Lowering the Cost of Textbooks Through On-time Adoption Submissions

The bulk of expenses can be divided into five main categories: tuition and fees, room and board, books and supplies, personal expenses and transportation. The largest expense, tuition and fees, has continued to steadily increase over the past 30 years. Students at public four-year institutions paid an average of $3,190 in tuition for the 1987–1988 school year, with prices adjusted to reflect 2017 dollars. Thirty years later, that average has risen to $9,970 for the 2017–2018 school year. That's a 213 percent increase.*

According to the College Board, for the 2017–2018 school year, students will have spent between $20,770 to $46,950 on average for tuition, fees and room and board, depending on the type of school they attend.* Add $4,055 on average for required course materials and additional expenses such as local transportation, clothing, personal items, entertainment and more, and the cost of one year of college ranges from $25,005 to $51,185.*

With these costs in mind, students are actively looking for avenues to find relief and avoid additional expenses, often cutting corners on basic needs in order to save money. Colleges and universities across the country are actively looking for ways to help their students address these rising costs, particularly with textbooks.

An immediate opportunity lies with faculty who play a critical role in affecting the cost of course materials in two ways:

1. Through the titles they select during the adoption process and
2. By the promptness of their adoption submissions.

In this article we will focus on the impact that faculty can have on the cost of course materials through on-time adoption submissions.

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Timing Drives Everything

Timely adoption submissions present a low-effort, high-impact opportunity for reducing the cost of textbooks.

In order to fully maximize student savings opportunities, faculty members need to submit their adoptions for the upcoming term by the designated due date. This timing has a significant impact on costs, starting at textbook buyback. When the campus store knows that a particular title has been readopted for the following term, it is able to offer students as much as 50% of the purchase price to buy back their book and stock for the next term’s students. Conversely, if the title has not been readopted, the campus store may not be able to buy back the book at all.

Timing of submissions also impacts inventory. We stock our shelves based on the course material adoptions for that term, ensuring that every book needed in the classroom is available for purchase.

The ability to source used editions provides a substantial savings opportunity to students as these books are often priced 25% off the cost of new. For Follett managed stores, used books are sourced not only from the local campus but also from their network of 1,200+ stores. It is important to note that since used books are limited, campus store orders are fulfilled on a first-come, first-served basis.

Sourcing new books is not only more expensive but can also take a substantial amount of time to stock, depending on the publisher’s availability. On average, it takes 10 to 30 days from order submission to placement on store shelves. When adoptions aren’t submitted until just before the term starts, the number of affordable course material options available to students is greatly reduced. And if needed quantities aren’t readily available, your students may struggle to be prepared for the first day of class.

The timing of adoption submissions impacts the store’s ability to:

1. Source enough books to cover enrolled students.
2. Source money-saving used and rental editions.
3. Have books stocked for when students are ready to purchase. For new students, purchasing often takes place during orientation.

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**Typical Course Material Life Cycle Process**

- **April**
  - On-time adoption
    - Adoption process starts.
  - Adoption research
    - When researching with the right tool(s), a faculty member can review title selection, the cost of materials and available book options (new, used and digital) to give students more options to choose from.

- **May**
  - Buyback at end of term
    - Students get maximum buyback dollars from the bookstore when the book is readopted during the adoption period, reducing their per course textbook spend by $66 for titles that are utilized for the following term.
  - Communication about issues with adoptions
    - A dialogue between the faculty and the store is implemented through the entire adoption process. The store works hard to assist in the selection and adoption process by providing research, options and issues such as out-of-print titles.

- **June**
  - Sourcing across the network
    - We leverage our 1,200+ stores to gain the most used inventory to bring money-saving options to students. Stock is available on a first-come, first-served basis.
  - Stock arrives at store to provide buying options to save students money.
  - Store works continuously to source books
    - Store works to fulfill used book orders through the network. If they aren’t available, the store orders directly from the publisher (new). Standard lead times will affect the in-stock date at the bookstore.

- **July**
  - Early registration
    - Allows for compliance with HEOA regulations by having textbook Info available prior to early registration.
  - Orientation — students start to purchase.
  - Communication about issues with adoptions
    - A dialogue between the faculty and the store is implemented through the entire adoption process. The store works hard to assist in the selection and adoption process by providing research, options and issues such as out-of-print titles.

- **August**
  - Time = Savings
    - If the timeline is leveraged, students are able to enjoy options that allow for affordability of course materials.

- **September**
  - Largest time frame for student purchasing
    - Fall selling season
Faculty and School Benefits
Submitting adoptions by the designated due date provides tangible benefits to both the faculty and the school. On-time adoption submissions:

1. Can save students up to 80% on their course materials.
2. Provide the campus store with enough time to source the materials you want and work with you to alleviate any sourcing issues.
3. Enable the school to follow HEOA compliance regulations by having textbook information available prior to early registration.
4. Ensure that all adopted materials are available when students are ready to purchase, enabling purchases to stay on campus and the school to obtain the commission that is used to support its academic mission.
5. Enable students to obtain your required materials before the term starts, making them ready to learn from day one.

Short-Term Solution with a Big Impact
Affordability and options are two by-products of on-time adoption submissions. Until the cost of a college education stagnates and begins to decrease, more and more students will find themselves at a crossroads — do they spend their limited funds on potentially costly course materials, or do they take a chance on not purchasing and risk performing poorly in the class?

By submitting course material adoptions on time, faculty has the ability to eliminate this dilemma and not only assist students in saving money but also ensure that the right books can be obtained for the first day of classes.

For more information about what Follett is doing to make learning materials more affordable, visit follett.com/affordability.
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