The University of North Carolina

Report on the Cost of Textbooks, Submitted with Campus-Based Tuition and Fee Increase Requests

March 2013
The President and the Board of Governors have been concerned for several years with the increasing cost of textbooks. The Board completed two studies on the cost of textbooks and has approved recommendations to help control textbook costs. In accordance with the March 2007 recommendations, each campus was required to submit information about textbooks along with any requests for tuition and fees increases for 2013-14, and each campus has complied.

Specifically, each institution is required to document:

- the average textbook costs for undergraduate students (including buyback averages and a calculation of “net” cost);
- the on-time adoptions of textbooks by faculty;
- the percentages of textbook sales that were new books or used books; and
- campus progress towards implementation of a guaranteed buyback or rental program for required textbooks for introductory courses.

Since data for 2012-13 is not yet available, the data reported here is for the 2011-12 academic year. However, campuses have anecdotally reported additional progress in data for 2012-13.

It is important to note that bookstores at campuses are structured differently. The bookstore operations on seven campuses are outsourced. UNCC, UNCG, and UNCW are contracted with Barnes & Noble; UNCA, NCCU, and WSSU are contracted with Follett. FSU previously had a book purchase system, but during 2008-09 worked with Follett to restart its book rental program. In addition to FSU, three other campuses (ASU, ECSU, and WCU) have mandatory book rental programs. As noted in the report, almost all of the other campuses now offer optional textbook rentals for some courses.

**Highlights of the 2013 Report (2011-12 data)**

- Average textbook costs increased by 1.8% for undergraduate students purchasing all new books. This percentage change is roughly equal to the Higher Education Price Index (HEPI) of 1.7%, less than the Consumer Price Index (CPI) of 2.9% and significantly less than the CPI subcomponent for college textbooks of 6.4%.

- “On-time” faculty adoptions of textbooks declined slightly (-1.6%) from the prior year but is an overall increase of 14.2% from the 2006-07 academic year. The decline is attributable to budget reductions and uncertainties as course assignments are made later or course schedules are not finalized at the time that buybacks occur.

- The system-wide percentage of new textbook sales grew to 70%, with used book sales at 30%. Though the ratio of used book sales fell by 2% over the prior report, it does represent a 6% increase in used book sales since 2006-07.

- Interest in electronic textbook options is increasing and is expected to continue to grow.

- Faculty increasingly understand the cost of textbooks and are willing to locate lower-cost options for students, including online resources, creating custom textbooks, and even not requiring a textbook.
Campuses have made extraordinary progress in offering textbooks through guaranteed buyback programs. Increasingly, campuses are creating very successful optional rental programs for required textbooks for introductory courses.

Students in the UNC system have more options than ever before to help minimize their textbook expenses, including choices to purchase new or used, hard copy or digital, or to rent textbooks.

A summary of the data submitted by each campus is shown in Attachments 1, 2, and 3. Additional attachments follow and show examples of campus efforts.

**Average Textbook Costs for Undergraduate Students (see Attachment 1)**

- A standardized methodology for calculating the average cost of textbooks was used for all campus submissions. The methodology for calculating the average cost of textbooks for undergraduate students is weighted based on the enrollment in each course.

- For the four schools that currently have mandatory rental programs (ASU, ECSU, FSU and WCU), their rental fee rates are listed. In addition to these rental fees, students also generally purchase “supplemental” books that are not a part of the rental program. The methodology for this report required those schools to calculate the supplemental costs as if students had to purchase supplemental books for five courses. This methodology would overstate the supplemental costs for students who do not have to purchase supplemental texts for five courses.

- This report also includes a standardized methodology for calculating the average amount of money students receive when they sell books back to the bookstore. This allows for a comparison of “net cost” figures.

- The Board of Governors has requested a reference point for comparison of average cost data. For the 2011-12 year (comparison for this report’s data), the increase in the Higher Education Price Index (HEPI) was 1.7%. The Consumer Price Index (CPI) was 2.9% and the CPI subcomponent for college textbooks increased by 6.4%.

