

Textbook Rental Survey 2005

Summary:

An e-mail was sent to the stores we believed to be running textbook rental operations. The list of 65 was cut down to 51 stores currently doing so. Forty-one percent of our target group, or 21 stores, provided information. A list of participants is located at the end of this report.

Nearly three-fourths of the systems have been in place since their institution opened, and 85% or them are run by the institution's bookstore. A third of these programs are mandatory for all students. The type of service used in the rental programs are about half self-serve and half clerk service. On average, these programs are servicing 5,600 students, and the books chosen stay within the system for 8 to 9 terms.

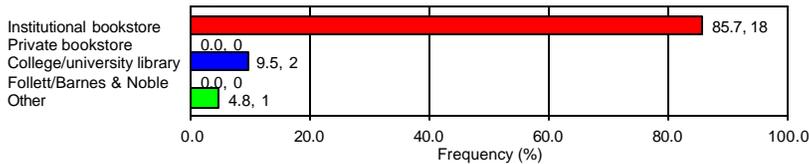
The average space set for rental areas is between 4,000 and 4,500 square feet. Close to half of the rental systems are located in the campus bookstore, and 90% are computerized, although just a third are linked with a POS system.

When asked about the pros and cons of rental systems, a popular answer for the least beneficial aspect was the restrictions on faculty. The most beneficial aspect was the cost savings for the students, which in turn reflects well on the bookstore and the campus.

Findings:

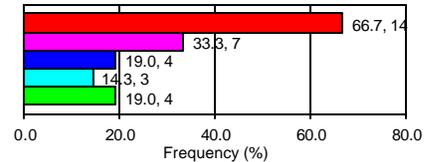
Note: When a graph shows multiple numbers separated by a comma for each selection, the first number is the percentage and the second number is the count

(1) Who runs your rental program?



(2) What characteristic(s) best describe the type of rental program model you operate? (mark all that apply)

Comprehensive rental model for majority of course materials for classes and students enrolled
 Mandatory student participation model
 Limited rental model by grade level or subject
 Hybrid rental model that provides students choices between renting and/or buying course materials
 Other



* Note: Multiple answer percentage-count totals not meaningful.

What characteristic(s) best describe the type of rental program model you operate? (mark all that apply)

- Graduate Students do not rent
- Students may purchase any of their rental books any time during the semester
- Varies per course and textbook.

(3-6) How many rental employees do you have that are:

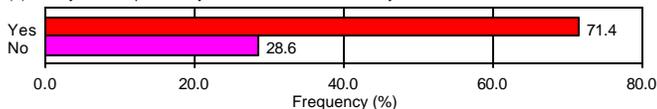
full-time/non-student?
Mean 2.0

part-time/non-student?
Mean 2.9

student?
Mean 4.4

temporary?
Mean 9.2

(7) Has your campus always used a textbook rental system?

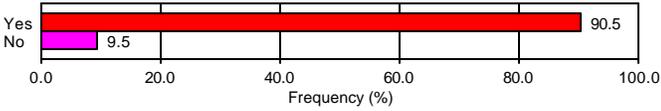


If NO, when did the rental system begin?

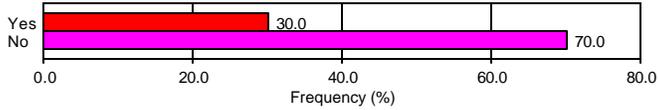
- 1938?
- 1972
- Since 1935
- 2002
- 2000
- 9/2004
- Spring 2005

(8) How many total square feet do you have devoted to your rental area (storage, display, counters, etc.)?	
Mean	4347.8
Minimum	400.0
Maximum	7500.0

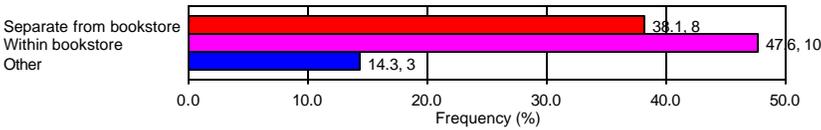
(9) Is your rental system computerized?



(A) If YES, is it integrated with the store POS system?



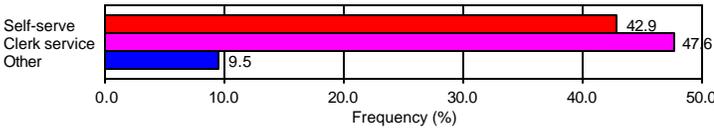
(10) What is the current location of your rental system?



What is the current location of your rental system?

- Within the university library.
- Side by side with bookstore.
- In the back of bookstore, connected but separate.

(11) What type of service does the rental system use?



What type of service does the rental system use?

