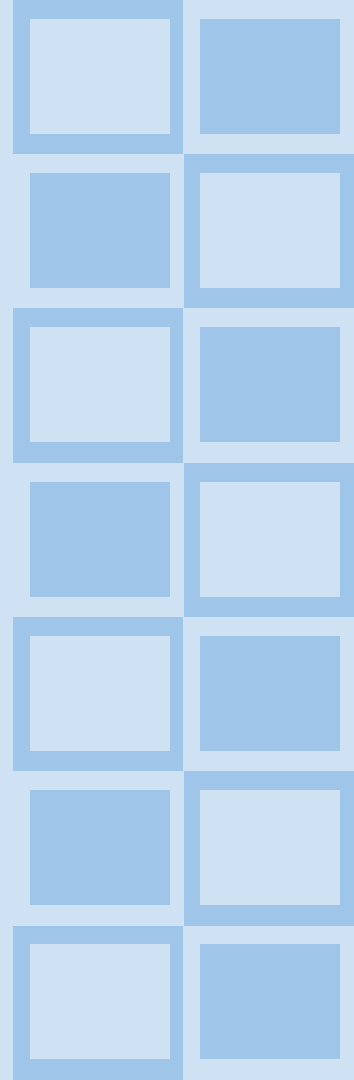




## How Libraries Can Overcome the Invisible Cost of Education

# WHO ARE WE?

- Christina Bell, Humanities Librarian, @librarybell
- Krystie Wilfong, Associate College Librarian for Collection Management and Scholarly Communications, @wilfonglib
- Zane Omohundro, Textbook Buyer



# BATES COLLEGE

- Small Liberal Arts College
  - Students: 1780
  - Faculty: 190
- Located in Lewiston, ME
- Residential campus
- 47.7% of students apply for need-based financial aid

