

TENTATIVE AGENDA
Senate Committee on State Agencies and Governmental Affairs
Higher Education Subcommittee of the Arkansas Legislative Council
Meeting Jointly

Friday, November 04, 2011

03:00 PM

Washington County Sheriffs Office - 1155 Clydesdale Drive
Fayetteville, Arkansas

Sen. Sue Madison, Chair
Sen. Gilbert Baker, Vice Chair
Sen. Jimmy Jeffress, Vice Chair
Sen. Kim Hendren
Sen. Gene Jeffress
Sen. Bill Pritchard
Sen. Paul Bookout
Sen. Robert Thompson
Sen. David Johnson
Sen. Johnny Key
Sen. Joyce Elliott
Sen. Bruce Holland
Sen. Mary Anne Salmon, ex officio

Rep. Johnnie J. Roebuck, Chair
Rep. Ann V. Clemmer, Vice Chair
Rep. Eddie L. Cheatham
Rep. James L. Word
Rep. Les "Skip" Carmine
Rep. Robert E. Dale
Rep. Tiffany Rogers
Rep. John Burris
Rep. Tommy Lee Baker, ex officio
Rep. Terry Rice, ex officio

- A. Call to Order
- B. Comments by Co-Chairs
- C. Welcome and Remarks by local Officials
 - 1. Lioneld Jordan, Fayetteville Mayor
 - 2. Marilyn Edwards, Washington County Judge
- D. Discussion and Consideration to adopt Interim Study Proposal (ISP) 2011-178 by Senator David Johnson – To study the current status of children of incarcerated parents.
 - 1. Discussion by Committee Members
 - 2. Adoption of ISP
- E. Discussion of Higher Education Textbook Pricing and Availability
- F. Report regarding compliance on reducing the cost of undergraduate textbooks
- G. Other Business
- H. Adjournment

Notice: Silence your cell phones. Keep your personal conversations to a minimum. Observe restrictions designating areas as "*Members and Staff Only*"

STATE AGENCIES & GOVT'L AFFAIRS-SENATE

Meeting Jointly with

ALC-HIGHER EDUCATION SUBCOMMITTEE

Washington County Sheriffs Office - 1155 Clydesdale Drive Fayetteville, Arkansas

Friday, November 04, 2011

TO: Director, Bureau of Legislative Research

SUBJECT: Request for Per Diem and Mileage

Authorized Committees: 500-STATE AGENCIES & GOVT'L AFFAIRS-SENATE; 038-ALC-HIGHER EDUCATION SUBCOMMITTEE

We, the undersigned members of the referenced committee(s), hereby certify that we attended the meeting designated above and do hereby request payment of per diem and mileage in accordance with Arkansas Code §10-2-217.

NAME	SIGNATURE	ROUND TRIP MILEAGE	AUTHORIZED COMMITTEES	CHAIR APPROVAL
Sen. Gilbert Baker			038; 500	
Sen. Cecile Bledsoe	<i>Cecile Bledsoe</i>			<i>SM</i>
Sen. Paul Bookout			500	
Sen. David Burnett				
Sen. Linda Chesterfield				
Sen. Jack Crumbly				
Sen. Jonathan Dismang				
Sen. Joyce Elliott			038	
Sen. Jake Files				
Sen. Mike Fletcher				
Sen. Stephanie Flowers				
Sen. Steve Harrelson	<i>Steve Harrelson</i>	<i>484</i>		<i>SM</i>
Sen. Kim Hendren			038; 500	
Sen. Bruce Holland			038	
Sen. Jeremy Hutchinson				
Sen. Missy Irvin				
Sen. Gene Jeffress	<i>Gene Jeffress</i>		038	



NAME	SIGNATURE	ROUND TRIP MILEAGE	AUTHORIZED COMMITTEES	CHAIR APPROVAL
Sen. Jimmy Jeffress	<i>Jimmy Jeffress</i>		038	
Sen. David Johnson			500	
Sen. Johnny Key			038; 500	
Sen. Michael Lamoureux				
Sen. Randy Laverty	<i>Randy Laverty</i>			<i>SL</i>
Sen. Jim Luker				
Sen. Sue Madison	<i>Sue Madison</i>		038; 500	
Sen. Percy Malone				
Sen. Bill Pritchard	<i>Bill Pritchard</i>		500	
Sen. Jason Rapert				
Sen. Mary Anne Salmon			038	
Sen. Bill Sample				
Sen. Jerry Taylor				
Sen. Larry Teague				
Sen. Robert Thompson			038; 500	
Sen. Ruth Whitaker				
Sen. Eddie Joe Williams				
Sen. David Wyatt				



STATE AGENCIES & GOVT'L AFFAIRS-SENATE

Meeting Jointly with

ALC-HIGHER EDUCATION SUBCOMMITTEE

Washington County Sheriffs Office - 1155 Clydesdale Drive Fayetteville, Arkansas

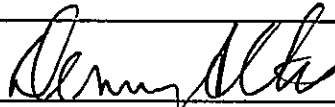

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Rep. Fred Allen				
Rep. Denny Altes				SM
Rep. Duncan Baird				SM
Rep. Tommy Lee Baker			038	
Rep. Jonathan Barnett				
Rep. Nate Bell				
Rep. Lori Benedict				
Rep. Mark Biviano				
Rep. Toni Bradford				
Rep. David Branscum				
Rep. Jerry Brown				
Rep. John Burriss			038	
Rep. Les "Skip" Carnine			038	
Rep. Davy Carter				
Rep. John Catlett				
Rep. Eddie Cheatham			038	
Rep. Ann Clemmer			038	



NAME	SIGNATURE	ROUND TRIP MILEAGE	AUTHORIZED COMMITTEES	CHAIR APPROVAL
Rep. Charlie Collins				
Rep. Linda Collins-Smith				
Rep. Larry Cowling				
Rep. Bruce Cozart				
Rep. Robert Dale			038	
Rep. Gary Deffenbaugh	<i>Mary Deffenbaugh</i>			SM
Rep. Jody Dickinson				
Rep. John Edwards				
Rep. Efrem Elliott				
Rep. Jane English				
Rep. Jon Eubanks				
Rep. David Fielding				
Rep. Ed Garner				
Rep. Billy Gaskill				
Rep. Jeremy Gillam				
Rep. Clark Hall				
Rep. Hudson Hallum				
Rep. Kim Hammer				
Rep. Justin Harris				
Rep. Mary P. "Prissy" Hickerson				
Rep. Mary "Prissy" Hickerson				
Rep. Debra Hobbs	<i>Debra Hobbs</i>			SM
Rep. Karen Hopper	<i>Karen Hopper</i>			SM



NAME	SIGNATURE	ROUND TRIP MILEAGE	AUTHORIZED COMMITTEES	CHAIR APPROVAL
Rep. Jon Hubbard				
Rep. Donna Hutchinson				
Rep. Barry Hyde				
Rep. Keith Ingram				
Rep. Keith M. Ingram				
Rep. Lane Jean				
Rep. Josh Johnston				
Rep. Allen Kerr				
Rep. Bryan King				
Rep. Sheilla Lampkin				
Rep. Andrea Lea				
Rep. Greg Leding	<i>Greg Leding</i>			SM
Rep. Homer Lenderman				
Rep. Kelley Linck				
Rep. Uvalde Lindsey				
Rep. Frederick Love				
Rep. Buddy Lovell				
Rep. Stephanie Malone				
Rep. Loy Mauch				
Rep. Andy Mayberry				
Rep. Walls McCrary				
Rep. James McLean				
Rep. David Meeks				



NAME	SIGNATURE	ROUND TRIP MILEAGE	AUTHORIZED COMMITTEES	CHAIR APPROVAL
Rep. Stephen Meeks				
Rep. Robert Moore				
Rep. Reginald Murdock				
Rep. Jim Nickels				
Rep. Betty Overbey				
Rep. Mike Patterson	<i>Mike Patterson</i>			SM
Rep. Tracy Pennartz	<i>Tracy Pennartz</i>			SM
Rep. Mark Perry				
Rep. Bobby Pierce				
Rep. Leslee Milam Post				
Rep. David "Bubba" Powers				
Rep. James Ratliff				
Rep. Terry Rice			038	
Rep. Johnnie Roebuck			038	
Rep. Tiffany Rogers			038	
Rep. David Sanders				
Rep. Matthew Shepherd				
Rep. Mary Slinkard				
Rep. Garry Smith				
Rep. Nate Steel				
Rep. Tracy Steele				
Rep. Randy Stewart				
Rep. Gary Stubblefield				



NAME	SIGNATURE	ROUND TRIP MILEAGE	AUTHORIZED COMMITTEES	CHAIR APPROVAL
Rep. Tim Summers				
Rep. Tommy Thompson				
Rep. Linda Tyler				
Rep. John Vines				
Rep. Charolette Wagner				
Rep. John Walker				
Rep. Jeff Wardlaw				
Rep. Kathy Webb				
Rep. Bruce Westerman				
Rep. Butch Wilkins				
Rep. Henry "Hank" Wilkins,				
Rep. Darrin Williams				
Rep. Jon Woods				
Rep. James Word			038	
Rep. Tommy Wren				
Rep. Marshall Wright				



Textbook Turmoil

Is containing the cost of college textbooks a role for state legislatures?

BY JULIE DAVIS BELL AND VINCENT BADOLATO

Carlynn Mumm paid more for her books—\$975—one semester as a freshman at Arizona State University than her father paid for tuition—\$600—at the University of Illinois in 1977. For some of her science and business classes, one book can cost nearly \$200.

Mumm's biggest frustration is that many of her textbooks are used for only one semester and students get very little when selling the books back. She says she got nothing at all for a \$175 accounting book because a new edition was coming out.

Undergraduate students have many courses with expensive textbooks that contain extra supplementary material such as CDs and workbooks that they never use but have to buy. The extra materials run about 30 percent of the cost of the books, Mumm says. "Professors don't generally teach from the course books and the CDs and workbooks are just study guides that don't help in any way." Worse, she says, is that classes often require two books and normally one of them is never used.

Professors often create "course packs" of materials and articles for students that are much cheaper, but bookstores don't allow students to return them—even if they are unused.

"My dad tried to help me buy some Microsoft booklets for a computer science class on the Internet," she says. "But we found out that what I needed was written specifically for ASU. I could only get them at the bookstore," Mumm says.

State legislators are hearing similar stories from students and parents frustrated by the high cost of college textbooks piled on top of tuition hikes.

"Many students and their families are

increasingly finding college financially out of reach," says Oklahoma House Speaker Lance Cargill. "Tuition costs are just one component, we need to look at all of the hidden costs, such as fees, textbooks and supplies."

Legislators are struggling to figure out the best ways to contain the rising cost of college. In 2007 alone, more than 85 bills in 27 states dealt with textbook affordability. At the end of the year, 10 states enacted 15 laws or resolutions to reduce textbook costs. They take a variety of approaches from mandates and regulations to encouragements and promotions of rental and buy-back programs.

The College Board estimates that the average four-year undergraduate student spent

\$942 on textbooks and supplies during the 2006-07 academic year. That's 16 percent of the average tuition of \$5,836 and about 6 percent of total costs (including room and board) for an in-state student. It's an even higher percentage for community college students who pay less tuition, but the same for books.

The Association of American Publishers, which has mobilized both at the state and national level to deal head on with increased legislative activity on the issue, says the real cost for textbooks is about \$600. The AAP argues that the College Board figure is misleading because it includes supplies—including computers, lab equipment and calculators.

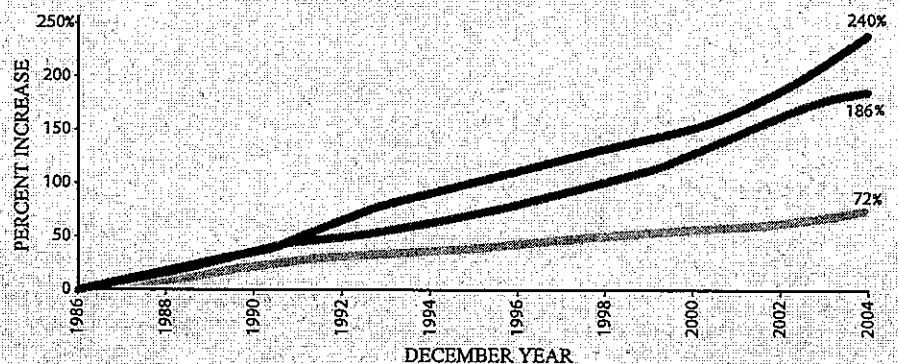
Whether the number is \$900 or \$600, many students claim there's been an unfair price increase in books. According to a 2005 GAO Report, college textbook prices have increased at twice the rate of inflation over the last two decades. From December 1986 to December 2004, overall inflation was 72 percent, while textbooks increased 186 percent, and tuition and fees increased by 240 percent.