- Attachment 1 shows the average cost of purchasing all new books for a UNC undergraduate student (if no books were sold back) increased by just 1.8%. Likewise, the overall change in the net average cost of books for a UNC undergraduate student purchasing all new books and selling them all back was an increase of approximately 6.14%. The data shows that UNC campuses have been able to keep cost increases below that of increases in the costs of college textbooks nationally.
Unfortunately, the current average cost methodology does not accurately capture all of the savings to students on UNC campuses.

- The savings from the guaranteed buyback and optional rental program books are not incorporated in the calculations. Campus programs vary in such a way that it has not yet been possible to create a model for which data can be collected and compared from all institutions. Thus, the current average cost data reflects books purchased for an undergraduate student taking an average of about five courses per semester. It does not incorporate the impact of these new options for students (guaranteed buyback and optional rental), which are becoming more prevalent and more popular on many campuses.

- These programs tend to decrease the up-front cost of textbooks to students without relying on whether the book will be sold back at the end of its use.

- UNC General Administration and the campuses will continue to work on a way to incorporate the additional savings to students as a result of these emerging programs.

On-time Adoptions of Textbooks by Faculty (see Attachment 2)

- Chancellors, Provosts, and other campus staff have worked with Bookstore Managers to encourage faculty to adopt textbooks in a timely manner. (Examples of campus communications are attached at the end of the report. Additional examples can be provided upon request.)

- On-time faculty adoptions help reduce the average cost of textbooks by affecting the amount returned to students if they choose to sell back the books. Timely adoptions also allow bookstores to search for, and make available, more used textbooks.

- A common methodology for calculating on-time adoption of textbooks was provided to the campuses.

- System-wide, an average of 84.4% of faculty textbook adoptions for 2011-12 were received before the target date. While this is a change in the trends and a slight decline from 2010-11, on-time adoptions have increased by 14.2% since the 2006-07 year.
Campus reports noted that **budget reductions and budget uncertainties continue to negatively affect textbook adoption rates**. Course assignments are being made later or courses are not scheduled at the time that buybacks occur. In these types of situations where faculty are not yet assigned to a course, it would not be possible to complete the adoption of the textbook in a timely manner. During times of budget uncertainties, the campuses are challenged to get faculty orders in when sometimes it is unclear what classes can be offered or which faculty will be assigned to teach the courses offered. Hopefully these numbers will stabilize and begin to improve as the budget outlook improves.

Six campuses still achieved faculty on-time adoption rates of greater than 90% in 2011-12: East Carolina University, North Carolina A&T State University, North Carolina Central University, UNC Pembroke, UNC School of the Arts, and Winston-Salem State University. North Carolina Central University and UNC School of the Arts have four consecutive years of achieving this goal.

Chancellors, Provosts, and other campus staff must continue to work diligently, alongside bookstore management, to improve on-time textbook adoptions by faculty. Their involvement in the process has helped to make significant changes in adoption rates. While budget uncertainties produce some challenges, every effort should be made to work around those extra challenges and regain the positive momentum that had been exhibited previously.

Many campuses also noted that increased awareness from the bookstore and help from the Office of the Provost and the Academic Deans and Department Chairs has helped with adoption rates. Likewise, increased efforts by bookstore staff to follow up with faculty and academic department chairs and deans on textbook requisitions not received has helped the campuses to make positive gains in faculty textbook adoption rates (see attachments).

Improvements in on-time submission of textbook adoptions have allowed bookstores more time to locate used books and have also allowed students more time to compare sources for purchasing books. With timely adoption, bookstores have better information about books that have the potential to be included in guaranteed buyback or rental programs. Campuses have more ability to offer these types of programs with the better adoption rates and data to enable those programs.
Percentage of Sales of New and Used Books (*see Attachment 3*)

- Since improving the availability of used books can decrease the costs to students, each campus also reported on the percentage of textbook sales that were new books versus used books. From 2010-11 to 2011-12, the overall percentage of new books grew by 2% to 70% of sales and the sales of used books declined to 30%. Since 2006-07, these metrics have improved by 6%.

*Percentage Sales of New and Used Books – 2011-12*

- Interestingly, the rates of sales of new and used books are also impacted by the increasing offering of optional rental programs. Since those books are generally retained within the rental program, they are not available to be purchased and are also thus not available to be bought back and resold as used copies.

Progress towards Implementation of Guaranteed Buyback or Rental Programs for Required Textbooks for Introductory Courses

- Four UNC institutions – Appalachian State University, Elizabeth City State University, Fayetteville State University and Western Carolina University have mandatory book rental programs for undergraduate students.