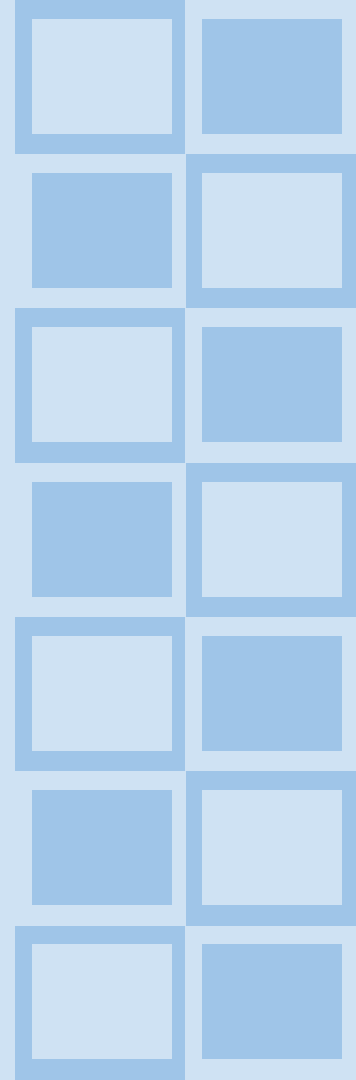
# ANNUAL TEXTBOOK COSTS

\$500-\$700

Bates College average

\$1,240

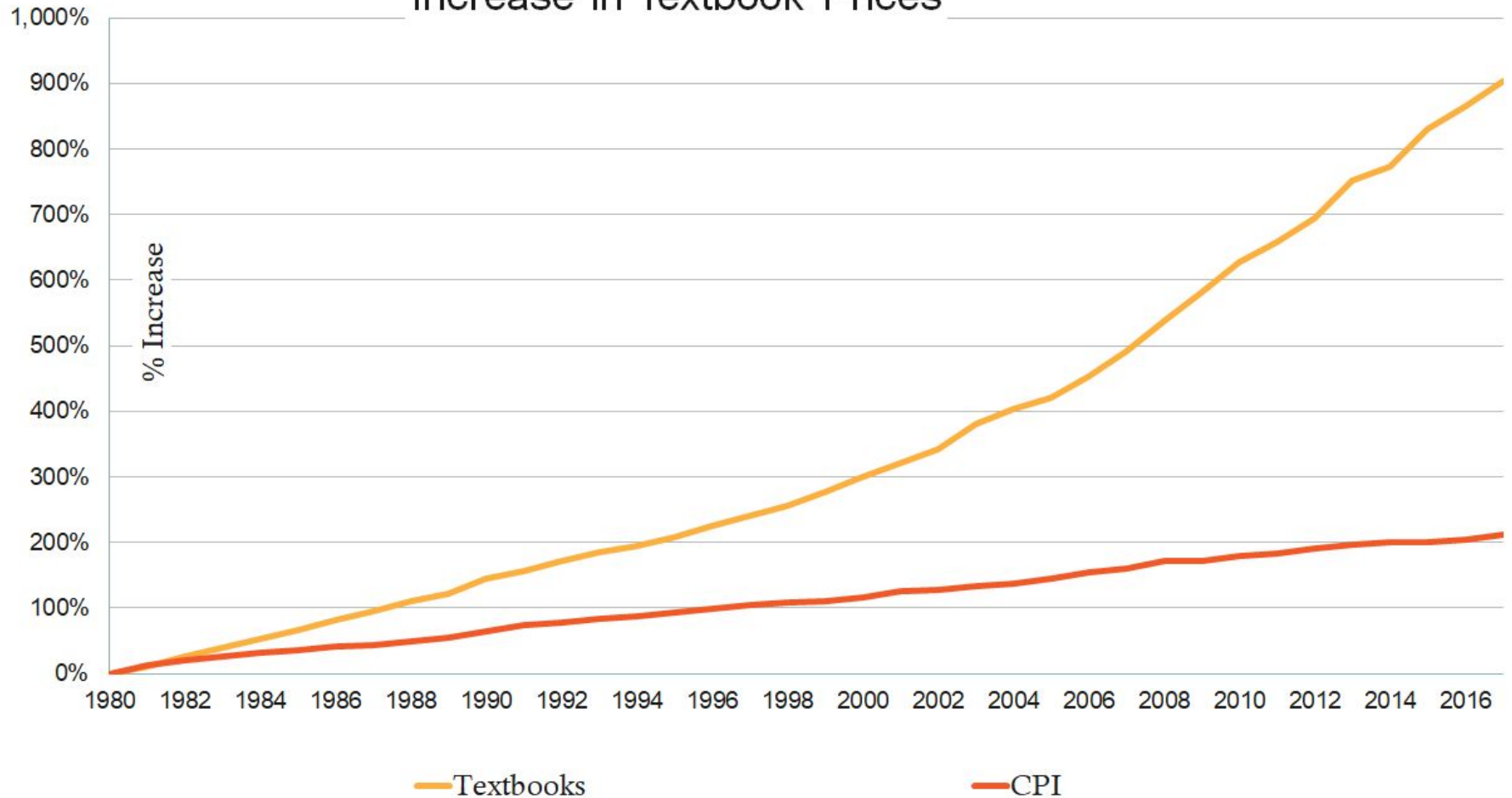
national average



Source:

<https://trends.collegeboard.org/college-pricing/figures-tables/average-estimated-undergraduate-budgets-2018-19>

# Increase in Textbook Prices

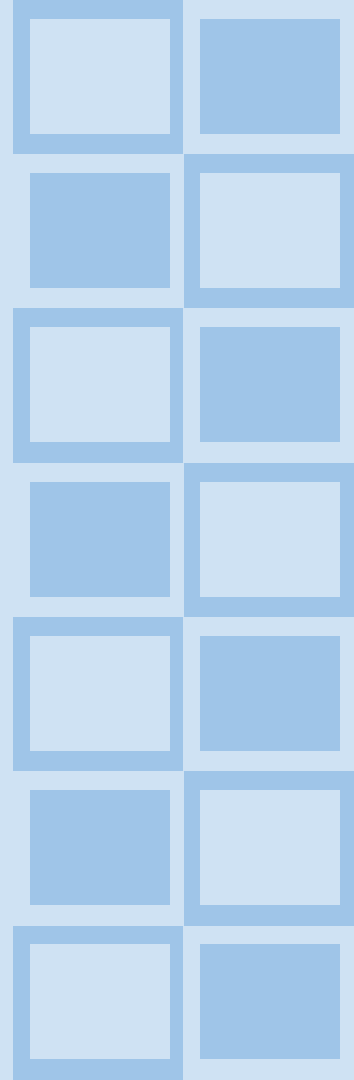


Source:

<http://www.aei.org/publication/the-new-era-of-the-400-college-textbook-which-is-part-of-the-unsustainable-higher-education-bubble/>

# STUDENT CONCERNS

- Textbook affordability and equity of access
  - Students approached the administration asking for action
- The difference a (text)book makes
  - Material costs can impact class choice and retention

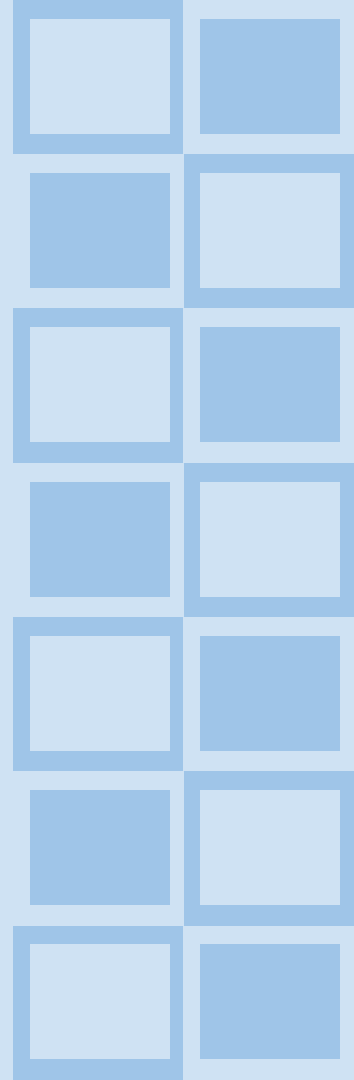


# IN YOUR ACADEMIC CAREER, HAS THE COST OF REQUIRED TEXTBOOKS CAUSED YOU TO:

2012	2016	Response (Florida Virtual Campus Survey)
63.6%	66.5%	Not purchase the required text
49.2%	47.6%	Take fewer courses
45.1%	45.5%	Not register for a specific course
33.9%	37.6%	Earn a poor grade
26.7%	26.1%	Drop a course
17.0%	19.8%	Fail a course

# INSTEAD OF TEXTBOOKS I COULD HAVE BOUGHT...

- A book to read for fun
- A few months rent
- A plane ticket home
- Self-care activities - journaling, painting, etc
- Time with my friends instead of spending time working for \$\$
- Food
- Tuition
- GRE-prebook/classes
- Therapy sessions my family won't pay for
- Payment to student loans
- Presents for people I love





**ONE DOES NOT SIMPLY**

**BUY EVERY BOOK**

# EVOLUTION OF RESERVES POLICY @ BATES

## Pre-Fall 2013

- Excludes classified textbooks

## Fall 2013

- Includes traditional textbooks over \$125

## Fall 2014

- Includes all textbooks eliminating a minimum.



