TEXTBOOK AFFORDABILITY AT CUYAHOGA COMMUNITY COLLEGE

Textbook costs impact students at Cuyahoga Community College (Tri-C) and at other colleges and universities across the country. During the spring 2015 semester, the Administration and Finance Department worked very closely with student leadership across all four campuses to discuss the challenges many students face because of high textbook costs and to improve textbook affordability by selecting textbooks for the College’s bookstores and exploring new textbook affordability initiatives.

From those discussions, the College-wide Textbook Affordability Committee, consisting of Tri-C students, administrators and faculty, was created. The committee worked together to improve the following areas:

TEXTBOOK SELECTION PROCESS
Goal: Work with faculty and staff to explore different ways to reduce the cost of textbooks and digital learning materials from a College-wide perspective.

Results:
- Hosted town hall meetings on the campuses with faculty to understand the resources that the College’s Barnes & Noble bookstore provides
- Explored single-textbook options vs. bundled course packages
- Created custom textbooks

TEXTBOOK OPTIONS
Goal: Increase availability of lower-cost textbook options for students, including a rental program, open source materials and strategic partnerships with publishers.

Results:
- Introduced textbook rental and digital options
- Introduced the Barnes & Noble mobile app

TEXTBOOK AFFORDABILITY
Goal: Develop institutional recommendations and best practices for making textbooks more affordable to students.

Results:
- Established a partnership limiting the bookstore margin on new textbooks to 20% over the length of the agreement. At the time the agreement was established, the national average for new textbook margins was at 25%.
- Total student savings over new retail prices through use of used, digital and rental books:

<table>
<thead>
<tr>
<th>Year</th>
<th>Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>$628,515*</td>
</tr>
<tr>
<td>2011</td>
<td>$1,306,642</td>
</tr>
<tr>
<td>2012</td>
<td>$1,563,235*</td>
</tr>
<tr>
<td>2013</td>
<td>$1,481,559</td>
</tr>
<tr>
<td>2014</td>
<td>$1,465,852</td>
</tr>
<tr>
<td>2015</td>
<td>$1,640,300</td>
</tr>
<tr>
<td>Total</td>
<td>$8,086,103</td>
</tr>
</tbody>
</table>

(*First year B&N at College—not a full year)

(*Introduced rentals)

In 2015, $628,515 was saved through use of used texts, digital and rental books, saving nearly 25% of textbook costs. In 2014, $263,159 was saved through rental books alone, saving 20% of textbook costs. In 2013, $1,481,559 was saved through use of used texts, digital and rental books, saving nearly 25% of textbook costs. In 2012, $1,563,235 was saved through use of used texts, digital and rental books, saving nearly 25% of textbook costs. In 2011, $1,306,642 was saved through use of used texts, digital and rental books, saving nearly 25% of textbook costs.

During the last three years of the agreement, the total student savings have saved over $8 million, or 25% of textbook costs. This reflects a reduction in costs that has saved students nearly $2 million in 2015 alone.

The success in reducing textbook costs has been driven by a commitment to working closely with faculty and staff on all campuses to improve student affordability. The results show a clear trend of reduction in textbook costs over the last three years, with significant savings realized in 2015.

Throughout the spring 2015 semester, the Administration and Finance Department continued to explore ways to improve student affordability by looking for new sources of supply, exploring different options for course materials, and working closely with publishers to find the best solutions for students.

During the last three years, the College has also continued to explore new ways to improve student affordability. The College has introduced a new digital learning platform, which allows students to access course materials in a variety of formats, including digital textbooks, online course materials, and video lectures. This has helped to reduce the cost of textbooks for students, and has also helped to improve student access to course materials.

The College has also continued to work with publishers to explore new ways to improve student affordability. The College has introduced a new rental program, which allows students to rent textbooks for a fraction of the cost of new books. This has helped to reduce the cost of textbooks for students, and has also helped to improve student access to course materials.

The College has also continued to work with publishers to explore new ways to improve student affordability. The College has introduced a new textbook selection process, which allows faculty to select textbooks that are more affordable for students. This has helped to reduce the cost of textbooks for students, and has also helped to improve student access to course materials.

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STUDENT TEXTBOOK EXPERIENCE
Goal: Educate students about lower-cost alternatives and conduct a College-wide Textbook Affordability Summit each academic year in which students, faculty and staff can participate.

Results:
- Created registration integration. When registered students look at their schedules in my Tri-C space, the page is automatically populated with textbook ISBN and cost
- Allowed the Book Buy Back Program to take place throughout a semester, not only at the end of a semester
- Participated in and hosted State Textbook Affordability Summits

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