

1-24-2019

Leveraging Course Material Affordability Options and Library-Subscribed Materials for Classroom Success

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Baker, Keri; Shaffer, Andy; and Nieratka, Steaven, "Leveraging Course Material Affordability Options and Library-Subscribed Materials for Classroom Success" (2019). *Alvin Sherman Library Staff Presentations, Proceedings, Lectures, and Symposia*. 28. https://nsuworks.nova.edu/asl_staffpres/28

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TOGETHER

WE DRIVE
STUDENT
SUCCESS

NSU
Florida
NOVA SOUTHEASTERN
UNIVERSITY

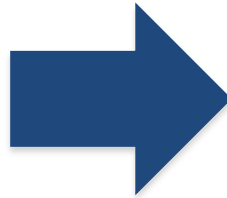
Alvin Sherman Library, Research, and Information Technology Center
Martin and Gail Press Health Professions Division Library
Oceanographic Campus Library
Panza Maurer Law Library

BARNES & NOBLE
COLLEGE

Affordability Today & Tomorrow

TODAY

- Choice, Convenience & Value: New, Used, Rental, and Digital
- BNC 100% of eligible titles available to Rent
- Seamless Online Ordering & Same Day In-Store Pick-Up
- Price Match - Amazon, BN.com, and local competitor

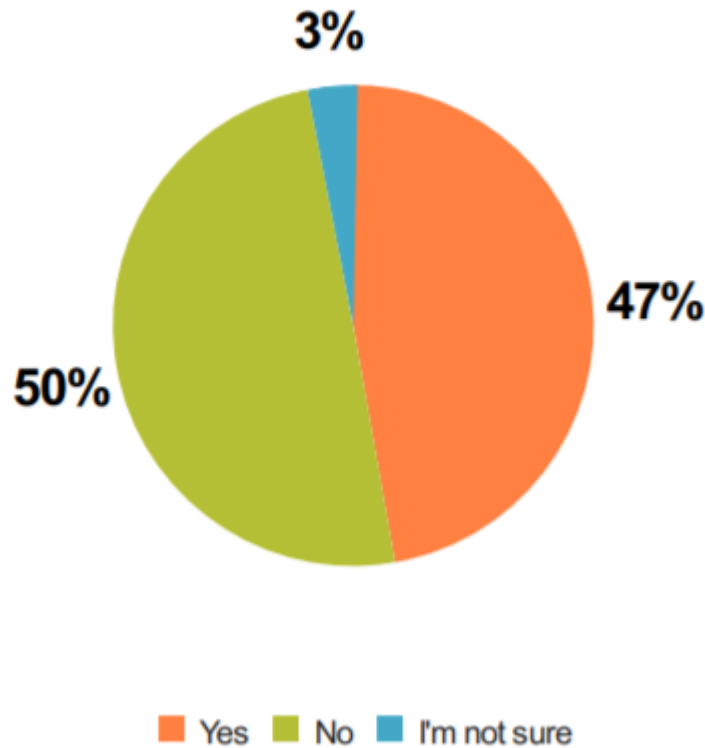


TOMORROW

- Choice, Convenience & Value: New, Used, 100% of eligible titles available to Rent, and Digital
- Seamless Online Ordering & Same Day In-Store Pick-Up
- Price Match - Amazon, BN.com, and local competitor
- **Publisher Rentals**
- **BNED Courseware “OER”**
- **First Day™ Delivery Model**
- **First Day™ Complete Model**

Improving the Academic Experience

This term, did you have all of your course materials on your first day of class?



