Impact of Affordable Course Materials on Campus
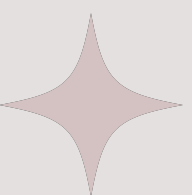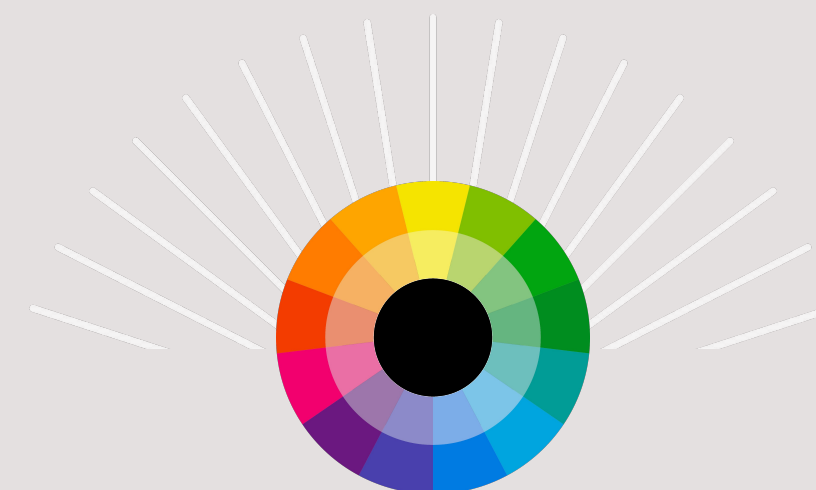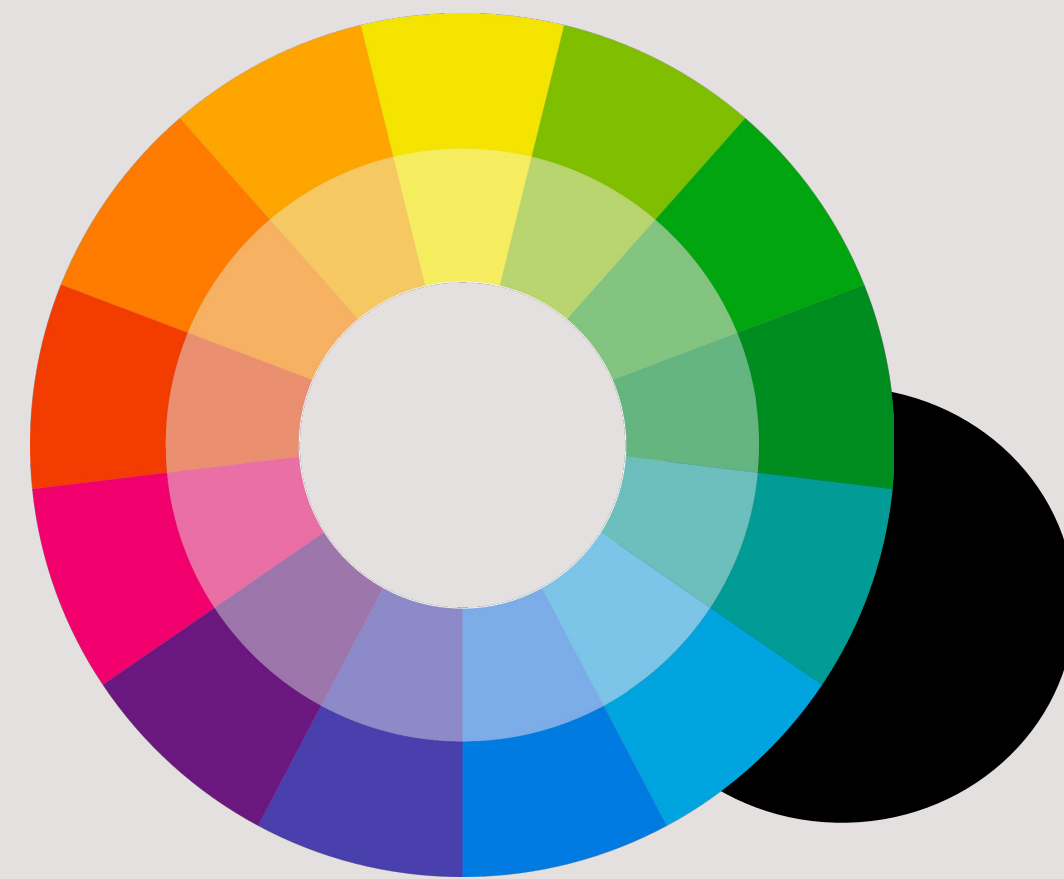
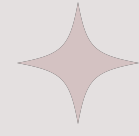## –Becky Imamoto & Nicole Carpenter

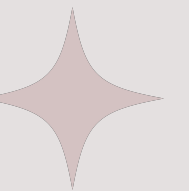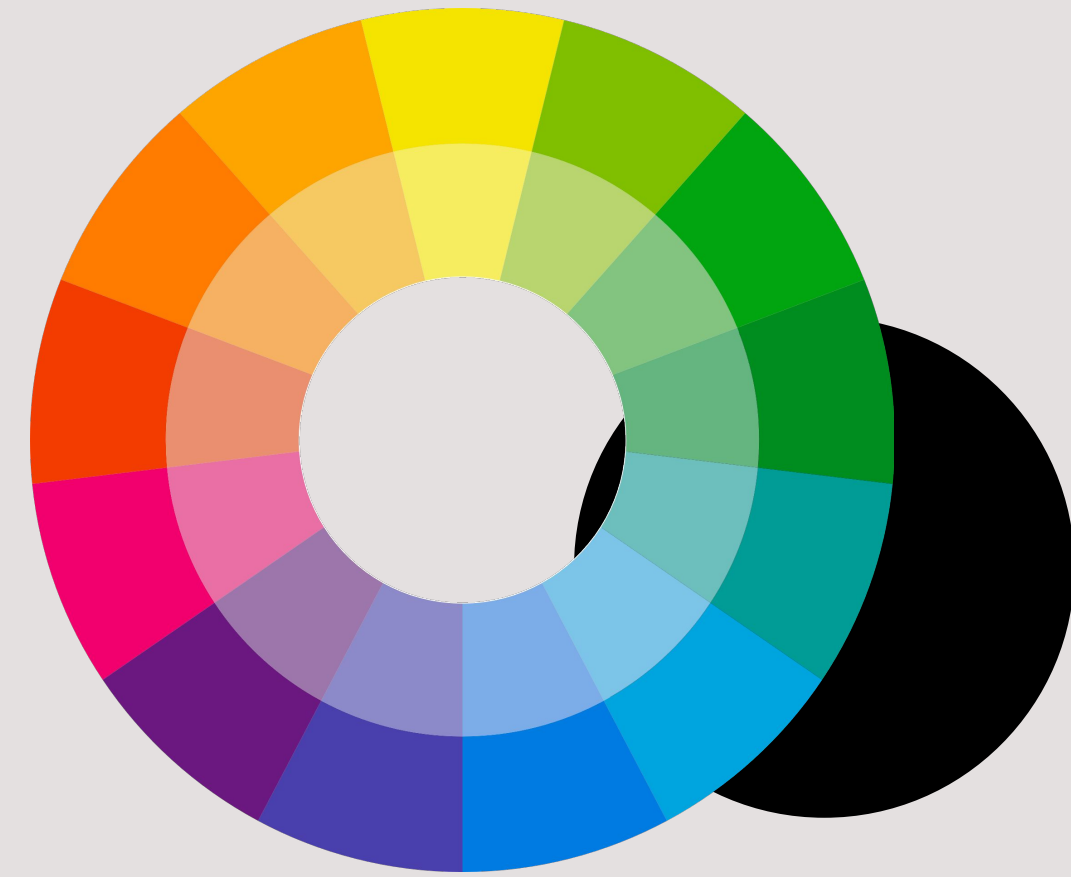rimamoto@uci.edu & ncarp@uci.edu