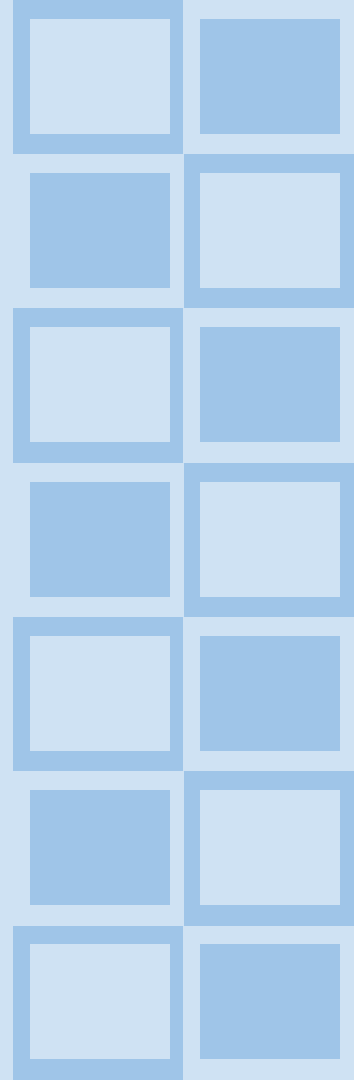
# IMPACT ON BUDGET

- Strategic decision
- Allocated fund
  - 5.6% of our total firm order budget



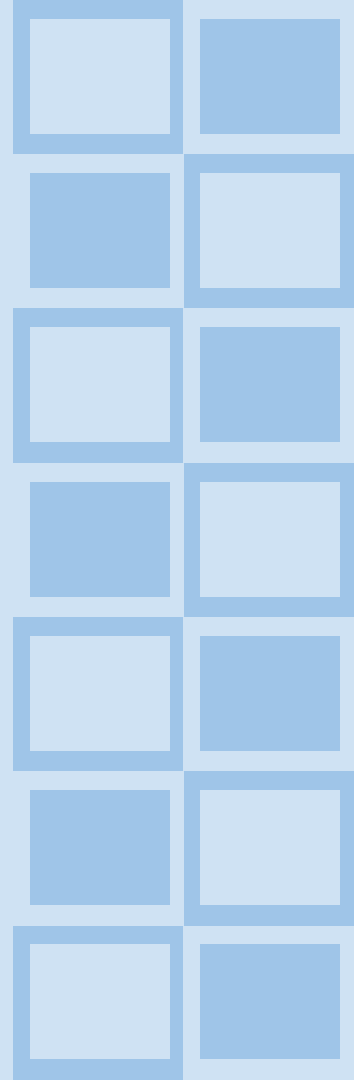
# PROGRAM DETAILS

- One assigned staff member in the library (85%)
  - Communication with College Store
  - Communication with faculty
- Request temporary professor/department copies
- Request faculty to use older editions
  - Is it just a reprint or completely new edition?
- College Store donations
- Student donations/ Lost and Found



# PRINT RESERVES STATS (Fall '18)

- Total number of books on reserve - 906
- Average class size - 18.9
- Average use per item - 8.5
- Range of use per item - 155 to 0
- 42.9% have zero use
- Over all cost per use - \$.79 (budget/use - library owned copies only)

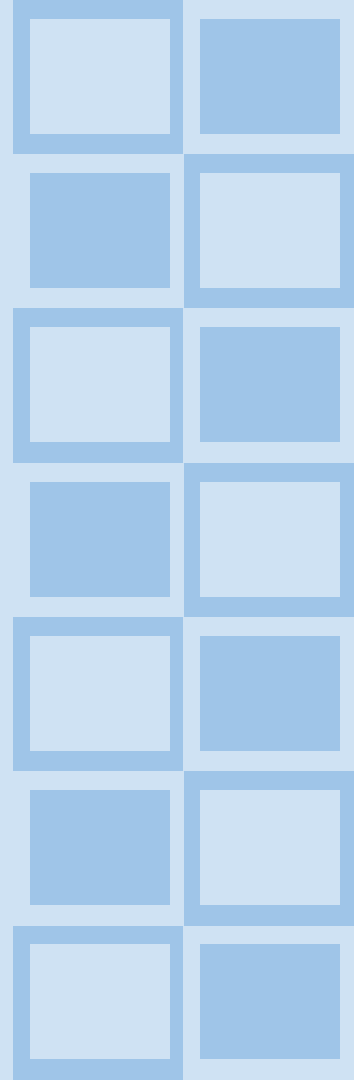


# TOP FIVE LIST (Fall '18)

Course	Title	Cost	Enrollment	Use
PHYS 107	University Physics	\$69.95	75	704 (5 prof copies)
PHYS 308	Intro to Quantum Mechanics	\$74.99	18	131
RFSS 240	Critical Visions in Film Theory	\$100.30	34	127
PHYS 422	Intro to Electrodynamics	\$69.99	11	125
ECON 255	Intro to Econometrics	\$247.60	24	107 (1 prof copy)