**SPEAKER
LANCE CARGILL
OKLAHOMA**

Soaring Prices

The annual percentage increase in college textbook prices is nearly as high as increases in tuition and fees and much higher than overall price inflation, December 1986 to December 2004.



Julie Bell heads NCSL's education program. Vincent Badolato tracks higher and adult education issues for NCSL.

RIP-OFF OR HIGHLY COMPETITIVE

Much of the legislation introduced on this issue has been pushed by the U.S. Public Interest Research Group (U.S. PIRG), which is taking on the publishing industry on behalf of college students. PIRG calls the situation "Rip-Off 101" and says publishers are involved in a scam intended to maximize profit at the expense of the students.

PIRG claims the most widely purchased textbooks on college campuses have new editions published about every three years and that they cost, on average, 45 percent more than used copies of the previous edition. PIRG says that faculty indicate new editions are justified only half the time or less but the publishers continue to regularly update them so students have to buy new books. PIRG has also taken on "bundling"—the process of including additional instructional materials, such as CD-ROMs and workbooks, along with the textbooks. PIRG says that bundling drives costs up by about 10 percent and many of the bundled books are not available à la

carte—or unbundled.

Mark Eberhart teaches chemistry at the Colorado School of Mines and says constant new editions and bundling are his pet peeves. This year, his Introduction to Chemistry textbook cost \$200. He says it was full of all sorts of supplemental material that he doesn't use—including sample course syllabi, sample lectures and exams. "The publishers are trying to make my introductory course into a commodity," he says.

Eberhart says he would prefer to use a 1970 paperback black and white text written by Linus Pauling for his introductory class but it covers only one semester. Students would still need to purchase an additional text for Intro Part 2. The \$200 book at least gets students through both courses. Unfortunately, Eberhart says, most of his faculty colleagues don't take time to try to make cost effective decisions for students.

Wait a minute, says Patricia Schroeder, president of the Association of American Publishers. "Publishers right now are pro-

Where the New Textbook Dollar Goes*

PUBLISHER'S PAPER, PRINTING, EDITORIAL COSTS

All manufacturing costs from editing to paper costs to distribution, as well as storage, record keeping, billing, publisher's offices, employee's salaries and benefits.

PUBLISHER'S MARKETING COSTS

Marketing, advertising, promotion, publisher's field staff, professors' free copies.

AUTHOR INCOME

Author's royalty payment from which author pays research and writing expenses.

PUBLISHER'S GENERAL AND ADMINISTRATIVE COST

Including federal, state and local taxes, excluding sales tax paid by publishers.

COLLEGE STORE OPERATIONS

Insurance, utilities, building and equipment rental and maintenance, accounting and data processing charges, and other overhead paid by college stores.

PUBLISHER'S INCOME

After-tax income from which the publisher pays for new product development, author advances, market research and dividends to stockholders.

COLLEGE STORE PERSONNEL

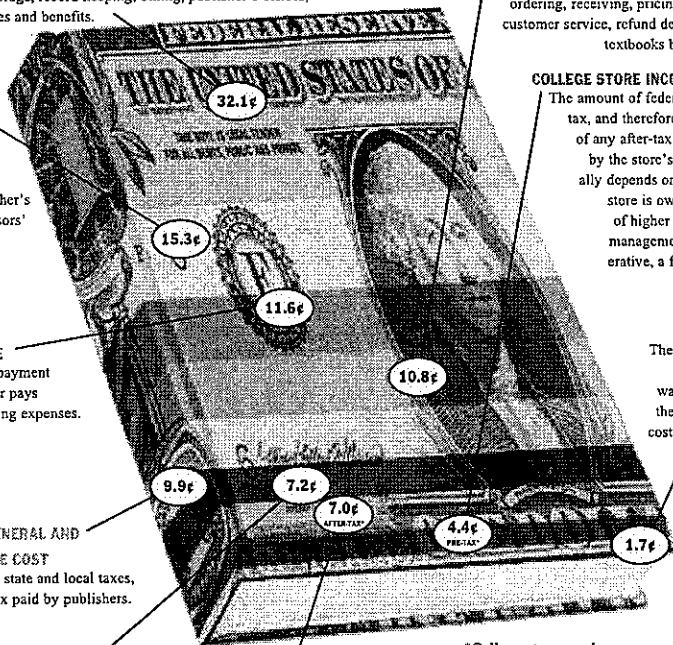
Store employee's salaries and benefits to handle ordering, receiving, pricing, shelving, cashiers, customer service, refund desk and sending extra textbooks back to the publisher.

COLLEGE STORE INCOME

The amount of federal, state and/or local tax, and therefore the amount and use of any after-tax profit, is determined by the store's ownership, and usually depends on whether the college store is owned by an institution of higher education, a contract management company, a cooperative, a foundation, or by private individuals.

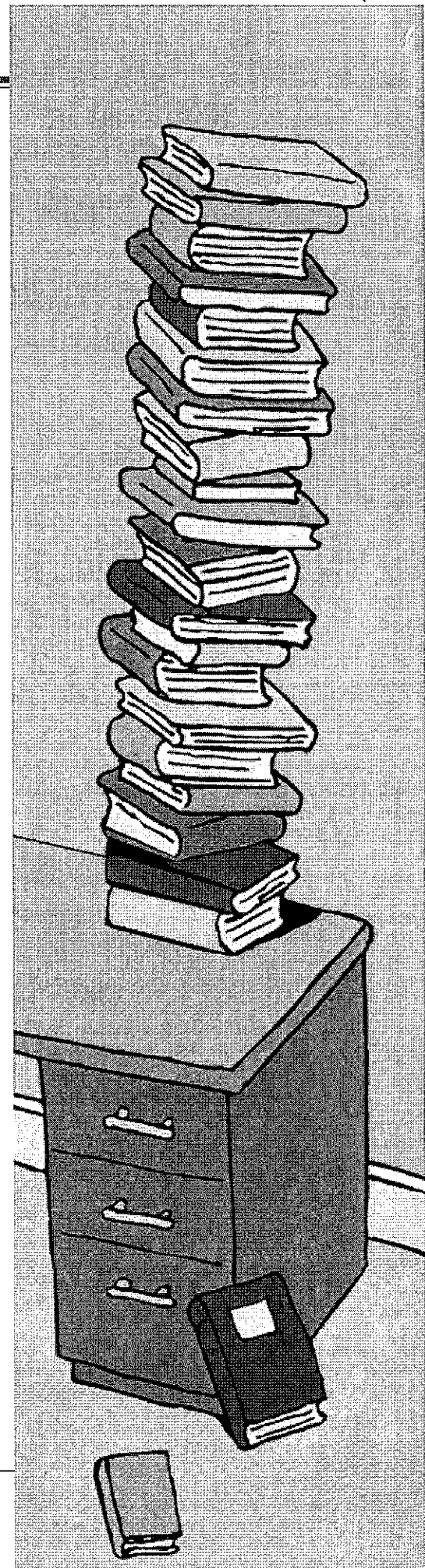
FREIGHT EXPENSE

The cost of getting books from the publisher's warehouse or bindery to the college store. Part of cost of goods sold paid to freight company.



*College store numbers are averages and reflect the most current data gathered by the National Association of College Stores. Publisher numbers are estimates based on data provided by the Association of American Publishers

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MINNESOTA'S SOLUTION

Minnesota Senator Charles Wiger turned to college students to help keep textbook costs down. He enlisted members of the Minnesota State College Student Association to redraft a bill that hadn't passed.

"If anything was going to get done to seriously address textbook costs, the students and student organizations had to step up to the



**SENATOR
CHARLES WIGER
MINNESOTA**

plate and get active to make this an issue that commands attention in the Legislature," he says.

"Our goal is to provide students with more options and to help contain the escalating costs of a college education," Wiger says. "Skyrocketing textbook prices are part of the equation that we can and should address."

Representative Frank Moe, who teaches at Bemidji State University, sponsored the legislation in the House. "What we needed was

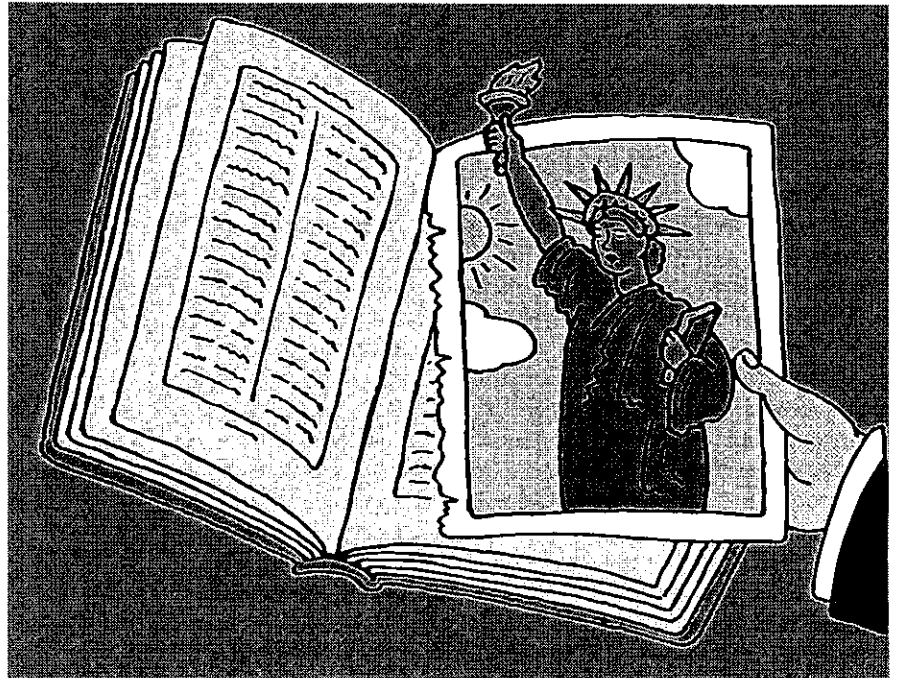


**REPRESENTATIVE
FRANK MOE
MINNESOTA**

more disclosure from the publishers along with more accountability from faculty and institutions," says.

The new bill directs colleges and universities and the Minnesota Office of Higher Education to come up with ways to help reduce the cost of course materials. Their charge? Look at what drives textbook prices, such as a lack of stakeholder communication; consider many different options for faculty and students; and create ample time and resources for students to shop for the best price.

Scott Formo, president of the student association, says students need the opportunity to find lower price alternatives. "This should make a difference in the overall cost of higher education in Minnesota."



ducing more low cost materials and more choices than any time in history. They are extremely sensitive to the cost of books and have been proactive in meeting the needs of faculty and students."

According to Schroeder, the publishing industry is "highly competitive," which drives it to respond to the market by offering options and choices for faculty and students. For example, bundled textbooks have a role to play in providing supplementary learning material for students. This could be a CD-ROM to assist in an introductory to biology course, additional readings or online work to help students who are behind in the course.

"These supplemental materials can help lower the cost of instruction by replacing, for example, expensive language labs and give students interactive online tools available 24/7. They also improve college remediation and retention rates and help students who enter college behind in a subject," she says. Top schools such as Harvard use online course materials to provide students with opportunities to practice the math and science concepts learned in the classroom. "Faculty have plenty of choices about which package to choose—low-cost texts, split editions, electronic," says Schroeder.

Caught in the middle are the college bookstores. The publishers produce the products and pitch them to faculty who select the

course materials. The bookstores order the materials, stock them and sell them—and students pay for them. The average mark-up is 22.4 percent on a new book and 35.8 percent for used books. Charles Schmidt of the National Association of College Stores says they are working in several ways to help keep costs down.

"We've been very proactive to ensure a strong used book market so students can buy cheaper books, which is the simplest, easiest most direct way to lower textbook costs. We've also been active in trying to communicate with faculty about the options available in the textbook selection process."

STATE ACTION

So what are states doing? About 10 mandate and regulate how college textbooks are packaged by publishers, chosen by faculty or sold by bookstores. For example, some legislation requires bookstores and publishers to offer both bundled and unbundled course materials; publishers to provide summaries of changes in updated text editions; and faculty to consider cheaper options or submit their course material lists by a deadline so students have the opportunity to shop around for the best price.