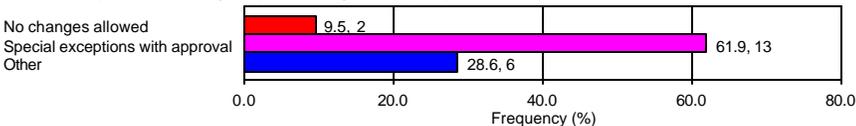
- Students pick books/customer service checks them out for the students - so both self-service and clerk.
- Both depending on the time of semester.

(12) What is the estimated dollar value of your rental program (inventory, dedicated computer systems, space, other dedicated costs)?	
Mean	2122916.8
Minimum	100000.0
Maximum	5325000.0

(13) Approximately how much would it cost to recreate your current rental program from scratch (i.e., start-up costs for course material inventory, staff, storage, computer systems, etc.)?	
Mean	2652150.0
Minimum	1500.0
Maximum	6000000.0

(14) How many terms (quarters or semesters), including summer, does your adoption period last?	
Mean	8.9

(15) How do you handle change requests during the adoption period?

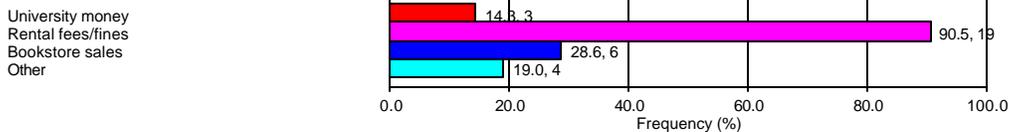


How do you handle change requests during the adoption period?

- Approval from Director of Bookstore Services.
- Instructors can change texts at any time. Change requests must be approved by the department chair and college dean.
- No adaption period based on available funds.
- Exceptions made based on reason for change and financial impact.
- Don't understand question.
- Negotiate with Dept. for extention to cover cost

(16) Approximately how many students participate in your rental program? Mean	5879.0
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(17) How are your rental system's operating expenses funded? (mark all that apply)



* Note: Multiple answer percentage-count totals not meaningful.

How are your rental system's operating expenses funded? (mark all that apply)

- No tax dollars are used. Text rental is self-sustaining. [Maximum rental fee per session: \$70.]
- Late fines, sales of books to used companies, and on the internet.
- Book sales.
- Outside Donations

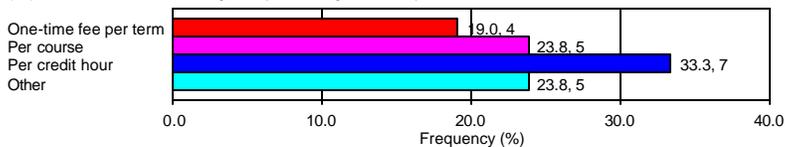
(18) How are rental fees collected?



How are rental fees collected?

- Mandatory rental fee posted to fee bill

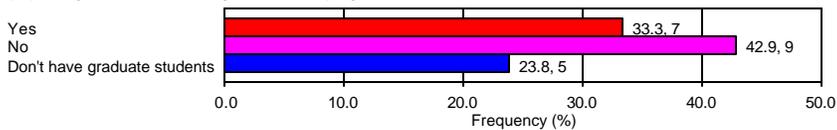
(19) How are rental fees charged at your college/university?



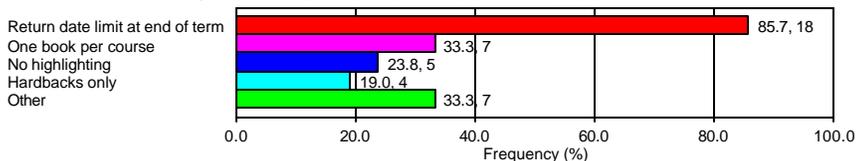
How are rental fees charged at your college/university?

- Fee based on 12+ credit FTE. Prorated if less than 12 credits.
- Pro-rated based on hours taken 0-5, 6-10, etc.
- Per credit up to 12 credits max.
- Per book.
- No University Rental Fee

(20) Are graduate students eligible for rental programs?



(21) Do any of the following terms exist in your rental system? (mark all that apply)



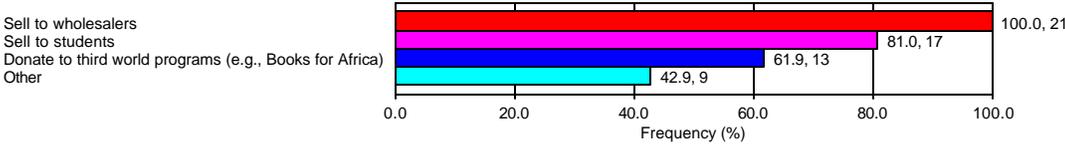
* Note: Multiple answer percentage-count totals not meaningful.

Do any of the following terms exist in your rental system? (mark all that apply)

- All textbook requests approved by department chairs and college deans.
- Various formats, license agreements to manikens for the art department.
- Exceptions are made.
- We use the word "reasonable" in evaluating each book request (i.e., some instructors use 3 inexpensive softback books if that is the best fit for the course).
- Have softback bound prior to rental.
- Limited highlighting.
- Yellow highlighting only.

