

One Penn State 2025

First Day Complete: Textbook Pilot

Virtual symposium
February 10, 2021



PennState

Guiding principle 1:

Provide a seamless student experience

Guiding principle 5:

Achieve the Highest Level of Efficiency of University Resources



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One Penn State 2025

- if successful, has the potential to support two of our Guiding Principles
- leverage our technology and purchasing power, from the point of registration through to the end of the semester.
- leverage the volume buying power of Penn State, and existing resources provided by our bookstore partner, at no additional cost to the university
- providing meaningful access to the broadest number of students, in a flexible and efficient way.

Introduction: First Day Complete (FDC)

What is First Day Complete?

First Day Complete (FDC) is a program model which provides **every** enrolled student with **all** their required course materials, including both Digital and Print, **before the first day of classes**. This is done using a standard course fee charged per credit hour for classes that require textbooks. It excludes courses that have designated they are using no-charge OER materials.

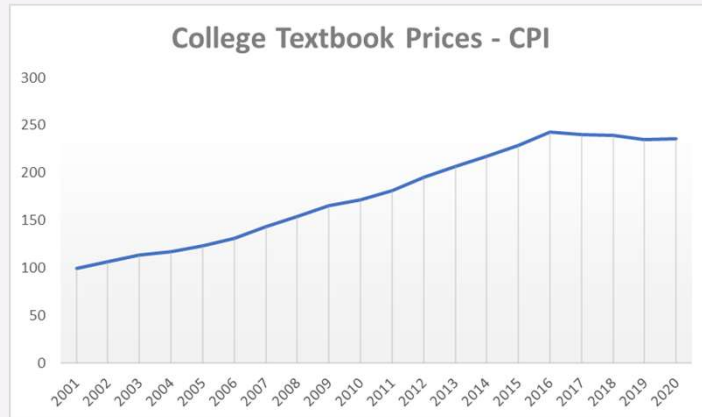


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College Textbook Prices Increasing Faster Than Inflation

The cost of college textbooks has increased 236% over the last 20 years.



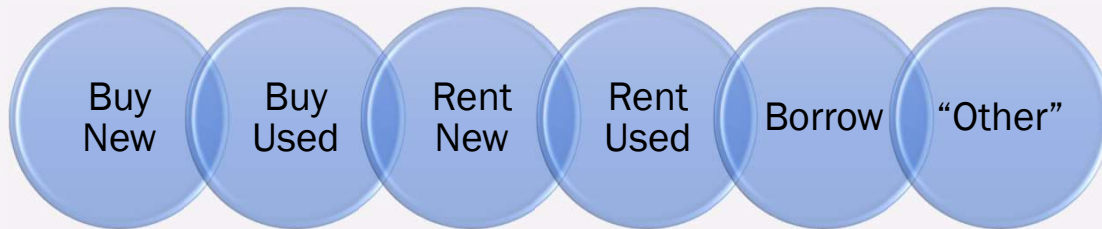
Source: U.S. BUREAU OF LABOR STATISTICS (<https://beta.bls.gov/>)



- Textbook costs have risen more than the rate of inflation. Media reporting that college students nationally pay, on average, about \$1,200 a year for textbooks.
- Data from the Bureau of Labor Statistics (BLS), shows that new college textbook prices have risen by roughly 6% per year since 2001, which is about 3 times the rate of inflation.
- Penn State's Tuition Estimator, tells students it costs \$1,840 per year for books and supplies to attend one of our campuses. This is based on the cost of purchasing required books and supplies new.
- The statistics are skewed by the growing number of students who do not buy their textbooks.
- Initial surveys conducted at Penn State showed that 65% of students do not have their books on the First Day of Classes. And half of those cited cost as the major reason for not having it.

CPI College textbooks in U.S. city average, all urban consumers, not seasonally adjusted
Source: U.S. BUREAU OF LABOR STATISTICS (<https://beta.bls.gov/>)

How much do OUR students pay for textbooks?



- **price** of new textbooks is affected by how often publishers decide to update editions, which reduces the available inventory of used textbooks to rent. Many more students are more likely to rent their textbook or buy used, rather than buy new, again due to the costs, but can only do that if those options are available.
- Gain a better understanding of in this pilot is what the true **cost** of textbooks is for Penn State students— not just the price.
- Gathering data from students who opt-out is just as important as having the data for students that are in the program
- BNC is able to acquire the high level of inventory needed to support this program, the availability of used and rental textbooks naturally increases.

Does having access to course material on the first day of classes improve outcomes?



