

2018

The Bookstore is for T-Shirts: cooperatively marketing the library's ebooks as textbooks

Krystie Wilfong

Bates College, kwilfong@bates.edu

Kelly Robinson

Embry-Riddle Aeronautical University

Maura Diamond

Follow this and additional works at: https://scarab.bates.edu/ils_scholarship

Recommended Citation

Wilfong, Krystie; Robinson, Kelly; and Diamond, Maura, "The Bookstore is for T-Shirts: cooperatively marketing the library's ebooks as textbooks" (2018). *ILS Scholarship*. 1.

https://scarab.bates.edu/ils_scholarship/1

This Presentation is brought to you for free and open access by the Information and Library Services at SCARAB. It has been accepted for inclusion in ILS Scholarship by an authorized administrator of SCARAB. For more information, please contact batesscarab@bates.edu.

THE BOOKSTORE IS FOR T-SHIRTS:

**cooperatively marketing
the library's ebooks as
textbooks**

1.

THE BACK STORY

what brought us here today.

WHO ARE WE?

**Maura
Diamond**

Director, Institutional
Sales

@ SpringerNature

**Kelly
Robinson**

Head of Collection
Management

@Embry-Riddle
Aeronautical University

**Krystie
Wilfong**

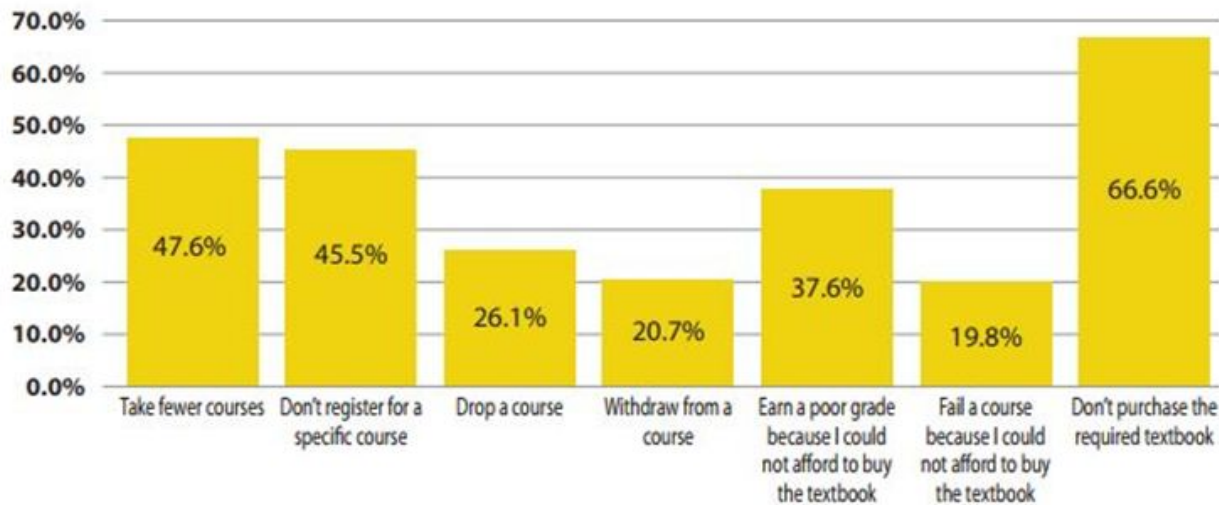
Associate College
Librarian for Collection
Management and
Scholarly
Communications

@ Bates College

TEXTBOOK COSTS IMPACT STUDENT LEARNING

- Survey¹ of 22,000 FL college students:

Chart 1: Impact of Textbook Costs on Students



“The high costs of textbooks is negatively impacting student access, success, and completion”

¹Florida Virtual Campus. (2016). [2016 Florida Student Textbook & Course Materials Survey](#). Tallahassee, FL.