E-Textbooks and the College Library: Librarian & Faculty Experiences

–Julia Furay

Julia.Furay@kbcc.cuny.edu

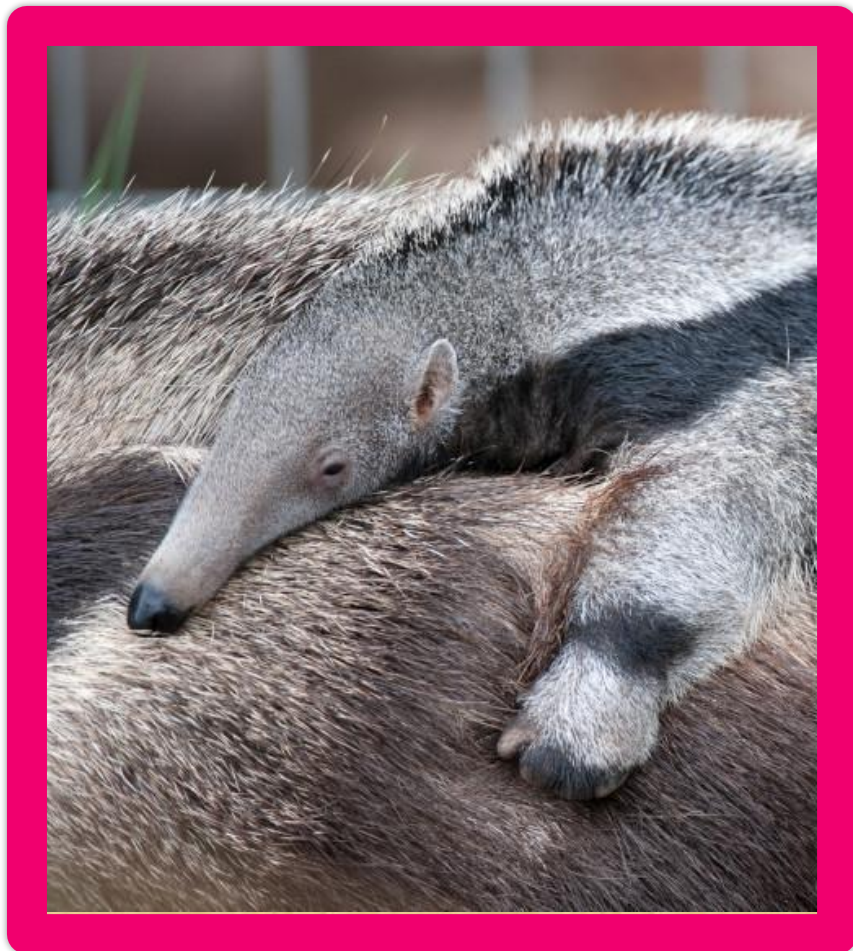# *Our Institutions*

University of California Irvine
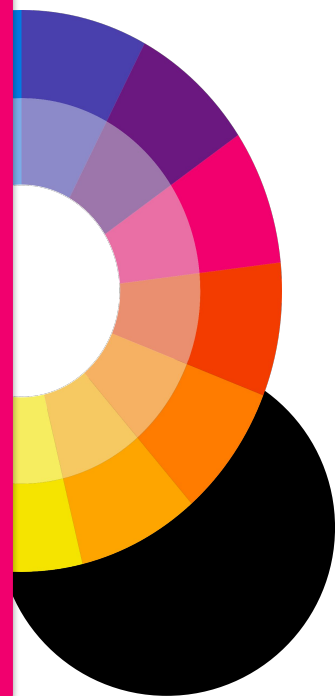
CUNY Kingsborough Community College, Brooklyn
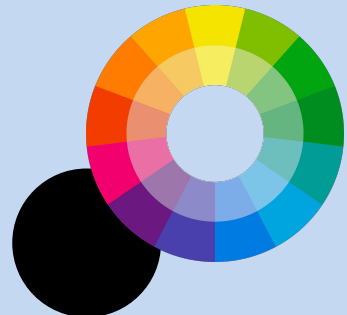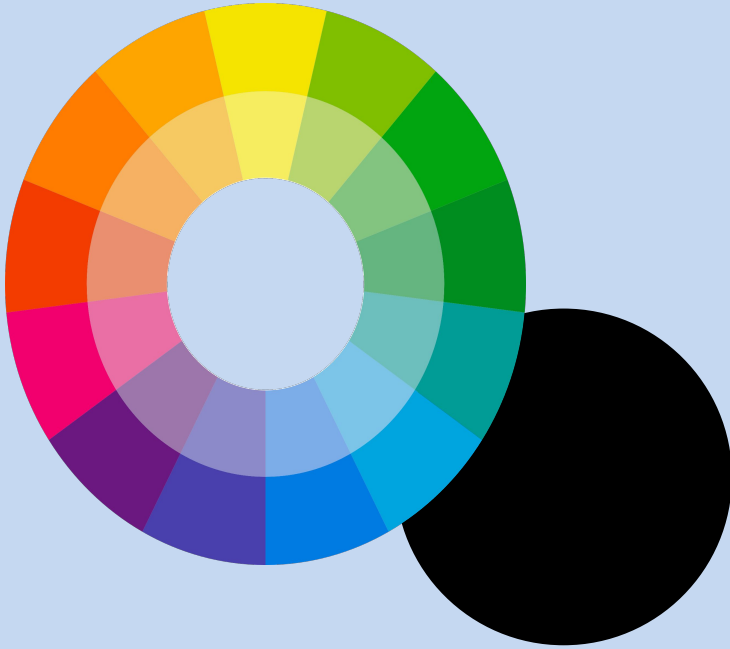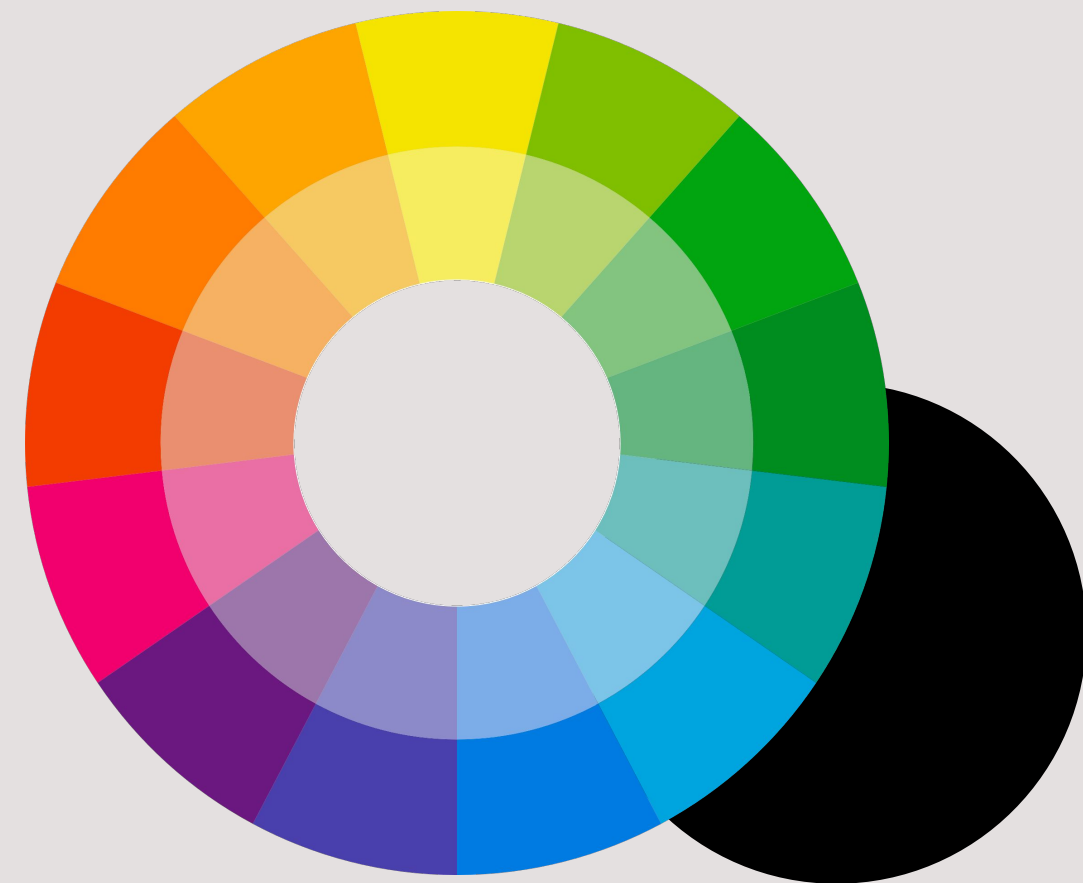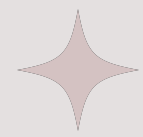
Our Initiatives: Background and Process
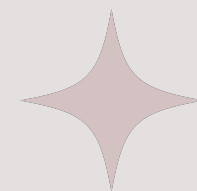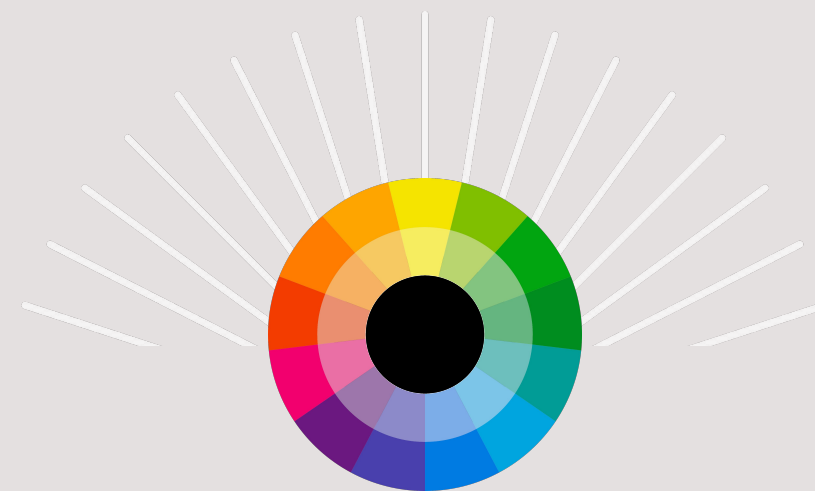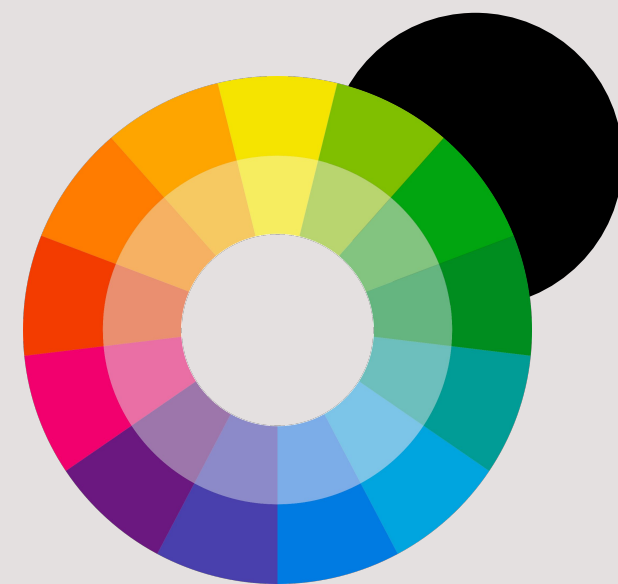
UCI Libraries' Textbook Afford Program

- What is it?

- Limitations

- Outcomes

- Licenses

What is it?

- Started in 2020.

- Subject librarians have their own fund codes, as does Reserves. All add a specific note :
  Department Course # - **Course Title** - **4 digit year + Quarter** – **Instructor**

- Regardless of instructor preference, we also try to provide titles electronically. This allows us to compare formats.

- Campus Admin has been very appreciative.

Limitations . . . there are many

- Only records titles submitted by faculty/instructors for Reserves OR new orders submitted by librarians.
  - We are missing a lot of course materials from analysis.

- Formula = # of enrolled students x Amazon price for new print paperback copy.
  - Assumes all students use library copy.

- Amazon print price doesn't factor in student choice.

Outcomes

- FY 21-22: maximum costs averted to students = $859,755.

- FY 22-23: maximum costs averted to students = $1.9 million

- Fall Q 2023 = $1.8 million

  - 191 titles tracked.

  - We already owned 41 in e-format / 175 in print

    (39 titles in both formats)

  - Purchased 49 titles for $7,135. (35 ebooks/films & 14 print books)

UCI – Formats & Licenses

- 46% of titles were available electronically

  - 64% had an unlimited user sales model

  - 11% offered 1 or 3-user sales model

  - 24% offered only 1-user

- In some situations, I consulted with appropriate subject librarian.

  - Purchased. International Political Economy. Class size 50. 1-user $800. Used 35 times. (Amazon $56).

  - Declined to Purchase. Parasitology: A Conceptual Approach. Also 50 students. 3-users $1,250. (Amazon $67).

    Instructor preferred print, they provided multiple copies for Reserves, and the library owned print copy.

- Monitor & share turnaway data / sometimes we will purchase additional copies of 1-user

  or 3-user.

Leasing Pilot with Cambridge

- Leasing options popped up during COVID – CUP, MIT, & Bloomsbury

- Philosophical discussion: What is the role of the library? Should universities be subsidizing the cost or is our time better spent encouraging OERs?

- Criteria: Class enrollment must be 50 students or more.

Title: LATIN AMERICA IN COLONIAL TIMES.
Author: RESTALL, MATTHEW, 1964-
Publisher: CAMBRIDGE UNIV PRESS
Pub Year: 2018   **ISBN:** 9781108236829
Binding: eBook
Edition: 2ND ED.
Content Level: GEN-AC
LC Class: F1411.R485
Subject Headings: LATIN AMERICA--CIVILIZATION.
YBP Interdisciplinary Topics: Historical; Latin American Studies; Black Studies; Native American Studies
Approval Note: AUTH: PENNSYLVANIA STATE UNIVERSITY.
Format: New Edition; Textbook--intro.
Geographic Focus: South America
Faculty Affiliation: Tulane U
Language: English

Place of Publication: CAMBRIDGE
Country Of Origin: UK
Pagination: 343 P.

NON-F

Supplier	Purchase Option	Library DDA

There are no purchase options currently available for this ISBN.