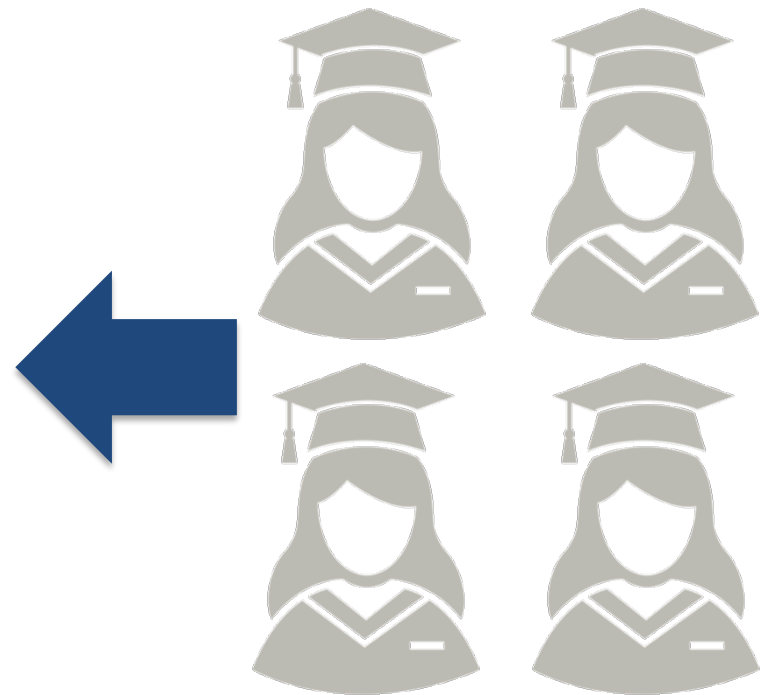
Barnes & Noble
College Insights
February 2018

898 NSU
Students

First Day™ Opt-Out Model

First Day™ Opt-Out Model is the Barnes & Noble College inclusive access program where the cost of materials is prepaid for a course

- Every student has access on or before the First Day™ of class within the LMS
- We partner with Publishers to offer Preferred Pricing
- Suited to fit institution needs - a single course, a specific department or program, or the entire curriculum
- eBooks, Publisher Courseware (Digital Packages), BNED Courseware
- Students may Opt-Out prior to census date, course charge is removed from the student's account, access is removed and course material is purchased at market-value



DOE Course Charge Ground Rules



Offer pricing
below
competitive
market rates



Deliver by 7th
day of payment
period



Allow students
to Opt-Out

Compatible Content for Model



LMS Delivery

83%

Students in LMS daily

30%

Course Materials
are Digital
Interactive Products

50%

Students already access
Interactive Products
through their LMS

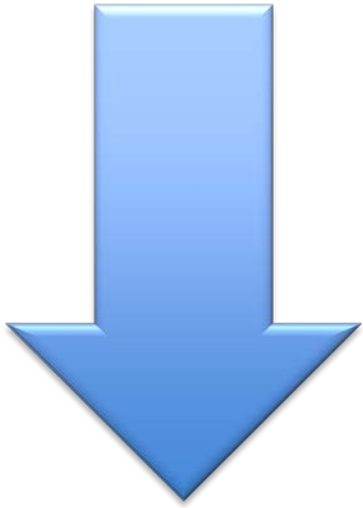
* Sources: Student Textbook POV Journey of an Access Code POV by BNC, and Educause <https://net.educause.edu/ir/library/pdf/ers1414.pdf>

Business Model

*Let's crunch
the numbers...*



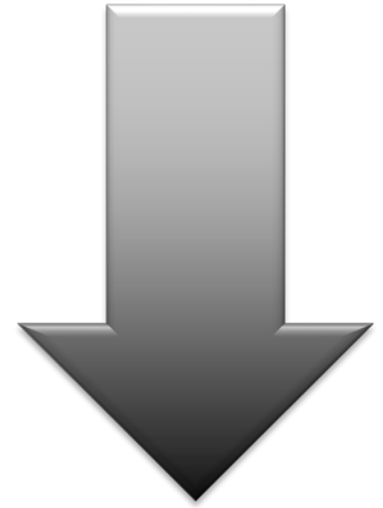
Together We Lower Cost



Publishers &
Bookstore
partner to
reduces cost



Bookstore
reduces retail
& gross margin
providing savings
to students



Institution
reduces
commission &
regains market
share

First Day™ Outcome

Faculty Perspective:

- ✓ Decide Content
- ✓ Lower Price
- ✓ 100% of Students have the Right Material on Day One

Student Perspective:

- ✓ Lowest Cost for Content
- ✓ Opt-Out Option
- ✓ Right Material + No Access Code
- ✓ Ready Day One

Bookstore Perspective:

- ✓ Reduce Cost to Students
- ✓ Increased Market Share
- ✓ Serves Faculty Needs

Publisher Perspective:

- ✓ Reduce Cost for Seamless Access (no access codes)
- ✓ Supports Transition to Digital

Flat-Fee Inclusive Course Materials



- Undergraduate Students would be billed \$30.00 as part of their tuition bill each semester.
- Undergraduate students would be eligible to receive all required course materials at no additional expense to them. All items would be facilitated as a rental transaction.
- Orders would be confirmed by students via our website and ready for student pickup prior to the start of classes.
- Students would return all materials to the bookstore at the end of the semester and also be given a buy-out option should they wish to retain their material for their personal library.

Affordability Comparison Marketing Major



H. Wayne Huizenga College of Business and Entrepreneurship
SAMPLE FOUR YEAR CURRICULUM | 2016-2017 CATALOG
Bachelor of Science in Business Administration in Marketing

Freshman Year

Fall

Course

Credits

UNIV 1000: First Year Seminar	3
COMP 1500: College Writing	3
MATH 1040: Algebra for College Students	3
MGT 2050: Principles of Management	3
TECH 1110: Technology in Information Age	3
Total Credits	15

Winter

Course

Credits

COMP 2000: Advanced College Writing	3
MATH 2020: Applied Statistics	3
MGT 2150: Business Law I	3
General Education: Arts and Humanities	3
General Education: Science	3
Total Credits	15

Sophomore Year

Fall

Winter

Nova Southeastern University												
Example Fall Semester Schedule - Marketing Student												
DEPT	COURSE	SECTION	PROF	TITLE	EDITION	PUBLISHER	Amazon	PRC_NEW	PRC_USED	RENT_N\$	RENT_U\$	DG_BUY\$
UNIV	1000	D12	Kerstetter, David	IDENTITY+NATURAL ENVIRONMENT	03	TRILITERAL	\$ 34.00	\$ 45.35	\$ 34.00	\$ 37.40	\$ 21.55	
COMP	1500	DAF	Scanlon, Molly	THEY SAY/I SAY,2016 MLA UPDATE	3RD 17	NORTON	\$ 20.00	\$ 29.35	\$ 22.00	\$ 24.20	\$ 13.95	\$ 14.99
COMP	1500	DAF	Scanlon, Molly	UNDERSTANDING RHETORIC	2ND 17	MAC HIGHER	\$ 48.69	\$ 59.85	\$ 44.90	\$ 40.70	\$ 28.15	\$ 39.43
MATH	1040	DA2	Stanculescu, Iulia	INTERMEDIATE ALGEBRA (PAPER)-W/MYMATHE.	12TH 15	PEARSON	\$ 214.96	\$ 257.50				
MGT	2050	5W1	TBA	MANAGEMENT:PRACT.INTRO.-CONNECT ACCESS	7TH 16	MCG	\$ 120.00	\$ 178.55				
TECH	1110	EV1	Harward, Mary	VISUALIZING TECHNOLOGY,COMPLETE	6TH 18	PEARSON	\$ 160.65	\$ 183.60	\$ 137.70	\$ 151.45	\$ 87.20	\$ 109.99