OPEN EDUCATIONAL RESOURCES

“

“Teaching, learning, and research resources that reside in the public domain or have been released under an intellectual property licence that permits their free use and repurposing by others.”²

² The William and Flora Hewlett Foundation. (2018). *Open Educational Resources*.
<https://www.hewlett.org/strategy/open-educational-resources/>

AFFORDABLE TEXTBOOK ALTERNATIVES

- Digital Rights Management (DRM) free ebook collections
- E-Journals with provisions for fair use
- Open Educational Resources, including books & journals, curated by the library & made discoverable

OTHER ADVANTAGES

- Accessible
- Immediate
- Can augment or enhance traditional course textbooks
- Authors may better promote their work globally to a wide audience
- Affordable course material initiatives and OERs are now required at major universities across the country

2.

**EMBRY-RIDDLE
AERONAUTICAL
UNIVERSITY
(ERAU)**

Daytona Beach, Florida

ERAU

- Medium-sized doctoral-granting university
 - FTE: 17,800
 - 2 campuses, 11,000 distance learners
- STEAM programming
- Dealing with retention issues & pressure from state to lower costs



3.

BATES COLLEGE

Lewiston, Maine

BATES COLLEGE

- Founded in 1855 by abolitionists
- Small Liberal Arts College
 - Students: 1780
 - Faculty: 190
- 47.7% of students apply for need-based financial aid



EVOLUTION OF RESERVES POLICY

Pre-Fall 2013

- Excludes classified textbooks

Fall 2013

- Includes traditional textbooks over \$125

Fall 2014

- Includes all textbooks eliminating a minimum.

■ PRINT RESERVES STATS:

- Cost per use - \$.50-\$1.00
- Average use per item - 10
 - Some with over 200 uses


**...THERE'S STILL A
PROBLEM...**



Spring 2016



Annual Textbook Costs



\$750-\$925

Bates College Average



\$1,200

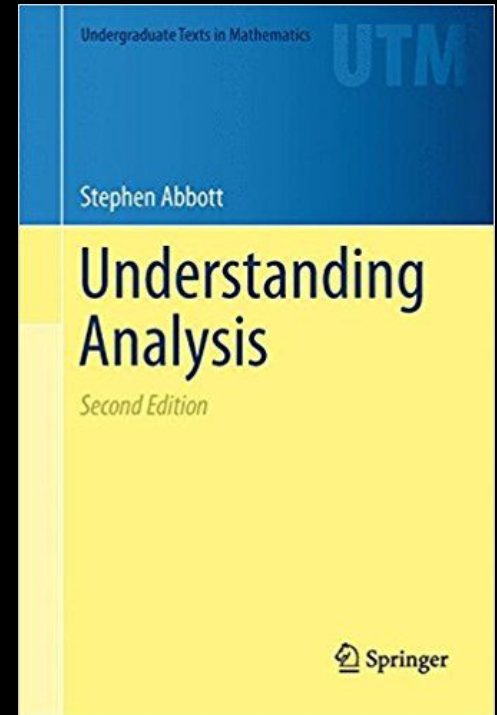
National Average

THE PROCESS BEGINS



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.

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.

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.

Federico, Sylvia
First Year Seminar 420 (Bates)

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

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

SORT by any of the four categories!

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-rav -- Available	Bates 4 hours-- stays in Library

■ PROMOTION WITH FACULTY

- Introductory email
- Proxy links for course management system
- Print on demand service

PROMOTION WITH BRANDING

Download book PDF



Download book EPUB



Table of contents (8 chapters)

About this book

Search within book



Access to this content is enabled by Access to this content is enabled by Bates College Library

Front Matter

Pages i-xii

PDF 

RESULTS: USAGE

SEMESTER	TOTAL USAGE
FALL 2016	1987
FALL 2017	897



RESULTS: MYCOPY

SEMESTER	SOLD
FALL 2016	n/a
FALL 2017	5



RESULTS: BOOKSTORE SALES

SEMESTER	SOLD
FALL 2016	9
FALL 2017	2



RESULTS: COST SAVINGS

$$33 \times \$59.99 =$$

Enrollment

Textbook cost

\$1,979.67

“

...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

■ NEXT STEPS FOR BATES

- Faculty Commons lunchtime discussion.
- Target faculty with classes that have high enrollment and textbook costs.
- Work with Advancement to support textbook fund.