Other states closely examined what drives textbook prices, such as faculty choices, bookstore mark-ups, bundling by publishers and barriers to competition. Then they

encouraged changes to reduce costs, including rental programs, which are being used in approximately 26 institutions in nine states. At least eight states have exempted textbook purchases from sales tax. Finally, some states and university systems have looked into negotiating prices with publishers, purchasing in bulk across institutions or shifting from printed to digital forms of course material.

The Illinois Senate, for example, passed a resolution calling for universities and community colleges to select and implement cost-reducing measures using a 2007 state report as guidance. Maryland has looked at creating a consortium of the state's public universities to enable them to receive a volume discount. Lawmakers there have asked for a report on cost factors—including faculty choices, bookstore mark-up, publisher price methods and barriers to competition—along with posting cost information online and requiring that tuition include the cost of textbooks.

Some states have opted to open up communication among college bookstores, faculty and students in order to increase options and improve value. Laws in Washington and Oklahoma require college bookstores to disclose all student costs of instructional material packages to the faculty. They also require bookstores to spell out how new text editions differ from previous editions, and actively promote and publicize book buy-back programs.

Oklahoma's law requires publishers to disclose the revisions made from one edition to the next to college faculty, who can then determine if the changes are significant enough to require assigning the new edition.

"The cost of textbooks is largely dependent on the books chosen by professors," says Speaker Cargill. "If professors are aware of the price of the books they assign, they will be more likely to pick the less expensive of equally good options. Our law gives faculty the tools to make an educated decision and to factor expense to students into their selection of the textbooks they assign."

Some states are trying to rein in the price of college materials by regulating the actions of faculty, college stores and publishers. Tennessee and Arkansas, for example, require faculty members to consider the lowest cost text options and provide both bookstores and students with easily accessible lists of required texts well in advance of the start of each semester. California's legislation urges textbook publishers to stop bundling books with supplemental materials. Oregon requires publishers to provide faculty with a complete list of all different text versions and supplemental material or a printed summary of substantive content differences in new editions.

"We absolutely welcome transparency," said Bruce Hildebrand of the Association of American Publishers, "as long as we are not prevented from producing the highest quality books and materials to meet the educational needs of the students."

"The best thing states can do," says the College Store's Schmidt, "is encourage the organization of textbook advisory committees on campuses. This will help everyone get on the same page to discuss the issues and problems and help keep costs as low as possible."

New technology and increasing reliance on the Internet may send college textbooks the way of the dinosaurs. We're likely to see a whole new generation of policy questions regarding college course material—issues of quality, access and copyright. In the meantime, legislators continue to look for ways to help students deal with rising prices. ♣

CHECK OUT additional information—on all sides of this topic—through links to some key websites by visiting www.ncsl.org/magazine.

Focus *on Rising College Textbook Prices*

SREB

Jeffrey Grove

Frustration among students and parents over the rising costs of a college education is not new. While colleges, states and even the federal government have attempted to address the causes of those rising costs, scrutiny has shifted in recent years to the role of increasing textbook prices. Although textbooks are considerably less expensive than tuition and fees, they still are a significant financial burden for many students.

Currently, a full-time college student can expect to spend more than \$1,000 on textbooks over the course of an academic year. According to a 2005 report by the General Accounting Office (GAO), college textbook prices increased almost twice as quickly as the overall rate of inflation from 1986 to 2004.

One of the major factors driving textbook price increases is the development of supporting materials that are packaged with textbooks, such as supplemental guides, workbooks or CD-ROMs — a practice known as bundling. Other factors driving up prices include frequent revisions (which may preclude students from purchasing less-expensive used copies) and textbooks that have been customized for use at a particular institution, which are typically more expensive and have little resale value.

Responding to broad concern over textbook prices and prompted by the GAO's findings, the federal Advisory Committee on Student Financial Assistance (ACSEFA) studied the issue in 2006 and 2007 and developed recommendations for addressing it. One of the main conclusions was that high textbook prices stem from the unusual structure of the college textbook market. While faculty members select the books that will be used, students purchase the materials. Unlike normal consumer markets where customers can compare similar products and their prices among different retailers, students do not choose the product, are often limited in where they can purchase it, and have no leverage to push prices down.

The timing of faculty textbook selection also plays a role. Though students typically register for courses several months before classes start, if a faculty member does not submit the list of books required for a course until just before the term begins, students may be prevented from finding the lowest price or using alternative booksellers. Because faculty members do not purchase the textbooks they select, there is less impetus for them to take cost into consideration during the selection process.

March 2009

Southern
Regional
Education
Board

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Atlanta, GA 30318
(404) 875-9211
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The Southern Regional Education Board Focus series reports on timely education issues.

ACSFA presented several actions that can be taken in the near-term to help reduce the burden of textbook costs, including:

- increasing the availability of used textbooks;
- establishing faculty textbook selection guidelines focused on reducing costs;
- making textbook price information and lists of required textbooks more readily available to students;
- promoting textbook lending and rental alternatives;
- selecting “no-frills” textbooks and using textbook-buying consortia to hold down prices;
- incorporating textbook costs into financial aid; and
- utilizing digital technologies, such as e-books, open educational resources, and print-on-demand textbooks.

Federal response

The Higher Education Opportunity Act of 2008 (which reauthorized the federal Higher Education Act of 1965) includes provisions to decrease instructional materials costs and make the publishing and selection process for textbooks more transparent. Beginning in July 2010, publishers will be required to provide faculty members and others selecting textbooks with information for each available book, including the price, publishing dates of the three previous editions, a list of revisions made from each previous edition, and the formats in which each textbook is available. Publishers will be required to make textbooks that are bundled with supplemental materials available in stand-alone format as well.

The new provisions also require colleges and their affiliated bookstores to list information, including prices, for required and recommended textbooks in each course on online course schedules. These measures complement, and in some cases will supersede, textbook legislation and policies enacted in several SREB states.

Policy actions in SREB states

State law in Oklahoma requires bookstores to provide textbook cost information to faculty members and staff, who are then required to consider the least costly options when requiring materials for courses. Oklahoma and Tennessee require on-campus bookstores to provide un-bundled materials whenever possible. Florida and Virginia require faculty members who choose bundled course materials to confirm that all of the included materials will be used for their courses.

Six SREB states — Arkansas, Florida, Louisiana, Tennessee, Virginia and West Virginia — require, to varying degrees, that a list of required textbooks be made available to students. Arkansas, Florida and Louisiana set specific deadlines by which the list must be made available to students (two months prior, 30 days prior, and 45 days prior to the start of each academic session, respectively). West Virginia specifies that listings must be provided “when the adoption process is complete,” while Tennessee only specifies that the listings be provided in a “timely manner.” Virginia does not specify when the lists must be provided to students.

Arkansas, Florida, Oklahoma, Virginia and West Virginia have adopted legislation banning faculty and staff from receiving compensation from publishers for selecting specific textbooks. While no state bars faculty members from receiving royalties due to sales of textbooks they have authored, legislation in Arkansas requires each institution to establish guidelines for the use of those royalties, acknowledging an inherent conflict of interest and specifying how those royalties may be used.

Requirements that institutional governing boards adopt policies to minimize textbook costs have been enacted in several SREB states. As of early 2009, legislation mandating board policies to reduce textbook costs had been approved in Florida, Louisiana, Oklahoma, Tennessee, Virginia and West Virginia. Additionally, the university systems in Georgia, Maryland and North Carolina have adopted policies mandating certain textbook affordability measures at their constituent institutions. Studies investigating textbook costs and how to minimize them have been or are being undertaken in Florida, Kentucky, Louisiana, Maryland and West Virginia.

Do used textbooks help?

Much of the research and literature on textbook costs from recent years has advocated used textbooks as a way to drive down the cost of instructional materials. Several mechanisms are available to colleges and universities for promoting used textbooks:

- sponsoring book buyback programs;
- promoting book "exchanges" that allow students to directly market used textbooks to one another;
- implementing textbook selection guidelines for faculty members; and
- requiring faculty to use a textbook edition for multiple, consecutive terms.

According to ACSFA, used textbooks are typically 25 percent less expensive than new copies, and there have been several successful initiatives at institutions across the country that increased the availability and use of used textbooks. However, there is disagreement over whether used textbooks serve to alleviate or further increase textbook costs.

The preliminary report of the West Virginia Statewide Task Force on Textbook Affordability points out that publishers do not profit from sales of used textbooks, creating an incentive to push used books out of the market through frequent revisions. A professor of accounting at The University of Texas at Austin, who is also the chair of the University Co-op bookstore, stated more bluntly in a *New York Times* column that "used books are the cause of, not the cure for, high textbook prices."

Taking a different approach to lowering the cost of instructional materials, the university and the co-op are partners in a pilot project that provides electronic instructional materials to approximately 1,000 students in a handful of courses. Through the co-op, the university purchases rights to an electronic version of the selected materials and compensates the publisher on a per student basis.

There are several advantages inherent to electronic instructional materials: Per unit costs are kept down because the materials require no physical printing or delivery, and students in many cases can purchase and download electronic instructional materials online at their own convenience. Most important, if a faculty

member chooses to use the same materials for more than one term, the publisher will receive a continuing revenue stream without losing profits to used textbook sales.

Additionally, students who are not comfortable with using electronic instructional materials often can have hard copies printed on demand for an extra fee, generally at a far lower price than a new, hardcover textbook.

The digital future

The University of Texas co-op project points to two long-term trends in instructional materials: the movement toward digital formats and distribution methods, and a growing recognition that the value of instructional materials lies in the intellectual content they contain rather than their physical form, such as a book. These trends may signal the rise of a system in which end-users — in this case, students — would pay a licensing fee for use of the materials, regardless of the format in which they are delivered. If this occurs, the instructional materials market faces a restructuring much like the software and music markets, where the item for sale is the intellectual property, regardless of whether it is obtained entirely online or purchased in a physical format.

Digitized instructional materials offer several potential advantages over traditional textbooks. Digital materials enable faculty members to customize their course materials by using portions of different materials in a modular format, which offers the potential of cost savings for students while providing faculty with flexibility that traditional textbooks cannot offer.

For students and institutions that are not technologically prepared for or comfortable with all-digital materials, print-on-demand texts offer a compromise between digital materials and traditional textbooks. Print-on-demand allows faculty members to assemble customized materials, but students can purchase hard copies on an as-needed basis at a price generally far lower than traditional textbooks, sometimes only a few dollars per copy.

Some universities, publishers and other organizations are working to establish the infrastructure and policies needed to accommodate the widespread use of digital materials. In 2008, the University System of Ohio, which comprises 14 universities and 23 community colleges, entered into an agreement with CourseMart (a joint venture of six publishing companies) to provide discounted electronic texts to its students. By coupling this venture with two competitive grant programs that fund innovative projects to save students money on instructional materials, the university system is looking to develop new strategies that will reduce the overall cost burden on students.

California State University's Digital Marketplace Initiative has a broader focus on creating an online digital infrastructure to provide learning services. A large component of the initiative is obtaining and providing digital instructional materials and other resources from a variety of sources in an easy-to-use format. One benefit is the reduction of costs to students, partially through the use and development of open educational resources, which are free and allow faculty members to collaborate in developing and refining resources in their area of expertise.

In addition, SREB's SREB-SCORE initiative has worked for the past five years to develop technological standards, training and policies to increase the sharing of high-quality, modular digital learning content by teachers and faculty in participating states across the SREB region. As a long-term project, the initiative is designed to improve education while helping cut costs through the use of customizable digital instructional materials.

Despite these efforts and ACSFA's work, attempts to alleviate textbook costs by greater use of digital instructional materials have not resulted in broad agreement on several issues. One major hurdle is the need for standards that protect the intellectual property rights of individual authors and their publishers; it is unclear whether this will be resolved by a nationally coordinated effort or as an outgrowth of smaller-scale initiatives. At the same time, digital instructional materials will require publishers to transition to new business models that may differ considerably from how publishers have produced, marketed and sold textbooks traditionally.

For students who have little experience with materials other than hard-copy textbooks, the transition to digital instructional materials will require considerable adaptation. Faculty, too, will have to transition to working with digital materials. This may prove difficult, as faculty members who have typically selected one or two texts to cover an entire term would instead be expected to compile a set of materials that are customized to their courses. Both students and faculty will have to become comfortable with resources that, while supplanting the use of traditional textbooks, are not simply a digital replication of textbooks.

