5-30-2018

Textbook Affordability Report : Summer 2017 to Spring 2018

Nelson Poynter Memorial Library. USFSP Textbook Affordability Task Force.

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Summer 2017 to Spring 2018

Compiled by Tina Neville

May 30, 2018
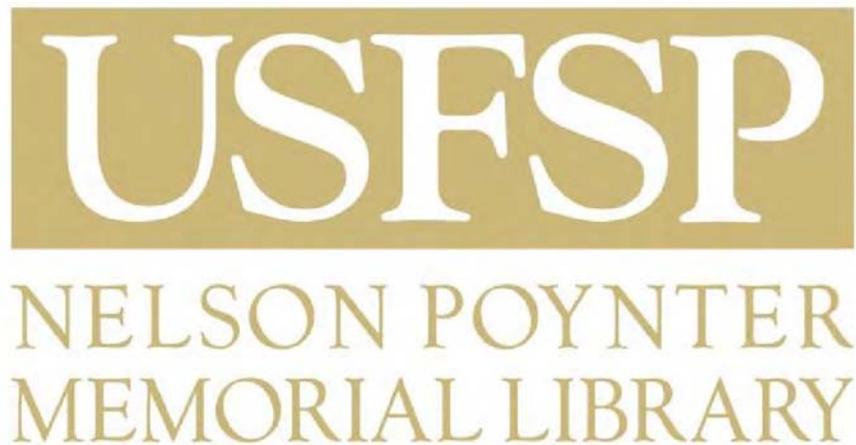
During the 2017/2018 academic year, the staff of the Nelson Poynter Memorial Library (NPML) continued and expanded upon our textbook affordability initiative to reduce student textbook costs. The recent inclusion of textbook affordability to the statewide performance metrics is a huge advantage for the project by increasing system-wide support, communication, and data.

The USF Tampa Textbook Affordability Task Force was created in fall 2017 with NPML Dean Catherine Cardwell joining the group as the USFSP liaison. Dean Cardwell convened a USFSP Textbook Affordability Task Force in early January 2018 to address these issues on the USFSP campus. Members of the local task force include: Catherine Cardwell (chair), Hossam Ashour (CAS), Alejandro Brice (COE), Trey Conner (CAS), Deanna Michael (COE), Tina Neville (Library), Gary Patterson (KTCOB), and Nathan Wadlinger (KTCOB).

The Task Forces, the NPML, Online Learning and Instructional Technology Services (OLITS), and the Center for Innovative Teaching and Learning (CITL) are working together to approach textbook affordability from a variety of angles:

1) Expand the library's Textbooks on Reserve Collection
2) Enhance marketing to educate all USFSP faculty
3) Educate faculty through open workshops
4) Provide a faculty stipend to support affordable adoptions

Textbooks on Reserve

The textbook on reserve collection continues to grow in size thanks to additional library purchases, faculty donations, and the new "pay it forward" program that allows students to donate their used books to the library for use by future students. Faculty have commented that they are getting requests from students asking if their book will be on reserve at the library. Some titles in particular are seeing heavy reserve activity such as *"Through the Eyes of a Child"* (33 checkouts in spring 2018 for a potential student savings of $7,154), *"Biological Science"* (24 checkouts for a potential student savings of $6,230) and *"Physics"* (20 checkouts for a potential student savings of $5,822) to name a few. *

*Potential savings are calculated using the lowest bookstore price multiplied by the number of check-outs

		Summer 2017	Fall 2017	Spring 2018
Library Textbook Reserve Collection	**Print books on reserve**	163	280	475
	Number of courses	85	163	238
	Ebooks Listed	49	95	129
Faculty Textbook Reserve Collection	**Items on Reserve (books, media, kits)**	71	100	100
	Faculty participants	6	26	29

		Summer 2017	Fall 2017	Spring 2018
Circulation	**Library titles total student uses**	129	996	601
	Instructor titles total student uses	50	517	148
	Total Library and Instructor title check-outs	179	1513	749
Potential savings	**Total check-outs x book price**	$18,855	$115,754	$106,522

The library also prepares a guide to textbooks that is highlighted on the library home page. This allows easy access to information on the print and electronic titles that are available to students: http://lib.usfsp.edu/Textbooks The guide has seen growing use as more student become aware of it.

	Summer 2017	Fall 2017	Spring 2018
Textbook LibGuide views	399	983	949

Using circulation statistics on how many times each textbook was checked out during the summer, fall and spring semesters, multiplied by the lowest cost option from the bookstore, we determined that the library's textbooks on reserve program were used 749 times with a potential savings to students of $241,131.

Library reserve collection, potential student savings:

Potential Savings	Library Reserves	Instructor Reserves	Total
Summer 2017	$17,200	$1,655	$18,855
Fall 2017	$87,597	$28,157	$115,754
Spring 2018	$84,139	$22,383	$106,522
Total	**$188,936**	**$52,195**	**$241,131**

<u>**Enhance marketing to educate all USFSP faculty**</u>

Although most teaching faculty are aware of student concerns over textbook costs, many are not aware of various ways to reduce costs while still maintaining the quality of their course. While complete course overhauls take time, there are many easy strategies that faculty can take to reduce costs quickly such as: adopting online materials that are institutionally licensed by the library, taking advantage of fair use rights, locating existing free resources, and adding materials to the library course reserve collection.