Title	Print cost	Class enrollment	Total Spend	Usage from activation to Feb. 2024
Latin America in Colonial Times	$45	60 per class	$5,625 (3 yrs)	TIR 6,020 CPU $0.93
Introduction to Modern Climate Change	$45	390 per class	$7,500 (4 yrs)	TIR 2,372 CPU $3.16
Introduction to Clinical Psychology: Bridging Science and Practice	$75	200 per class	$3,750 (2 yrs)	TIR 9,135 CPU $0.41
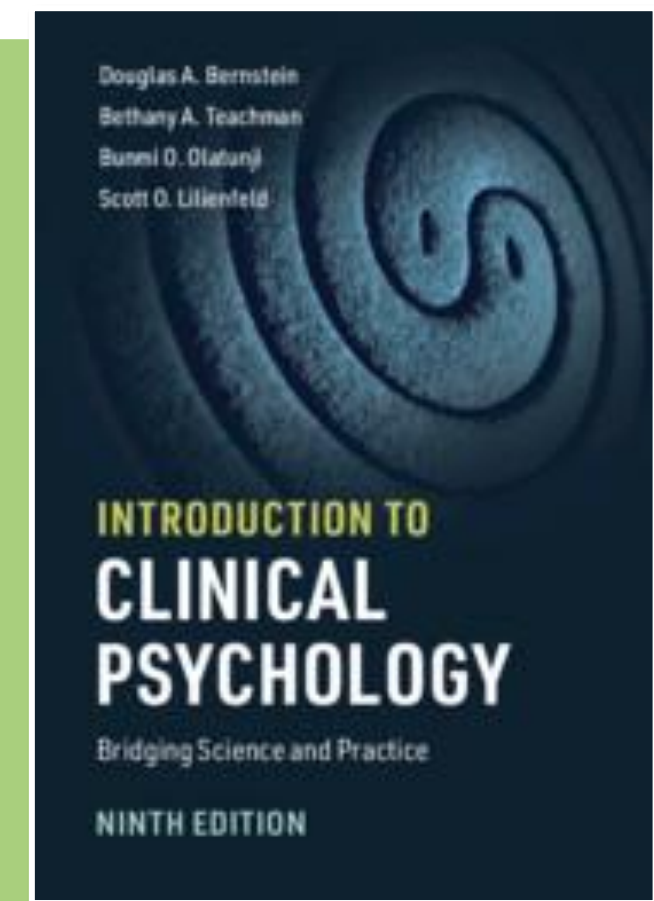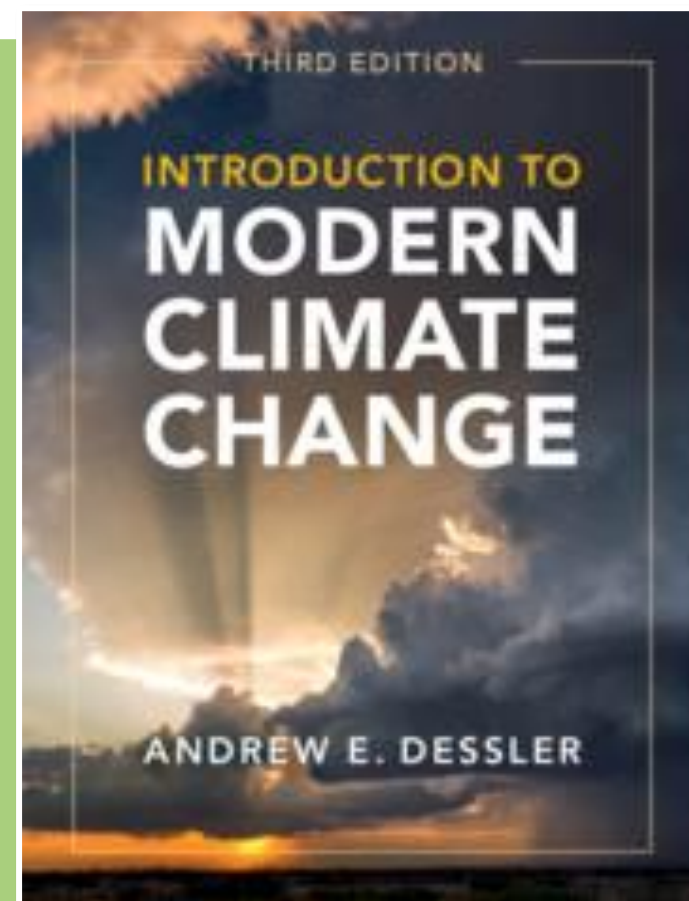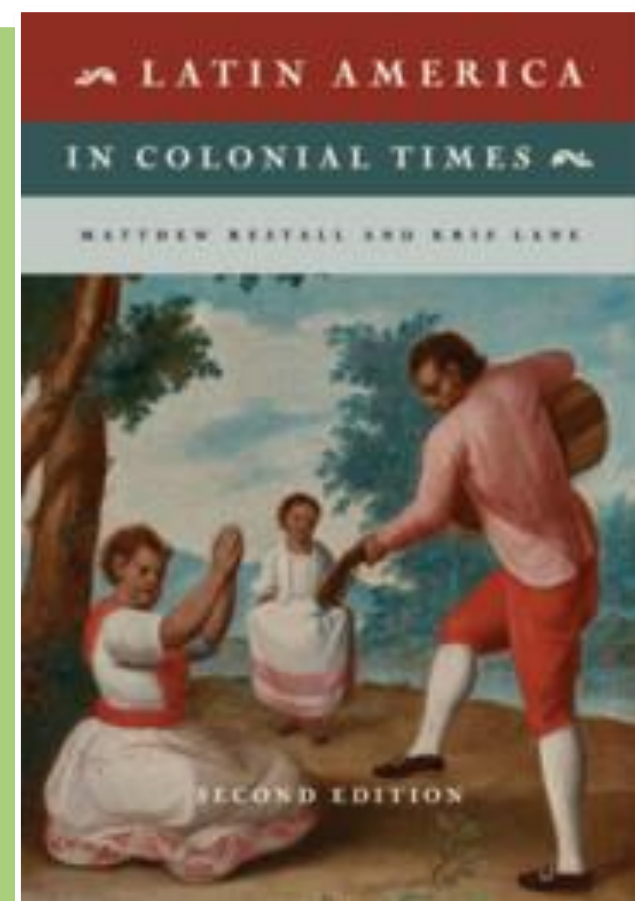
KBCC Reserves:
The Most Popular Part of the Library

Securing etextbook funding: our pitch to administration
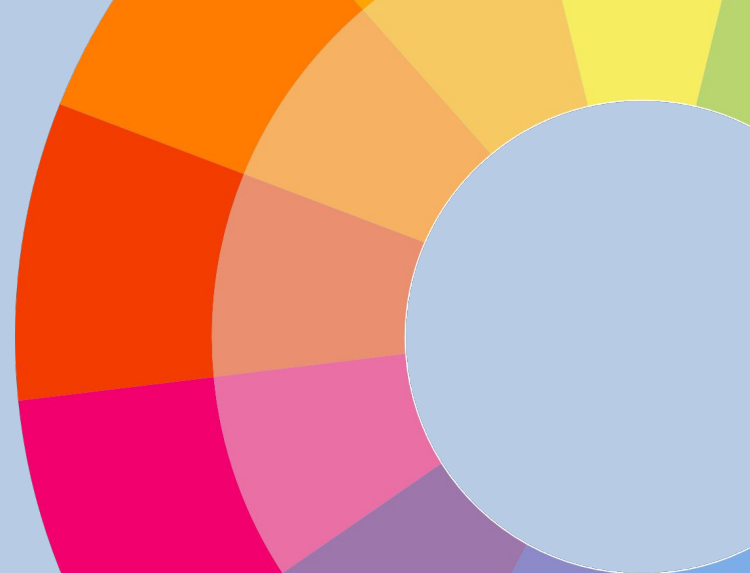
Spring semester 2021 textbooks: Online access

Public domain/open access
1.3%

Available to purchase
20.4%

48

Internet Archive Only
12.8%

30

127

Not available
54.0%

27

Already purchased
11.5%

THE WAVE
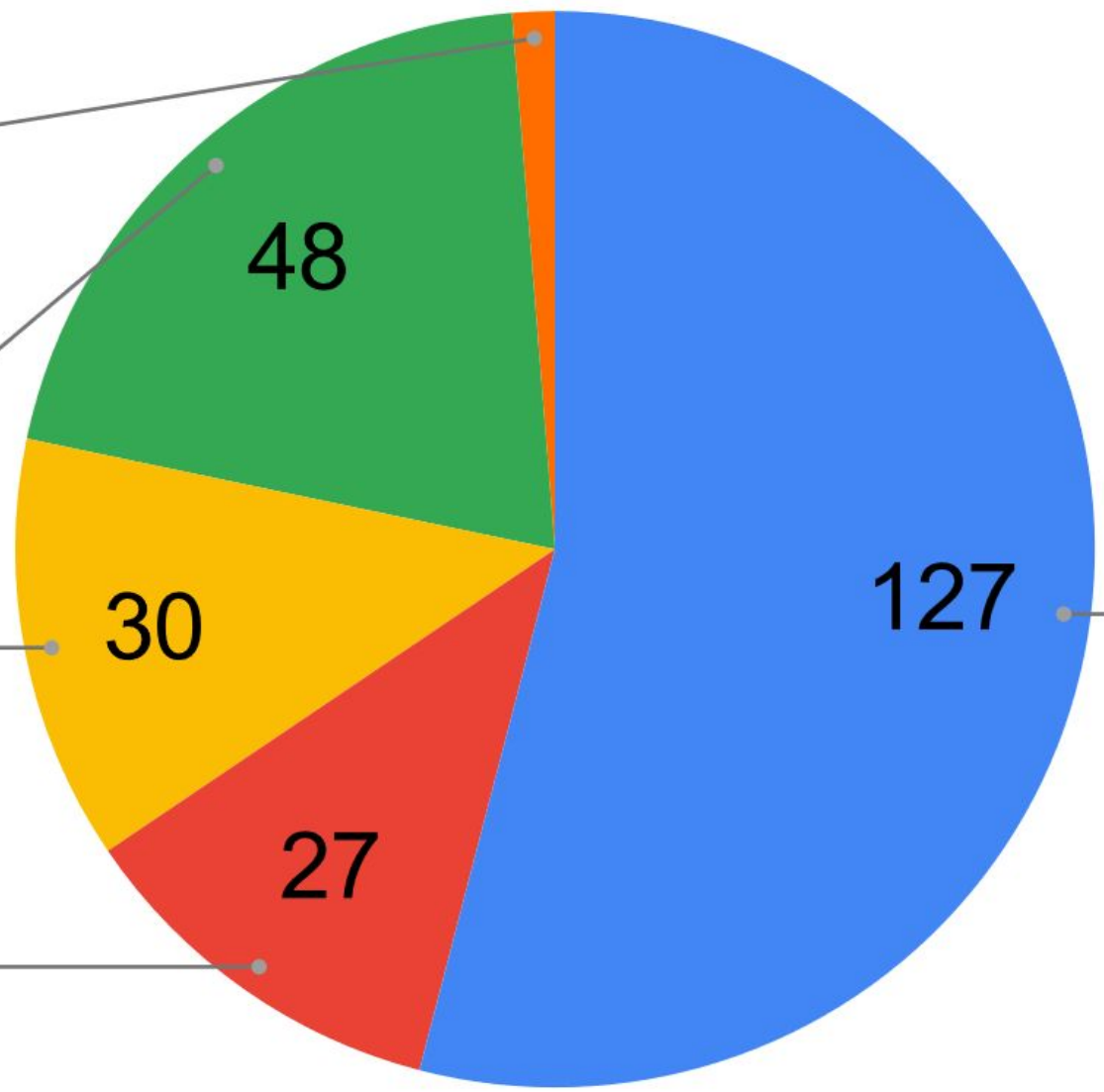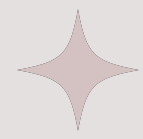
Securing etextbook funding: our pitch to administration