To create a fully digital future, colleges and universities must be able and willing to provide the infrastructure and support needed for digital instructional materials. While some institutions have made considerable progress in this area, it often requires overcoming institutional resistance to changing the well-established procedures involved with the selection and sale of traditional textbooks.

Where SREB states go from here

Policy-makers in many states are considering legislative and policy approaches to controlling textbook costs and encouraging greater use of digital instructional materials. While there are common approaches to addressing the high costs of traditional textbooks, it is not yet clear if these approaches have the desired effect in the long run. And while digital instructional materials hold much promise for reducing the cost burden on students, there is not yet a clear way forward to their large-scale adoption.

As policy-makers work to address textbook costs and consider facilitating the adoption of digital instructional materials, they should keep these key questions in mind:

- Will proposed legislative or policy solutions reduce costs in the long term, or provide only short-term relief without addressing the underlying issues of the textbook market?
- Are institutions of higher education actively involved in developing approaches to dealing with textbook costs — and if not, how can they be involved?
- Is there sufficient flexibility within established laws and policies to allow colleges and universities to explore greater use of digital instructional materials?
- Do colleges and universities possess the technological and administrative resources needed for the adoption of digital instructional materials — and if not, how can they be established?

While short-term approaches to containing the cost of traditional textbooks likely will remain an attractive option for state policy-makers, the larger challenge is aiding the creation and development of a new instructional materials marketplace that better serves students, faculty, institutions and publishers. SREB states have the opportunity to be leaders in this area, but much work remains to be done.

References

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Hanley, Gerry. *Digital Marketplace Executive Summary*, 2007.

Initial Report on Textbook Affordability. West Virginia Statewide Task Force on Textbook Affordability, 2008.

McElroy, Patrick and Joan Leonard and Barry Beckman. *A Generational Opportunity: A 21st Century Learning Content Delivery System*, 2007.

Trends in College Pricing 2008. The College Board, 2008.

Turn the Page: Making College Textbooks More Affordable. Advisory Committee on Student Financial Assistance, 2007.

For more information, contact Jeffrey Grove, SREB research associate, at (404) 875-9211 or jeffrey.grove@sreb.org.

For more information on the SREB-SCORE initiative, visit www.sreb.org, or contact Myk Garn, director, SREB Educational Technology Cooperative, at (404) 875-9211 or myk.garn@sreb.org.

Higher Education Textbook Pricing and Availability

University / College	Attachment	Notes
Arkansas Northeastern College	Attachment #1	
Arkansas State University - Beebe	Attachment #2	
Arkansas State University - Jonesboro	Attachment #3	
Arkansas State University - Mt. Home	Attachment #4	
Arkansas State University - Newport	Attachment #5	
Arkansas Tech University	Attachment #6	
East Arkansas Community College	Attachment #7	
Henderson State University	Attachment #8	
North Arkansas College	Attachment #9	
National Park Community College	Attachment #10	
Ozarka College	Attachment #11	
Pulaski Technical College	Attachment #12	
Rich Mountain Community College	Attachment #13	
Northwest Ark Community College	Attachment #14	
South Arkansas Community College	Attachment #15	
UA Community College at Morrilton	Attachment #16	
University of Arkansas, Fayetteville	Attachment #17	
University of Arkansas Monticello	Attachment #18	
Southern Arkansas University Tech	Attachment #19	
Mid-South Community College	Attachment #20	



Office of the Vice President for Finance

Phone: (870) 762-1020
Fax: (870) 763-6181
E-mail: jshemwell@smail.anc.edu

2501 South Division
P.O. Box 1109
Blytheville, AR 72316-1109

TO: ALL EMPLOYEES

FROM: DR. JAMES R. SHEMWELL

SUBJECT: RENT-A-TEXT

Beginning with the Spring 2011 semester, ANC will participate in the Rent-A-Text program offered by Follett Higher Education Group. This past Spring 2010 semester, 26 colleges & universities around the nation launched the program. A customer survey of students revealed that 96% of students that used the service were satisfied, including 75% indicating that they were very satisfied. Only 2% of students reported dissatisfaction. Perhaps, most importantly, 97% responded that they would rent again with the program. Over 700 colleges and universities are beginning the program this Fall 2010 semester.

The Rent-A-Text program allows students to rent textbooks for 50% of the cost of a new book. The same care guidelines as normal buyback provisions apply to rental returns (minor notations, no major physical damage or pages missing). Students must return rented books within seven (7) days after semester's end to avoid being charged the full price and non-return penalties. To participate in the Rent-A-Text program, students must secure rental transactions with a credit card. Students can order their rentals online at home or be assisted in the bookstore by personnel at the point of purchase.

A textbook is eligible for rental once the text is on Follett's Rent-A-Text approved list. Several titles currently used at ANC are already on the approved list (see attached listing). To add a text to the approved list, faculty members must make a 4-semester (not counting summer) commitment to the text. ***A training session will be held on September 10 at 9:00 AM (location to be announced) to assist faculty members with the process of registering your text online with the Rent-A-Text program in time for the Spring 2010 semester.*** Also, many titles for many subjects already are approved if you may be considering a text change in the next year; the training session also will walk through how to search for pre-approved titles. Bundled text packages are not eligible for Rent-A-Text because they cannot be resold.

The Rent-A-Text program saves students money, whether self-pay, company-sponsored, scholarship, or Pell grant recipient. Pell grant students who normally sell back books at semester's end will be able to receive a larger disbursement when checks are issued instead of waiting months later. As a result of the health

care bill passed by Congress earlier this year, bookstores will have to track students, starting in January 2012, who sell back books for Internal Revenue Service 1099 purposes; the Federal government will begin collecting information on any person or entity providing services, earning interest, or selling goods in excess of \$600 in a given year for tax levying purposes. Therefore, renting texts not only is cheaper, it will safeguard students from potential tax liabilities.

One of the most persistent nuisances facing many faculty members is the need to retool class preparations because of book publishers' ever-accelerating cycle of introducing new editions that offer little more than new cover designs, pictures, and minimal text changes, while curtailing support of existing or past editions. The economic fact that publishing houses make no income from the sale of used books drives this replacement cycle, as well as the motivation of publisher representatives to promote the "bundling" or customization of text packages. Clearly, the intent is to decimate the secondary market for used books in favor of new book sales, which serves the best interests of neither the student nor the faculty. Rent-A-Text can decelerate the text replacement cycle by 6, 12, or even 18 months versus the current cycle because the bookstore will have the ability to retain a greater number of books through rental return, in addition to normal buybacks. The rental option, therefore, can extend the life of current editions to three to four years instead of the usual 18-to-24 month publisher replacement cycle.

If you are interested in participating in the Rent-A-Text workshop scheduled for September 10, please reply to this e-mail, indicating your interest. If you should have any questions about the Rent-A-Text program, please contact me (ext. 1130 or jshemwell@smail.anc.edu).

COURSE NO	COURSE TITLE	AUTHOR	TITLE	ED.
AH 16006	Phlebotomy Technician	Garza	Phlebotomy Handbook	8th
AR 22003	Art Appreciation	Getlein	Living with Art	9th
BI 12053	Botany	Stein	Introduction Plant Biology	12th
BI 24003	Anatomy & Physiology I	Marieb	Human ANAT & PHYS (set)	8th
BI 24043	Microbiology	Tortora	Microbiology	10th
BU 11013	Legal Environment of Business	Miller	Business Law Today: Essentials	9th
CH 14023	General Chemistry I	Ebbing	General Chemistry	9th
CJ 25013	Criminal Investigation	Hess	Criminal Investigation	9th
CJ 25093	Forensic Science	Saferstein	Criminalistics	10th
CS 11033	Computer Fundamentals	Gaskin	Go W/MS Office 2007: Intro (W/5 CEDS)	3rd
CS 21003	Spreadsheet Applications	Gaskin	Go W/MS Excel 2007: Comprehensive	
CS 21343	Networking III	Tomsho	MCTS Gde MS Winserv 08 Act Dir Config	
DA 19003	Chairside Assisting I	Miller	Infection Control	4th
EC 21003	Macroeconomics	Boyes	Macroeconomics	8th
EC 21013	Microeconomics	Boyes	Microeconomics	8th
ED 13013	Curriculum & Materials for Preschool	Dodge	Creative Curriculum for Preschool: College ED	
ED 13043	Child Guidance	Miller	Positive Child Guidance (Set)	6th
ED 23003	Intro to Elementary Education	Rethinking Schools	Rethinking Our Classrooms (V2)	
ED 23053	Child Development	Travick-Smith	Early Childhood Development	5th
EN 10013	Technical Communications	Dalton	Human Relations	4th
ES 15003	Industrial Safety Administration	Goetsch	Occupational Safety & Health	7th
IS 15063	Basic Metallurgy	Blandt	Metallurgy Fund	5th
MA 24015	Calculus I	Larson	Calculus	9th
ME 15013	Basic Hydraulics & Pneumatics	Esposito	Fluid Power W/ Appl	7th
MG 21003	Principles of Supervision	Robbins	Supervision Today (W/OUT CD)	6th
MG 21063	Leadership/Teamwork	Dubrin	Leadership	6th
MU 2003	Fundamentals of Music	Magoff	Music Kit (Set)	4th
NU 16007	Intro to Nursing Intervention	Lippincott	Manual of Nursing Practice	9th
NU 16033	ADN Pharmacology	Kee	Pharmacology (W/ CD)	6th
NU 16063	LPN/RN Transition in Nursing	Claywell	LPN to RN transitions	2nd
NU 16063	LPN/RN Transition in Nursing	Kee	Handbook of Lab & Diagnostics Test	6th
OT 11043	Records & Information Management	Read	Records Management (W/CD)	9th
OT 2113	Legal Aspects for the Medical Office	Bronick	Fund of Law for Health Informatics	
PH 22003	Introduction to Philosophy	Soccio	Archetypes of Wisdom	7th
RN 16085	Practical Nursing Clinical I	Kee	Laboratory & Diagnostics Test	8th
PY 23023	Developmental Psychology	Berk	Development Thru Lifespan	5th

ATTACHMENT 2

Nichole Abernathy

ASU-B

From: Jerry Carlisle <jhcarlisle@asub.edu>
Sent: Wednesday, November 02, 2011 11:24 AM
To: Nichole Abernathy
Subject: FW: scan
Attachments: img002.pdf

Nichole,

ASU-Beebe has taken on a number of initiatives to help control the cost of books for our students. A summary of steps used by ASU-Beebe to control book costs are detailed below.

- The bookstore contracted with a third-party contractor to provide an on-line book rental program. (See attached snapshot of our bookstore webpage advertising the book rental program)
- The bookstore advertises our book buyback program through emails, postcards and campus signage. The buyback program enables the university to stock used books as much as possible which holds down the cost of books for students. Additionally, the university pays top dollar which helps to hold down the net cost to students. (See flyers and postcards advertising buybacks)
- The bookstore promoted the tax-free holiday and opened over the weekend to help students save the cost of tax on books and supplies. (See attached flyers advertising the tax holiday)
- The bookstore doesn't sell bundled books unless they are also sold unbundled.
- The bookstore has begun selling an increased volume of textbooks unbound and loose leaf. The unbound copies cost considerably less than a hardback bound copy.

Our university has a good understanding of the burden the cost of books has placed on students. We work diligently to provide students books at the best net cost as possible.

Jerry Carlisle
Vice Chancellor for Finance & Administration
1000 Iowa Street
Beebe, AR 72012
Office Phone: 501-882-8835
Cell Phone: 501-288-0010
Email: jhcarlisle@asub.edu
ASU-Beebe Mission: *Transforming Lives Through Quality Learning Experiences*

ATTACHMENT 3

Nichole Abernathy

From: LYNITA M COOKSEY <lcooksey@astate.edu>
Sent: Tuesday, October 18, 2011 9:59 AM
To: Nichole Abernathy
Cc: Dan Howard; Glen Jones (ADHE); Ed Kremers
Subject: Reduction of Textbook Expenses Information
Attachments: Textbooks Faculty Conference.pptx

ASU-J

Dear Nichole:

We do not have specific emails to faculty concerning ways to reduce textbook expenses. However, we do encourage practices that reduce textbook costs. Examples of information provided and routes of dissemination are:

- Presentations at faculty conferences at the beginning of the academic year (see attached PowerPoint presentation)
- Providing reminders concerning textbook selections (e-books, used books, continued use of texts for multiple semesters, etc.) to academic deans and department chairs prior to textbook ordering periods at meetings of the deans' and chairs' councils, faculty senate, Academic Affairs and Research Council and other regularly scheduled meetings
- Custom publishing of the First Year Experience textbook used by all first time freshmen (reduced cost by more than 50%)
- Textbook rentals available through campus bookstore
- Bookstore presentations/meetings with departments and faculty groups
- Textbook information available on-line for each undergraduate course by November 1 and April 1

Please advise if additional information is needed.

