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Nelson Poynter Memorial Library Textbook Affordability Report, Fall 2016 & Spring 2017 Semesters

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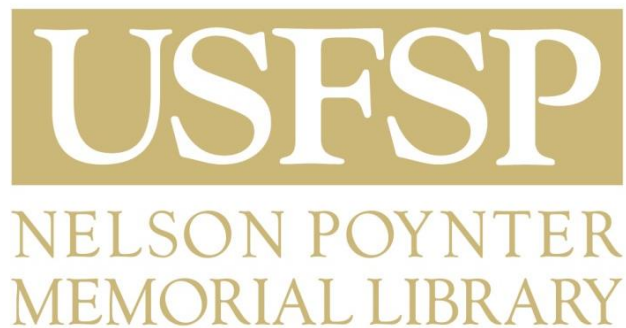
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Nelson Poynter Memorial Library
Textbook Affordability Report
Fall 2016 & Spring 2017 Semesters

Compiled by Kaya van Beynen, Angela Couch, Virginia Champion, & Patricia Pettijohn

May 23, 2017



Starting in the Fall 2016 semester, the Nelson Poynter Memorial Library (NPML) started a textbook affordability initiative to help reduce student textbook costs. This project was a collaboration between the Access Services, Technical Services & Collection Development, and the Research & Instruction Departments.

This textbook affordability initiative consisted of 1) expanding the library’s textbook collection on reserve, 2) creating an online textbook library guide, 3) textbook collection development, 4) promoting fair use, and 5) marketing and outreach to USFSP students and faculty. This report summarizes the activities and outcomes of the NPML textbook affordability initiative during the Fall 2016 and Spring 2017 semesters.

1) Expanding the library’s Textbook Collection on Reserve:

Traditionally, the NPML Reserve collection had only included the course materials that USFSP professors requested be placed on reserve. This collection was then maintained by the Access Services staff with the majority of items placed on 3-hour loan. In Fall 2016, NPML librarians decided to expand this textbook collection by proactively adding textbooks: 1) already owned by the NPML and 2) course materials for General Education courses. Starting 30 days before the start of the semester, when course instructors were required to submit their textbook titles to the Barnes and Noble Campus Bookstore, the liaison librarians identified course textbooks, cross checked against the library holdings, and pulled assigned course materials for the library’s expanded Textbook Reserve Collection.

2) Textbook LibGuide:

Additionally, with input from all the liaison librarians and Angela Couch, the reserve collection coordinator, Librarian Tina Neville created a Textbook LibGuide, updated for each semester, as the central source for USFSP students and faculty to identify textbooks available in print in the NPML reserves or available as an ebook through the USF Libraries Catalog. The LibGuide lists textbooks and course materials added by both the instructing faculty and the liaison librarians.

Table 1: Statistical Description of the Textbook Collection on Reserve

		Fall Semester	Spring Semester
Librarian Textbook Reserve Collection	Print books on reserve	207	257
	Print books checked-out	121 times	153 times
	Total Print Circulation	1,173	1,779
	Ebooks Listed	65	56
	Ebooks accessed	20	46
Faculty Textbook Reserve Collection	Items on Reserve (books, media, kits)	261*	89
	Faculty participants	22	31
Textbook LibGuide	Student views	535	833

* The course, Children’s Literature, had 175 children’s picture books and young adult fiction and non-fiction picture books on reserve during the Fall semester.

Textbook circulation dramatically increased from the Fall to the Spring semester both in terms of individual book title circulation (27% increase) and the total number of times these books were checked out (52% increase). In the Fall semester, the print item that circulated the most was *Experience and Education* by John Dewey which was checked out by students 49 separate times. In the Spring semester, *Through the Eyes of A Child*, a textbook for the online undergraduate education course in Children's Literature was checked out the most, circulating a total of 162 times.

Access Services did not collect circulation statistics on the textbook collection created by faculty adding items to Reserves. So while we know that more professors participated in this program from Fall to Spring, we are unable to document student use. Starting Summer 2017, Access Services plans to begin collecting these statistics.

