

Recommended Best Practices for Textbook Adoptions (Summer 2012)

The General Education Department is committed to adopting high quality text books at minimal costs to students. Faculty members are encouraged to adhere to the following guidelines as they make decisions about textbooks and supplemental materials.

1. Appropriateness: Textbooks and supplemental materials should be appropriate to the discipline and consistent with the college's mission
2. Use of Required Items: Faculty members should ensure that a significant portion of each required textbook and supplemental materials are used in the course.
3. Prices: The publishers provide information about textbook and supplemental materials both in bundled and unbundled form. The book store can provide faculty with this information, such as the retail price information (the price that students pay). Faculty should carefully weigh the costs against the quality of the product.

Bundled and Customized books

- **Bundling** – The common practice of shrink-wrapping or packaging textbooks with other books or supplemental items including CDs, workbooks and online passcodes – **inflates prices and makes it harder for students to find and sell used books.**
- Research confirms that **bundling is a costly practice**:
 - About half of all textbooks are bundled, and bundled textbooks are 10-50% more expensive than the textbook alone.
 - Two-thirds (65%) of professors reported they “rarely” or “never” use the supplemental items in bundled textbooks.
- Customized books can only be bought and sold back as used books at the Goodwin Bookstore.
- Bundles **cannot be bought back** as used books from a student and **cannot be rented.**
- If a bundle is shrink-wrapped, once opened, it **cannot be returned** to the publisher and the bookstore cannot buy it back.

Bundling itself is not necessarily a bad practice; just make sure that you are bundling resources for the right reasons.

A “Best Practice” is to permit students as much flexibility as possible. For example, consider permitting students to purchase electronic versions of textbooks and to build the use of free, online resources into the course where feasible.

4. Rentals: Each semester our booklist is reviewed by Campus Book Rentals, our partner for both online and in store rentals. Those books available to rent in store will be tagged on our shelves to indicate the option to rent. If you would like to omit a title from the rental option please contact the bookstore. Only those titles identified by Campus Book Rentals will be available to rent.
5. Problems: If you believe that there is a problem with a book or related technology, discuss the issue with your Course Coordinator or Curriculum Director before you advise students.

Faculty members should not:

- Tell students that they purchased the wrong book or edition or tell students that they do not need the book.

Give your administrators the opportunity to discover more information about the problem, to provide you with the background and to discuss possible solutions.

6. Early Adoptions required by the Higher Education Opportunity Act (HEOA) Provision: The intent of this provision is to lower student costs because it gives students time to search for the best deals and to evaluate options like

rentals and e-books. HEOA requires us to make information about textbooks available to students early so that they can plan ahead for the full cost of attendance.

- Books have to be posted online and made public BEFORE registration begins
 - At Goodwin College, the department book list is due the 4th week of every semester for the next semester.
 - We cannot change books once the list is posted because those students who purchased outside of our bookstore will most likely not be able to return those books.
 - Click here to read more about textbook policy on the National Association Of College Bookstore website: <http://www.nacs.org/govrelationsadvocacy/publicpolicy.aspx>
7. Common Question: Why does the bookstore run short on books even when books are purchased at 150% of estimated enrollment?
- Open enrollment – we just never really know how many students will register for a course.
 - Often, course area added course selections late in the semester so that we do not have to turn students away.
 - Students can buy their 2nd module books at the beginning of the semester.
 - Book deliveries take 3 to 5 business days.
 - Publishers will “substitute” new editions without notifying the bookstore.

A “Best Practice” is to provide the first two weeks’ readings in blackboard to help students be successful.

8. Common Question: Why do we have to change editions?
- Once a publisher produces a new edition, it is the only edition the bookstore can sell unless there is a surplus in stock. Our bookstore does not select editions and cannot guarantee the availability of old editions. Furthermore, please know that a publisher may automatically substitute new editions without permission from the college. So, it is important for department representatives to maintain contact with the publisher. Also note that if you continue to adopt an older edition, the student will not be able to sell the book back to the bookstore.

A “Best Practice” is to maintain an ongoing relationship with your publisher’s representative so that you know when a new edition becomes available.

9. Common Questions: What about returning books?
- Students have through the second week of the class start to return a book to the bookstore (with a receipt, not unbundled or opened).
 - Under no circumstances should a classroom of students be sent to return books to the bookstore without first notifying the bookstore manager with an explanation as to why this request is being made.

General Education Department – Adoption Process

1. Curriculum Directors select textbooks and supplemental materials or technology in collaboration with Course Coordinators.
2. The recommendations need approval by the area Curriculum Committee. The Administrative Assistant compiles the recommended adoptions and, after final review by the Department Chair, forwards them to the bookstore.
3. In General Education, the administrative assistant, serves as the department’s official, sole liaison to the bookstore.