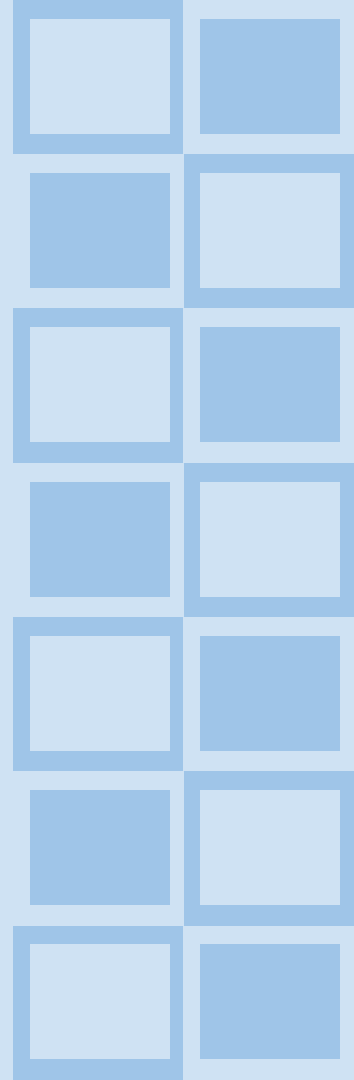
# WHO ARE THE PARTNERS?

- College Store
- Dean of the Faculty's Office
- Faculty
- Admissions
- Advancement
- Communications Office



# COLLEGE STORE

- Direct faculty communication
  - Evaluates and suggests alternative versions to reduce cost (paperback, bundles, etc.) on a title by title basis.
  - Checks to see if all parts of a bundle are necessary to see if book-only options can lower cost for students.
  - Alerts faculty of current pricing and any large or unexpected price hikes so they can make informed decisions.
  - Regularly checks to make sure required books are actually required and would not be better listed as 'optional' or 'suggested.'
- Strong relationship with the library and the library reserves system
  - Advertisement and marketing in-store and online to promote when a traditional printed book has a free/low-cost alternative.
  - Frequent conversations with students about the reserves system.
  - Communicates changes and potential sourcing issues to the reserves system.