Spring 2021 titles available as ebooks	Number of titles	Min cost [1U Licenses]	Max cost [3U/UU Licenses]
All	48	$11,631.82	$18,673.04
With >1 physical loan	38	$9,155.76	$15,204.44
With >5 loans	33	$8,037.77	$13,526.44
With >10 loans	27	$7,526.06	$12,774.24
With >100 loans	17	$4,399.74	$7,835.74

THE WAVE
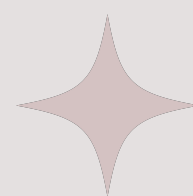
22-23 Etextbook Expenditures at Kingsborough

Platform	Expenditure	Titles
Ebook Central	$11,458.43	41
Ebsco	$3,115.15	20
Jstor	$43.88	1
Project Muse	$100.00	1

Data and Usage
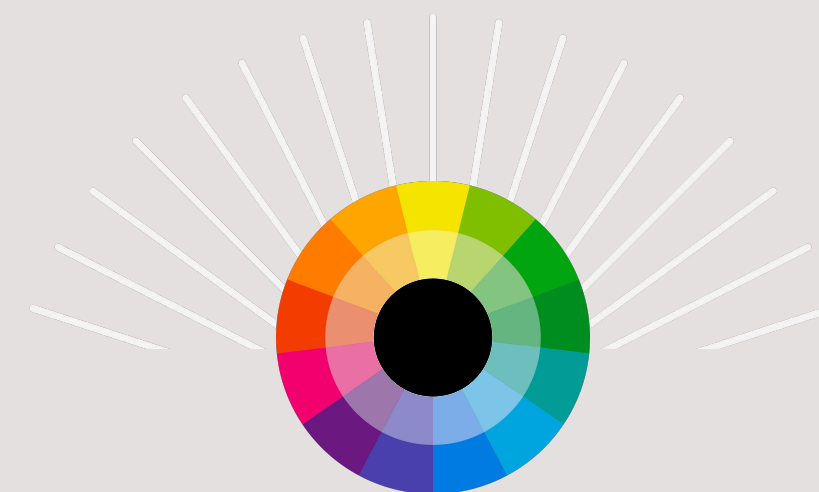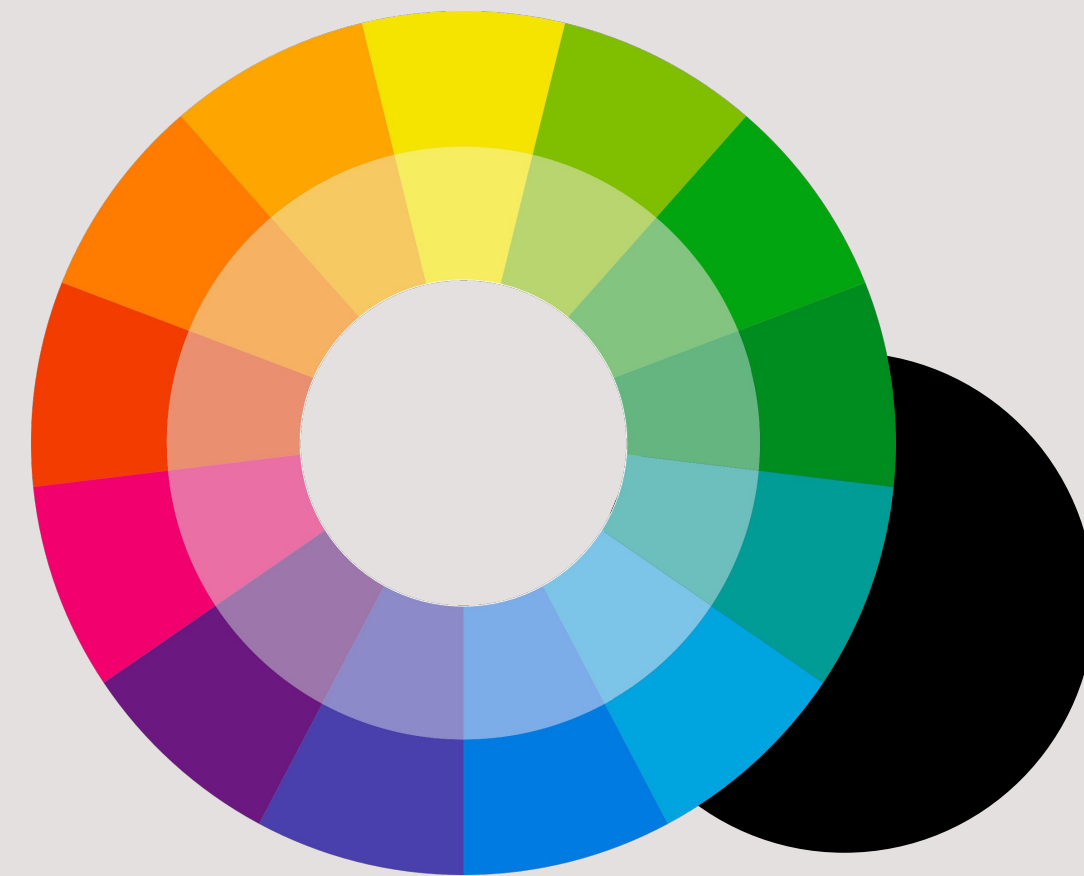
Instructor Format Preference

Instructor preference remains print. Disconnect with student usage patterns.

- 76% titles requested in print / additional 5% provided their personal copy
- 19% requested ebook/streaming film

Guesses as to why faculty don't select ebook option?

- Our Reserves form isn't clear.
- They think eBooks are too expensive.
- They think it is too difficult for students to access and read ebooks.
- They don't understand that in many cases libraries can buy an unlimited user ebook.
- They already know that the ebook isn't available to libraries.

"Challenging" Publishers

- 54% (104 titles) – library could not obtain an ebook
  92% (95 titles): no ebook option
  8% (9 titles): ebook "not available in your country"

- Date Range [1963-2024], average pub date: 2004

- Titles sound "textbook-y." Examples: *Introduction to Genomics* / *Abnormal Psychology* (18th ed.) / *Campbell Biology* (12th ed.)

- The 104 print-only titles came from 53 different publishers
  - 6 Norton titles: pub dates: 2016 - 2022
  - 7 OUP titles: pub dates: 2012 - 2021
  - 10 Pearson titles: pub dates: 2006 - 2021

Usage

- When we offer title electronically and in print:

    Ebook views = 4,666*
    Print Circs = 67

- Conclusion: Data enforces what we already assumed.

    E-access is vastly preferred to print checkouts for

    course materials at our campus.

*Doesn't include OA titles or titles on platforms without ability to gather title-level usage.

High ebook usage corresponds to class size. (Duh.) It is not discipline specific.

Titles with highest views:

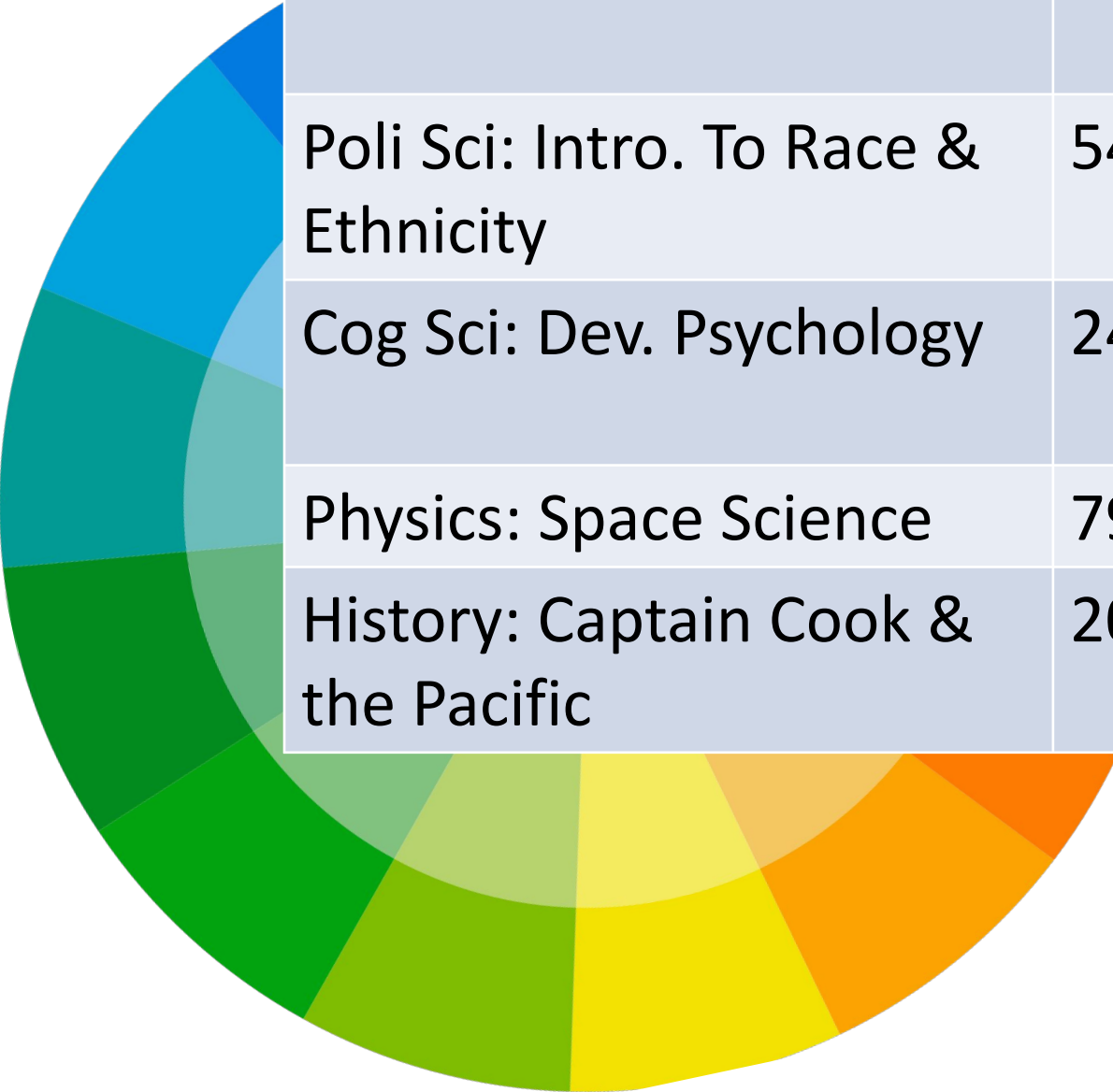| Class	Enrollment	Title	Amazon $	Use during Fall Q
Religious Studies: Intro to World Religions	235	Readings in Classical Philosophy	$74	2,817
Bio Sci: AIDS Fundamentals	297	AIDS Science & Society	$59	1,456
Psych: Health Psychology	297	Health Psychology	$60	1,114
Film Studies: Intro to Film Analysis	345	Film Art: An Introduction	$92	581
Music: Beatles and the 60s	230	What Goes On: The Beatles, Their Music, and Their Time	$54	580

Similar Story with Print Titles

Titles with Highest Print Circs:

| Class	Enrollment	Title	Amazon $	Use during Fall Q
Humanities Core	743	Graphic Novel Adaptation of Parable of the Sower	$13	27
Poli Sci: Intro. To Race & Ethnicity	548	Uneven Roads: An Intro. To U.S. Racial & Ethnic Politics	$65	23
Cog Sci: Dev. Psychology	244	Child Development: Context, Culture, & Cascades	$60	10
Physics: Space Science	79	Pale Blue Dot	$92	10
History: Captain Cook & the Pacific	20	Cook: The Extraordinary Voyages of Captain Cook	$54	9

However, no correlation between high cost and print circs.

