



REPORT ON TEXTBOOK SURVEY

SPRING 2016



June 9, 2016



BACKGROUND

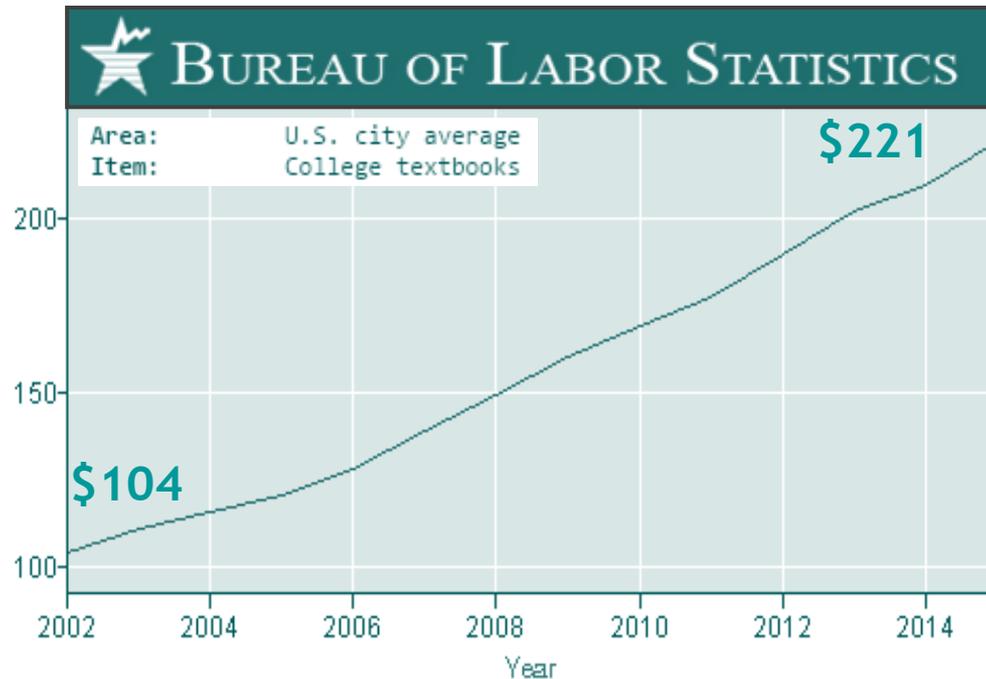
Textbook affordability is a **significant public policy issue** that impacts access to higher education

Research shows that while community college fees have remained low, the cost of textbooks has soared



BACKGROUND

The average cost of a single textbook has more than **doubled in the last 15 years**





TEXTBOOK AFFORDABILITY TASK FORCE

In response to a state and national focus on the soaring cost of textbooks, a **Textbook Affordability Task Force** was formed by the District Governance Council in 2008

- Focus of the Task Force was to respond to several statewide recommendations regarding textbook affordability

HUFFPOST COLLEGE

The screenshot shows a web page with a dark green navigation bar at the top containing 'The Economist' logo and various category links like 'World politics', 'Business & finance', 'Economics', and 'Science &'. Below this is a secondary navigation bar with 'FRONT PAGE', 'POLITICS', 'ENTERTAINMENT', 'WHAT'S WORKING', 'HEALTHY LIVING', 'WORLDPOST', 'HIGHLIGHT', and 'HUFFPOST LIVE'. The main content area features a large headline: 'College Textbook Prices Increasing Faster Than Tuition And Inflation'. To the left, there's a sub-headline: 'Higher education Why textbooks cost so much'. Below the main headline, there's a section for 'FRESHMAN YEAR' dated 'AUG 6 2015, 11:35 AM ET'. The main article title is 'College Textbook Prices Have Risen 1,041 Percent Since 197' by BEN POPKEN. On the right side, there's a graphic titled 'The COLLEGE TEXTBOOK SHAKEDOWN' featuring a shopping cart icon and text stating: 'Major textbook publishing companies are set on squeezing every penny out of students. Textbook prices have risen 106% since 1986, and they're increasing in price at 4X the speed of other consumer products. Here's a look at how textbook costs break down, how to avoid them, and what the future looks like.' At the bottom of the graphic is a yellow banner that reads 'TEXTBOOK COSTS ARE INSANE'.