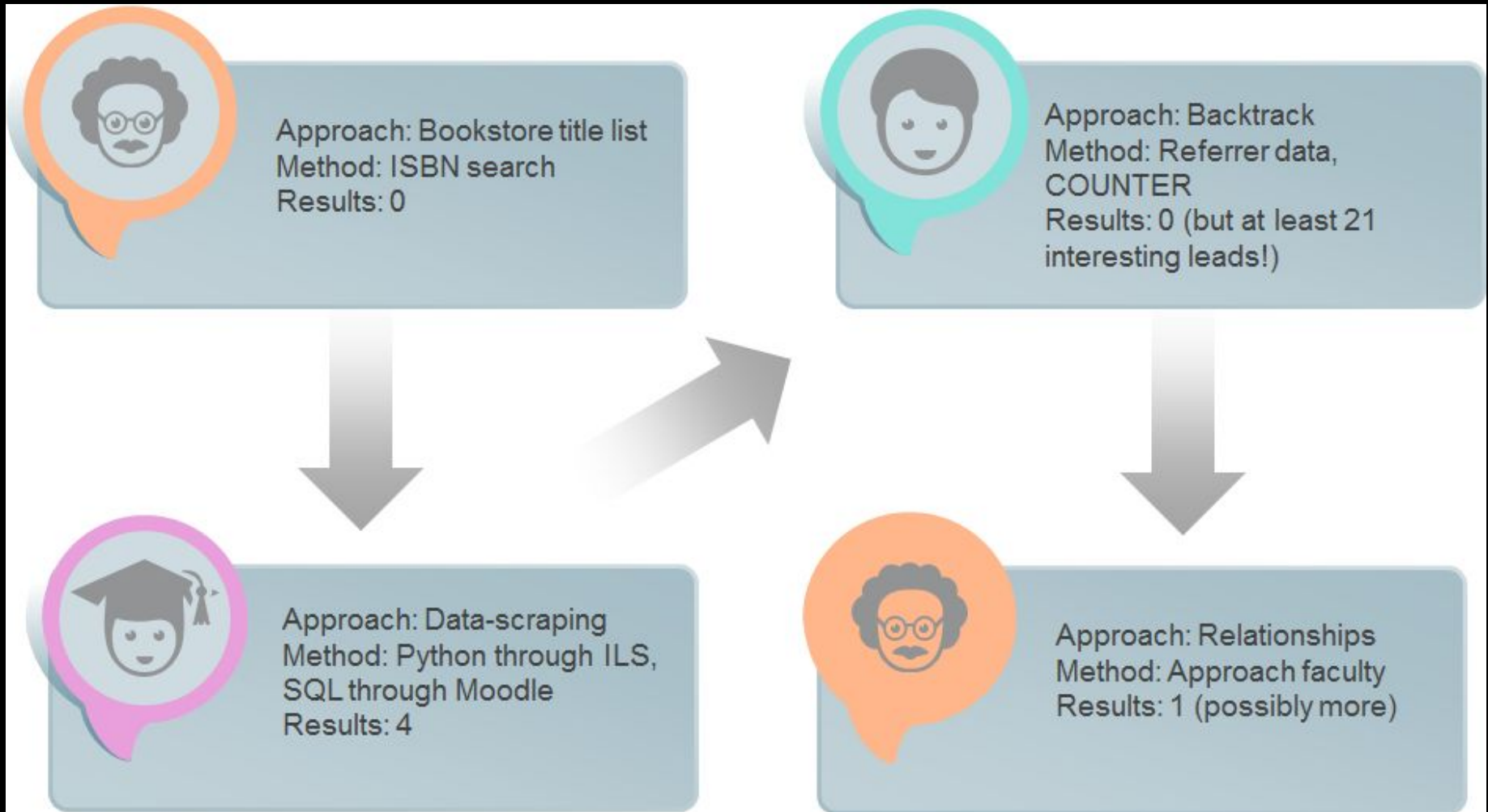
4.