Most Expensive Print Titles (no e-version available):

| Class	Enrollment	Title	Amazon $	Circs during Fall Q
Bio Sci: DNA to Organisms	635	Campbell Biology	$300	0
Accounting: Financial Statement Analysis	68	Financial Statement Analysis & Valuation	$252	2
Cog Sci: Abnormal Psychology	198	Abnormal Psychology	$210	1
Physics: Classical Physics	117	Sears and Zemanksky's University Physics	$209	0
History: Captain Cook & the Pacific	179	Business Communications Essentials	$173	3

Etextbook Availability at Kingsborough

22-23 Course-assigned texts with library print and ebook access

Physical Sciences
26.4%

24

Social Sciences
39.6%

36

31

Humanities
34.1%

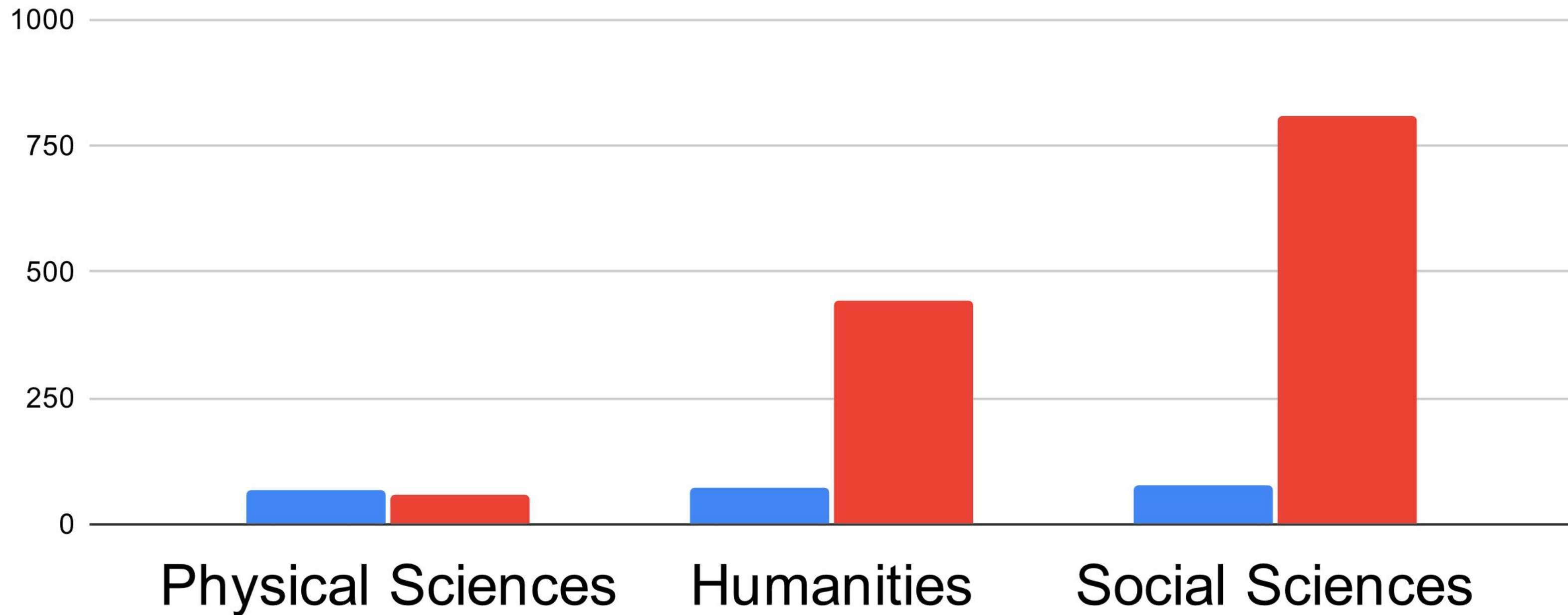THE WAVE
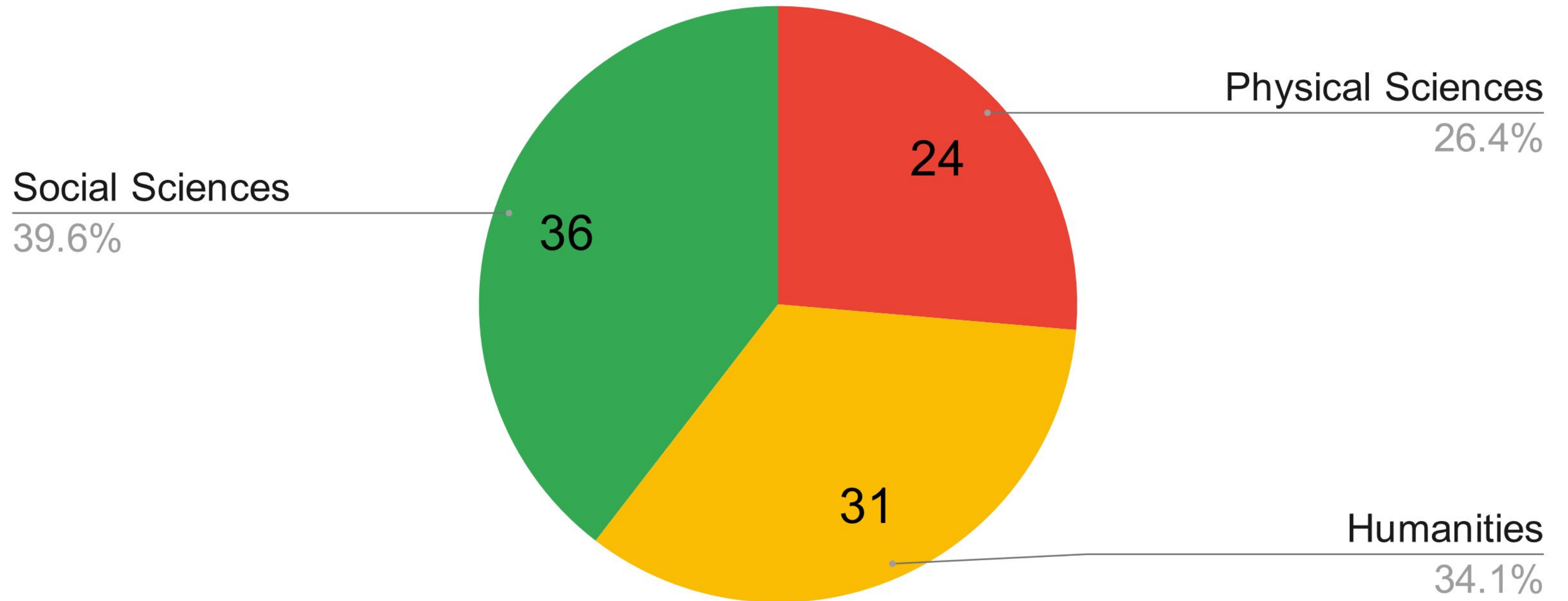
Etextbook Availability at Kingsborough

