

Planning Objective Report

Objective Report:

Objective ID: 1399

Objective Title: Affordable Textbook Initiative

Unit Manager: Pultro, Judy

Planning Unit: 00217 - Auxiliary Services

Obj. Status: Implementing

Obj. Purpose: Operational Outcome

Unit Purpose:

Objective Description:

Once the Affordable Text Book initiative is implemented completely, Auxiliary Services will ensure that students have greater access to learning resources, textbooks, and supplies. This will assist the institution in its compliance with The Higher Education Opportunity Act and the State Textbook Affordability regulation.

Institutional Goals

No Institutional Goals to Display

Objective Types

No Objective Types to Display

Planning Priorities

No Planning Priorities to Display

Tasks

Due Date	Status	Priority	Task	Budget Amount
10/30/2011	Complete	High	Gather baseline data for comparison of rental and digital titles.	\$0
11/30/2011	Incomplete	High	Put together marketing materials for students for Spring semester	\$0

Assessment Measures

Date	Assessment Measure
07/28/2011	Count of titles available via digital formats
07/28/2011	Count of titles available via rental program
07/28/2011	Percentages of text purchased as new

Intended Results

Date	Intended Results
07/12/2011	By the end of the 2011-2012 academic year, the number of titles available through digital formats will increase 40%.
07/12/2011	By the end of the 2011-2012 academic year, the number of titles available through the rental program will increase 10%.
07/12/2011	By the end of the 2011-2012 academic year, auxiliary services (in collaboration with the Textbook Adoption Committee) will decrease the percentage of textbooks purchased as new by 5% (this will result in 75% of textbooks purchased as new)

Status Reports

Report Date	Status Report
1/16/2012	Fall 2011 showed 53% increase in texts available in digital format and a 22% increase in texts available for rent.
1/16/2012	Fall sales numbers show an increase in the % of new texts purchased. Upon investigation into why, we were able to pull data on when textbook adoptions are being completed. Timely adoptions drive the bookstore's ability to buy back used texts from students, providing more money to students and allowing the bookstore to have those used texts available on the shelves. In addition, the earlier the adoptions the better buying opportunity the bookstore has in the wholesale market. Based on the attached documentation, it is clear that adoptions are coming in after the major buy back periods and not meeting deadlines provided to the departments. Auxiliary Services will work with the Course Materials Committee in reviewing COPS and making recommendations to the VPAA on increasing compliance.
1/16/2012	Marketing of rental and e-text options were enhanced both in store and through campus posters for Spring 2012. Numbers are pending and should be available in February.
10/18/2011	Baseline data received from Follett.
10/14/2011	Request sent to Follett to provide baseline numbers for digital and rental titles by semester.

Actual Results

Date	Actual Results
01/16/2012	For Fall 2011: 53% increase in digital texts available and 22% increase in rental texts. Fall 2011 sales show an increase in % of new texts purchases.

Use of Results

Date	Use of Results
01/16/2012	This data will be shared with the Course Materials Committee and action plans will be developed to work with educating faculty on the importance of timely adoptions as well as the implication of choices they make in textbook selection. Marketing was enhanced regarding textbook rental and e-text for the Spring 2012 semester...numbers will be forthcoming.

Gap Analysis

SWOT

Units Impacted

No Units Impacted data

Associated Standards

Associated Outcomes

Documents

File Name	File Size	Date Modified
ADOPTION information Big opportunity for us.pdf	49.97 KB	1/16/2012
Course Materials Committee 3 year plan.pdf	159.373 KB	1/16/2012
Email to Follett Requesting Baseline Data.pdf	187.174 KB	10/14/2011
Percentage of Textbooks Sales by Type.pdf	61.607 KB	10/14/2011
RE_ Baseline Data for Unit Plan.pdf	121.573 KB	10/18/2011
Rental and Digital Text In Bookstore.pdf	37.909 KB	1/16/2012

From: [Hatton, Jennifer](#)
To: [Judith Pultro](#); [Foster, Helene](#); [0171mgr](#)
Subject: ADOPTION information - Big opportunity for us!
Date: Wednesday, August 17, 2011 9:46:27 AM

Judy –

WOW – surprise by me... but not by Kevin and Helene!!

What you see below is adoptions for FALL. **Green** indicates the week that Fall adoptions are DUE to the store in every communication.

Yellow indicates (4.1%) textbook adoptions received from faculty when students are IN STORE selling their textbooks back.

After reviewing the numbers with Kevin and Helene there is no question why students are frustrated with the value (none) of buyback post spring semester – powerful info and big opportunity to improve.

Jennifer Hatton
Group Vice President
Follett Higher Education Group
voicemail: 800-633-5595 x4220 ~ phone: 770-990-5304

From: Vasey, Karen
Sent: Wednesday, August 17, 2011 9:42 AM
To: Hatton, Jennifer
Subject: RE: Need infor for 171

Jenn,

Here you go, we started tracking from the start of April, so you get a few extra weeks of info.

Let me know if you need anything else!