Affordability Comparison Marketing Major

Nova Southeastern University

Example Fall Semester Schedule - Marketing Student

DEPT	COURSE	SECTION	PROF	TITLE	EDITION	PUBLISHER	Amazon	PRC_NEW	PRC_USED	RENT_N\$	RENT_U\$	DG_BUY\$
UNIV	1000	D12	Kerstetter, David	IDENTITY+NATURAL ENVIRONMENT	03	TRILITERAL	\$ 34.00	\$ 45.35	\$ 34.00	\$ 37.40	\$ 21.55	
COMP	1500	DAF	Scanlon, Molly	THEY SAY/I SAY,2016 MLA UPDATE	3RD 17	NORTON	\$ 20.00	\$ 29.35	\$ 22.00	\$ 24.20	\$ 13.95	\$ 14.99
COMP	1500	DAF	Scanlon, Molly	UNDERSTANDING RHETORIC	2ND 17	MAC HIGHER	\$ 48.69	\$ 59.85	\$ 44.90	\$ 40.70	\$ 28.15	\$ 39.43
MATH	1040	DA2	Stanculescu, Iulia	INTERMEDIATE ALGEBRA (PAPER)-W/MY MATH.	12TH 15	PEARSON	\$ 214.96	\$ 257.50				
MGT	2050	5W1	TBA	MANAGEMENT:PRACT.INTRO.-CONNECT ACCESS	7TH 16	MCG	\$ 120.00	\$ 178.55				
TECH	1110	EV1	Harward, Mary	VISUALIZING TECHNOLOGY,COMPLETE	6TH 18	PEARSON	\$ 160.65	\$ 183.60	\$ 137.70	\$ 151.45	\$ 87.20	\$ 109.99

	Total	Price per Credit Hr	Savings
Full Price - All New	\$ 754.20	\$ 50.28	0%
Purchase with Available New Rentals	\$ 689.80	\$ 45.99	9%
Purchase with Available Rentals/FirstDay	\$ 602.59	\$ 40.17	20%
Purchase on Amazon.com (as of 6/1/18)	\$ 598.30	\$ 39.89	21%
All req course materials provided at \$30/Credit Hr	\$ 450.00	\$ 30.00	40%

Affordability Comparison Biology Major



HALMOS COLLEGE OF NATURAL SCIENCES AND OCEANOGRAPHY
SAMPLE FOUR YEAR CURRICULUM | 2016-2017 CATALOG
Bachelor of Science - Biology (Premedical)



Freshman Year				
Fall			Winter	
Course	Credits		Course	Credits
<u>UNIV 1000 - First Year Seminar</u>	3			
<u>General Education: Written Composition</u>	3		<u>General Education: Social and Behavioral Sciences</u>	3
<u>General Education: Mathematics*</u>	3		<u>BIOL 1510: Biology II/Lab</u>	4
<u>Gene: BIOL 1500: Biology I/Lab</u>	4		<u>CHEM 1310: General Chemistry II/Lab</u>	4
<u>CHEM 1300: General Chemistry I/Lab</u>	4		<u>MATH 2100: Calculus I</u>	4
Total Credits	17		Total Credits	15

DEPT	COURSE	SECTION	PROF	TITLE	EDITION	PUBLISHER	Amazon	PRC_NEW	PRC_USED	RENT_N\$	RENT_U\$	DG_BUY\$
UNIV	1000	D12	Kerstetter, David	IDENTITY+NATURAL ENVIRONMENT	03	TRILITERAL	\$ 34.00	\$ 45.35	\$ 34.00	\$ 37.40	\$ 21.55	
COMP	1500	DAF	Scanlon, Molly	THEY SAY/I SAY,2016 MLA UPDATE	3RD 17	NORTON	\$ 20.00	\$ 29.35	\$ 22.00	\$ 24.20	\$ 13.95	\$ 14.99
COMP	1500	DAF	Scanlon, Molly	UNDERSTANDING RHETORIC	2ND 17	MAC HIGHER	\$ 48.69	\$ 59.85	\$ 44.90	\$ 40.70	\$ 28.15	\$ 39.43
MATH	1250	NW1	Carrera, Ricardo	PRECALCULUS-W/MYMATLAB+ETEXT ACCESS	10TH 16	PEARSON	\$ 229.95	\$ 299.05	\$ 224.30			
BIOL	1500	DA1	Crump, Katie	CAMPBELL BIOLOGY-W/ACCESS LL	11TH 17	PEARSON	Not Avail	\$ 212.00	\$ 159.00			
CHEM	1300	DA3	Brown, Jessica	PRINCIPLES..GEN.CHEM.-LAB.MAN.	10TH 14	WILEY	Not Avail	\$ 186.65	\$ 140.00			\$ 64.00
CHEM	1300	DA3	Brown, Jessica	PRIN.OF CHEMISTRY:MOLECULAR...-ACCESS	3RD 16	PEARSON	\$ 140.68	\$ 150.60	\$ 112.95			