Lynita

Lynita M. Cooksey, Ph.D.
Associate Vice Chancellor for Academic Services
Dean of University College
Arkansas State University - Jonesboro
P.O. Box 179
State University, AR 72467
870.972.2030

ATTACHMENT 4

Nichole Abernathy

ASU-MH

From: Katy Page <kpage@asumh.edu>
Sent: Thursday, November 03, 2011 10:59 AM
To: Shane Broadway; Nichole Abernathy; Pat Bailey; John Davidson (ADHE)
Subject: Requested information for Legislative Committee
Attachments: RentAText.pdf

I have attached the letter that was sent to ASUMH faculty regarding renting textbooks that answers question 1. Our bookstore currently has bookmarks and signs advertising the possible savings available to students through Rent-a-Text. Also, there is a "find textbooks" choice on the ASUMH home page that offers new, used, rental and digital textbooks.

Academic Affairs works closely with the bookstore and the IT department to meet the April 1st deadline posting for the fall semester and the November 1st deadline posting for the spring semester.

If we can be of further assistance, please feel free to contact us.

Katy Page
Administrative Specialist III
Arkansas State University-Mountain Home
1600 S. College Street
Mountain Home, AR 72653
Telephone: 870-508-6102
Fax: 870-508-6287



Katy Page <kpage@asumh.edu>

Rent A Text for Fall

1 message

0602mgr <0602mgr@fhcg.follett.com>
To: faculty@asumh.edu
Cc: kpage@asumh.edu

Thu, Jun 10, 2010 at 11:12 AM

Dear ASUMH faculty,

In the Fall semester 2010, the ASUMH bookstore will introduce a new textbook rental program that will allow students to save 50% or more on many of the books you select for your courses. I believe it is important that you understand how textbook rental will work and what you can do to make this savings available to our students as we work together to bring down the costs of higher education for our students.

Through collaboration with your bookstore partner, Follett Higher Education Group, this new rental option will be available to students under the banner of Rent-a-Text. We believe offering rental textbooks through this program will:

- **Save students money.** Rental can save students 50 percent or more on the cost of their textbooks.
- **Support strong learning and study habits.** Students can continue to highlight and take notes in their rented textbooks. They will also have the option to purchase the book during the term (fee will apply).
- **Make it easier for students to get all of their books when they need them.** Students will be able to purchase, pick-up and return textbooks either in our campus stores or online and have numerous choices for payment, including being able to use their campus cards and financial aid.

BUT YOU PLAY A CRITICAL ROLE IN MAKING THIS POSSIBLE FOR OUR STUDENTS!

First, consider adopting titles that are available for rental. Follett is compiling a comprehensive, national rental list, which you can view at www.rent-a-text.com <<http://www.rent-a-text.com/>>. Simply click the faculty tab to register at the site and you can search by title, isbn, author or discipline. If the title is on the list we can rent it!!

Second, if you don't see a title you want on the national rental list, our staff can work with you to make specific book(s) eligible for Rent-a-Text with a multiple term adoption (also referred to as a Local Title). If you don't see your title, simply go to the bottom of the page and click the link that reads "Don't see your book? Request it to be added to your bookstores local list." You simply fill in the requested information and click the button to submit the title for consideration.

Through Rent-a-Text you have the power to select course materials and provide a major cost savings opportunity for your students to ensure they come to class equipped to learn.

If you have any questions, please feel free to contact the bookstore, ext. 187 or 186.
Thank you.

Sheery



Katy Page <kpage@asumh.edu>

Text Rental

1 message

0602mgr <0602mgr@fhcg.follett.com>

Mon, Jul 12, 2010 at 2:47 PM

To: faculty@asumh.edu

Cc: kpage@asumh.edu, jdavidson@asumh.edu

Good Morning,

On June 10, I sent a letter informing faculty about our new text rental program for the Fall semester. In order for us to rent the text book you adopted, it must be either on the National Title List or requested from the instructor to be accepted as a 'local title' for rent.

This requires the faculty to go to the www.rentatext.com website and register with your name and email information. There will be a Faculty tab at the top of this page and, after you have registered, it will take you to a screen that will allow you to enter an ISBN under the 'Search the List' tab. This will let you know if your title is already on the National Title list or not.

If it is, then you do not have to do anything else. But if it is not on this list, you are given a link to contact your bookstore. You will need to enter information for the book to request this title be eligible for rental. At this screen, there is a criteria link that will let you know what is required for a title to be eligible for rental status.

So, check this out and let me know if I can help in any way.

Thanks,

Sheery

8

Reducing the Cost of Undergraduate Textbooks
ASU-Newport
November 3, 2011

ASU-Newport has put in place several measures to ensure compliance with reducing the cost of undergraduate textbooks. They include the following.

- We only change textbooks when we need to and not just because a new version came out. Sometimes this puts extra work on the bookstore staff to find old books.
- Faculty is only allowed to change textbooks once a year, the fall semester, unless there is significant evidence to substantiate a need to change.
- All requests for a change in textbooks must be approved by the Division Chair and Chief Academic Officer.
- When possible, older books remain in use IF the publisher will continue to buy them back (we don't want to burden students with books that can't return to the market at the end of a course) and if online support (test banks and student tutorials) remain active for the book.
- We have reduced cost by reducing "bundled" items.
 - Economics: In the past, one book that covered two courses was used. By utilizing single-semester books, students who did not need both courses were not burdened with buying the more expensive double book.
 - Accounting: Moved away from a text + electronic working papers disc bundle. By selling the items separately, students who only needed one part of the bundle are not forced to purchase both pieces.
 - Math: Moved away from the text + software Hawkes bundle and now will only sell the software. Students and faculty realized that the textbook was not adding to the learning process and was unnecessary. The book will no longer be for sale in the bookstore.
- We have also moved to soft cover versions of text when possible to drive down initial costs for students.
- We have evidence of articles circulated to address reducing the cost of textbooks.
- Division Chairs repeatedly remind faculty to consider the cost to the student when making changes.
- Faculty has been encouraged to develop their own materials for distribution rather than using a textbook. Supplemental materials are also utilized.

ATTACHMENT 6

Nichole Abernathy

From: David Moseley <dmosley@atu.edu>
Sent: Monday, October 31, 2011 1:37 PM
To: Nichole Abernathy
Cc: pjacobs@atu.edu
Subject: Fw:

ATU

Ms. Abernathy:

This is the only item that we have to present regarding textbook savings for students. If you have questions, please contact me.

----- Original Message -----

From: Gail Vaughan

To: 'David Moseley'

Sent: Monday, October 31, 2011 11:38 AM

Concerning the request for information to try to reduce textbook expenses for students, the Arkansas Tech Bookstore offered a special savings during the statewide tax-free weekend. If you purchased or ordered your textbooks during the 48 hour period starting at 12:01 a.m. Saturday, August 6th through 11:59 p.m. August 7th we matched the 8 ½% (sales tax) discount for a total savings of 17% off your textbook order. Sales for the weekend were \$391,368 for a total savings of \$32,783 to students. There were 672 in-store transactions and 691 on-line transactions during the tax-free weekend.

Gail Vaughan

Director of Bookstore Services

ATTACHMENT 7

Nichole Abernathy

From: Michelle Wilson <rwilson@eacc.edu>
Sent: Thursday, October 27, 2011 3:10 PM
To: Nichole Abernathy
Cc: Coy Grace (ADHE); Vernie Meador
Subject: Legislative Request - Textbook Costs

EACC

Hi, Nichole. Please find below East Arkansas Community College's response to the request for information pertaining to actions taken to inform students of savings regarding textbooks:

The EACC Bookstore Manager emails students each semester to inform them of the dates that the Bookstore will purchase used textbooks. The repurchase allows the students to recover some of the monies that they spent to purchase the textbooks and also allows students to purchase less expensive used textbooks for the next semester.

Please feel free to contact me with any questions you might have. Thanks.

Michelle Wilson
Director of Educational Guidance Services
East Arkansas Community College
Student Services Complex, Office 103
1700 New Castle Road
Forrest City, AR 72335
(870) 633-4480, ext. 233
rwilson@eacc.edu
www.eacc.edu



Please consider the environment before printing this email

IMPORTANT! East Arkansas Community College communicates with students primarily through e-mail. Check your Student E-mail Account often! If you need assistance with your e-mail, click [HERE](#)

East Arkansas Community College is a tobacco-free campus.

ATTACHMENT 8

Nichole Abernathy

From: Shane Broadway HSU
Sent: Monday, October 31, 2011 1:02 PM
To: Nichole Abernathy
Subject: FW: Legislative Request- Textbook Cost- Henderson State University
Attachments: image001.jpg; Henderson State University- Textbook Information.docx

Shane Broadway

Interim Director
Arkansas Department of Higher Education
114 E. Capitol Ave.
Little Rock, AR 72201
501-371-2031 (Office)
501-371-2003 (Fax)
Shane.Broadway@adhe.edu
www.adhe.edu

From: FRANKLIN, LECIA [mailto:FRANKLL@hsu.edu]
Sent: Monday, October 31, 2011 12:59 PM
To: Bobby Jones; Shane Broadway
Cc: Vernon Miles
Subject: RE: Legislative Request- Textbook Cost- Henderson State University

In addition to the e-mail below, I have attached the narrative that was sent last week in response to the textbook question.

Lecia Franklin
Interim Vice President for Finance & Administration
HSU Box 7804
Phone 870-230-5090

From: JONES, BOBBY
Sent: Monday, October 31, 2011 12:33 PM
To: Shane Broadway
Cc: Miles, Vernon; FRANKLIN, LECIA
Subject: FW: Legislative Request- Textbook Cost- Henderson State University

Shane,

I believe that the response below and another message sent to Jackie with other information on the textbooks earlier, takes care of question number one on Sue Madison's request. If not, please let me know.

We have binder-ready books available on titles, as well as if a professor requests a packaged book (book + text + code + any additional items), we order in the individual components to break up the package so students can purchase just what they want. Some examples are below:

ATP 2043 - PREV & TREAT/ATHL INJ:

- Hardcover textbook used: \$121.95
- Hardcover textbook new: \$156.95
- Binder-ready textbook new: \$110.95

MKT 4073 - FUND OF MARKETING

- Hardcover textbook used: \$97.95
- Hardcover textbook new: \$123.95
- Binder-ready textbook new: \$74.95

MGM 4133 - STRATEGIC MGMT

- Packaged text + access code new: \$183.95
- Textbook only used: \$99.95

BIO 3064 - HUM ANAT & PHYS

- Packaged text + atlas + access code + DVD new: \$210.95
- Textbook only used: \$165.95
- Access code new: \$55.95
- Binder-ready textbook only new: \$147.95

Not all publishers offer these options yet, but from our experimenting with it this past semester, the students loved having the option! We do the research before ordering, in order to pass these savings onto our customers!

Stephanie

Stephanie Ward

Reddie Bookstore

Phone: 870-230-5219

Fax: 870-230-5181

www.hsubooks.com

www.facebook.com/reddiebookstore

From: rmorgan@bbasolutions.com [rmorgan@bbasolutions.com]
Sent: Wednesday, October 26, 2011 3:52 PM
To: DENNING, SANDY
Cc: FRANKLIN, LECIA; ReddieBookstore
Subject: RE: requested

Sandy,

We work year round to provide used books to all students. One semester is not behind us before we are ordering for the next.

BBA works with all publishers to try and find alternative packages for the books that the professor has adopted at a lower cost. We pass all savings on to the students.

BBA is competitive with all markets that is the reason for the increase in sales. Our job is to retain each student that attends HSU so they have no desire to shop elsewhere.

BBA is honored to be a partner with HSU and values the relationship that we have with faculty and student body.

Steph will be sending examples.

Please let me know if you need any further information.

Have a great day,



René Morgan
Phone: 501-217-4960 | Cell: 501-620-6070
Fax: 501-217-4905
12123 Kulis Rd, Little Rock Arkansas 72211

Henderson State University
Textbook Information Request

In 2011 Henderson State University changed bookstore managers by competitive bid. This change resulted in an average savings to the student between FY10 and FY11 of 29%. (See comparative textbook costs attached).