Fall 2011	
4/4/11	0.0%
4/11/11	0.0%
4/18/11	0.0%
4/25/11	2.3%
5/2/11	4.1%
5/9/11	4.1%
5/16/11	4.3%
5/23/11	4.3%
5/30/11	21.8%
6/6/11	49.7%
6/13/11	83.5%
6/20/11	94.3%
6/27/11	94.3%
7/4/11	98.0%
7/11/11	96.4%

7/18/11	97.3%
7/25/11	100.5%
8/1/11	100.0%
8/8/11	108.3%
8/15/11	114.0%

Karen Vasey
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Follett Higher Education Group
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Three-year plan for the Edison State College Course Materials Committee:

Year 1

- Work with the Banner team to develop a textbook database which consists of:
 - A cross-referenced database of courses, adopted texts, adoption periods, faculty, adoption committee chairs, publishers, publisher representatives, and date of adoption
 - A notification system which will inform the VPSA of late adoptions and provide the VPSA a way to approve exceptions to COPs regarding textbooks
 - A web interface for textbook adoption information to be logged and accessed
- Review the College's Operating Procedures and make recommendations to the VPSA regarding changes
- Establish and implement a plan to advise each individual textbook adoption committee about the variety of textbook and course material options – including their associated costs and benefits to both instructors and students

Year 2

- Based on solicited feedback from faculty, administration, students and the College Bookstore, the committee will amend and adjust practices and procedures established in year 1 as appropriate
- Establish and implement a plan to educate students about the available choices of course material delivery "i.e. textbooks" and the costs and benefits associated with each option
- Research the feasibility of piloting a distance learning e-book program. One such program might have Edison Online negotiate a deal with all relevant publishers to pre-purchase e-books for each student attending during the upcoming semester. The costs of the course materials would be offset by an increase in distance learning fees. The goal would be to reduce course material costs while ensuring that each student had their course materials on day one of the course.
- Working with Auxiliary Services, research options available for the future of the Edison College Bookstore and make recommendations to the VPSA concerning the upcoming contract renewal with Follett
- Continue working with the individual textbook adoption committees

Year 3

- Implement distance learning e-book pilot program and appropriate marketing and PR campaigns
- Based on the decisions made regarding the Edison College Bookstore (and likely associated vendors) plan and implement appropriate student and teacher education campaigns
- Continue to work with individual textbook adoption committees
- Continue to research and study "best practices" in providing affordable textbooks
- Continue to solicit feedback from faculty, administration, students and the College Bookstore

From: [0171mgr](#)
To: [Judith Pultro](#)
Subject: RE: Baseline Data for Unit Plan
Date: Friday, October 14, 2011 4:46:39 PM

See numbers below...

Please let me know if you need anything else!

Kevin Kincaid

District Director

Edison State College Bookstores
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Ft. Myers, FL 33919

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fax: 239-489-2392
email: 0171mgr@fhcg.follett.com
www.edison.bkstr.com

From: Judith Pultro [<mailto:Judith.Pultro@edison.edu>]
Sent: Friday, October 14, 2011 1:54 PM
To: 0171mgr
Subject: Baseline Data for Unit Plan
Importance: High

Hi Kevin,

At your earliest convenience, I will need the following:

Fall 2010

Number of TITLES available for Rent [134](#)

Number of TITLES available digitally [30](#)

SPRING 2011

Number of TITLES available for Rent [163](#)

Number of TITLES available digitally [32](#)

SUMMER 2011

Number of TITLES available for Rent [102](#)

Number of TITLES available digitally [21](#)

FALL 2011

Number of TITLES available for Rent 163

Number of TITLES available digitally 46

Thanks!!!!!!

Judy

Judy Pultra

Director, Auxiliary Services



Office of Financial Services

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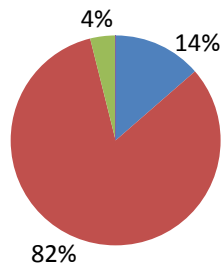
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Percentage of Textbooks Sales by Type

Fiscal Year 2011 (July 1, 2010 – June 30, 2011)

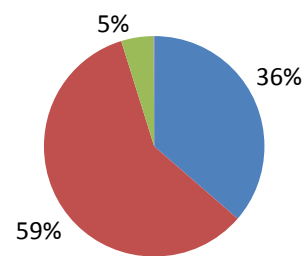
Quarter 1

Used Text New Text
Book Rental Digital



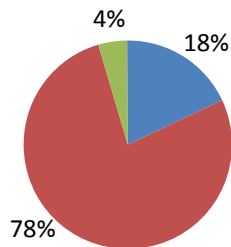
Quarter 2

Used Text New Text
Book Rental Digital



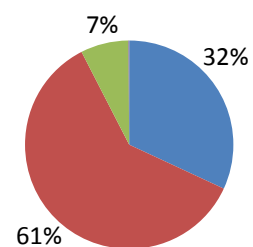
Quarter 3

Used Text New Text
Book Rental Digital



Quarter 4

Used Text New Text
Book Rental Digital



Rental and Digital Texts Available

FALL SEMESTER

	2010	2011	
Rental	134	163	22%
Digital	30	46	53%

SPRING SEMESTER

	2011	2012	
Rental	163		-100%
Digital	32		-100%

SUMMER SEMESTER

	2011	2012	
Rental	102		-100%
Digital	21		-100%