TEXTBOOK AFFORDABILITY TASK FORCE

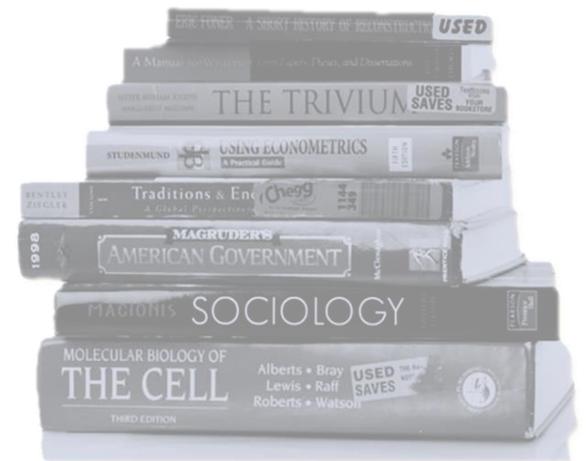
Accomplishments

- Developed new Board Policy (BP 3306) on *Course Materials Adoption and Procurement*
- Established a link on the online class schedule to include the cost of textbooks for each class
- Launched an information campaign to advise faculty of the factors that impact textbook prices including:
 - Late Orders
 - Textbook Bundles
 - Custom Editions
 - Access Codes



STUDENT TEXTBOOK SURVEY

- In Spring 2016, the Task Force initiated a student survey to obtain information about student textbook purchasing behaviors and perceptions
- The purpose of the survey was to gain a better understanding of:
 - Textbook buying behavior
 - The amount students spend on textbooks
 - The extent to which textbook costs influence enrollment
 - Use of alternative textbook options such as open source platforms and digital textbooks





SURVEY SAMPLE



Emailed survey to 8,011 students districtwide

12.5% response rate



Most of the respondents:

- Have attended 3 or more semesters
- Take day classes
- List *transfer* as their educational goal





SURVEY RESULTS

Where do students buy their books?

1. College bookstore
2. Amazon
3. Chegg

Most students buy their textbooks before or during the first week of class

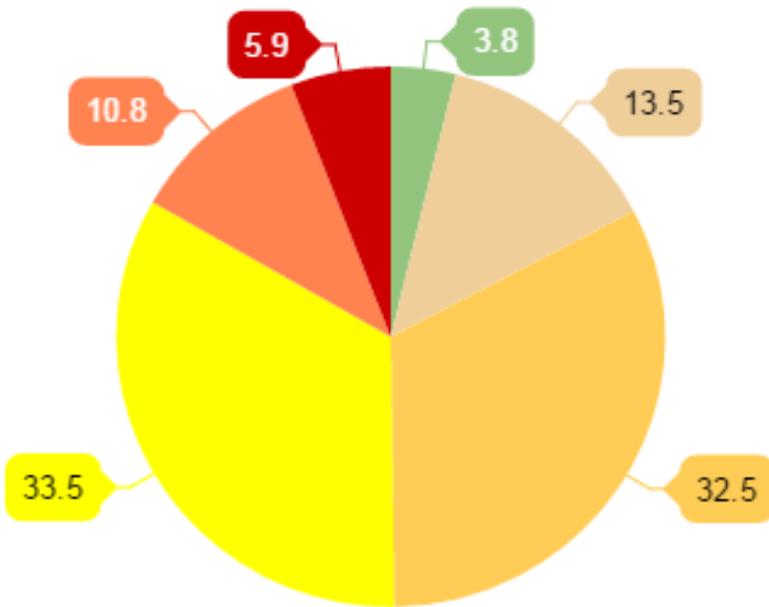


"I used to get them at the bookstore, but I paid \$325 and my books did not get bought back"



SURVEY RESULTS

How much do students pay for books?



- The majority of students (66%) reported spending \$100-400 on books, Spring 2016
- Approximately 17% reported paying *more than* \$400



SURVEY RESULTS

How do students pay for textbooks?