Affordability Comparison Biology Major

DEPT	COURSE	SECTION	PROF	TITLE	EDITION	PUBLISHER	Amazon	PRC_NEW	PRC_USE	RENT_N\$	RENT_U\$	DG_BUY\$
UNIV	1000	D12	Kerstetter, David	IDENTITY+NATURAL ENVIRONMENT	03	TRILITERAL	\$ 34.00	\$ 45.35	\$ 34.00	\$ 37.40	\$ 21.55	
COMP	1500	DAF	Scanlon, Molly	THEY SAY/I SAY,2016 MLA UPDATE	3RD 17	NORTON	\$ 20.00	\$ 29.35	\$ 22.00	\$ 24.20	\$ 13.95	\$ 14.99
COMP	1500	DAF	Scanlon, Molly	UNDERSTANDING RHETORIC	2ND 17	MAC HIGHER	\$ 48.69	\$ 59.85	\$ 44.90	\$ 40.70	\$ 28.15	\$ 39.43
MATH	1250	NW1	Carrera, Ricardo	PRECALCULUS-W/MYMATHLAB+ETEXT ACCESS	10TH 16	PEARSON	\$ 229.95	\$ 299.05	\$ 224.30			
BIOL	1500	DA1	Crump, Katie	CAMPBELL BIOLOGY-W/ACCESS LL	11TH 17	PEARSON	Not Avail	\$ 212.00	\$ 159.00			
CHEM	1300	DA3	Brown, Jessica	PRINCIPLES..GEN.CHEM.-LAB.MAN.	10TH 14	WILEY	Not Avail	\$ 186.65	\$ 140.00			\$ 64.00
CHEM	1300	DA3	Brown, Jessica	PRIN.OF CHEMISTRY:MOLECULAR...-ACCESS	3RD 16	PEARSON	\$ 140.68	\$ 150.60	\$ 112.95			

	Total	Price per Credit Hr	Savings
Full Price - All New	\$ 982.85	\$ 57.81	0%
Purchase with Available New Rentals	\$ 950.60	\$ 55.92	3%
Purchase with Available Rentals/FirstDay	\$ 818.27	\$ 48.13	17%
Purchase on Amazon.com (as of 6/1/18)*	\$ 871.97	\$ 51.29	11%
All req course materails provided at \$30/Credit Hr	\$ 510.00	\$ 30.00	48%

**Titles unavailable at Amazon.com priced as bookstore new for true comparison*

**BARNES
& NOBLE**
education

COURSEWARE

powered by LoudCloud

BNED Advanced Courseware

join the affordability movement with
BNED advanced “OER” courseware

SOCIAL SCIENCES

- Intro Psychology
- Intro Sociology
- Microeconomics
- Macroeconomics
- English Comp
- Dev Reading / Writing
- US History 1
- US History 2
- American Government



*AVAILABLE FOR FALL 2018
**AVAILABLE FOR SPRING 2019

NATURAL SCIENCES

- Non-Majors Biology
- Majors Biology**

GENERAL

- College Success
- Public Speaking

HEALTHCARE*

- Intro to US Healthcare
- Healthcare Management
- Healthcare Finance
- Employee Benefits

BUSINESS

- Org Behavior
- Principles of Marketing
- Principles of Management
- Intro to Business
- Entrepreneurship