# PROMOTION AT THE COLLEGE STORE

*UNDERSTANDING ANALYSIS*

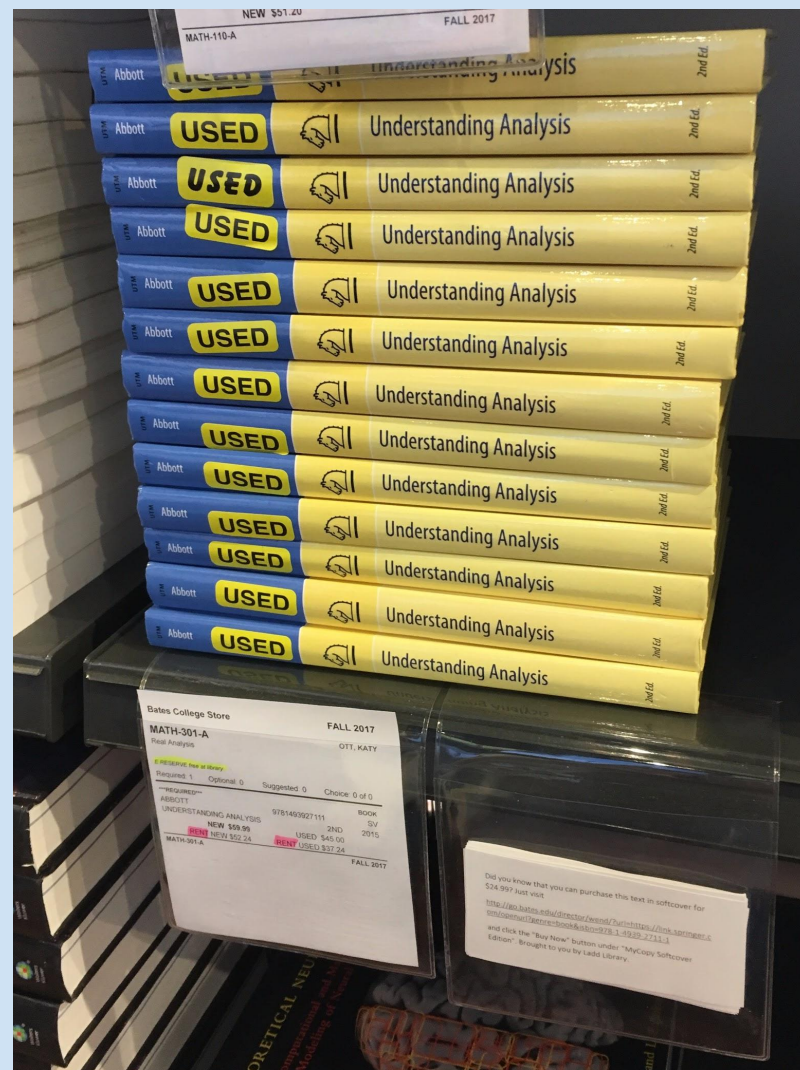
By Stephen Abbott

## Adopter:

Prof. Katy Ott, Assistant

Professor in Mathematics

Math 301 - *Real Analysis*



Bates College Store

FALL 2017

**MATH-301-A**

OTT, KATY

Real Analysis

E RESERVE free at library

Required: 1    Optional: 0    Suggested: 0    Choice: 0 of 0

\*\*\*REQUIRED\*\*\*

BOOK

ABBOTT

9781493927111

SV

UNDERSTANDING ANALYSIS

2ND

2015

NEW \$59.99

USED \$45.00

RENT NEW \$52.24

RENT USED \$37.24

MATH-301-A

FALL 2017

Did you know that you can purchase this text in softcover for \$24.99? Just visit

<http://go.bates.edu/director/wend?url=https://link.springer.com/openurl?genre=book&isbn=978-1-4939-2711-1>

and click the "Buy Now" button under "MyCopy Softcover Edition". Brought to you by Ladd Library.

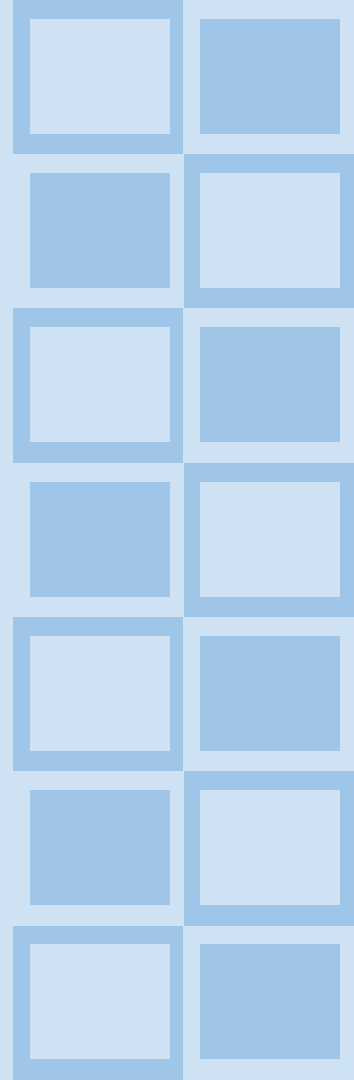
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“

...students try to avoid purchasing the book or purchased an earlier edition for cheaper. This leads to some frustration with assigning homework problems and reading. It is nice to know that all students have equal access to the textbook.

-Prof. Katy Ott

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**Course reserves** are materials faculty members have set aside in Ladd Library to provide equal access for all students registered in specific classes including – print, sound, or video. If a book is listed as “Required” in the Bookstore, it will be available in the library. **This includes textbooks.**

Search ...

All Resources LibrarySearch+

The Catalog CBBCat

Course Reserves

Article Indexes

Research Guides

Online Collections

**Reserves**

Instructor Last Name  Course name

FYS 420

Search by instructor name, or course name or number.

Federico, Sylvia  
First Year Seminar 420 (Bates)

Reading the Lord of the Rings (Bates)  
FYS 420 (Bates)

**SORT by any of the four categories!**

**You MUST write down the call # and bring your Bates I.D. to get the item!**

Materials for this course

Title	Author	Call #	Loan Period
The lord of the rings / by J.R.R. Tolkien	Tolkien, J. R. R. (John Ronald Reuel), 1892-1973	Bates Reserve -- PR6039 .O32 L6 2001 v.1 -- Available	Bates 2 hours
The lord of the rings / by J.R.R. Tolkien	Tolkien, J. R. R. (John Ronald Reuel), 1892-1973	Bates Reserve -- PR6039 .O32 L6 2001 v.2 -- Available	Bates 2 hours
The lord of the rings / by J.R.R. Tolkien	Tolkien, J. R. R. (John Ronald Reuel), 1892-1973	Bates Reserve -- PR6039 .O32 L6 2001 v.3 -- Available	Bates 2 hours
The lord of the rings. The fellowship of the ring / New Line Cinema presents ; a Wingnut Films production	(no author)	Bates Audio Reserve/ DVD -- PR6039 .O32 L6 2011 Blu-ray -- Available	Bates 4 hours-- stays in Library

