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Digital Dilemma

40% of students said they prefer printed textbooks and another 26% like textbooks with a digital component.

Just 7% said they prefer digital, while 17% said their preference depended on the course.

Source: Student Watch 2015-16 Report



About Faculty Lounge

The Faculty Lounge will keep you informed on bookstore and textbook news and trends, and provide reminders for adoptions. Together we can enhance students' college experience, lower their education cost, and advocate for their success.



UNIVERSITY
BOOKSTORE

FACULTY LOUNGE

Texas A&M University – Commerce Campus

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Students Win Big

For most students the cost of a college education is a key factor in college choice, and completion. The more affordable the cost, the more likely students are to graduate. The A&M-Commerce Bookstore plays a critical role in helping to keep costs down.

Faculty adoptions are at the core of course material costs. Students are the big winners when the Bookstore and faculty team-up to offer cost conscious textbook options.

Textbook adoptions have a significant impact on the costs of textbooks, and the buyback value students receive at the end of each semester.

WE MAKE
TEXTBOOK
ADOPTIONS EASY

Your bookstore has an efficient adoption process that makes it easy for faculty to choose affordable course materials. Here are things to consider when choosing your materials.

Educational Appropriateness:

Textbooks and other supplemental materials serve as important tools in the educational process. Select materials that will be used for course work, and that is necessary to complete the course successfully. Unused items drive up the cost.

Textbook Pricing:

Publishers are required to provide prices of textbooks and supplemental

materials, both bundled and unbundled form, and for both the current edition and previous editions. If there are no substantial content revisions between current and previous editions, we can provide older editions at a lower cost.

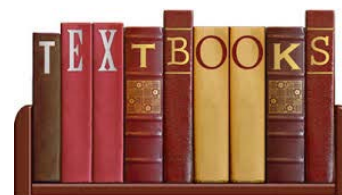
Publishers are also required to provide information on paperback or other alternative forms for materials and lists of textbooks that are classified as integrated textbooks. This provides the opportunity for faculty to obtain information on a variety of textbook choices. The Bookstore can provide retail price information (the price students will pay).

Repeated use of the same textbook provides opportunities for students to acquire used textbooks, which saves students significant money.

Early Adoption:

In order to ensure that books are available in our store and the Bookstore website on or before the first day of class, please submit your textbook and related course materials adoptions by the following deadlines:
Fall: **April 15th**
Winter Mini: **October 15th-19th**
Spring: **October 15th-19th**
Summer: **March 15th**

This allows the Bookstore time to research your titles, seek as many used copies as possible (first and foremost from our students), and to work with publishers and suppliers to



resolve out-of-stock situations or other problems.

There is another very important reason to have your textbook orders in on time: you can help save your students money on their textbook purchases! If we have your adoption information prior to finals week and buyback, we can add your titles to our buy list. Students receive up to 50% of the current retail price for their unwanted books, and we can then place the used book stock on our shelves for other students to buy at a reduced price.

Alternative Approaches:

Faculty members may want to consider adopting alternate versions or formats such as an e-textbook or open educational resources (OER).

Simply put, faculty adoptions are the most critical factor in course material costs. Faculty adoptions start the ball rolling. While the appropriateness determines your choice, cost is a primary factor for students.

Give us call, send an email, or come see us at the Bookstore. Let's talk about how we can ensure you have the best teaching materials that students can afford.

Everyone Likes Free. Or Do They?

Much has been said lately about free or open educational resources (OER), but what do we really know? Awareness has increased slightly over the past years, but according to a recent survey and from the Babson

Survey Research Group, "Opening the Textbook: Open Education Resources in U.S. Higher Education, 2015-16", still only a very small percentage (5.3%) are using OER's. According to the survey report many instructors

were deterred from adopting OER because they perceived barriers to using the materials: 49% said resources were limited for their subject; 48% found it too difficult to find what ...**Continued on page 2**

Open Education Resources

Continued from page 1

they needed; and 45% said resources. there is no complete catalog of OER

While most faculty are concerned about student's cost, only about five percent are choosing free materials.

Interestingly, faculty who teach large-enrollment introductory courses are adopting OER materials at twice the rate of the general faculty population.

For most, faculty continue to prefer the additional digital features provided by traditional and digital publishers, such as sample tests, personalized study tools, calendaring features, prompts and reminders, and real-time feedback.

By now you are probably asking yourself, "How does the Bookstore fit in? And why are they telling me about free textbooks?" Both good questions. Thank you for asking!

OER material is in digital format. It must be accessed through the Internet. Students who prefer digital materials is very low (7%), and many students do not have the personal technology to access digital material. That's where we come in. The Bookstore provides printed copies of OER materials at a very reasonable cost for printing. An interesting fact is that our bookstore peers are providing, on average, printed copies for 75% of students who are assigned OER materials.

So if you are interested in OER materials, give us a call or come by the bookstore and we can help you put together OER materials that 100% of your students can access. It's not free, but it's very close.

CALLING ALL AUTHORS, ARTISTS, CRAFTERS, GARDENERS, COOKS, & DIY ENTHUSIASTS!!

Are you an author?

Let us host a book signing.

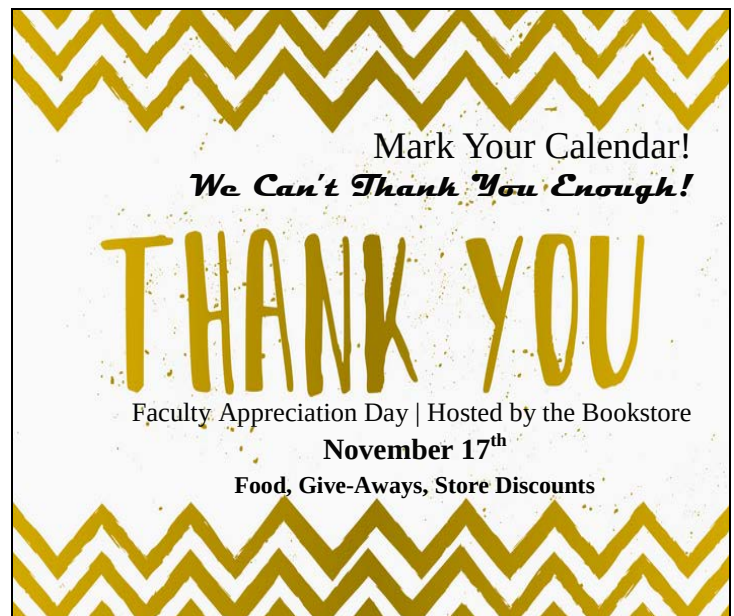
Is your artistry going unnoticed?

Let us exhibit your artwork.

Do you love to share your craft projects?

Let us host a craft class.

How can we help you share the love?



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(located under "Textbooks" on
www.amcbookstore.com)

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