Some textbook publishers offer unbound textbooks that can be purchased by the student and placed in a binder resulting in a lower cost. The HSU Bookstore works with publishers to find alternative packages for the books adopted by faculty at a lower cost to the student.

ATTACHMENT 9

Nichole Abernathy

From: Don Sugg <dsugg@northark.edu>
Sent: Thursday, October 20, 2011 3:50 PM
To: Nichole Abernathy
Cc: Jackie Elliot; Katherine Vaughn
Subject: Textbook Expense - FW: Information Request

NAC

Nicole –

I did not find any specific Northark memo or e-mail regarding the reduction of student expenses on textbooks.

Don

Donald R. Sugg
Vice President
Finance & Administration
North Arkansas College
1515 Pioneer Drive
Harrison, AR 72601
office 870-391-3216
fax 870-391-3326
email dsugg@northark.edu

From: Shane Broadway [<mailto:Shane.Broadway@adhe.edu>]
Sent: Monday, October 17, 2011 10:26 AM
Subject: FW: Information Request

Good morning once again. Please see the request for information below from the Bureau of Legislative Research. This request is in preparation for the Nov. 4th and 5th meetings in Fayetteville regarding Textbooks that I had mentioned in my earlier e-mail. Please forward any memo or e-mail regarding the reduction of student expenses on textbooks to Nichole Abernathy at Nichole.Abernathy@adhe.edu by Thursday Oct. 27th.

Also, on the request regarding vendor and construction contracts, we have discussed this morning and will be setting up a conference call for CFO's on Thursday morning to help explain the questions and format so all are hearing the same information and instructions.

Thank you and hopefully you will not hear from me the rest of the day.

Shane Broadway
Interim Director
Arkansas Department of Higher Education
114 E. Capitol Ave.
Little Rock, AR 72201
501-371-2031 (Office)
501-371-2003 (Fax)
Shane.Broadway@adhe.edu

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ATTACHMENT 10

Nichole Abernathy

From: Janis Sawyer <JSawyer@npcc.edu>
Sent: Tuesday, November 01, 2011 10:25 AM
To: Nichole Abernathy
Cc: Sally Carder
Subject: FW: e-mail's to lower book cost
Attachments: Help lower cost of books.pdf

NPCC

Nichole,

Attached are NPCC's e-mails showing our commitment to reducing the costs of textbooks. Let me know if you need anything else. Thanks.

Janis

Janis Sawyer
Vice President for Financial Affairs
National Park Community College
101 College Drive
Hot Springs, AR 71913
(501) 760-4215

From: Sally Carder
Sent: Tuesday, September 25, 2007 8:50 AM
To: Todd Cragg; ZFaculty
Cc: Gordon Watts; ZBookstore
Subject: RE: SPRING 2008 TEXTBOOK/SUPPLY ADOPTIONS

I know this is a pain to get this stuff ready so early but unfortunately the Legislature gave us no choice. We must have it all posted on the web before November. Please limit the number of textbooks you require students to purchase, be cognizant of the price and the cost of changing texts. This information will ALL be part of the next Legislative session. Thanks for your diligence with this. Sally

-----Original Message-----

From: Todd Cragg
Sent: Monday, September 24, 2007 4:18 PM
To: ZFaculty
Cc: Sally Carder; Gordon Watts; ZBookstore
Subject: SPRING 2008 TEXTBOOK/SUPPLY ADOPTIONS
Importance: High

SPRING 2008 TEXTBOOK/SUPPLY ADOPTIONS

Projected spring 2008 textbook and supply adoptions will be forwarded to division chairs tomorrow. The format for textbook adoptions will be slightly different but contain the same information needed. Donna Nevill (dnevill@npcc.edu), textbook coordinator, will be the campus store point of contact for textbook adoptions and questions.

Based upon new state legislation, textbook adoptions will be required earlier than normal. The attached file is a copy of the State of Arkansas's 86th General Assembly Regular Session for 2007; specifically, Senate Bill 24 (ACT 175). This will explain the legislative impact on college bookstores and textbook adoptions, to include the NPCC Campus Store. In order for the bookstore to meet its legislative requirements, textbook adoptions must be submitted and/or returned to the NPCC Campus Store **NO LATER THAN Friday, October 12, 2007.**

In addition to textbooks, faculty members are highly encouraged to complete a 'Suggested materials and supplies' worksheet and forward back with textbook adoptions. As your campus store, we attempt to stock required items in support of your courses (i.e. flash drives, pedometers, calculators, paints, clay, film, stethoscopes, etc.). Therefore, it is important if you require certain items to inform Melony Ritter (mritter@npcc.edu) by email as soon as possible. She is already placing spring 2008 supply orders. As with textbooks, a lead time is required to ensure supply items are received prior to spring book sales.

Thanks.

Todd Cragg
NPCC Campus Store Manager
tcragg@npcc.edu

From: Sally Carder
Sent: Thursday, January 14, 2010 4:39 PM
To: Gordon Watts
Cc: Maggie Picking; Janis Sawyer; Brad Moody; Todd Cragg; Ruth Wood
Subject: Text books

Gordon, we have been asked by a group of legislators to document all the things we are doing to save students money. This is all tied to our need to raise tuition in the future. This brings up the "text book" issue again. As we've discussed, there are several things we can do to help students with book costs.

- 1.) **I would like for all sections of a class to require the same text book and supplemental instructional materials.** This insures that one instructors class will not cost more than another's class. 2.) **Let's adopt the text books for a three year period.** Certainly, if a company no longer prints a book we would make an exception. That insures that a student would be able to purchase a used text and/or sell the book back to the book store in most cases. 3.) **Let's not require students purchase a book if that book is never going to be used in the class.** You would be surprised how many complaints we get each semester on this issue.

This may cause some heartburn for one or two instructors but it will be a tremendous cost savings to students and it's the right thing to do. I would appreciate the Division Chair's help with this. Let's implement these directives for our summer adoption. Thanks again for your input and assistance. Sally

From: Debbie Burks

Sent: Wednesday, February 03, 2010 9:25 AM

To: Rose Skaife; Leigh Turner; Pam Herrington; Laryssa Blunt; Mark Davidson; Allan Mesko; Brian Charles; Brian Kroening; Cole Reed; Dana Lambert; Dana Lambert; David Switzer; David Switzer; Janetta Ritter; Jennifer Lyons; Jenny Singleton; Karen Bennett; Kay Anthony; Linda Reis; Louisa Clift; Margaret Hutchins; Mary Jane Robins; Michelle Thomson; Rebecca Sterling; Rob Hillard; Robert Feighi; Sue Burris; Susan Gaither; Suzy Moore; Tena Brown; Todd Cragg; Tom Maddox; Tom Maddox; Valerie Bond

Subject: Textbooks

The bulleted items below came from Sally via Dr. Watt's e-mail to Division Chairs.

- **I would like for all sections of a class to require the same text book and supplemental instructional materials.** This insures that one instructors class will not cost more than another's class.
- **Let's adopt the text books for a three year period.** Certainly, if a company no longer prints a book we would make an exception. That insures that a student would be able to purchase a used text and/or sell the book back to the book store in most cases.
- **Let's not require students purchase a book if that book is never going to be used in the class.** You would be surprised how many complaints we get each semester on this issue.

Debbie Burks, Chair
National Park Community College
Business Division
101 College Drive
Hot Springs, AR 72104

Phone - 501-760-4251
FAX-501-760-4261
www.npcc.edu

Nichole Abernathy

From: Tina Wheelis <twheelis@ozarka.edu>
Sent: Friday, October 21, 2011 10:14 AM
To: Nichole Abernathy
Subject: Textbook information request.

PCCUA

Nichole -

Ozarka College uses the following methods to help reduce the cost of textbooks for students:

1. Cost savings passed to students by a 5% reduction of the mark-up percentage for retail sales – implemented two years ago.
2. Encourage and direct eligible students to participate in AR Career Pathways Book Loan Program.
3. Participation in the Arkansas Sales Tax Holiday - sales tax was not applied to textbook purchases.
4. We will be implementing a buy-back program at the end of the fall semester and will offer used textbooks at a reduced price in the bookstore for the spring semester.
5. Encourage students to post/advertise their used books for sale on bulletin boards in the campus bookstore and other locations throughout campus.
6. Include textbook information and ISBN numbers on all syllabi to allow students to purchase books from other sources.
7. Provide students with price estimates for their textbooks from the campus bookstore and web addresses for sources where the books might be purchased for discounted prices such as cheapbooks.com, textbooks.com, CampusBookRentals.com, amazon.com and e-bay.

Please let me know if you need additional information or have any questions.

Tina

ATTACHMENT 12

Nichole Abernathy

PTC

From: Tara Smith <tsmith@pulaskitech.edu>
Sent: Monday, October 24, 2011 11:24 AM
To: Nichole Abernathy
Cc: clangston@pulaskitech.edu Contact; Patricia Palmer (ADHE); Cindy Harkey; Tara Smith
Subject: RE: Textbook Cost Reduction Efforts

Nichole:

Below is PTC's response regarding text book cost reduction emails/efforts.

While PTC has no official email or memo's regarding textbook cost reduction efforts, the issue of textbook prices is currently one of great concern to everyone involved in higher education, including faculty, administration, bookstores, and of course students. Follett, PTC's bookstore vendor, is undertaking several measures to reduce the expenses that students face when buying textbooks. The three ways that we are doing this are through used books, rental, and digital titles.

USED BOOKS: It has become increasingly difficult to supply used books to students over the last few years due to the increased usage of access codes and consumable books. However, last year PTC students saved by purchasing used books instead of new. We also give back to students by allowing them to sell books back. Used books have accounted for 20.5% of our total text sales for the year up through September.

RENTAL BOOKS: Rental has grown dramatically over the last year. Students save when renting books because they pay approximately half of the retail value of the book. PTC currently has 167 titles, or 37.2% that are rentable. That can be attributed to Follett adding titles to their national rental list and instructors choosing titles that are currently available as rental titles. This has been another way for students to reduce their textbook expenses.

DIGITAL TITLES: Digital titles are our last opportunity for students to save money. A digital title typically sells for around half of the original retail purchase price. We currently have just under 60 titles available as digital books. The digital books are ways for the student to not only cut down on the price of textbooks, but also cut down on how many books you have to carry. Digital titles are a growing opportunity for students to save money.

These have been PTC'S three main methods utilized in order to try to make the cost of education more affordable for students. Used books are the old standard that has always been used, however the availability of used books is dwindling due to access codes and consumable books. Rental is the newest idea that we have that all students are excited about. This has been the product that has developed the greatest demand. Finally, digital titles are items that are gaining in popularity. We realize the costs associated with higher education, and are trying to do our best to help make those costs more affordable. We believe that the best thing that we can offer students is choice. This way they can choose which product will work best for them, whether it be used books, digital books, or rental.

Please let me know if you need any additional information. Thanks,

Tara Smith

Director of Institutional Research, Planning and Effectiveness
Pulaski Technical College
3000 West Scenic Drive
North Little Rock, AR 72118

ATTACHMENT 13

Nichole Abernathy

From: Amy Ludwig <aludwig@rmcc.edu>
Sent: Tuesday, October 25, 2011 11:38 AM
To: Nichole Abernathy
Cc: Shane Broadway; Phillip Wilson
Subject: RE: Information Request

Rmcc

Ms. Abernathy,

In response to the question regarding the reduction of student expenses on textbooks:

- RMCC created a committee to look at alternative delivery methods
- We are pursuing a cost / benefits analysis of book rental
- E-textbooks are being considered
- Build-your-own textbooks are being looked at
- We are pursuing a cost / benefit analysis of guaranteeing the use of a particular edition of a general education class textbook for 3 years. This will allow more used books to be in the pipeline for students to buy.

Please let me know if you have any further questions.

Regards,

Amy

Amy Ludwig
Interim Vice President of Administration
Fiscal Project Coordinator
Rich Mountain Community College
Ph: 479-394-7622 Ext. 1530
Fax: 479-394-2828

From: Shane Broadway [mailto:Shane.Broadway@adhe.edu]
Sent: Monday, October 17, 2011 10:27 AM
Subject: FW: Information Request

Good morning once again. Please see the request for information below from the Bureau of Legislative Research. This request is in preparation for the Nov. 4th and 5th meetings in Fayetteville regarding Textbooks that I had mentioned in my earlier e-mail. Please forward any memo or e-mail regarding the reduction of student expenses on textbooks to Nichole Abernathy at Nichole.Abernathy@adhe.edu by Thursday Oct. 27th.