- All other campuses have implemented some form of guaranteed buyback program or optional rental program for introductory undergraduate courses. The programs vary from campus to campus. Bookstore managers continue to identify “best practices” and implement those where possible. UNC-Chapel Hill and East Carolina University have entered into a multi-campus shared buyback program to increase the likelihood that a textbook will be bought back and savings returned to students.
To significantly affect the cost of textbooks, Chancellors, Provosts, faculty and bookstore managers must continue to increase the number of courses and textbooks included in the guaranteed buyback and optional rental programs.

- UNC Pembroke noted that faculty interest in textbooks in the guaranteed buyback program is declining while its new optional rental sales increased significantly.

Campuses are increasingly offering students the option of renting textbooks, even if the campus does not have a full mandatory rental program.

- Examples of these innovative programs were in place in 2011-12 at NC A&T State University, North Carolina Central University, NC State University, UNC Charlotte, UNC Greensboro, UNC Wilmington and Winston-Salem State University.
- Three campuses, UNC Asheville, UNC Pembroke, and the UNC School of the Arts, started new programs in 2011-12.
- East Carolina University moved from a hybrid optional rental program in Spring 2011 and to an optional rental program in Fall 2012, with student demand for the rental program increasing significantly.
- UNC-Chapel Hill maintained its guaranteed buyback program, with high participation for introductory courses. It implemented an optional rental program in Fall 2012.

These optional rental programs are generally very popular with students. In its first year, UNC Asheville had 75% of students enroll in the program. NCCU’s Rent-a-Text sales grew by 56% in 2011-12, saving students over $200,000. NCSU’s expanded program saved students over $600,000 in textbook costs, with NCSU ranking 1st nationally in rented units among affiliates. The vendor created a case study to market this success, and it is included in the attachments.

Many campuses noted that the increase in popularity of optional rental programs is negatively impact the buy-back percentage of annual sales with net average. For example, UNC Wilmington noted that its buy-back dollars declined by $167,286, with a decrease from 12.82% of sales to 8.92%.

Other Highlights of 2013 Report on Textbook Costs

Campuses have reported mixed results in adoptions of digital or other electronic texts. Some reported that even when offered as options, students have not tended to purchase these options. Other campuses noted that with the increasing popularity of e-readers and other electronic options, interest in electronic texts is growing.

Campuses are reporting increased willingness from faculty in finding lower-cost options for students. These options include using online resources, creating custom texts when that option is less expensive, not requiring a textbook, and other methods.
The most commonly used alternatives to traditional textbooks include course reserves (library), e-reserves (library), software, newspapers, handouts in class, e-books and other online course materials such as open-source content.

Many faculty members and bookstores also create custom course packs as an alternative to the traditional textbook.

Open-source textbooks have often been developed by faculty and supported by campuses. These books are offered for free using online delivery. The process for development and distribution of these materials is quite different than the traditional textbook production models.

Many faculty have begun to not require a textbook at all, instead relying on other materials or on online aids to coursework. For example, UNC Charlotte reported that 34% of Fall 2011 and 47% of Spring 2012 courses did not require a textbook.

Some stores such as NC State University and UNC-Chapel Hill are trying market-based pricing for textbooks instead of using the publisher’s set price.

Summary of Data

- The on-time adoption of textbooks has declined slightly in the wake of budget challenges and uncertainties. While unfortunate, similar data is expected in the 2012-13 report with the hope that continued efforts will help mitigate further declines. Efforts to improve the on-time adoption rates should continue. It is apparent that active engagement by all of the campus community (faculty, staff, and administration) is critical in these efforts.

- Bookstore managers continue to work on ways to share best practices, collaborate, and leverage resources to lower the cost of textbooks. Likewise, Chancellors, faculty and staff must continue to pursue additional strategies to aid the bookstores in lowering the cost of textbooks.

- Campuses are reporting increased willingness from faculty in finding lower-cost options for students. These options include using online resources, creating custom texts when that option is less expensive, not requiring a textbook, and other methods.