**THE STATE OF
PUBLISHER/LIBRARIAN
COLLABORATION**

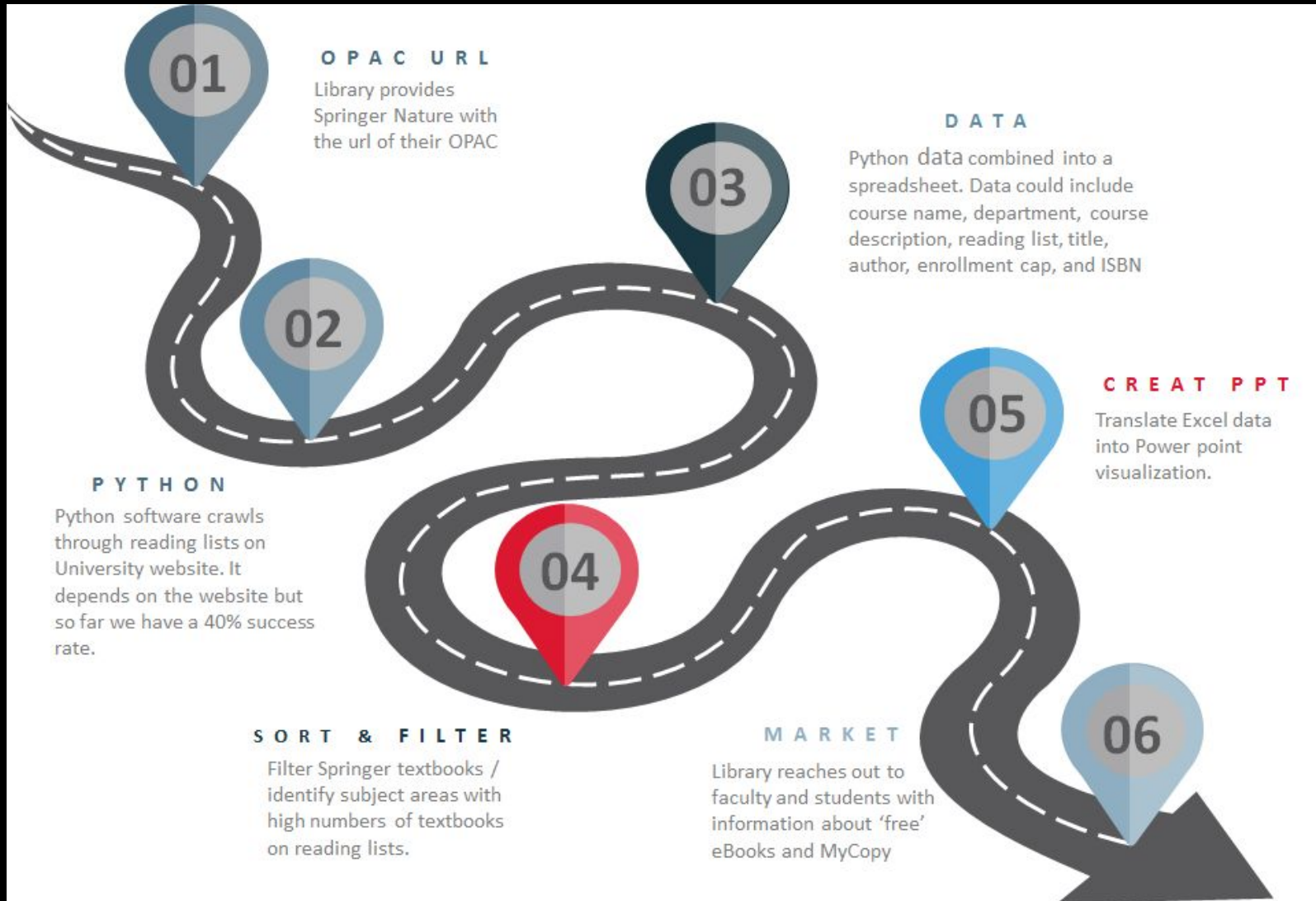
■ SPRINGER NATURE

- MyCopy and no DRM since the very start
- Largest eBook publisher in the world in both STEM *and* Humanities
- Discounts for MOOC students
- Over 6,900 librarians and professors interested in our Affordable Textbook campaign
- Board members of top book series are working with us to develop marketing materials for them to highlight *licensed* eBooks within their departments