Also, on the request regarding vendor and construction contracts, we have discussed this morning and will be setting up a conference call for CFO's on Thursday morning to help explain the questions and format so all are hearing the same information and instructions.

Thank you and hopefully you will not hear from me the rest of the day.

Shane Broadway
Interim Director
Arkansas Department of Higher Education
114 E. Capitol Ave.

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ATTACHMENT 14

Nichole Abernathy

From: Hall, Jim <JHALL@nwacc.edu>
Sent: Thursday, October 27, 2011 3:23 PM
To: Nichole Abernathy
Cc: Shane Broadway
Subject: NWACC Textbooks

NWACC

NWACC contracts with Barnes and Noble for bookstore services.

A few programs that we are using to get lower textbooks costs for the students:

Rentals- this is a way for the students to receive about 50% off the price of a new textbook. It allows them to check out a book for the entire semester and treat it as they would as if they purchased it. Meaning they are still allowed to write, highlight, and take notes in the book. They simply must turn it back to BnN by the due date.

Buyback- BnN offers a 40-50% buyback on textbooks if they are in resalable condition and being used for the upcoming semester. This allows the students to get a portion of their money back after they have used the book. Last year BnN gave back in excess of \$435,000 in buyback to the students.

Used Books- Used textbooks are approx 25% cheaper than new books. BnN tries to get textbook adoptions early so that it can try to source the greatest number of used textbooks it can find.

Also, "Becky's Book Club" raises approximately \$15,000 - \$20,000 annually at our Scholarship Gala and benefits 20-25 students.

Students also benefit on books through a "President's Circle," which provides assistance to students on their books.

Jim Hall

Sent from my iPad

ATTACHMENT 15

Nichole Abernathy

From: Shane Broadway
Sent: Monday, October 31, 2011 2:33 PM
To: Nichole Abernathy
Subject: FW: Response to Textbook

SACC

Shane Broadway
Interim Director
Arkansas Department of Higher Education
114 E. Capitol Ave.
Little Rock, AR 72201
501-371-2031 (Office)
501-371-2003 (Fax)
Shane.Broadway@adhe.edu
www.adhe.edu

From: Shane Broadway
Sent: Thursday, October 27, 2011 3:39 PM
To: Lathan Hairston
Cc: 'brjones@southark.edu'; 'ASouthall@southark.edu'; 'stully-dartez@southark.edu'
Subject: Re: Response to Textbook

Thank you!!!

From: Lathan Hairston
To: Shane Broadway
Cc: Barbara Jones ; Ann Southall ; Stephanie Tully-Dartez
Sent: Thu Oct 27 15:28:38 2011
Subject: Response to Textbook
Mr. Broadway,

This is in response to your request pertaining to textbook information.

South Arkansas Community College Bookstore is an institutional operated facility that helps support the College. Being an institutional Bookstore, the College has the flexibility to offer various discounts and services to our students. The Bookstore offers an online book rental program that may offer savings to students and also offers a Follett sponsored buyback program.

Additionally, the institutional store provides some custom and individualized services to our students.

Attached are copies of our web pages pertaining to the buyback and textbook programs. Additionally the college communicates its buyback by on campus postings, and mailings to students by Follett.

ATTACHMENT 16

Nichole Abernathy

From: Linda Birkner <Birkner@uaccm.edu>
Sent: Friday, October 28, 2011 12:51 PM
To: Nichole Abernathy
Subject: Textbook Costs
Attachments: image001.jpg

UACCM

UACCM's efforts to reduce the cost of student textbooks includes:

- Offering textbook rental
- Partnering with several different textbook wholesalers to obtain the largest inventories of used textbooks
- Encouraging the use of used textbooks
- Faculty limiting the numbers of required textbooks and reviewing the cost of their items
- Allowing faculty to only change adoptions once each year (as long as current editions are available). This allows students to resell or borrow textbooks more readily.
- Using some textbooks for one than one class. (ie Basic and Intermediate Algebra, which covers both courses)
- Paying students half the new cost when they sell textbooks back to UACCM for our use
- Managing our own store instead of privatizing
- Working with academic areas to address high cost textbooks
- Offering a book reservation program so students can reserve used books if they are available

Other special considerations

- Offering special programs for students who lose their books during the summer (ie a student's home may burn and they lose all their books). A scholarship program is available to help a student replace books if one of these circumstances occur.
- Some special areas like Career Pathways offer book loan programs for clients



1537 University Blvd.
Morrilton, AR 72110

501-977-2006 Telephone
501-977-2134 Fax
birkner@uaccm.edu

DR. LINDA
BIRKNER
Vice Chancellor for
Administration

ATTACHMENT 17

Nichole Abernathy

From: Richard B. Hudson <rhudson@uark.edu> UAF
Sent: Wednesday, October 26, 2011 2:41 PM
To: Nichole Abernathy
Subject: Response to Legislative Request for Information About Textbooks
Attachments: Textbook Cost Reduction Initiatives at UAF October 2011.doc; UAF Sample Email.pdf; UAF Course Adoptions.pdf; Textbooks Faculty Senate Minutes.doc

Nichole,

Attached are four documents provided by UAF in response to the request for information about steps campuses take to encourage textbook cost reductions.

I believe the Higher Education Subcommittee requested this information for use at the Nov. 4/5 meeting in Fayetteville.

Richard

Richard Hudson
Vice Chancellor for Government & Community Relations
University of Arkansas, Fayetteville

407 Administration Building
1 University of Arkansas
Fayetteville, AR 72701

Office: 479-575-7964
Cell: 479-841-4015
Fax: 479-575-7575

Textbook Price Reduction Initiatives at the University of Arkansas, Fayetteville

- **Early Textbook Adoptions** – The University fully, and aggressively, pursues early adoption of textbooks by faculty. With the assistance of the Provost and Deans, and the cooperation of our faculty, adoption rates of 97% have been achieved in compliance with the adoption deadlines established by legislation. Early adoptions save students money by allowing access to a larger supply of used books, by providing greater returns to students on the resale of their used books at the end of each semester, and in rapid delivery freight costs. On the other hand, a critical element in instruction is timeliness. In some areas of study, the content and context for the course require almost up to the minute currency. Consequently, it is in the nature of some materials used in highly topical courses that they can be made available only just before the course is taught. This means materials can be designed or chosen for a very few courses only shortly before the term begins.
- **Used Textbook Availability** – The University Bookstore purchases as many used books from our students as possible so as to provide them the maximum resale value for their books, and to have a large supply of used books available for the next semester. The University Bookstore also secures used books from textbook wholesalers in an effort to provide the option of buying used textbooks to as many students as possible. Used textbook sales have increased by 24% over the last three semesters, saving students an estimated \$150,000.
- **Textbook rentals** – We provide in store textbook rental at 56% below new textbook prices to our students. Over 800 titles were selected for in store textbook rental during current fall term which was double the number of titles we rented a year ago. We also participate and promote national on line textbook rental for majority of our textbook titles.
- **Discount Pricing** – The University Bookstore prices new textbooks at an average 20% margin versus a 25% national average margin. Savings from new book discounts to students over the last two years are estimated to exceed \$500,000.
- **Midday Madness Discounts** – Additional 10% textbook discounts are provided to students during the Midday Madness promotional event held each semester the day before classes begin. Additional savings over the last two years are estimated to exceed \$120,000 from this event.
- **Price Leadership** – The University Bookstore takes a leadership position in holding book prices down in the local marketplace by pricing books below national average markups and by providing students with up-to-date market price information.

- **Transparency in Pricing** – The prices of textbooks in the University Bookstore are posted on the Internet, allowing students to do comparative shopping for the best prices on their textbooks, and providing competitors a benchmark for pricing.
- **Buyback Value Information** – The price being paid for individual textbooks is provided to students on the Internet. This information assists students in determining the value of their books at resale so that they can minimize their net textbook costs.
- **Student Textbook Exchange Website** – The University Bookstore sponsored and paid for the development of a student textbook exchange website. There are no user fees associated with this site. Students have access to the latest textbook adoption information and university bookstore prices to assist in valuing the exchanges. Exchanges are facilitated student-to-student in an eBay style trade.
- **Un-bundling Encouraged** – Faculty are informed about lower price options that may save students money whenever they place orders for bundled sets of instructional materials. However, unbundled materials are not always available at an attractive price and there are occasions when bundled materials are necessary to achieve the appropriate educational outcomes.
- **Digital Textbooks** – The University Bookstore provides digital textbooks as an option to new or used texts. When available, digital books are about 25% less expensive than used books. A seamless and efficient process has been developed to support digital book sales, giving students immediate access to the books through the Internet, and collecting state sales tax on the transaction. Some disadvantages associated with digital textbooks include the challenge of making the book available during class and the preference of some students to retain books in some courses as sources of reference for future study.
- **Textbook Reservations** – An on-line textbook reservation program offered by the University Bookstore allows students to reserve their books in advance, essentially guaranteeing access to used books when they are desired. Students know the prices of their books in advance and are not required to pay for them until they are picked up at the bookstore.
- **Information** – The University promotes the sharing of information regarding textbook costs and the nuances of the textbook marketplace to assist students and their families in making informed decisions regarding the purchase and resale of textbooks so as to minimize the net cost of books as a component of educational costs. By informing our students about the best time to reserve textbooks we can ensure their access to used books where savings of 25% can be found. By purchasing books during Midday Madness students can save an additional 10% off the purchase price of textbooks. By knowing the best time to sell used books, and the market price for those books, students can maximize the resale value of their used textbooks. Readopted titles will bring as much as 50% of the original used

textbook selling price. Students can save up to 72% on the cost of their textbooks through these informed textbook buying practices.

- **Royalty or Financial Benefit Policies** – The University has policies in place that prohibit faculty from benefitting directly or indirectly from the sale of required educational materials to their students. Any such benefits must be disclosed and the revenues paid to units within the University that are not associated with the faculty member and that will benefit students academically.

- **Professor's Assistance Packages:** The University supports faculty in the creation of special instructional packets (PA Packets) for classes. These collections of course material are selected from a variety of sources by the faculty members and submitted to the University Bookstore for copyright clearance and reproduction. This product format saves our students by providing a collection of only the particular articles and information to be used for a course, rather than requiring the purchase of entire publications. For consistency, the University provides these materials at cost to other textbook resellers in our market.

Nichole Abernathy

From: Richard B. Hudson <rhudson@uark.edu>
Sent: Friday, October 28, 2011 5:11 PM
To: Nichole Abernathy
Subject: Addition Textbook Information re Legislative Request
Attachments: UAF Books that Saved Money 10-28-11.xlsx

Nichole,

I submitted our response before the deadline, but this additional information just became available.

If possible, please add it to the UAF textbook information.

Richard Hudson

University of Arkansas, Fayettev
BOOKS THAT SAVED THE STUDENT

	Previous Year	This Year
PSYC 2003 ALL SECTIONS	\$130.50	\$110.00
RESM 3873 ALL SECTIONS	\$90.00	\$65.00
MLIT 1003 MIHALKA'S SECTIONS	\$140.00	\$69.50
CHEM 1103 ALL SECTIONS	\$252.77	\$178.00
PSYC 2013***	\$151.75	\$113.00
GERM 1003	\$227.75	\$51.25
	\$992.77	\$586.75

Average Savings: Up front savings* 41%

- * Percentage saved by students for up-front purchases of this book list
- ** Overall percentage savings to students considering the buyback potential
- ***These textbooks were available in both bound or loose page formats, students can choose the savings up-fr

ille, Fall 2011

'S MONEY:

	Potential Buyback Value	Net Savings Per Book
		\$20.50
		\$25.00
WENT FROM BOUND TO LOOSE PAGES	\$70.00	\$0.50
BILL DURHAM WORKED TO GET THIS PRICE LOWERED		\$74.77
WENT FROM BOUND TO LOOSE PAGES	\$75.88	(\$37.13) ***
WENT FROM BOUND ebook	\$113.88	\$62.63
	\$189.75	\$146.27

Net savings 15%**

ont or overall

ATTACHMENT 18

Nichole Abernathy

From: Shane Broadway
Sent: Monday, October 31, 2011 2:33 PM
To: Nichole Abernathy
Subject: FW: Textbook communication

UAM

Shane Broadway
Interim Director
Arkansas Department of Higher Education
114 E. Capitol Ave.
Little Rock, AR 72201
501-371-2031 (Office)
501-371-2003 (Fax)
Shane.Broadway@adhe.edu
www.adhe.edu

-----Original Message-----

From: Shane Broadway
Sent: Thursday, October 27, 2011 10:28 PM
To: Jay Jones (ADHE)
Cc: Jack Lassiter; David Ray; 'Colwell@uamont.edu'
Subject: Re: Textbook communication

Thank you very much!