- If the hypothesis is TRUE, then students who are financially disadvantaged also carry a disadvantage when it comes to academic achievement if they forgo having these materials due to their economic circumstances.
- One of the reasons we are piloting this in our Commonwealth Campuses (CWC) first, and not University Park (UP) . Median income of CWC student families is approximately half that of UP
- Barrier to obtaining course materials is the ability for students to pay for their materials through the bursar bill. We don't have this process in place now. A student has to wait for their financial aid refund to be processed in order to obtain the funds, before they can purchase their books.
- In this model, the per credit fee would be added to the student's account, and the student would be able to pay for their books in our installment plan, without waiting for their refund.
- We expect this will create greater access to existing textbook scholarships for these students, because less students will seek need-based scholarships for textbooks due to the reduced cost of buying textbooks.

Provide a seamless student experience



Faculty will continue to submit adoptions in the same way they do today...by phone, email, in person and (the preferred method) through Barnes and Noble's online adoption portal. The online portal will include personalized course lists for faculty to search, research, and submit adoptions. Additionally, it will offer affordability recommendations to traditional materials, such as OER content.

One month before classes start, students will receive an email instructing them to select a delivery preference (in-store pickup or shipped directly to home). An email notification will be sent when a student's order is ready for pickup or when it ships. Digital materials will be delivered for a student's course(s) within Canvas.

Textbook affordability legislation

Section 133 of the **Higher Education Opportunity Act**

- Course book information, including ISBN, pricing, and available formats, is made available to students online by the course registration period.

DOE Regulations: Billing for Course Materials

- must offer these materials below a competitive market rate
- must also give students a way to opt out of the program.



Getting adoptions in on time and acquiring them at the lowest price available is a key component of meeting this requirement.

Section 133 of the Higher Education Opportunity Act

<https://www.govinfo.gov/content/pkg/PLAW-110publ315/pdf/PLAW-110publ315.pdf>

To automatically bill students for course materials, **U.S. Department of Education [regulations](#)** say colleges must offer these materials below a competitive market rate and must also give students a way to opt out of the program.

[Title 34](#) → [Subtitle B](#) → [Chapter VI](#) → [Part 668](#) → [Subpart K](#) → §668.164

Protecting Academic Freedom

- Will this limit the number of titles that faculty can adopt?
- Will the timing of faculty textbook adoptions change?
- Will this reduce the number of publishers that faculty can choose from?
- Is this program providing digital content only?



Will this limit the number of titles that faculty can adopt?

No. Faculty are not restricted in any way; however, the cost of textbooks that are adopted could impact future year pricing.

Will the timing of faculty textbook adoptions change?

No, our current adoption deadline in our BNC contract is March 15th. This deadline is required to get commitments on quantities and pricing from publishers. In order to deliver the optimum student experience of access, affordability and achievement, course materials need to be adopted by the deadline date.

Will this reduce the number of publishers that faculty can choose from?

No. Faculty will be able to adopt textbooks from any publisher. BNC currently manages over 10,000 publisher partners.

Is this program providing digital content only?

No. This program will allow faculty to make the decision on whether to adopt digital or print content.

Student Opt-Out

- Can a student opt-out of an individual course if they already have the material?
- In what circumstances would a student benefit by opting out?
- When do students need to decide to opt out?



Can students opt-out of the program?

Yes, students can opt out of the program completely for each semester. The opt out date recommended by BNC is two weeks *after* the first day of class.

Can a student opt-out of an individual course if they already have the material?

No. The program requires that if students choose to opt-out, they opt out of the program for the semester. The credit cost is dependent on the combined buying volume. If students have some of the required textbooks, they should compare the total cost for textbooks for all their courses when deciding if opting out makes the most sense.

Can students opt-out of one semester or for the whole academic year.

Students can opt-out on a semester-by-semester basis.

When do students need to decide to opt out?

Students can opt out at any time during the registration and course selection process, and the university and BNC together need to agree on a deadline. BNC recommends a final opt out deadline of two weeks after the first day of classes. This accommodates the add/drop period.

Support For OER

- What if faculty is interested in using OER material but cannot find appropriate OER material in the BNC catalogue?
- What if my department has already sourced or created its own OER material?
- What about material that the University libraries acquire that is intended to be used as required material?



What if faculty is interested in using OER material but cannot find appropriate material OER in the BNC catalogue?

Faculty are able to designate a course as using OER no-charge material outside of the BNC offerings. If a faculty member or department are interested in using the BNC OER+ platform but cannot find an OER course offered in their catalog, BNC will work directly with faculty or departments to custom build their OER course. The only stipulation on building OER courses is that it must be completely OER so other institutions can use it.

What if my department has already sourced or created its own OER material?

If the material is designated OER, that it can, and should be, designated as OER in the AIP portal. Instructor provided material may need to be validated for copyright clearance to ensure compliance with copyright laws.

What about material that the University libraries acquire that is intended to be used as required material?

If material is acquired by the University library so that students can use it for free, then that material should be designated as OER material in the AIP portal. This is if the student is not charged a fee to borrow or acquire the material.