- **58%** of students reported paying for textbooks entirely from personal funds
- **38%** of students reported using financial aid to pay for some, or all of their textbook costs





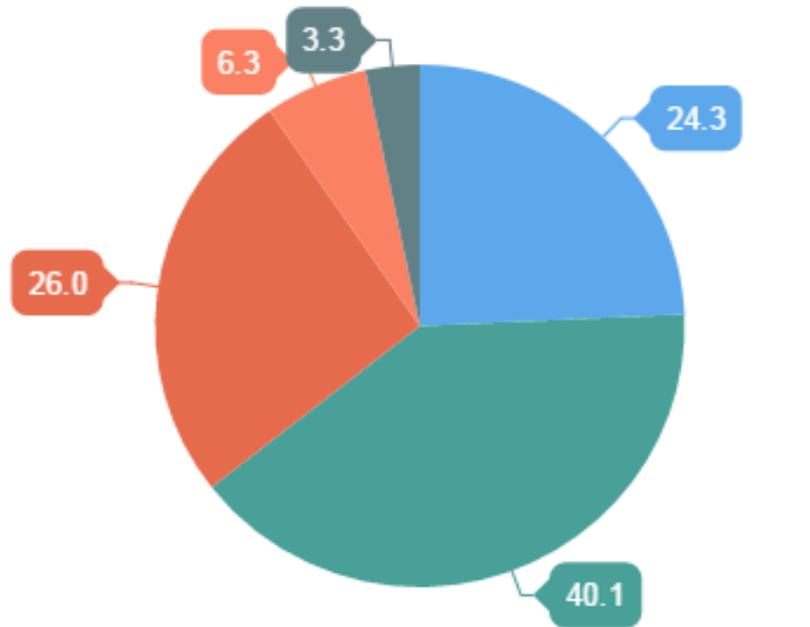
SURVEY RESULTS

- 63% of the students reported that the cost of textbooks influences their decision to enroll in a class
- Nearly 50% of the students reported completing a class *without the textbook* because they could not afford it
- One-third of the students reported *dropping* a class because they could not afford the textbook
- 80% of students reported that they have purchased a required textbook that the professor never used



SURVEY RESULTS

Which format do students prefer?



- The majority of students (66%) prefer buying used textbooks or renting textbooks

■ Buy a new textbook (24%) ■ Buy a used textbook (40%)
■ Rent a textbook (26%) ■ Buy a digital textbook (6%)
■ Get a photocopy of a textbook (3%)



STUDENT BUYING BEHAVIOR



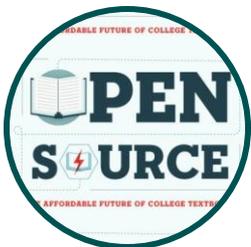
Used textbooks

- 61% of students reported they often or always purchase used textbooks



Electronic textbooks

- 61% of students reported yes when asked if they would use an electronic textbook for all or some of their courses if offered at a reduced cost



Open source alternatives

- 81% of students reported they were comfortable using open source alternatives to textbooks when offered at a reduced/no cost



STUDENT BUYING BEHAVIOR

Textbooks on loan from the library

- 83% of students reported rarely or never using textbooks on loan

Sharing textbooks

- 75% of students reported rarely or never sharing textbooks

Selling textbooks back to the bookstore

- 50% of students reported never selling their textbooks back
 - Many students commented that they don't sell their books back because of the low price they receive relative to the original cost of the book



STUDENT BUYING BEHAVIOR

Students are savvy and resourceful consumers

half.com



craigslist

Many purchase from discount online retailers including Half.com, Slugbooks, and Craigslist



Many utilize open source platforms such as Openstax & MIT Open Courseware



Most expressed a desire for more affordable textbooks, and digital options



2015-16: SDCCCD BOOKSTORE SALES HIGHLIGHTS

Highest Cost Textbooks



\$266 Cosmetology
\$235 Psychology

Total Annual Bookstore Sales



\$9 M

Annual Savings for Students



\$310,000
Saved from
textbook rentals

Sample average textbook cost

	English	Math	Spanish
City	\$ 30	\$ 149	\$ 97
Mesa	\$ 57	\$ 175	\$ 175
Miramar	\$ 78	\$ 125	\$ 170



Questions?