- Many campuses have had success in increasing the number of courses for which no textbook is required. Instead, many faculty members have been able to lessen the financial burdens on students by making materials available electronically, by selecting only the necessary chapters, and/or having custom publishing (“coursepack”) as an option rather than a textbook.

- Campuses are making more options available to students. Students have more choice in terms of what type of books to purchase or rent and are more empowered to choose the best option for their particular situation. For example, some students like e-books and choose to purchase those when available. Some students prefer the up-front savings available from rental or guaranteed buyback programs. Others prefer to locate
and purchase a used copy of the text which they can decide to keep or sell at the end of their usage.

- As UNC Charlotte noted, “students have five different formats for selected titles on the bookstore’s website. This is positive change for students, who in the past, have been significantly limited in exercising their consumer options when it came to purchasing required textbooks.”

- Students in the UNC system have more options than ever beyond the traditional campus bookstore when trying to minimize textbook expenses. Increased involvement from faculty and administrators as well as communications among bookstores, students, faculty, and administrators has contributed to a more collaborative environment on campuses that focuses on ways to reduce textbook costs.

- The work completed so far by the campuses has shown results in an industry that has changed significantly since this report began. However, as NC State University stated, “the traditional model of providing used books and offering high buyback value is rapidly becoming obsolete. The metrics used to produce average costs in this report will soon become less reliable as benchmarks for performance.”
CAMPUS EXAMPLES
North Carolina State University Runs on Rafter™ for Selection, Convenience, and Value for Students.

The last several years have been challenging for North Carolina State University, a school whose objective is to distinguish it from other universities by combining academic excellence and affordability. In 2011, state universities were facing their fifth consecutive wave of budget cuts. NC State was not spared; their budget was slashed fifteen percent. Undergraduate enrollment dipped seven percent.

Cash-strapped students, looking for ways to stretch their dollars and cover education expenses, flocked to online shopping sites to purchase textbooks and required course materials.

The NC State Bookstore was already struggling with a five percent decline in total sales from the previous year. Sales were stagnating in 2011. Winning back students was vital, but the campus bookstore didn't have the ability to compete with online retailers like Amazon and Chegg.

Student savings during fall peak:
$780,000

FAST FACTS

- Four-year public university
- Founded in 1887
- 34,000 full-time enrollment
- North Carolina University Bookstore
- Anthony Sanders, Assistant Director
- Textbook rental service since 2011

NC STATE UNIVERSITY 125 YEARS
Today’s college students are savvy shoppers. They expect rock-bottom pricing and superior customer service, yet are often disappointed at finding neither in traditional campus bookstores.

It’s in this climate that the NC State Bookstores and Rafter partnered to turn the situation around.

The campus bookstore was determined to remain their students’ preferred source for course materials. Recognizing the trend toward online shopping in 2006, the bookstore staff implemented a streamlined e-commerce solution that allowed students to purchase textbooks online more easily. This helped by giving students another option for purchasing new and used textbooks, and increased online sales almost 70% over the next three years.

It did nothing, however, to drive down the increasing cost of course materials – something they knew they had to do to compete with the onslaught of online textbook rental sites.

Today’s college students are savvy shoppers. They expect rock-bottom pricing and superior customer service, yet are often disappointed at finding neither in traditional campus bookstores. When it comes to pricing they vote with their feet, especially when feeling the brunt of spending cuts. It’s in this climate that the NC State Bookstores and Rafter partnered to turn the situation around.

**Textbook Rental Site**

**Open for Business**

For the NC State Bookstores, setting up an online textbook rental program was nothing short of daunting. Few campus bookstores have either the resources or the wherewithal to design an online rental site and hook it up to its existing order and inventory system.

Rafter helped the bookstore set up a cloud-based, fully customizable rental store. Within hours, the bookstore was able to offer textbook rentals on NC State-branded online and mobile sites. Students now had access to thousands of competitively priced textbooks for rental. Over 7,000 books were transacted online during fall 2012 rush, thus allowing the campus bookstore to gain traction against the pull of big-named online retailers.

**Cloud Meets Brick and Mortar**

Competitive pricing is key, and service is equally important. NC State capitalized on its local advantage and rolled out premium services like the Rafter EasyRent ™ in-store rental program with RapidReturn®, which gives students the option to rent and return their textbooks in NC State campus bookstore locations.