IDENTIFYING TEXTBOOKS AT HOPE COLLEGE



DATA-SCRAPING TECHNIQUE



ADOPTED TEXTBOOKS AT HOPE COLLEGE



CHEM 421:
The Art of Writing Reasonable Organic Reaction Mechanisms
Enrollment Cap: 24
Price: \$79.99



CSCI 495:
Pro Angular
Enrollment Cap: 24
Price: \$49.99



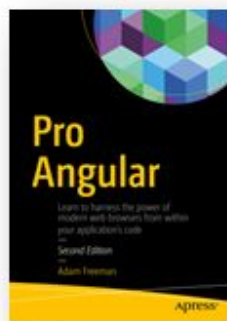
CSCI 495:
Foundation Html5 With Css3
Enrollment Cap: 24
Price: \$34.99



CSCI 361:
Programming Languages
Enrollment Cap: 24
Price: \$129.00



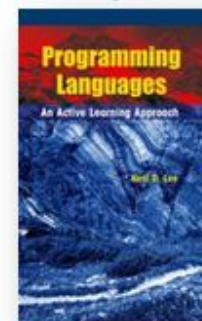
Graduate Textbook
Springer Book
Archive
CY 2003



Professional Book
Professional &
Applied Computing
CY 2017

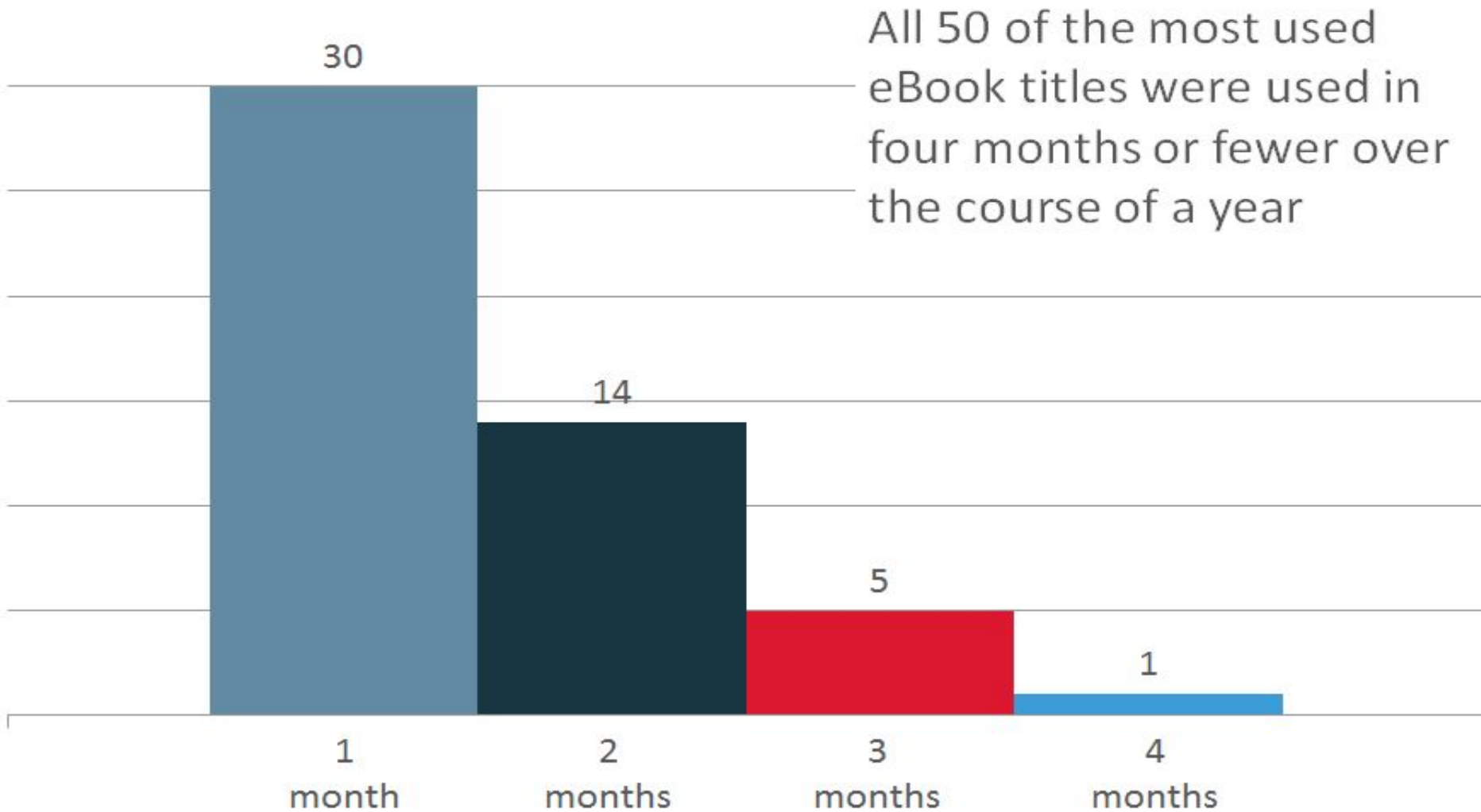


Professional Book
Professional &
Applied Computing
CY 2012



Undergraduate Textbook
Computer Science
CY 2018


BACKTRACKING WITH USAGE



POSSIBLE TEXTBOOKS AT HOPE COLLEGE



Micropaleontology
Price: \$99.00



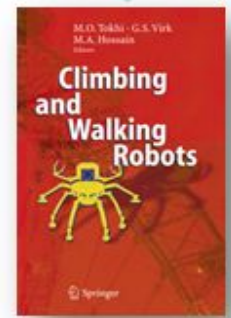
