



## Implementing the Textbook Provision Of the Higher Education Opportunity Act (HEOA)

### **Association Activities Related to HEOA Requirements**

- Several efforts have been initiated to help campuses develop plans to implement the textbook provisions of HEOA effectively. For example, the American Council on Education has developed a summary of the new requirements that has been distributed to all member colleges and universities. The American Association of Community Colleges has also produced a summary. The National Association of Independent Colleges and Universities is putting together a quick guide for college presidents to make them aware of key HEOA provisions and actions they will need to take to comply. The Association of American Universities has compiled a description of the provisions of interest to research universities. And the National Association of College and University Attorneys has distributed a similar implementation summary and plans to follow-up with a series of webinars for campuses.
- The American Association of Collegiate Registrars and Admissions Officers, the American Council on Education, and the National Association of College Stores will be issuing a dedicated implementation advisory document to ensure institutions are aware of the textbook provisions and their requirements under the law.
- The National Association of College Stores will convene in late October or early November a webinar briefing open to all postsecondary institutions and their 3,100 college store members to discuss implementation of the textbook provisions. They also will be presenting one-hour interactive sessions regarding the HEOA textbook provisions at six conferences throughout October.

### **System/Campus Actions on Textbook Pricing**

- The University of North Carolina system convened a conference call last week with bookstores that serve the system's 16 institutions to discuss the provisions and implementation. In addition, UNC has put together a detailed chart that sets out timetables and assigns responsibility for implementing the HEOA requirements.
- The University of New Mexico has convened and held an initial committee meeting consisting of the dean, registrar, bookstore manager and others to discuss implementation and build the law's requirements into a new bookstore web site that is underway.
- In addition to a planned launch of a book rental program, the University of California, Los Angeles bookstore has implemented a price-match guarantee and has instituted a major textbook price reduction totaling \$650,000 to date for all books ordered for UCLA.
- In anticipation of the new federal law, the University of Maryland, College Park began posting received and verified International Standard Book Number (ISBN) data for the current fall semester.

- The University of Montana has a link on its website to Amazon.com to offer students a convenient price comparison with the books in its bookstore.
- Several hundred institutions (including public and private, two- and four-year institutions) are currently providing linked textbook information, including retail price and often ISBN, via a course schedule registration system similar to Illinois State University's, with which Sen. Durbin is most familiar. For example, the College of Du Page (IL), the third-largest single-campus community college in the nation, provides book information to students via the course schedule registration system. The City College of San Francisco provides extensive book information for each class in the course schedule, including title, author, edition, ISBN, "look inside book" features, as well as new, used, and e-book prices. Other examples of institutions providing book information via linked class registration include the University of San Francisco; the University of California, San Diego; The George Washington University (DC); Northeast Wisconsin Technical College; Virginia Commonwealth University (new fall 2008 semester); Gettysburg College (PA); University of Kansas; and Pennsylvania College of Technology.
- All public colleges and universities in Virginia, West Virginia, and Tennessee post ISBN and price information online after it has been received, verified and designated for order by the campus bookstore, which is normally several weeks, if not months, before the start of the term.
- Over a year ago, Foothill-De Anza Community College District (CA) launched the Community College Open Textbook Consortium to promote the creation and use of free or low-cost textbooks. To date, 73 community colleges across the country have joined the consortium. A variety of universities, as well as the Student Public Interest Research Groups, are partnering with the consortium. One of those partners is Connexions, a prominent online textbook repository developed nine years ago by a Rice University engineering professor. Connexions has recently delivered a statistics textbook commonly used in transfer-level community college courses, saying that it is "believed to be the first complete package of free textbook and course materials available online in the United States." More than 700 students are saving the \$50 cost of the book by using the open textbook in the pilot test, which is being studied by researchers at the Institute for the Study of Knowledge Management in Education.
- The University of Michigan convened a task force that included students to develop recommendations on how to curb textbook costs incurred by students. The university is now in the process of implementing these recommendations, which include encouraging early action by faculty members, creating electronic databases for linking textbook information to course descriptions, and providing a forum for textbook exchanges.
- As a result of an April symposium on textbook affordability involving students, faculty, bookstore managers, publishers and key civic and community leaders, the University System of Ohio set about developing strategies to help reduce student out-of-pocket costs for college textbooks and related materials. Drawing from the discussions, the University System of Ohio announced in August an agreement reached with the nation's five largest commercial publishers to offer Ohio students sizable discounts on electronic textbook purchases. Students purchasing eTextbooks through their campus bookstores and the Ohio Textbook Portal are able to receive a discount on the purchase of electronic textbooks and to purchase discounted supplemental digital material, such as articles, cases, stand-alone textbook chapters and other copyrighted materials.

- All Florida public college and university bookstores, as of the fall semester, publish book information, including ISBN and price, at least 30 days before the start of a term.
- The University of Missouri has a multi-pronged approach to textbook affordability. Since the mid-1980s, the University of Missouri mandated that royalties from books assigned by their authors must go back to the university, another educational institution, or a charity or non-profit. If the materials are used in other classes at the university, the author will receive the royalties. In the last year, the university has been working harder to encourage faculty members to place textbook orders in a timely manner so that the bookstores can find more used versions of them. The university has also been talking to faculty about not ordering bundled textbooks (which often include CD-ROMS or other multimedia supplements) or, if they do, to reuse bundles. In 2007, 37 percent of the university's textbooks were custom or bundles, compared to 20 percent this year. Last year, University of Missouri students saved more than \$7 million through an aggressive used book program. Since fall 2007, the Missouri University of Science and Technology has been piloting a textbook rental program with the math department. Since then, 989 books have been rented for college algebra and trigonometry. The new book price is \$128, but the rental price was \$34.

### **Campus experimentation with textbook rental programs**

- Bowling Green State University (OH) completed a pilot test of a textbook rental for spring semester with three textbook titles and offered the rental option in addition to the traditional new, used or digital textbook for sale. The books were rented for 35 percent of the new textbook price. Based upon the comparable cost of buying the books new, the 151 students who rented books saved over \$11,000, or about \$75 per student. To make this program feasible, the expectation that a book will be used for at least four consecutive (fall-spring) semesters is required, though this was waived for the pilot test.
- Between August 2005 to January 2008, over 8,000 students at three participating San Mateo County Community College District (CA) campuses rented some 400 different textbooks titles at 25 percent of the new book price. The retail value of the textbooks was \$943,310 if purchased new and students rented them for \$238,827, a savings of \$704,483.
- Rend Lake College (IL) instituted a partial textbook rental program in 1998 in response to student unhappiness about textbook prices. Between 60 and 65 percent of required textbooks are available for student rental. Student fees for the rental program are on a per book basis. The charge per book is \$28, plus a \$20 refundable deposit.
- University of Central Missouri's rental program consists of 258 undergraduate titles and 16,500 volumes and is based on charging a flat rental fee of \$36 per book, as compared to an average new retail price of \$110. This program has brought the average cost of textbooks down to \$275 per semester.

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