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**Increased Foot Traffic**
“We got the textbook rental program up and running in no time, and it’s been working exceptionally well. Our students are ecstatic. Rafter has been and continues to be a great partner to work with.”

Anthony Sanders
Assistant Bookstore Director
North Carolina State University

They’re also increasing foot traffic with LocalPickup™, which lets online shoppers conveniently pickup and drop off their books at their own campus store. The seamless online and brick-and-mortar process paid off by driving increased foot traffic back into the store for additional purchases, like university-branded merchandise and spirit wear.

Bright, highly visible posters, shelf tags and other Rafter marketing materials helped the university spread the word on-campus and drive traffic back to the campus bookstore.

Sequioa POS integration facilitated rental transactions at the register. Rafter’s RapidReturn system streamlined rental returns and back-end reconciliation with the bookstore’s inventory management system. Bookstore staff was trained and running in hours—record time for a new solution.

During the store’s fall rush, NC State was able to divert the flow of course material purchases back to the campus bookstore, and reverse the trend of lost market share to online retailers.

**Good Business Sense, Great Student Outcomes**

A week before fall term, while sales were decelerating for the online retail behemoths, NC State’s online store traffic was up at a 250% clip year-over-year. Student savings reached a whopping $780,000 during fall rush. Student purchases in the store overtook online sales, reaching 52% in August and validating students’ preference to shop locally.

In record time, the campus bookstore far outpaced its total projected sales and increased unit sales by 7% from the previous year.

**Forward Vision**

The NC State University Bookstore is looking ahead. Rafter’s supply management products and services enable bookstores to control textbook procurement, pricing and inventory, which will translate into savings for students, and higher market share for the store. The campus bookstore wants to do its part to contribute tangible cost-saving measures, strip inefficiencies from the bloated textbook market, and buffer students from budgetary pressures.

Running on Rafter, they can accomplish all three.
Dowdy uses the ECU BlackBoard site to provide Faculty with information about requisition due dates and a convenient link to the textbook adoption site.

Posting under “Faculty Information & Updates”

The DUE DATE for SPRING SEMESTER 2012 TEXTBOOK REQUISITIONS is Friday, October 7. This due date will help ECU meet the HEOA and UNC-GA mandates, and also get materials on the bookstore shelves in a timely manner for spring semester. In many cases, it will also allow more used books to be available at a lower cost, and allow more books to be bought back from ECU students at the end of this term. You may use this link: http://www.ecu.edu/studentstores/Faculty/ to log into the requisition site. If you have questions, please contact Barbara Ward, 328-6731, or toll-free, 1-877-499-TEXT. If you prefer, contact Barbara by email, wardb@ecu.edu
There are many textbook options. Which textbook program is best for me?

✔ Online Ordering & Pre-Ordering
  • Log into our Online Ordering Web site, linked from www.studentstores.ecu.edu, using your ECU Pirate ID & Password. Fall ordering typically begins August 1st.
  • YOU review your schedule and view the book list for each course.
  • Select which books you want to buy and make the purchase online using a credit card.
  • Store carries books, charges the credit card & holds for you to pick up prior to the beginning of classes. Please allow 3 days for processing.
  • Tax-free shopping for book purchases can be done online, August 3-5, 2012. Books in-stock for purchase at that time will be tax-exempt.

✔ In-Store Shopping
  • YOU review your schedule and book list for each course.
  • Follow the shelf tags to find the textbooks you need & purchase at check-out.
  • Look for a $5 coupon on our Web site and use in the store for a purchase of $75 or more.
  • Tax-free shopping can be done in the store, August 3 & 4, 2012. See Web site for store hours.

✔ Textbook Rentals
  • LOOK for RENTAL textbooks through Dowdy’s online ordering site to save up to 80% of the cost of buying a new, printed textbook.
  • Credit card information is required for textbook rentals. The rental must be returned by the due date or you will be charged. (See rental Web site for details)
  • The drop/add policy for rented books differs from the Dowdy Student Stores refund period.
  • Normal highlighting/writing is permitted. Rental book returns must be in salable condition.

✔ Digital Textbooks (also known as eBooks)
  • Several vendors partner with Dowdy offering books electronically.
  • Digital books, or individual chapters in some cases, can be bought and downloaded or viewed online.
  • Not all textbooks are available in digital format. Check Dowdy’s online ordering site and/or links from our Web site for availability.