**22-23 Print/Ebook Textbooks (by subject)**
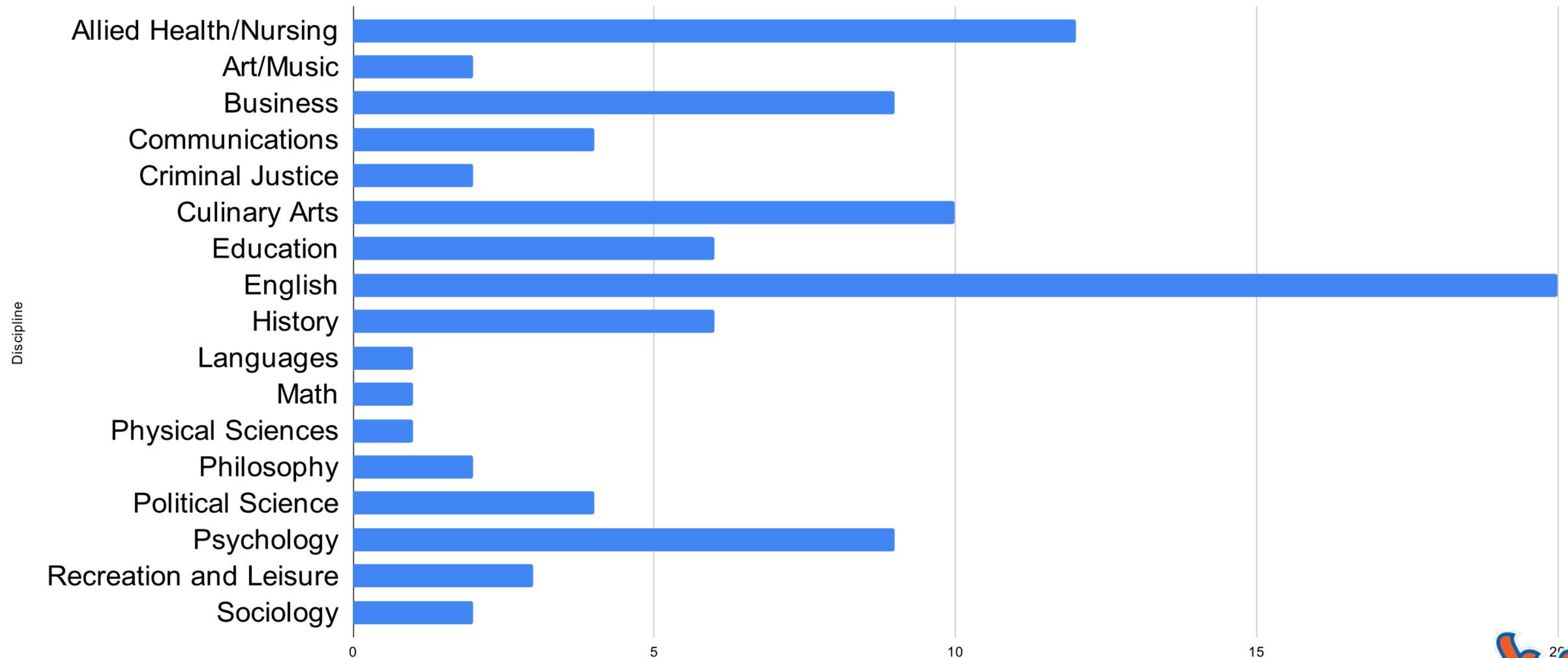
Usage at KBCC

**22-23 Physical Loans vs Ebook Views**

Physical Loans ■   Ebook views ■

Physical Sciences   Humanities   Social Sciences

Usage at KBCC: Outliers

Title	User Licenses	Cost per license	22-23 Accesses	22-23 Turnaways	Publisher
New York Stories	7	$12	138	60	Dover Thrift
Essentials of Understanding Psychology	6	$208.74	46	15	McGraw-Hill
Essentials of Life-Span Development	6	$182.24	50	3	McGraw-Hill
Public Speaking for College and Career	6	$208.74	50	0	McGraw-Hill
Disability Studies and the Inclusive Classroom	9	$300 🚫	481	4	Routledge
War and Genocide: A Concise History of the Holocaust	3	$84	192	1	Rowman & Littlefield
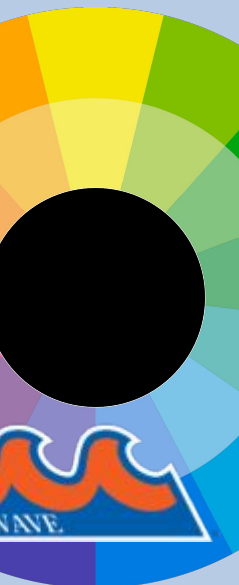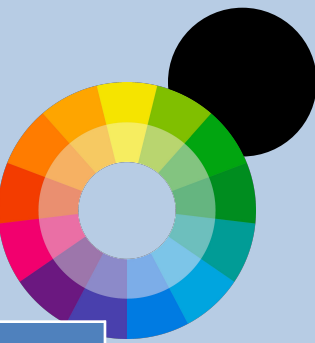
Usage at KBCC (Minus outliers)
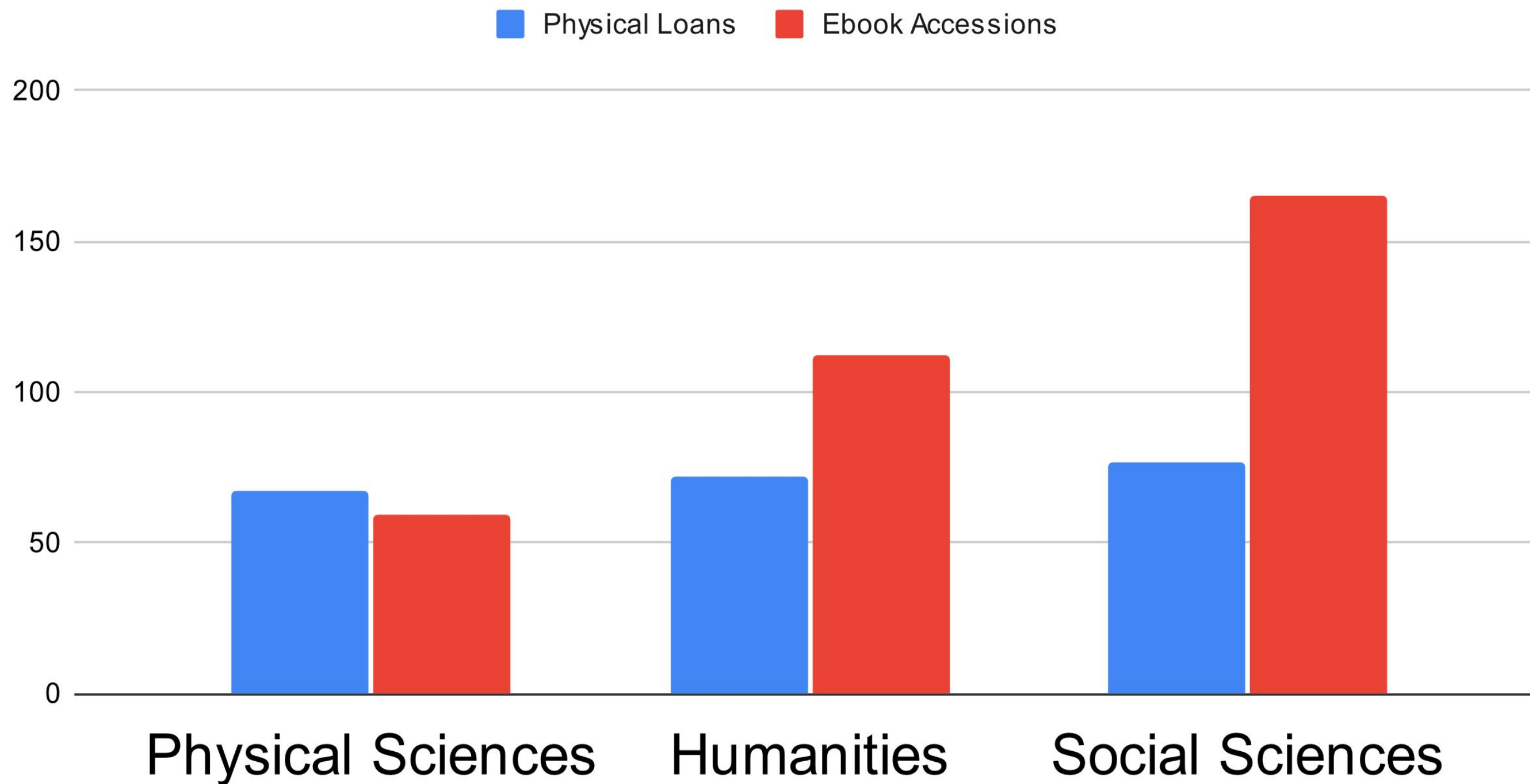
Faculty Responses
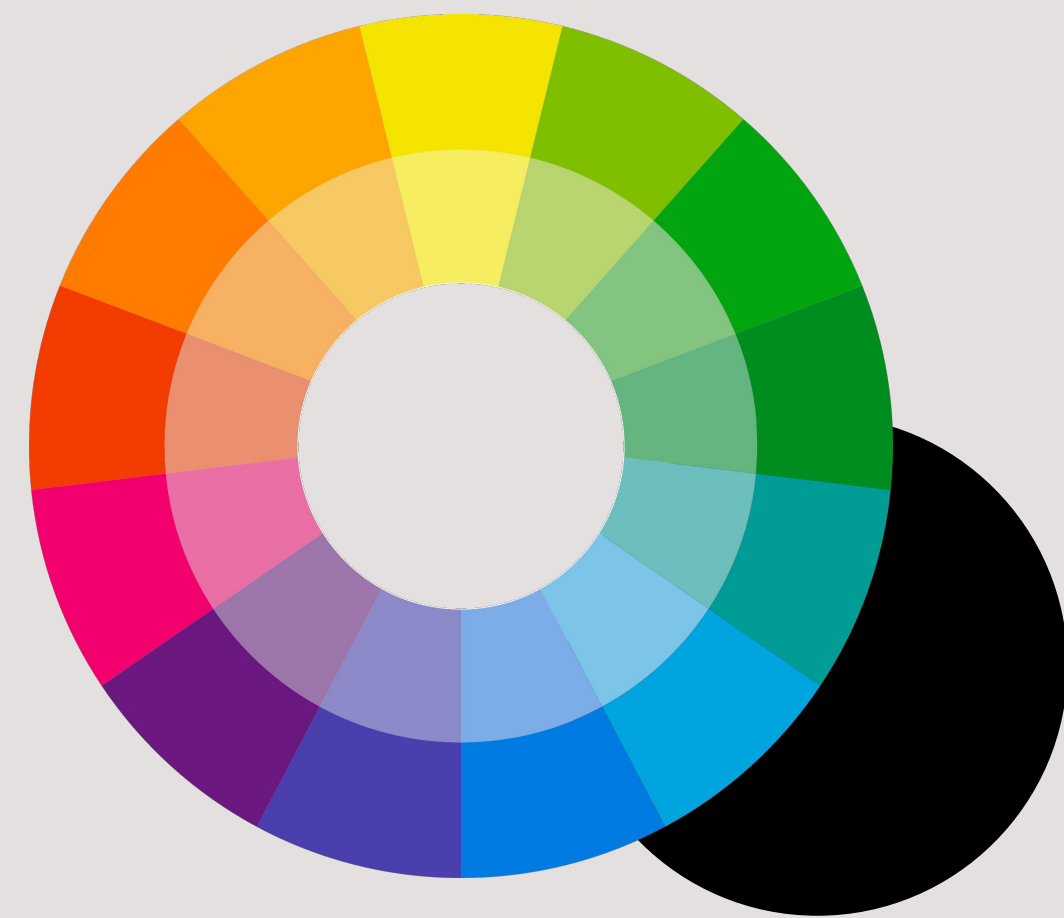
Faculty Feedback on eBooks @ UCI

After the first two years of the UCI Textbook Afford Program, I wanted to hear about the faculty experience using the textbook afford program

- § Outreach to start the feedback loop on affordable course materials
- § Various (leading) questions sent via personalized email
- § Purchases in the social sciences
- § Inquiries on limited and unlimited models
- § Conducted in the winter quarter 2023, and winter 2024

Faculty Feedback Summary

Notes

- Very few faculty heard from students about course materials, TA feedback positive
- Faculty that work toward library licensed material for a course, do not move other traditional titles costing >$100 in similar courses

License differences?

- Faculty feel like they've done something, however small, that might make a difference for some students
  - "Many of our [] students are from very low income backgrounds and often have to choose between purchasing books and covering basic needs like food and transportation. Everything we can do to make course books accessible to them at reduced or no cost is worth doing."
- Faculty believe students like eBooks more than coming to the library to check out print course reserves
  - Our usage statistics corroborate this belief; however, many studies find that students generally prefer print textbooks

Related Feedback – Affordable Course Material & OER Initiative

Course Transition to Affordable and OER Course Materials

- One course has transitioned from a traditional textbook to OER at UCI through another initiative.
- The student survey sings the familiar tune we have heard throughout the nation when [student voices are captured](#) on the burden of textbook costs.
- It has given us, the internal advocates at the library, renewed strength to continue to provide all possible programming that promotes affordable course materials.

For-Profit Bookstore

- We have recently learned that only 9% of courses put their material into the bookstore for purchasing.
- That could easily mean that faculty would rather use a different vendor, or many more instructors are using alternative course materials.

