
- *Completing Your Order:* You can **SAVE** your request but don't forget to **SUBMIT** when you are finished.

### Accessibility Requirements:

All course materials (print, access codes, or other online work) must be accessible for all students. If you have any questions about accessibility, please contact your publisher representative, DSPS, or the Campus Store.

### Low-Cost and No-Cost (OER) Options:

- *Textbook affordability is a barrier to our students' success.* If you are interested in learning more about low and no-cost alternatives, we can direct you to the appropriate contacts.
- Regarding **low cost** textbooks: Some older editions of textbooks may be extremely difficult to supply in large quantities at competitive prices. If that's the case, we will contact you about ordering a newer edition.

- If you are planning to use **Open Educational Resources (OERs)** please visit [http://sdccdoer.net/oer\\_sdccd/](http://sdccdoer.net/oer_sdccd/). Then please complete the attached form so we can post the information on the student schedule page. Be sure to include the URL of your OER in the **Comments** box of your requisition form.

- We can provide optional print copies of most OER selections for students who wish to purchase them.

### Questions:

- Send questions about a textbook request you've already submitted to [mesareas@sdccd.edu](mailto:mesareas@sdccd.edu).

# Tracking OER



**SAN DIEGO  
COMMUNITY COLLEGE  
DISTRICT**

---

City College • Mesa College  
Miramar College • Continuing Education

SB1359 requires Districts to inform students of courses that exclusively use digital materials and that are free of charge to students. If applicable to your class, please provide the following information.

Please provide the following to SDCCD Campus Stores by replying and providing the information below. Thank you

- Your Campus
- Faculty Member Name
- Email address
- Phone
- Term (Spring 19, Summer 19)
- Subject ( EX. INTE)
- Class # (EX 150)
- Section # (EX 05789)
- Please check if you are using free digital materials
- Notes: Please provide URL for materials – 50 characters maximum.
- Please submit and your information will be included in the student schedule.
- Thank you for helping your students

# Additional Accomplishments

- From Flex feedback
  - Making recommendations to AFT re: OER and “Creative and Scholarly Works”
  - Developing OER Strategic Plan

# What You Can Do

- Ensure colleagues submit “book orders” in a timely fashion
  - Even if no materials needed
  - Only way students get info before classes start
- Work with colleagues during normal textbook evaluation
  - Consider cost saving measures
  - Low cost options
  - OER