

**UNCW**  
**Overview - Report on the Cost of**  
**Textbooks**  
**2010 – 2011 Data**

**Presented in Conjunction with 2012-13**  
**Tuition and Fees Proposal**

**UNCW Board of Trustees**  
**January 26-27, 2012**

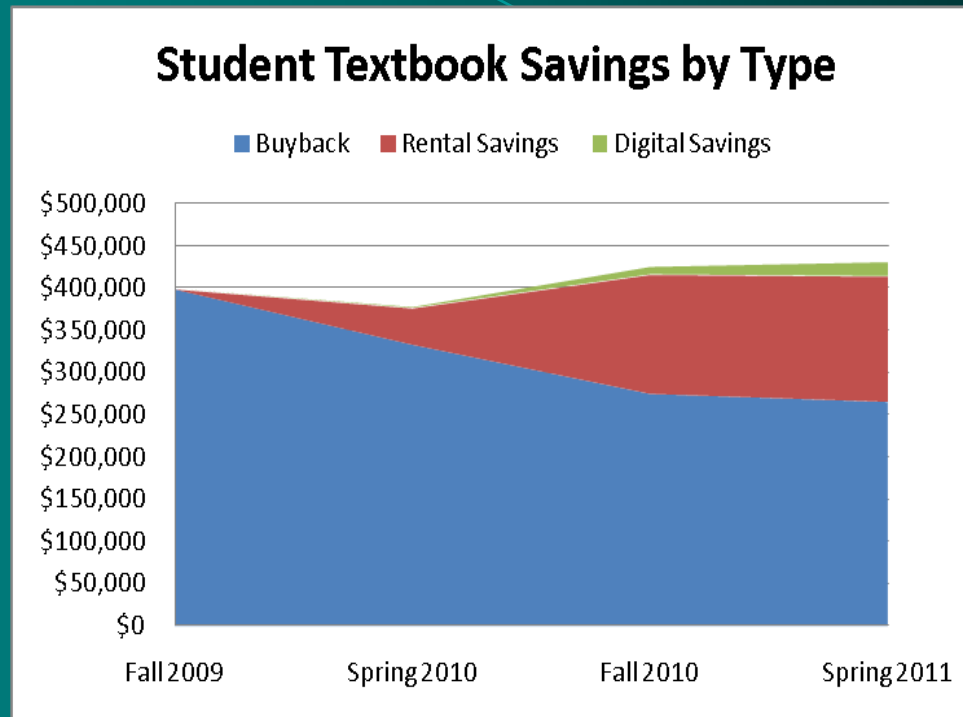
# Percentage of on-time faculty adoptions on books ordered for the fall 2010 and spring 2011 semesters

Academic Year	Percentage of On Time Adoptions for Fall Term	Percentage of On Time Adoptions for Spring Term	Average Percentage of On-Time Adoptions
2006-07 *	61.0	82.3	71.7
2007-08	61.2	95.8	78.5
2008-09	79.7	97.2	88.5
2009-10	88.3	99.0	93.7
2010-11	89.5	99.0	94.3

# Rental savings at UNCW began Spring 2010

Semester	Rental Titles	Units Rented	Rented Value	Savings
Spring 2010	50	582	\$ 32,184	\$ 43,543
Fall 2010	>300	2,570	\$ 115,345	\$ 140,977
Spring 2011	>500 (affecting 1,000 courses)	3,091	\$ 121,442	\$ 148,429
Fall 2011	1,031 (>1,700 courses) matches to 50% of all courses	6,043	\$ 247,712	\$ 302,759

# UNCW Cumulative Savings of Buyback, Rental and Digital (rental is 1/3 of savings)



**Total Buyback (\$ Returned to Students)  
Fall 2010 and Spring 2011**

**\$536,921**

**Total Rental Savings  
Fall 2010 and Spring 2011**

**\$289,406**

## **Results: Cost of Textbooks at UNCW for 3 years...**

**Note: Rental Savings not Included in Cost Calculations**

<b>Annual Avg. Cost</b>	<b>2008-09</b>	<b>2009-10</b>	<b>% Change</b>	<b>2010-11</b>	<b>% Change</b>
All New Books-Gross	\$1064.80	\$1057.90	-0.65%	\$1,051.80	-0.44%
All Used Books-Gross	\$800.40	\$794.80	-0.70%	\$790.10	-0.59%
Net Cost - All New	\$877.79	\$872.88	-0.56%	\$912.28	3.38%
Net Cost - All Used	\$659.84	\$655.81	-0.61%	\$685.31	4.50%

# UNCW Faculty Initiatives

- Annual costs of new and used books required at UNCW, in gross costs, declined. *These results are directly attributable to faculty interventions to unbundle and select or create only required materials.*
- Familiar faculty methodologies:
  - Share textbooks – courses and labs
  - Retain or accept older editions
  - Recommended readings
  - e-Reserve (Library), Books 24/7 (ITS), electronic databases (various)
  - Course packs/handouts/class web site
- Newer faculty methodologies:
  - Loose leaf and ready bind options, reduce cost for introductory courses
  - Custom books, working with publishers, printed and electronic format, reduce costs by 1/3 to 2/3
  - Creating digital content “with” a publisher. An example is the software that can be created working directly with McGraw Hill

## UNCW Key Points

- Collaboration and partnerships produce innovation
- Faculty care a great deal about cost of textbooks
- Bookstores are preparing for digital popularity to dramatically increase
- Plan on operating rental programs for the foreseeable future