When you RENT books, or sell them at BUYBACK, they should be in “salable” condition. This generally means book spine intact, no excessive damage to cover or contents, all original pages intact, all original components present and no excessive highlighting, writing or other markings.
CASH for your BOOKS!

NC A&T SU BOOKSTORE
Brown Hall
May 3 & 4, May 7-11
Thursday, Friday, Monday - Friday
Daily 9 am - 4 pm

AGGIE ONE-CARD REQUIRED
Bring All CDs, DVDs, And Supplemental Materials
Purchased With Your Textbooks. www.ncatbookstore.com
Is there digital delivery available for course packs at UNC-Chapel Hill? The answer is yes! Contact us for details!

Digital availability is not only convenient but helps your students save on their total course material costs.

Additionally for traditional print submit your Spring 2013 Course Pack order and materials to UNC Student Stores Course Pack Publishing by Friday, November 16th 2012 and a 5% discount will be applied to the final price of the completed pack for your students.

Easy ways to order your course pack:

~Check out our web page for all your course pack questions and to place an order: www.coursepack.unc.edu

~Mail your request to Course Pack Publishing, CB# 1530
~Email your request to coursepackpub@store.unc.edu

~Visit us on the 3rd floor of Student Stores.
~Fax request to 962-3759 or call us at 962-4708
IMPORTANT UPDATE

After it was brought to the Bookstores attention that email reminders were not received by faculty, a second round of emails were sent on March 22, 2012 to teaching faculty reminding them to submit their textbook adoptions for Summer and Fall 2012. The deadline for submission to the UNCG Bookstore is March 30th.

Please note your adoption helps guarantee UNCG is in compliance with the Higher Education Act requiring all universities to provide ISBN number to students for course materials.

WHO TO CALL FOR HELP?

Brittny Kurzec - UNCG Textbook Manager
Phone: 334-5564
General and specific questions, online form, adoption confirmation

Brad Light - UNCG Bookstore Manager
Phone: 334-5563
General questions, online form, adoption confirmation

Angie Schrock - UNCG Campus Enterprises
Phone: 334-3339
General questions, missing adoptions on spreadsheet

POINTS TO REMEMBER

• Be fully aware of the cost of a textbook you are adopting. Minimize the number of “required text” when possible.
• “Bundling” required text items is sometimes NOT a better option with regard to price.
• Most textbooks editions are rarely updated within three years.
• Multi-Semester Adoptions allow the bookstore to provide a “guaranteed buyback” to students allowing the UNCG Bookstore to pay students 50% of their cost.
• On-time and multi-semester adoptions not only afford students the most money back during buyback, but it can also be considered a means of sustainability with your help!

TEXTBOOK ADOPTIONS DUE
March 30th
Submit online at uncgtextbooks.com

ADOPTION FOLLOW-UP
March 30th – April 25th
Point people help needed
Spreadsheets distributed by Angie for follow-up

By turning in your adoptions on-time you allow:
- bookstores to source more used books
- bookstores to offer more money at buyback
- bookstores to consider books for a potential rental option, thereby saving the students even more money!

COMPLETE YOUR ADOPTIONS ONLINE AT: UNCGTEXTBOOKS.COM
(Click on the FACULTY link)
UNCG Textbook option notation
(Shelf signage includes notation of NEW, USED, EBOOK, EBOOK RENTAL and RENTAL)
Dear Faculty,

The NCCU Bookstore looks forward to working with you to prepare for the upcoming summer sessions and Fall 2012 semester. We want to continue as an important hub for the distribution of course materials. To help us best serve students, we request that you submit your textbook information ("textbook adoption") as soon as you finalize your decision. **The textbook adoption due date is, March 15th for Summer Session adoptions and April 1st for Fall 2012 adoptions. Please remember that you are required to submit a textbook adoption to the University Bookstore even if you have chosen not to use a textbook for a particular course.**

Please be aware that the Higher Education Opportunity Act, UNC General Administration, and Chancellor Nelms require textbook information to be made available to students early. This is the reason for the early due date.