Collection Policies Reflections

Textbooks

Pre-pandemic, textbook purchases were not encouraged without direct requests from faculty for course reserves

- Whether we use the bookstore list or the course reserves form; our current goal is to purchase course materials to support student success
  - Assess how titles are promoted within courses, especially those with no usage while continuing transparent efforts via bookstore
- Purchasing eBook collections to provide course materials (health sciences)

Formats

Access policies against loose-leaf titles

- Work with Access Services to blend course material acquisition needs regarding limited access titles, with current format policy

Kingsborough Faculty Survey

- Conducted Nov-Dec 2023
- 61 participants/69 course texts discussed
- Research Questions:
  - How do faculty select course texts, and how do they see students accessing these materials?
  - What are faculty perceptions on print and ebook offerings at the library?
  - How best can the library support student access to textbooks?
- For the sake of clarity, this presentation will focus mostly on professors who use textbooks from traditional publishers
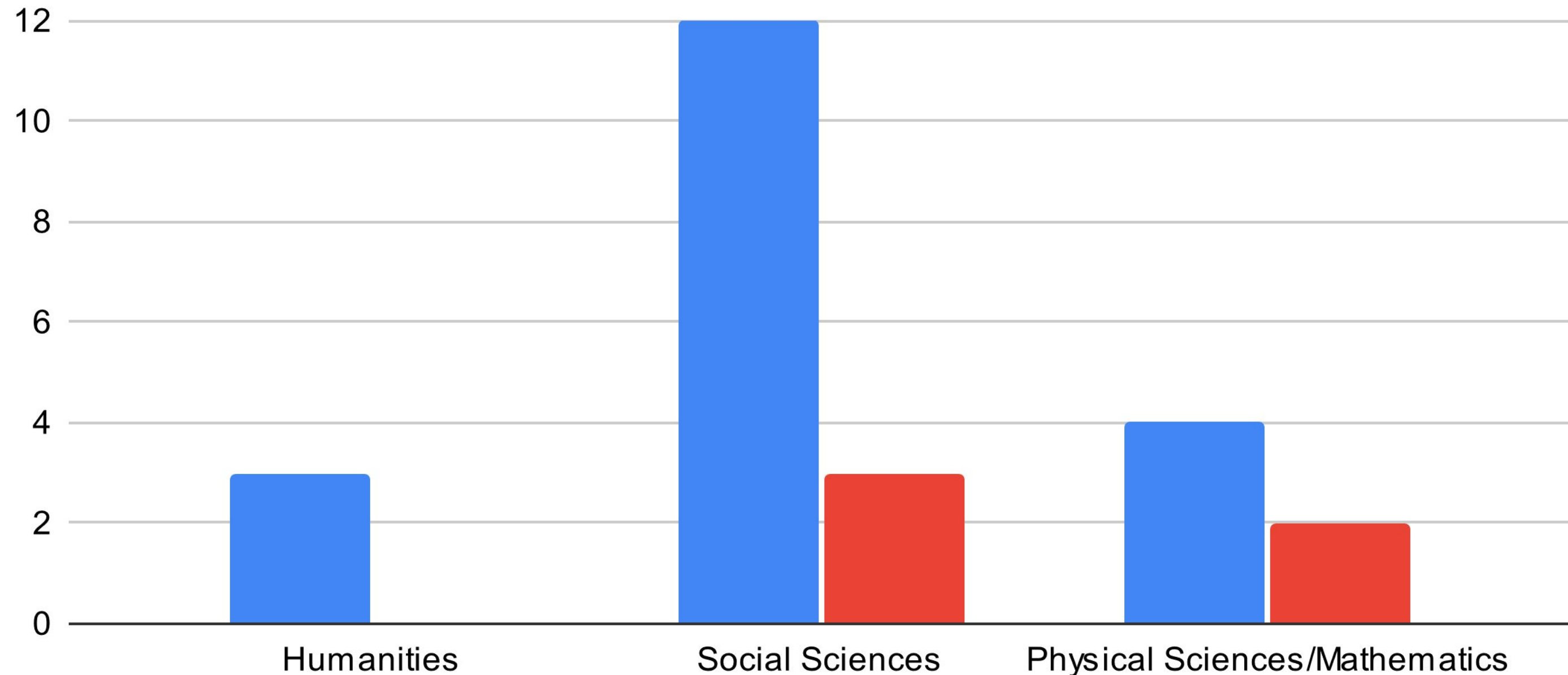
Who responded? (Textbooks only)

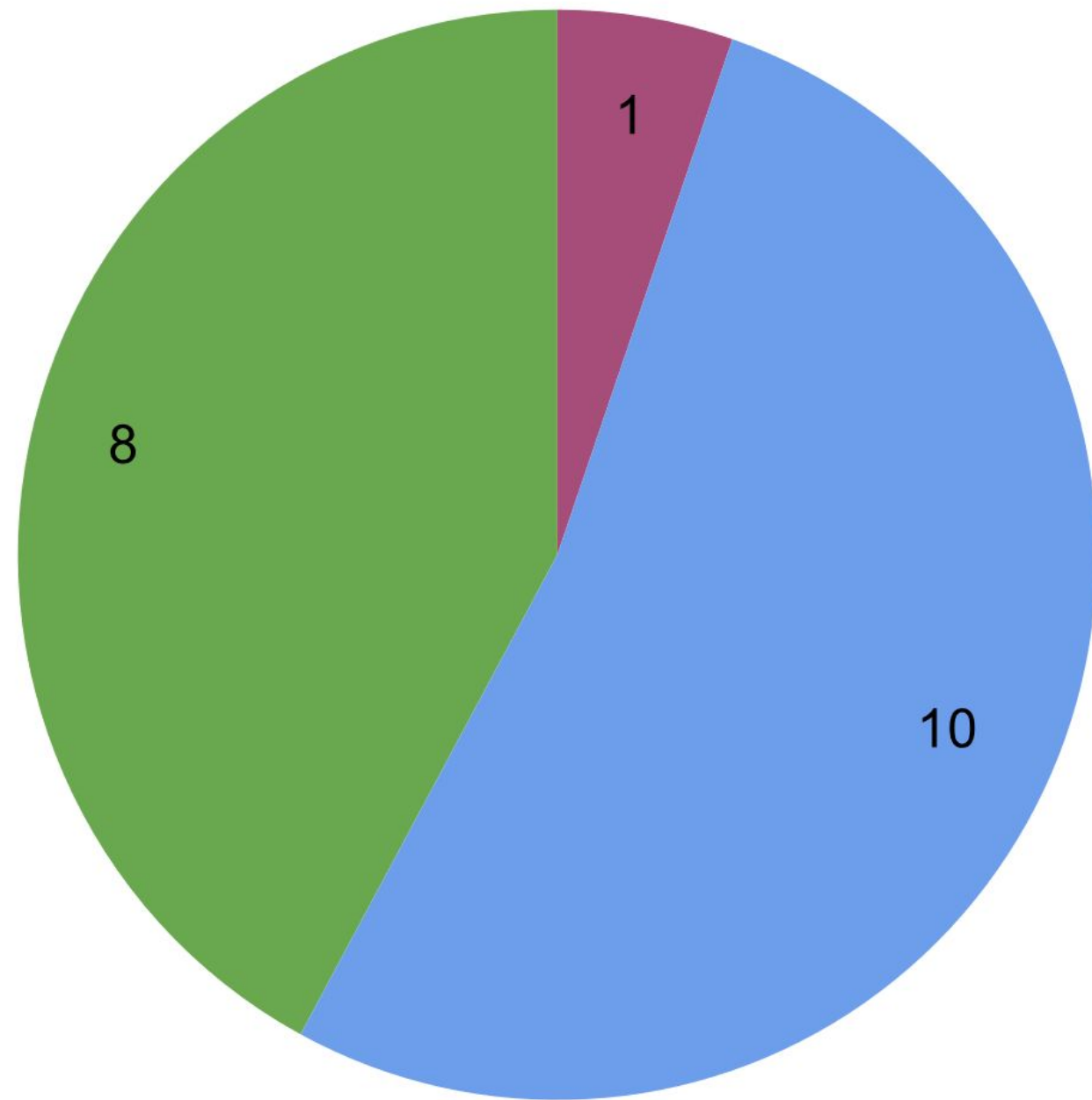Respondent Subject Areas
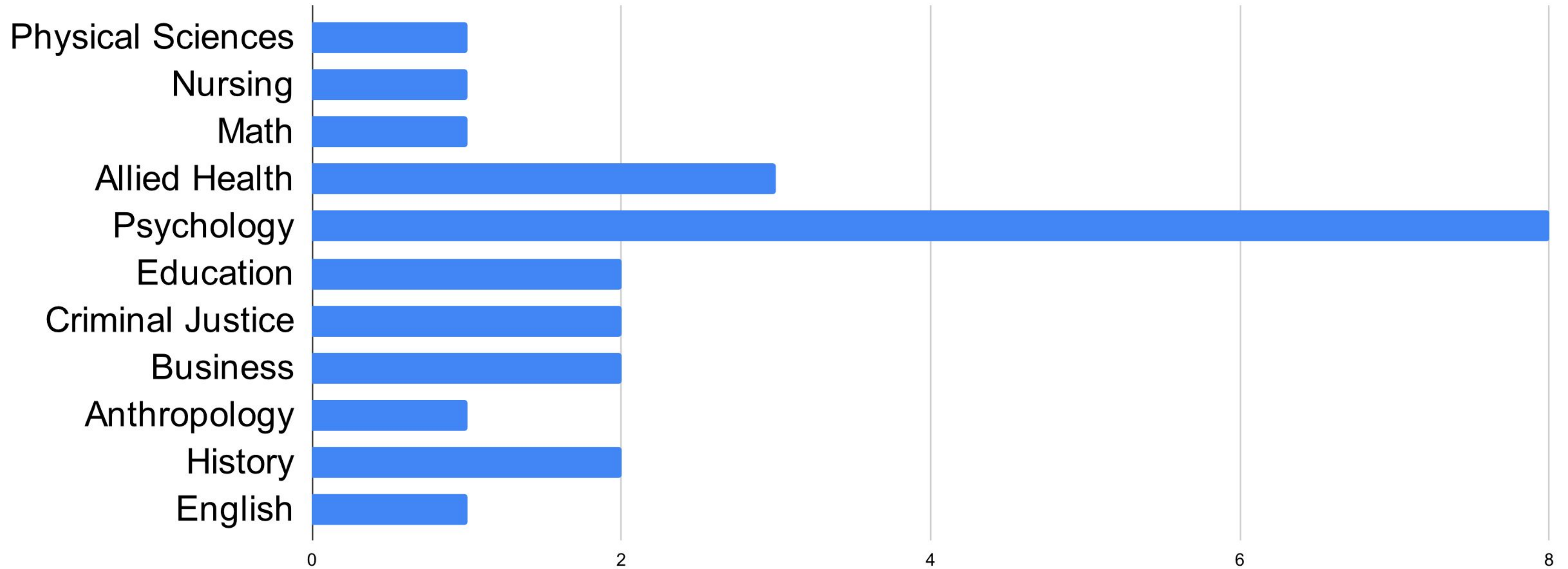
Course text selection

Who selects the textbooks

■ Professor ■ Department

	Humanities	Social Sciences	Physical Sciences/Mathematics
Professor	3	12	4
Department		3	2