During both Fall and Spring semesters, the textbook LibGuide received the most views during the first and second weeks of the semester. After initially checking whether their course materials were on reserve, students ceased consulting the textbook LibGuide. In the spring, students clicked through to ebooks 46 times, and the ebook most accessed was *Literary Theory: A Very Short Introduction*, which was "checked-out" 13 times. We are unable to track ebook use if the course materials were accessed directly through the USF library catalog.

3) Collection Development:

As part of this textbook affordability initiative, we decided to purchase all the textbooks for the USFSP General Education courses if this was at all possible. Librarian Patricia Pettijohn, head of the Technical Services and Collection Development Department, identified and purchased the course materials for these GE course, many of which steadily arrived throughout the Fall semester. Additionally, the liaison librarians identified non-general education course materials for purchase using their subject specific collection development allocations. A total of \$12,617 was spent on textbooks purchasing 37 ebooks and 129 print books for this collection.

In April 2017, the USFSP Town and Gown community group donated \$3,500 to the NPML's textbook collection in recognition and honor of the service of Librarian Deborah Henry and College of Education Professor and former Dean Dr. Dean Heller.

At the end of Spring 2017 semester, NPML advertised a *Student Textbook: Pay It Forward* program with the intent of collecting student textbook donations. Through this, the library received 25 textbooks supporting courses in the College of Arts and Science and the Kate Tiedemann College of Business. Most of the textbook donations were for science or accounting courses.

4) Promoting Fair Use:

In the Fall semester, librarians held two drop-in workshops: on how to scan materials using phone apps and a discussion of copyright and fair use. The attendees included USFSP faculty who wanted to make their course materials more available to students, and USFSP staff from a department rethinking file processes in order to move from paper storage to digital records. Additionally, the library Systems Department enabled the scanning feature for USFSP students on the library printers. Finally, librarian Tina Neville created a Copyright LibGuide for faculty (guides.nelson.usf.edu/copyright) focused particularly on fair use.

5) Marketing

While the Fall semester operated as a quiet pilot project, in Spring marketing of the library textbook initiative went into full force. Marketing efforts were led by librarian Camielle Crampsie. Information about the library textbook reserve collection was advertised to students through flyers, Facebook posts, short how-to videos, and word-of-mouth. The library orientation presentations to First-Time-in-College and Transfer students were updated to include a mention of the textbook collection. Faculty were informed about the textbook collection, encouraged to add their copies to the collection, and asked to direct their students to the library at the USFSP All Faculty Meetings, through personal contacts with their liaison librarians, and through online flyers sent out directly to faculty either to their email or through the Harborside USFSP listserv. The impacts of these marketing efforts are evident in the associated increase in student and faculty use from Fall to Spring semesters (see Table 1).

Student Textbook Savings:

To ascertain the impact of the NPML textbook affordability initiative, we estimated how much this program saved USFSP students.

Table 2: Student Textbook Savings

Fall	Spring	Total
\$24,289.13	\$39,535.08	\$63,824.21

Using the circulation statistics provided from Access Services Department on how many times the textbooks were checked out during the Fall and Spring semesters, multiplied by the lowest cost option at the Barnes and Noble campus bookstore, we determined that the library's textbook affordability initiative saved students *at least* **\$63,824.21**.

This number represents a low estimate as 1) the library did not collect circulation statistics on textbooks placed on reserve by faculty, 2) does not include ebooks accessed through the catalog, and 3) the cost used in this formula was always the lowest cost option (frequently renting the textbook or buying used), something that not all students would or could do.

In Conclusion:

The NPML Textbook Affordability Initiative dramatically increased in use from the starting Fall to Spring semester and saved USFSP students money. From Fall 2016 to the Spring and Summer 2017 semesters, the process of identifying, and placing books on reserve has steadily become easier for the liaison librarians and for Reserve Collection Coordinator. The Textbook Collection on reserve has become more robust, faculty and students are becoming increasingly aware, and we hope and expect student usage and financial savings only to grow. With all intents and purposes, the Nelson Poynter Memorial Library's Textbook Affordability Initiative has been a success, and the collaboration between the Access Services, Technical Services & Collection Development, and the Research & Instruction Departments on this project will continue.