**ONLINE ADOPTIONS IS THE PREFERRED WAY OF SUBMITTING YOUR ADOPTIONS. PLEASE GO TO THE LINK BELOW.**

[https://adoptions.efollett.com/OnlineAdoptionsWeb/onlineAdoptions.html?storeNumber=108](https://adoptions.efollett.com/OnlineAdoptionsWeb/onlineAdoptions.html?storeNumber=108)

The initial store supplied password is “0108”.

Please also consider adding your course adoption textbook(s) to our existing Textbook Rental Program. By so doing, your students can experience tremendous financial savings by renting their needed textbooks as opposed to purchasing them. If you are interested in offering your course textbook(s) in a rental mode, please contact the Bookstore Textbook Manager at 530-7827 or 530-6445. The details and requirements of the Textbook Rental Program will be shared with you at that time.

As you complete the adoption process, please pay particular attention to the following:

- Submit adoption forms on time to save money for students
- Indicate your intended usage
- Finalize bundles and custom books early

Sincerely,

Jacqueline McDowell
Textbook Manager
919-530-7827 (Office)
medowelljw@nccu.edu
Dear Faculty,

On behalf of the committee working on the request for proposals, inviting current and other service operators to propose services for our on campus bookstore, beginning July 1, 2012, I would like to invite you to a faculty focus group to gather input on future bookstore service needs.

Working with Provost Barlow, you were selected in an effort to represent a broad spectrum of needs and issues. If you are able to attend, you may wish to gather input from your respective unit to share at the focus group. Change is most definitely afoot in the college textbook and college bookstore industries. We are especially interested in your colleagues’ input on future bookstore service needs.

If you are unable to attend and would like to extend this invitation to others, please reply with the names of persons you recommend.

Only Academic Affairs division personnel, and Adam Webb, SGA Academic Affairs Chair, will be in attendance. I will also be in attendance but will not participate.

Sarah Watstein, University Librarian, has graciously agreed to moderate the focus group. Our goal is to listen and understand today’s needs and the anticipated needs of the future.

Shortly after the event, we will disseminate a summary of the questions and comments to all of the participants.

Because your time is valuable, the focus group will last approximately 1 ½ hours, but we have arranged for 15 minutes before and after to ensure everyone’s arrival before starting, to offer light refreshments, and to answer individual questions after the event. The date, time and location are:

**Thursday, March 15, 2012**

3:00 PM - 5:00 PM

Fisher Student Center Masonboro Island Room 2011

Thank you in advance for your participation in this important event.

Sharon H. Boyd

Associate Vice Chancellor – Business Services
## UNC TEXTBOOK SUMMARY

Average Cost of Textbooks for an Undergraduate Student

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<th>Campus</th>
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<td>Buyback</td>
<td>NET</td>
<td>Gross</td>
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**NOTES:**
Average textbook costs have been calculated on the basis of 5 courses per undergraduate student.
FSU returned to a rental system effective 2008-09.
The methodology used for the 2008-09, 2009-10, 2010-11, and 2011-12 supplementar This document includes information from the American School and University (ASU), ECU, FSU, and WCU (with book rental programs) that differ from previous reports and therefore does not allow for accurate comparisons to 2006-07 and 2008.
## UNC TEXTBOOK SUMMARY

Percentage of On-time Faculty Textbook Adoptions

<table>
<thead>
<tr>
<th>Campus</th>
<th>06-07 %</th>
<th>07-08 %</th>
<th>08-09 %</th>
<th>09-10 %</th>
<th>10-11 %</th>
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<tbody>
<tr>
<td>ASU</td>
<td>62.5%</td>
<td>72.4%</td>
<td>70.5%</td>
<td>74.0%</td>
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<td><strong>87.2%</strong></td>
<td><strong>86.0%</strong></td>
<td><strong>84.4%</strong></td>
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## UNC TEXTBOOK SUMMARY
### Percentage of Used and New Textbook Sales

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<tr>
<th>Campus</th>
<th>2006-07</th>
<th>2007-08</th>
<th>2008-09</th>
<th>2009-10</th>
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<tr>
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<tr>
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<td>69%</td>
<td>31%</td>
</tr>
</tbody>
</table>

ASU, ECSU, FSU and WCU have book rental programs; ECSU sells only new supplemental materials.
UNCSA’s Point of Sale system was not set up to reflect new vs. used sales until Winter 2008.