----- Original Message -----

From: Jones Jay <jonesj@uamont.edu>
To: Shane Broadway
Cc: Jack Lassiter; David Ray; Colwell Melodie <Colwell@uamont.edu>
Sent: Thu Oct 27 22:27:08 2011
Subject: Textbook communication

Shane,

Below is an email exchange that occurred in March 2009 between Dr. Lassiter, David Ray and the dean of the School of Arts and Humanities, Mark Spencer. One other instance of self-publishing is a student workbook in the School of Math and Sciences. I have not been able to find any campus communication relating to this case.

Please let me know if you have any questions.

Jay

Jay Jones

Vice Chancellor for Finance and Administration University of Arkansas at Monticello PO Box 3597
Monticello, AR 71656-3597 <x-apple-data-detectors://3>
<x-apple-data-detectors://3>(870) 460-1022 <tel:(870)%20460-1022> (voice)

(870) 460-1922<tel:(870)%20460-1922> (fax)

-----Original Message-----

From: Jack Lassiter
Sent: Monday, March 16, 2009 10:24 PM
To: Spencer Mark; Ray David
Subject: Re: Text Publishing

This is just what I need to talk with Senator Madison at 8:30 tomorrow.
Thanks.

-----Original Message-----

From: Mark Spencer
To: David Ray
Cc: Jack Lassiter
Sent: Mar 16, 2009 8:46 PM
Subject: RE: Text Publishing

David,

Here are the facts and benefits related to what we're doing in SAH.

1. We currently custom-publish texts for Fundamentals of English, English Composition I, English Composition II, World Literature I, and Public Speaking. We are in the process of developing a text for Business and Professional Speaking.
2. We save students money. The custom-published Public Speaking text costs approximately \$60 less than the book we used to use. The Composition I and II Reader is used for two courses and, like the Public Speaking text, saves students approximately \$60 compared to what they used to pay for composition readers. The World Literature I text saves students about \$30.
3. All custom-published texts are the products of collaborative efforts on the part of faculty to provide students with textbooks that are as good as--if not better than--anything available from commercial textbook publishers.
4. All custom-published texts are standard texts used in every section of required general-education courses, thereby insuring a certain level of uniformity for the courses, regardless of instructor.
5. Royalties generated from the custom-published texts go to no individual faculty member but are deposited in a School of Arts and Humanities account and used in ways that will benefit as many students as possible. So far, the money has been spent on Writing Center and classroom furniture and on Smart Room equipment.

I hope this is what you need.

If there is anything else I can do, let me know.

Mark

ATTACHMENT 19

SAUT

Nichole Abernathy

From: Shane Broadway
Sent: Monday, October 31, 2011 3:06 PM
To: Nichole Abernathy
Subject: FW: Information Request

Shane Broadway
Interim Director
Arkansas Department of Higher Education
114 E. Capitol Ave.
Little Rock, AR 72201
501-371-2031 (Office)
501-371-2003 (Fax)
Shane.Broadway@adhe.edu
www.adhe.edu

-----Original Message-----

From: Shane Broadway
Sent: Monday, October 17, 2011 4:26 PM
To: Gaye Manning
Subject: Re: Information Request

Thank you Gaye!

----- Original Message -----

From: Gaye Manning <gmanning@sautech.edu>
To: Shane Broadway
Sent: Mon Oct 17 16:23:26 2011
Subject: FW: Information Request

Shane - below is a response concerning the textbook costs. -- Gaye

-----Original Message-----

From: Georgia Womack
Sent: Monday, October 17, 2011 4:20 PM
To: Gaye Manning
Subject: RE: Information Request

All I have is that we diligently hunt for Used books to sell to our students and only sell New books as a last resort and that we buy the students textbooks back at the end of each semester which also limits the number of New books we must purchase, which not only saves the students money but saves campus funds as well to possibly be used in other areas for the students benefit. We try to get books from vendors that have free shipping during certain times of the year and some will have discounts on the text of up to 25% if you order a certain amount of textbooks during Rush each semester.

I am not sure if this all you need, if you need vendor names or invoices to show the discount or free shipping I can get those to you to.
Georgia

Georgia Womack
Assistant Bookstore Manager
870-574-4510
gwomack@sautech.edu

-----Original Message-----

From: Gaye Manning
Sent: Monday, October 17, 2011 3:49 PM
To: Georgia Womack
Subject: FW: Information Request

Georgia - the legislative body is asking questions about textbook sales and what institutions are doing to contain or reduce costs. Can you provide me with anything that will address this request?
Thanks.

-----Original Message-----

From: Corbet Lamkin
Sent: Monday, October 17, 2011 3:47 PM
To: Gaye Manning
Subject: RE: Information Request

Gaye

I am with Shane and he said any emails or other info we can provide to show how they are working to reduce the cost to students.

-----Original Message-----

From: "Gaye Manning" <gmanning@sautech.edu>
To: "Corbet Lamkin" <clamkin@sautech.edu>
Sent: 10/17/2011 3:39 PM
Subject: FW: Information Request

Do you know exactly what they mean by first part of this request? I emailed Nichole but she was no help. Not sure what they are looking for.

From: Shane Broadway [<mailto:Shane.Broadway@adhe.edu>]
Sent: Monday, October 17, 2011 10:26 AM
Subject: FW: Information Request

Good morning once again. Please see the request for information below from the Bureau of Legislative Research. This request is in preparation for the Nov. 4th and 5th meetings in Fayetteville regarding Textbooks that I had mentioned in my earlier e-mail. Please forward any memo or e-mail regarding the reduction of student expenses on textbooks to Nichole Abernathy at Nichole.Abernathy@adhe.edu by Thursday Oct. 27th.

Nichole Abernathy

From: Shane Broadway
Sent: Monday, October 31, 2011 11:21 AM
To: Nichole.Abernathy
Subject: FW: Information Request

Shane Broadway
Interim Director
Arkansas Department of Higher Education
114 E. Capitol Ave.
Little Rock, AR 72201
501-371-2031 (Office)
501-371-2003 (Fax)
Shane.Broadway@adhe.edu
www.adhe.edu

-----Original Message-----

From: Marshall, Susan [mailto:SMarshall@midsouthcc.edu]
Sent: Monday, October 31, 2011 9:04 AM
To: Shane Broadway
Subject: FW: Information Request

Shane, MSCC didn't have anything formal written on keeping textbook cost down but below is what we have done. Sorry this is late.

Susan

-----Original Message-----

From: Scherer, Judith E.
Sent: Wednesday, October 19, 2011 6:32 PM
To: Marshall, Susan (SMarshall@midsouthcc.edu); Baxter, Barbara (BBaxter@midsouthcc.edu)
Subject: FW: Information Request

Further info on keeping textbook costs down...

-----Original Message-----

From: Johnson, Garth
Sent: Tuesday, October 18, 2011 12:57 PM
To: Scherer, Judith E.
Subject: RE: Information Request

I don't think I have any documenting emails... He gave us that directive about 3 years ago, and I highly doubt that my email includes anything from those days. Here's what we've done since he gave us that directive:

- 1) switched to an "essentials" version of the College Algebra book. This version removes 3 chapters that we didn't use anyway, at a savings of \$40 to the student.
- 2) Switched to a one-variable calculus version of the Calculus book. This version of the book removes the content needed in Calculus III, which we don't currently teach. Savings of about \$50 to the student.
- 3) Use lose-leaf copies of the Business Statistics/Intro to Statistics and Business Calculus/Survey of Calculus books. These save about \$30 to the student. Even if you include a 3-ring binder in the students' costs, it is still cheaper.
- 4) We now use one, single, big volume for the dev math classes. Although the initial cost is higher, there are no additional expenses in future semesters. The students pay for one book and one online access fee at the beginning of their college experiences when they have maximum financial aid. In future semesters they may still access their materials even if their financial aid is decreased or even runs out. If we split the book into several smaller volumes, the students would need to pay additional online access fees, which would add probably around \$80 to the total cost of their dev math classes. This single big book is about the same cost as two semesters of access in our old system. This means that the text is cheaper than our previous textbook for around 60-70% of students. (The only people who are at a disadvantage are the relatively few students who needed only one semester to finish their dev math sequence. As of Fall 2010, this was about 10% of our student enrollment. The new text is either cheaper or about the same for 90% of our students.)
- 5) we have a shorter and cheaper book option for the relatively few students who are migrating from the old dev math system to the new dev math system. I don't have numbers on this off the top of my head, but there aren't too many of them around.

In the future...

- 1) college Algebra is up for revision for Fall 2012. We'll examine book options at this time.
- 2) Same for Calculus, Math for Teachers, and the future Trigonometry class I hope to add next year.

Garth Johnson, ABD
 Program Coordinator, Mathematics
 Mid-South Community College
 West Memphis, Arkansas

-----Original Message-----

From: Scherer, Judith E.
 Sent: Mon 10/17/2011 5:32 PM
 To: Johnson, Garth
 Subject: Fwd: Information Request

Garth -- do you have any emails documenting how we have tried to keep text costs down?

Sent from my iPhone

Begin forwarded message:

> From: "Baxter, Barbara" <BBaxter@midsouthcc.edu>
 > Date: October 17, 2011 12:48:50 PM CDT
 > To: "Marshall, Susan" <SMarshall@midsouthcc.edu>, "Scherer, Judith E."

> <jescherer@midssouthcc.edu>
> Subject: RE: Information Request
>

> Prior to Judy's arrival, Dr. Fenter requested that faculty do their best to reduce textbook costs.. However, I have no archived email to that effect. English faculty responded by picking one book that would serve two classes. several other folks chose less expensive books...and our new developmental math books will serve 3 classes..but I have nothing written documenting that. Judy may in her files.

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> From: Marshall, Susan
> Sent: Monday, October 17, 2011 11:25 AM
> To: Baxter, Barbara; Scherer, Judith E.
> Subject: FW: Information Request

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> ??? Are you aware of any emails or memos we sent trying to keep cost of books for students down? I know we have policies in place such as keeping the book for several years if possible so students can sell their books back.

> Susan

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>
>
> From: Shane Broadway [mailto:Shane.Broadway@adhe.edu]
> Sent: Monday, October 17, 2011 10:26 AM
> Subject: FW: Information Request

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>
> Good morning once again. Please see the request for information below from the Bureau of Legislative Research. This request is in preparation for the Nov. 4th and 5th meetings in Fayetteville regarding Textbooks that I had mentioned in my earlier e-mail. Please forward any memo or e-mail regarding the reduction of student expenses on textbooks to Nichole Abernathy at Nichole.Abernathy@adhe.edu by Thursday Oct. 27th.

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> Also, on the request regarding vendor and construction contracts, we have discussed this morning and will be setting up a conference call for CFO's on Thursday morning to help explain the questions and format so all are hearing the same information and instructions.

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> Thank you and hopefully you will not hear from me the rest of the day.

>
>
> Shane Broadway
>
> Interim Director
>
> Arkansas Department of Higher Education
>
> 114 E. Capitol Ave.
>
> Little Rock, AR 72201
>
> 501-371-2031 (Office)
>
> 501-371-2003 (Fax)
>
> Shane.Broadway@adhe.edu
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> www.adhe.edu

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> From: Whorton, Rebeca M. [mailto:whortonr@blr.arkansas.gov]
> Sent: Monday, October 17, 2011 9:17 AM
> To: Shane Broadway
> Cc: Madison, Sue; Roebuck, Johnnie J.
> Subject: Information Request

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>
> Interim Director Broadway,

> I am writing you on the request of members of the General Assembly for information from the institution of higher education on the issue at hand. I appreciate the time and effort it goes into feeling these requests. The information requested will be part of the November Higher Education Subcommittee Meeting in Fayetteville. If you need any additional information please don't hesitate to ask and let me know if there is going to be any problems. Thanks.

>
> The institutions of higher education to report any memo's/e-mail's that are trying to reduce any student expenses on textbooks.

>
> Rebeca Whorton
> Bureau of Legislative Research
> Legislative Analyst
> 1 Capitol Mall, 5th Floor
>
> Little Rock, AR 72201
>
> 501.682.1937
>

> whortonr@blr.arkansas.gov

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