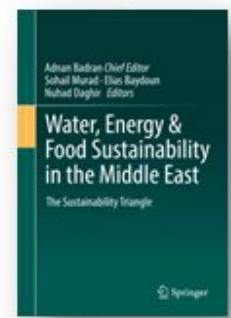
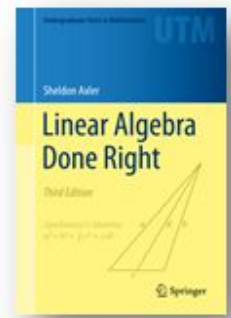
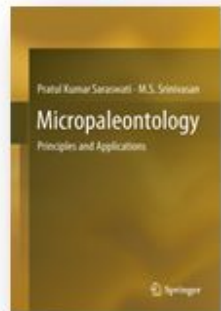
Linear Algebra Done Right
Price: \$59.99



Water, Energy & Food Sustainability in the Middle East
Price: \$129.00



Climbing and Walking Robots
Price: \$469.00



Earth & Environmental Science
CY 2016

Mathematics & Statistics
CY 2015

Earth & Environmental Science
CY 2017

Engineering
CY 2006

TOOL KIT

Find textbooks already in use:

- Springer Nature Affordable textbooks
- Referrer and data-scraping materials
- SQL code for searching Moodle

Get the word out:

- MyCopy marketing materials
- Create OER LibGuides
- Join the SPARC OER community
- Survey faculty with the OER research kit
- Rally the students

THANKS!

Any questions?

Contact Information:

Maura Diamond, maura.diamond@springer.com

Kelly Robinson, robinsk2@erau.edu

Krystie Wilfong, kwilfong@bates.edu