A variety of mechanisms were used to market these quick, cost reduction strategies to faculty. Emails and flyers were distributed to all USFSP faculty and the project was mentioned at the spring all-faculty meeting. To allow more time for questions, librarians as well as members of the USFSP Textbook Affordability Task Force met with individuals and small groups and also gave brief presentations at departmental and college meetings. The library also offered three, one-hour open workshops for faculty to disseminate information and allow for discussion. The open workshops proved popular with 15 attendees.

Provide a faculty stipend to support affordable adoptions

Spring 2018 Faculty Textbook initiative

Though beneficial to students, the possibility of changing textbooks to a more affordable option has a significant impact on faculty. Locating, evaluating, and selecting new materials can be tremendously time-consuming. Once new resources are selected, additional effort may be needed to update lectures, assignments, and exams.

In acknowledgment of the time and effort needed for this important task, the library, CITL, and OLITS funded an incentive program for faculty. For $1,000, faculty were asked to attend a series of 6 workshops, work to reduce the cost of materials for their courses, implement the changes by Fall 2018, and participate in a survey to assess the impact of the initiative. The call for proposals was issued on February 26, 2018. Twenty USFSP professors, representing all three colleges, signed up to participate in the faculty initiative program. Initially, each professor was asked to work on one course, however as the program progressed, several found time to examine additional courses.

Six-week workshop series

The incentive program consisted of six weekly workshops. Each workshop allowed time for hands-on activities, group discussion, and one-on-one time for faculty/librarian/instructional designer consultations. The group discussions proved particularly useful by demonstrating common concerns and brainstorming possible solutions. A Canvas course was created for the participants to allow access to links and course content.

Workshop content:

1. Introduction to the problem, Presenter: Cathi Cardwell
2. Copyright and Fair Use, Presenter: Cathi Cardwell
3. Creative Commons and Open Educational Resources (OERs) Presenters: Kaya van Beynen and Tina Neville
4. Canvas & Curriculum Builder, Presenters: Karla Morris and Kaya van Beynen
5. Multimedia Resources, Presenter: Patricia Pettijohn
6. Hands-on Workshop, Facilitators: USFSP librarians and instructional designers

Librarians and instructional designers liaising with individual faculty to work on course options

A unique part of this program was to involve all seven of the NPML subject-liaison librarians in the workshops series. Librarians assisted in presentation of content and also worked one-on-one with their

assigned faculty at each workshop. In addition, Karla Morris, OLITS manager of instructional design, attended all of the workshops to provide online course assistance and all three of the OLITS instructional designers attended the final workshop to help individual faculty incorporate new materials into their upcoming courses. The opportunity to spend one-on-one time with the library/OLITS staff was appreciated by the participants (85% of the participants found this aspect helpful) and will continue as faculty have time to work on additional courses. Increased awareness of the kinds of assistance offered by the library and OLITS should help continue to contribute to the success of the initiative.

Workshop Assessment Results

At the conclusion of the program, 20 faculty had worked on 27 courses which will affect an estimated 3656 students in the next academic year. Fifty-nine percent (16) of the courses are now listed as "no textbook required" for 893 students. Although unable to limit costs completely, three other professors were able to lower the total cost of course materials for their courses. All of these courses will move to institutionally licensed or free online course materials for a potential savings of **$157,612 per year for required texts and $178,371 if the cost of faculty recommended texts is also included.**

The participants were pleased with the content of the workshops and were particularly interested in discussions about copyright, learning about online materials that are already licensed by the library, and having the time to work with a librarian. Discussions about fair use and open education have inspired several participants to consider writing their own open textbook, and some participants are interested in getting more information on possible open access funding sources and publishers.

After participation, 100% of the participants said they are more likely to recommend e-resources to their colleagues and recommend asking a librarian for assistance with the textbook process. Ninety-five percent of the faculty indicate that their participation in the program will reduce costs for their students. In addition, several commented that the information they learned would improve the quality of their courses:

> *"…by moving to journal articles and web pages, my students will learn about how knowledge is shared among scholars and how to use the resources readily available to them as critical citizens. I think this lesson is crucial to a university education. They save money and learn to be critical thinkers on a daily basis. Everybody wins!"*

> "*The ability to add new materials into courses will make my course more interesting. I'm thinking less on individual textbooks now and considering ways to incorporate a variety of resources that will engage the students more. "*

> *"…I will have more control over the course material, rather than tailoring the course to match what is in the book, students will benefit from a course designed specifically for USFSP students."*

Participants showed a great deal of enthusiasm for continuing the workshop program with 95% of the participants rating the project as outstanding. Eight participants have already agreed to share their

experiences at the CITL Week of Teaching and an additional nine participants are considering participation at that event. The participants will also be talking to their colleagues on a less formal basis. Several participants even felt that having textbook affordability education should be mandatory for all faculty. Additional suggestions for helping to expand the program included providing information at new faculty orientations, asking for textbook affordability options on new program and course proposals, providing easy-to-find tips and links, and offering incentives to create new OER content.