MATH

- Developmental Math

ADVANCED BUSINESS*

- Customer Service
- Securities & Investments
- Financial Management
- Compensation Management
- Training Concepts

CRIMINAL JUSTICE*

- Intro to Criminal Justice
- Criminal Investigation
- Criminal Procedure
- Intro to Homeland Security
- Victimology



BARNES & NOBLE
COLLEGE

BARNES & NOBLE
COLLEGE

A Turn Key Solution (That's Easy to Edit)



**PowerPoint
Lecture Slides**



**Learning
Analytics
Insights**



**Curated
Videos**



**1,000 auto
graded quiz
questions per
course**



**Single Sign
On &
Gradebook
Sync**



**e-Book & print
companion**

Courseware Resonates

Community Colleges



"Students are reading differently than we did... they are reading in chunks... we've come around to "this is just the way they read." I think working through chunks is effective. That's why I like the self-checks because they apply to the "chunks." You've catered to millennials. It's active reading and it's chunky reading."

Kellie Emrich, Macroeconomics Online course
Cuyahoga Community College

4 Year Colleges



"I keep laughing because your course has many of the exact same videos I've been using for years. But I'm angry because I've spent hours searching for them and I'm thinking, 'Oh my gosh, here they are!'"

Lynn Nagle, Introduction to Psychology Face to Face



NSU Libraries' Role in Course Material Affordability

Keri Baker



How Does the Library Fit in Here?



Alvin Sherman Library, Research, and Information Technology Center
Martin and Gail Press Health Professions Division Library
Oceanographic Campus Library
Panza Maurer Law Library

FY19 NSU Libraries Collection Development Policy

- Newly adopted collection development policy allows the library to purchase textbooks for classes for checkout and reserve
- Work with the NSU campus bookstore to evaluate a list of all textbooks for each upcoming term



Library- Purchased and Library- Housed Materials

NSUWorks

- Don't need to reinvent the wheel
- OERs are designed to be revised and updated by their users

Databased Articles, Book / Book Chapters, and Reports

- We can create coursepacks through OpenURL and (when copyright allows) PDF openly accessible downloads in lieu of standard textbook

Library-Assisted Curation

- Can Cherry Pick

Benefits of OER and Library- Owned Materials



Forever Access



Easy Distribution



Ancillary Materials for information deficiencies



Enhancement of Regular Course Content



Quick Availability to Ensure Timely Dissemination of Information



Worldwide Promotion of Innovation and Talent



Alumni Benefits



Continuous Improvement without the Red Tape

Myths of OER

Open
Means Free

All OER
are Digital

“You Get
What You
Pay For”

Copyright
for OER is
Complicated

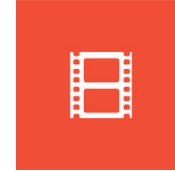
OER Are
Not
Sustainable

Open
Textbooks
Lack
Ancillaries

My Institution
is Not Ready
for OER



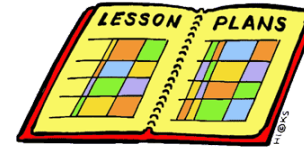
Books, Journals,
Reports



Mini Lessons



Multimedia



Coursepacks



Ancillaries



Full Courses



Creating OER Content – What We Provide



Hosting:

Textbooks
Journals
Conferences
Streaming
Video & Audio



OpenURL for linking to Journal
Articles not Open Access

NSU Main Campus and
Distance Campuses:

- University Archivist:
Gena Meroth
- nsuworks@nova.edu
or
gmeroth@nova.edu

Halmos College of
Natural Science and
Oceanography

- Subject Specialist
Librarian: Keri Baker
- kbaker1@nova.edu

Health Professions
Division

- Executive Director:
Todd Puccio
- Puccio@nova.edu

Shepard Broad College
of Law

- Institutional
Repository Librarian:
Karen Kalnins
- kkalnins@nova.edu

Creating OER Content – Who to Contact?