**Audio and video reserves** are available from the **Audio Desk** on the Ground floor of Ladd.

**E-Reserves** are available 24/7 from any computer on- or off-campus. Click the “Go to article” or “Go to ebook” links. Many professors place supplemental materials on **Lyceum** (lyceum.bates.edu).

Reserve materials at Ladd are frequently in high demand. **There are short loan periods in place to allow access for all students in the class.** Please make note of the due time for each item checked out. Items returned late are fined at \$2.00 per hour. The fine increases to \$4.00 per hour after four hours overdue. These fines are in place to ensure fair access for all students in the class.

- **Circulation Desk Reserves** may have a **two hour, 24 hour, or three day loan period.** Most print materials may be taken from the library.
- **Audio Desk Reserves** all have a **four hour loan period.** A/V materials may not be removed from the library, except by the professor who has placed the reserve. There are facilities within the Audio/ Video Area to view and listen to these reserves.

# NEXT STEPS (local)

- Collaborate with the Office of Advancement

## Loaner Laptops for Ladd Library



**\$4,950**

donated

238% donated of \$2,076 goal

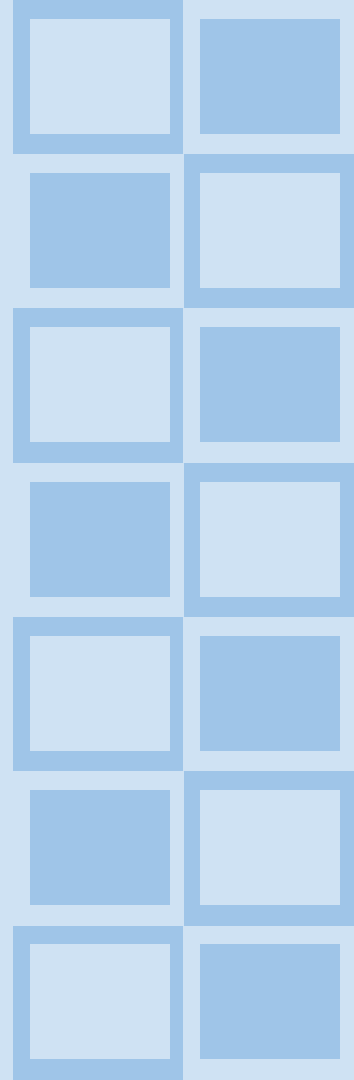
**110**

donors

This campaign ended on January 25, 2019, but you can still make a gift to Bates College by clicking [here!](#)

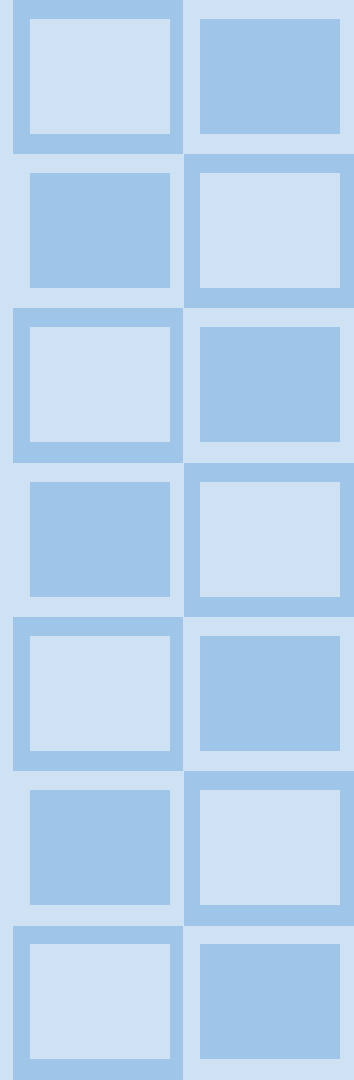
# NEXT STEPS (local)