Conclusion

The library projects are all showing great promise for reducing student textbook costs, with potential **savings of $419,502** to date when considering both required and recommended readings:

	Summer 2017 to Spring 2018	Summer 2018 to Spring 2019	Potential Savings to date:
Library and faculty reserve collections	$241,131	TBD	$241,131
Faculty textbook affordability initiative (required and recommended texts)	n/a	$178,371	$178,371
Total:	**$241,131**	**$178,371**	**$419,502**

The response from the participants in the faculty textbook initiative was overwhelming. USFSP faculty are very interested in learning about ways to make learning more affordable for students while still maintaining high quality. All savings are important to the students but several high-enrollment courses will provide particularly large savings. These courses include: GEO4372: Global Conservation (155 students for a potential savings of $25,172 per year), EDF3604: School and Society (105 students for a potential savings of $22,979 per year), and ECP3302: Environmental Economics (100 students for a potential savings of $21,100 per year). We are confident that the savings will continue to grow as more faculty become aware of the numerous ways that they can help students reduce costs.

Next steps

Based on the success of the pilot project and on feedback from the participants, possible next steps include:

1. Additional growth and marketing of the library textbook reserve collection
2. Provide certificate of completion awards for those participating in the education series
3. Offer the workshop program for new participants at a future date
4. Target high impact (general education and high enrollment) courses
5. Pursue avenues of funding for faculty interested in creating original OER content
6. Provide textbook affordability information at new faculty and adjunct orientations
7. Consider adding space for textbook affordability options on new course or program proposals
8. Create a brief video and easy-to-use tip sheets on the adoption process

9. Continue the Canvas course site and continue to add useful content

Course	Mode of Delivery	Total students*	Cost (required) text (after workshop)	Cost (required) prior to workshop	Cost (required & recommended prior to workshop	Amount saved (required only)	Amount saved (including recommended)
CCJ4934 : Senior Seminar Inequalities	Face-to-face	30	$0.00	$87.00	$87.00	$2,610.00	$2,610.00
MMC4936/6936: Virtual Reality & Alt. Storytelling	Face-to-face	12	$74.99	$94.95	$94.95	$239.52	$239.52
FIN3403 : Principles of Finance	Face-to-face	40	$0.00	$185.70	$185.70	$7,428.00	$7,428.00
ECP3302 : Environmental Economics	Online	100	$0.00	$211.00	$211.00	$21,100.00	$21,100.00
EDA6503 : The Principalship	Online	40	$0.00	$241.35	$241.35	$9,654.00	$9,654.00
WOH2030 : World History since 1815	Face-to-face	200	$19.95	$109.35	$109.35	$17,880.00	$17,880.00
EVR2861 : Intro to Environmental Policy	Face-to-face	55	$0.00	$67.35	$67.35	$3,704.25	$3,704.25
GEO4372 : Global Conservation (additional course)	Face-to-face	155	$0.00	$162.40	$162.40	$25,172.00	$25,172.00

Course	Mode of Delivery	Total students*	Cost (required) text (after workshop)	Cost (required) prior to workshop	Cost (required & recommended prior to workshop	Amount saved (required only)	Amount saved (including recommended)
POS2041 : American National Government	Face-to-face, Online	100	$0.00	$128.00	$128.00	$12,800.00	$12,800.00
EDF2085 : Education, Diversity and Global Society	Face-to-face	58	$0.00	$175.40	$243.05	$10,173.20	$14,096.90
EDF3604 : School and Society	Face-to-face, Online, Hybrid	105	$0.00	$218.85	$218.85	$22,979.25	$22,979.25
MMC6400 : Mass Communication Theory	Online	15	$0.00	$113.90	$113.90	$1,708.50	$1,708.50
JOU4188/MMC 6936 : Neighborhood News Bureau	Face-to-face	40	$20.00	$51.95	$235.90	$1,278.00	$8,636.00
EDF6492 : Educational Program Evaluation	Online	5	$0.00	$59.90	$59.90	$299.50	$299.50
EDA6061 : Principles of Ed Admin	Online	20	$0.00	$172.00	$172.00	$3,440.00	$3,440.00

Course	Mode of Delivery	Total students*	Cost (required) text (after workshop)	Cost (required) prior to workshop	Cost (required & recommended prior to workshop	Amount saved (required only)	Amount saved (including recommended)
CJE4010: Juvenile Justice System	Face-to-face or online	70	$0.00	$121.00	$121.00	$8,470.00	$8,470.00
CCJ3718 : Applied Statistics in Crime	Face-to-face	60	$0.00	$108.00	$158.00	$6,480.00	$9,480.00
GRA2206C : Typography	Face-to-face	40	$0.00	$54.90	$216.83	$2,196.00	$8,673.20
		1145				$157,612.22	$178,371.12

for all sections, one academic year