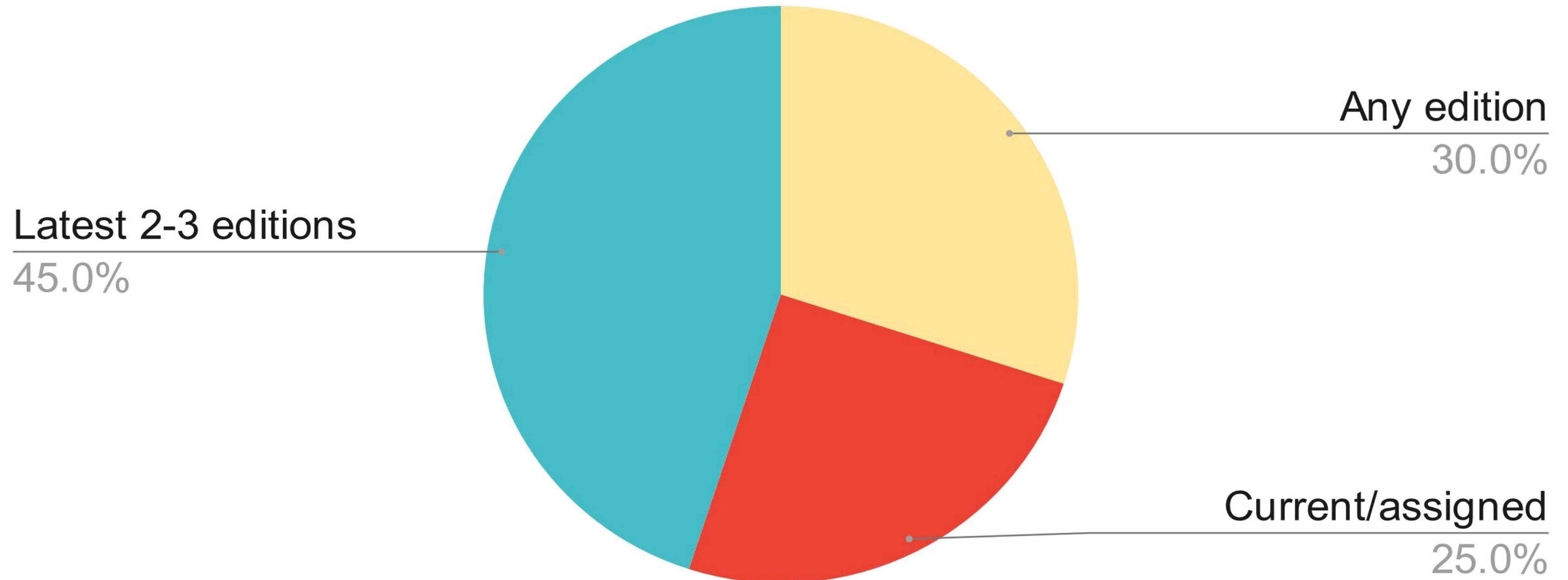# *Textbook updates and editions*

How often respondents update textbooks

- Every year or two
- When new editions are published
- Keep same edition indefinitely

Textbook updates and editions


Which edition do students need?

- Any edition — 30.0%
- Latest 2-3 editions — 45.0%
- Current/assigned — 25.0%

Traditional Textbooks: How students access them

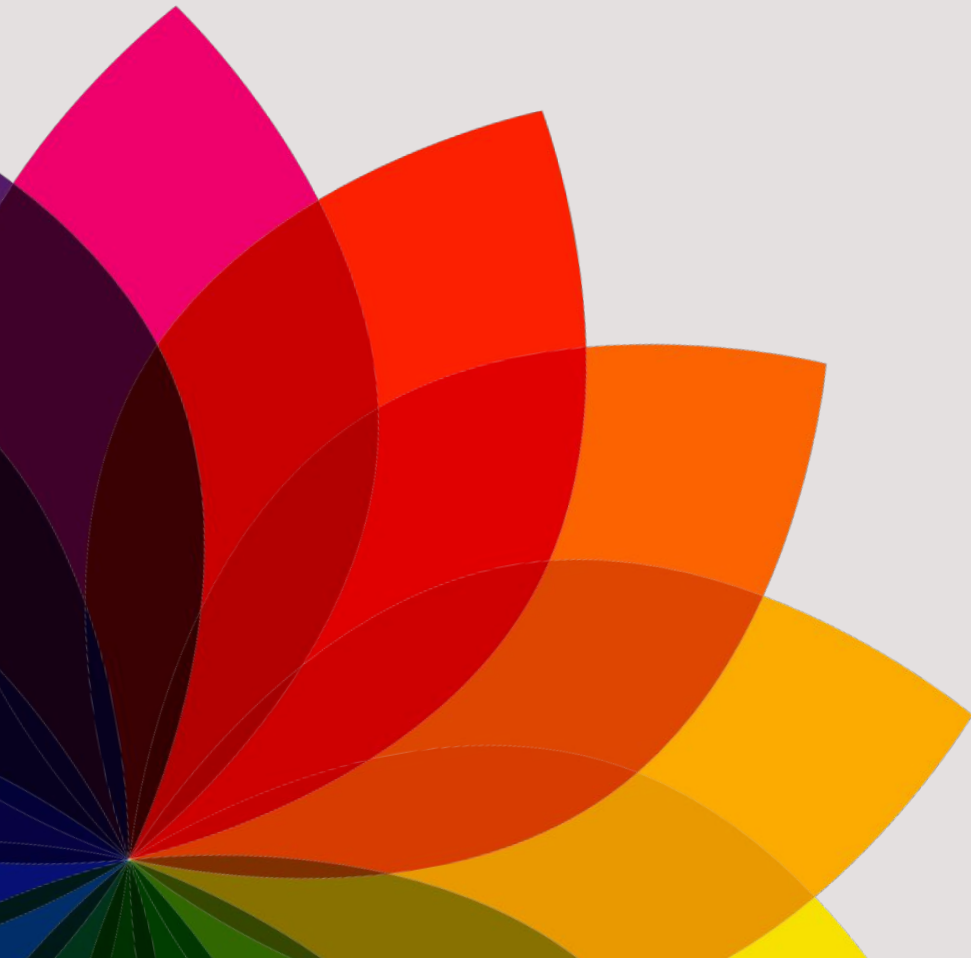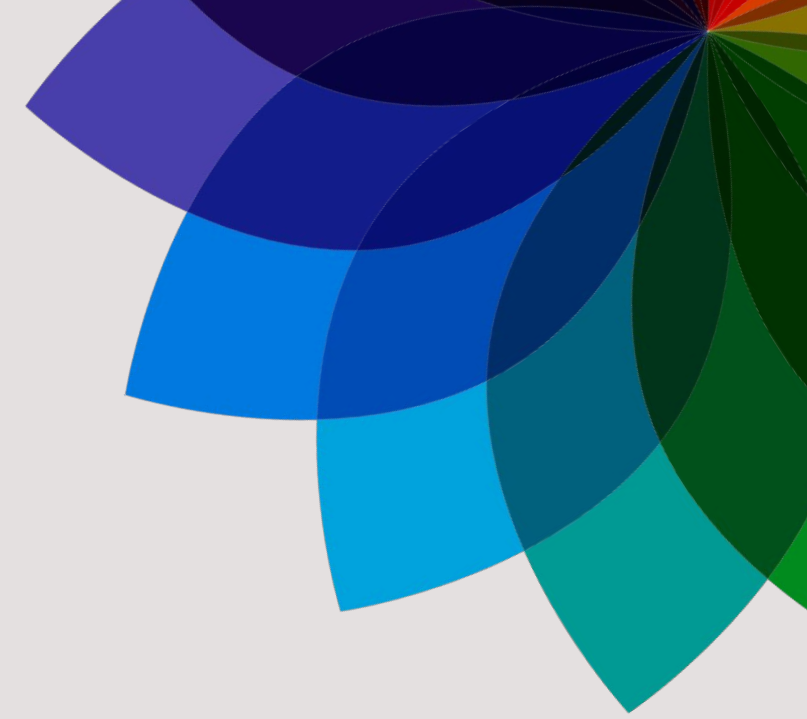|	Often/Always	Sometimes	Never/Rarely	Don't Know - N/A
Buying or renting in print	11%	67%	22%	0%
Buying an access card	6%	11%	50%	33%
Borrowing print or ebook from library	22%	67%	11%	0%
Sharing with classmates	0%	67%	28%	6%
Scans are on course site	26%	32%	37%	5%
They don't	19%	56%	19%	6%

Faculty on Funding Priorities
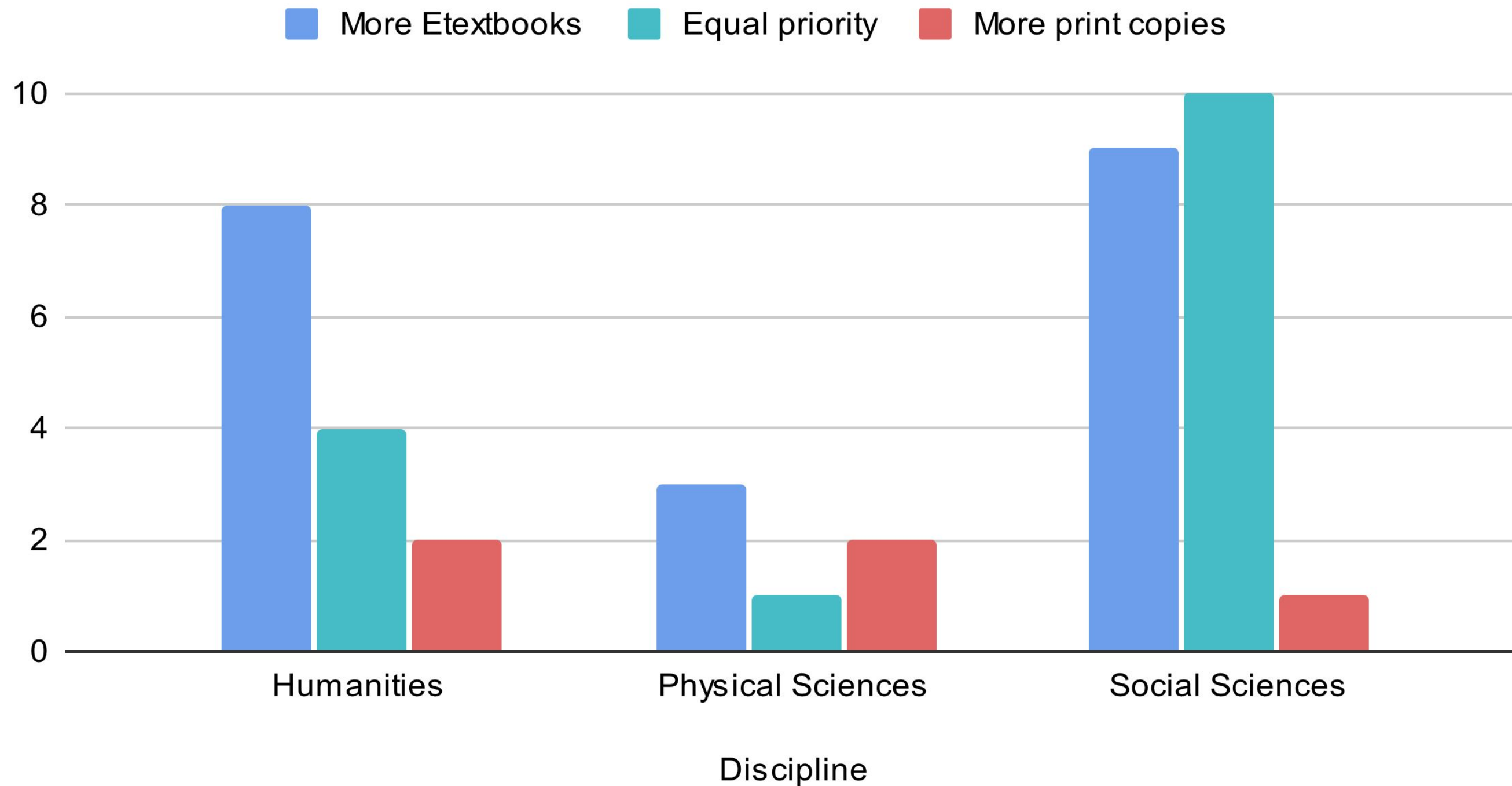
Survey takeaways

- Limitations

- Implications for library purchasing

- How we can transfer this information to students

  at the reference desk and beyond

- What to communicate to professors

Questions