- Collaborate with vendors to get Bates branding on platform
  - Rob Cartolano, Columbia University - <https://scholarlykitchen.sspnet.org/2019/03/20/guest-post-the-library-is-the-brand/>



# THE AFFORDABLE TEXTBOOK ACT

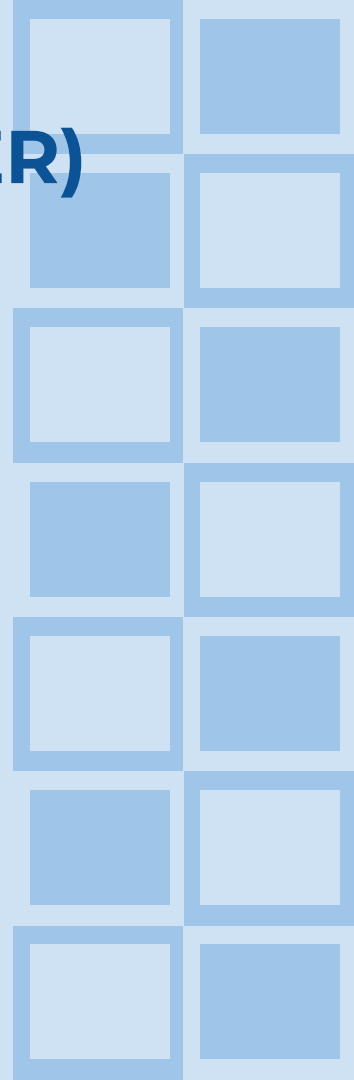
- Reduce the cost of textbooks at US colleges and universities by expanding the use of open textbooks and other resources.
- Permanent authorization for an open textbook grant program
- Supported by Angus King (I-ME)
- 4th time presented to congress



# OPEN EDUCATIONAL RESOURCES (OER)

“...Teaching, learning and research resources that reside in the public domain or have been released under an intellectual property license that permits their free use and re-purposing by others. OER include full courses, course materials, modules, textbooks, streaming videos, tests, software, and any other tools, materials, or techniques used to support access to knowledge.”

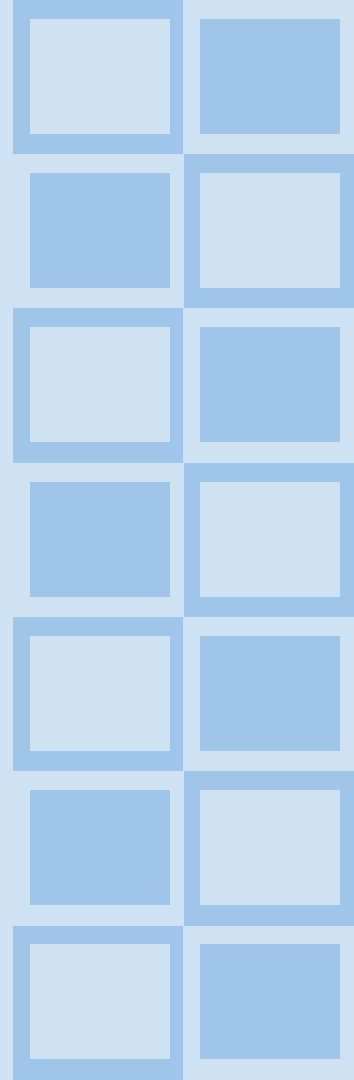
Source: The William and Flora Hewlett Foundation





# OER @ BATES

- April 26th Symposium
  - <https://scarab.bates.edu/oersymposium/2019/>
  - #oerbates19
- Working with faculty to identify alternatives
  - French curriculum is OER-based, dropping \$350 book
- Working with faculty in the creation of Open materials
- “Cost of Books” informational for faculty





# QUESTIONS?

Christina Bell  
[cbell@bates.edu](mailto:cbell@bates.edu)  
@librarybell

Krystie Wilfong  
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@wilfonglib

Zane Omohundro  
[zomohund@bates.edu](mailto:zomohund@bates.edu)