How Libraries Can Overcome the Invisible Cost of Education
WHO ARE WE?

● Christina Bell, Humanities Librarian, @librarybell

● Krystie Wilfong, Associate College Librarian for Collection Management and Scholarly Communications, @wilfonglib

● Zane Omohundro, Textbook Buyer
BATES COLLEGE

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

Source: Bates College https://www.bates.edu/
ANNUAL TEXTBOOK COSTS

$500–$700
Bates College average

$1,240
national average

Source:
Increase in Textbook Prices

Source:
STUDENT CONCERNS

- Textbook affordability and equity of access
  - Students approached the administration asking for action

- The difference a (text)book makes
  - Material costs can impact class choice and retention
IN YOUR ACADEMIC CAREER, HAS THE COST OF REQUIRED TEXTBOOKS CAUSED YOU TO:

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

Source: https://florida.theorangegrove.org/og/items/3a65c507-2510-42d7-814c-ffdefd394b6c/1/
INSTEAD OF TEXTBOOKS I COULD HAVE BOUGHT...

- A book to read for fun
- A few months rent
- A plane ticket home
- Self-care activities - journaling, painting, etc
- Time with my friends instead of spending time working for $$
- Food
- Tuition
- GRE-prebook/classes
- Therapy sessions my family won’t pay for
- Payment to student loans
- Presents for people I love
ONE DOES NOT SIMPLY
BUY EVERY BOOK
EVOLUTION OF RESERVES POLICY @ BATES

Pre-Fall 2013
○ Excludes classified textbooks

Fall 2013
○ Includes traditional textbooks over $125

Fall 2014
○ Includes all textbooks eliminating a minimum.

Pre-Fall 2013
○ Excludes classified textbooks

Fall 2013
○ Includes traditional textbooks over $125

Fall 2014
○ Includes all textbooks eliminating a minimum.
IMPACT ON BUDGET

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

- One assigned staff member in the library (85%)
  - Communication with College Store
  - Communication with faculty
- Request temporary professor/department copies
- Request faculty to use older editions
  - Is it just a reprint or completely new edition?
- College Store donations
- Student donations/ Lost and Found
PRINT RESERVES STATS (Fall ‘18)

- Total number of books on reserve - 906
- Average class size - 18.9
- Average use per item - 8.5
- Range of use per item - 155 to 0
- 42.9% have zero use
- Over all cost per use - $.79 (budget/use - library owned copies only)
# TOP FIVE LIST (Fall ‘18)

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Cost</th>
<th>Enrollment</th>
<th>Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>PHYS 107</td>
<td>University Physics</td>
<td>$69.95</td>
<td>75</td>
<td>704 (5 prof copies)</td>
</tr>
<tr>
<td>PHYS 308</td>
<td>Intro to Quantum Mechanics</td>
<td>$74.99</td>
<td>18</td>
<td>131</td>
</tr>
<tr>
<td>RFSS 240</td>
<td>Critical Visions in Film Theory</td>
<td>$100.30</td>
<td>34</td>
<td>127</td>
</tr>
<tr>
<td>PHYS 422</td>
<td>Intro to Electrodynamics</td>
<td>$69.99</td>
<td>11</td>
<td>125</td>
</tr>
<tr>
<td>ECON 255</td>
<td>Intro to Econometrics</td>
<td>$247.60</td>
<td>24</td>
<td>107 (1 prof copy)</td>
</tr>
</tbody>
</table>
WHO ARE THE PARTNERS?

- College Store
- Dean of the Faculty’s Office
- Faculty
- Admissions
- Advancement
- Communications Office
• Direct faculty communication
  ○ Evaluates and suggests alternative versions to reduce cost (paperback, bundles, etc.) on a title by title basis.
  ○ Checks to see if all parts of a bundle are necessary to see if book-only options can lower cost for students.
  ○ Alerts faculty of current pricing and any large or unexpected price hikes so they can make informed decisions.
  ○ Regularly checks to make sure required books are actually required and would not be better listed as ‘optional’ or ‘suggested.’

• Strong relationship with the library and the library reserves system
  ○ Advertisement and marketing in-store and online to promote when a traditional printed book has a free/low-cost alternative.
  ○ Frequent conversations with students about the reserves system.
  ○ Communicates changes and potential sourcing issues to the reserves system.
PROMOTION AT THE COLLEGE STORE

UNDERSTANDING ANALYSIS
By Stephen Abbott

Adopter:
Prof. Katy Ott, Assistant Professor in Mathematics
Math 301 - Real Analysis
### Bates College Store

**FALL 2017**

**MATH-301-A**

Real Analysis

<p>| | | | | |</p>
<table>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>E RESERVE</strong> free at library?</td>
<td>BOOK</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Required: 1</td>
<td>Optional: 0</td>
<td>Suggested: 0</td>
<td>Choice: 0 of 0</td>
<td></td>
</tr>
<tr>
<td><em><strong>REQUIRED</strong></em></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ABBOTT</td>
<td>9781493927111</td>
<td>SV</td>
<td></td>
<td></td>
</tr>
<tr>
<td>UNDERSTANDING ANALYSIS</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NEW $59.99</td>
<td>USED $45.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RENT NEW $52.24</td>
<td>RENT USED $37.24</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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


and click the "Buy Now" button under "MyCopy Softcover Edition". Brought to you by Ladd Library.
...students try to avoid purchasing the book or purchased an earlier edition for cheaper. This leads to some frustration with assigning homework problems and reading. It is nice to know that all students have equal access to the textbook.

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

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

E-Reserves are available 24/7 from any computer on- or off-campus. Click the “Go to article” or “Go to ebook” links.

Many professors place supplemental materials on Lyceum (lyceum.bates.edu).

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

- Circulation Desk Reserves may have a two hour, 24 hour, or three day loan period. Most print materials may be taken from the library.

- Audio Desk Reserves all have a four hour loan period. A/V materials may not be removed from the library except by the professor who has placed the reserve. There are facilities within the Audio/Video Area to view and listen to these reserves.

<table>
<thead>
<tr>
<th>Materials for this course</th>
<th>Title</th>
<th>Author</th>
<th>Call #:</th>
</tr>
</thead>
<tbody>
<tr>
<td>The lord of the rings (by J.R.R. Tolkien)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The fellowship of the ring (by J.R.R. Tolkien)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The two towers (by J.R.R. Tolkien)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

You MUST write down the call # and bring your Bates I.D. to get the item!
NEXT STEPS (local)

- Collaborate with the Office of Advancement

Loaner Laptops for Ladd Library

$4,950 donated

238% donated of $2,076 goal

110 donors

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

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

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

Source: https://sparcopen.org/our-work/affordable-college-textbook-act/
OPEN EDUCATIONAL RESOURCES (OER)

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

Source: The William and Flora Hewlett Foundation
OER @ BATES

- April 26th Symposium
  - [https://scarab.bates.edu/oersymposium/2019/](https://scarab.bates.edu/oersymposium/2019/)
  - #oerbates19

- Working with faculty to identify alternatives
  - French curriculum is OER-based, dropping $350 book

- Working with faculty in the creation of Open materials

- “Cost of Books” informational for faculty
QUESTIONS?

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