(22) What is your approximate annual combined sales volume for textbooks and supplemental materials that are not rented?	
Mean	1209026.5
Minimum	0.0
Maximum	9000000.0

(23) What do you do with rental titles after they have run the length of the adoption period? (mark all that apply)

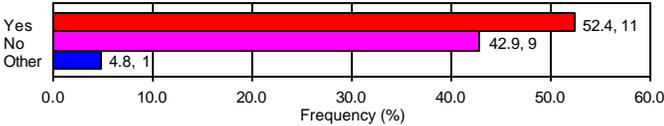


* Note: Multiple answer percentage-count totals not meaningful.

What do you do with rental titles after they have run the length of the adoption period? (mark all that apply)

- Donate to area high schools, others.
- Place some discontinued books on a table marked with a "FREE BOOKS" sign.
- Sell online through half.com.
- Sell online or recycle.
- Recycle.
- Recycle.
- Donate to academic departments.
- Recyclers.

(A) If you sell to students, do you have a refund policy?



(i) If YES, how is it handled?

- We do not refund. Most of our discarded books are sold to students for about \$1.00 so there is no issue with returns/refunds.
- All sales are final, no refunds.
- Returnable with receipt up to a month after purchase.
- Does not apply to books sold that are moving out of rental inventory.
- Occasionally we will refund a student for a purchased rental book - and it is cleared from the student bill if the book was billed on the student account. If the student paid cash, the refund process requires requesting a University check be issued to student. (2-3 wk process).
- TRS does not allow returns on purchased books.
- Students have seven days to return their books with a receipt for a full return.
- Use institution's business office policy for refund for dropped classes. Refund percentage based (on class) drop/add period.
- 30 days with receipt. No refund on a rental book that is purchased.
- When we sell EOL books, we generally sell them at the current rental fee if it was replaced by a new edition. Our preference will be to wholesale or donate to third world. We've partnered with local civic organizations to pay freight on donations.
- Books must be refunded within time frame.
- It would fall under whatever the store refund policy is at the time of purchase.
- It is a one-time sale, no refunds.

(24) What financial returns and/or benefits does that institution receive from the rental program?

- Excellent recruiting tool. Textbook Rental is self-supporting and contributes to university administrative costs.
- Increased enrollment, which brings other dollars onto the campus. All students have books, which makes the instructional process easier for both students and faculty.
- Students attending the university that would probably not be able to afford to attend if they paid for their textbooks. A great service to the university and the students.
- It benefits the student by reducing their education costs through lower book costs, which provides an overall positive image to the institution.
- Providing students the best educational materials for the least amount of money, the rental program is an ongoing scholarship program, saving students \$500 or more each term.
- Increased enrollment.
- The store is receipt supported, pays all expenses including debt service (\$455,000), contribute to campus groups, \$116,000 to university scholarship fund annually, \$5000 to graduate textbook scholarship fund.
- Rental system is a recruiting tool. Notoriety - inquiries regarding the rental system are received from all over the country. Rental system is a "break even" operation and no state dollars are used. Fees cover costs and build reserves to cover site and system upgrades, etc.
- Scholarship.
- Estimated average surplus: \$500,000.00 Surplus goes to Auxiliary Services Repair and Replacement account.
- Generates very high good will among students and parents. Every student has a book, regardless of financial situation. Admissions uses it as a tool to incoming students. No financial return.
- Proceeds go towards scholarships.
- Recruitment, marketing.
- Approximately 25% of our gross income is returned to the University in the form of Scholarship support, rent, and overhead expenses.
- Goal is to fund student scholarships, though we are currently saving for store renovation and system enhancements.
- Money.
- Students receive a lower price option, the school and bookstore receive great PR and the bookstore continues to keep its margin dollars for each rental.
- None, it is done primarily as a goodwill gesture to lower the cost of textbooks to students.

(25) What do you consider the pros to the rental system?

- Substantial cost savings for students/parents. Students can purchase books they want to keep and not encumbered by books they don't want. Administration uses cost savings as a recruiting tool. Each student is guaranteed a textbook because they don't choose whether or not they want to spend their money. Students don't get accustomed to seeking out textbooks on the web--it draws them into the building where our bookstore is also located. Publisher returns are almost non-existent. Less staff time needed since only a percentage of textbooks are replaced each semester and no returns needed (potential salary savings and savings in service/supply expenditure due to reduction in shipping costs). Late adoptions less of an issue since books are used for 3 years and are on the shelf whether or not the faculty member turns in his/her adoption form (this also helps with late or emergency hires).
- Makes college more affordable for students. Every student has a book; students can build their professional libraries by purchasing current rental books at discounted prices and discontinued books at drastically reduced prices. Books are not sold until after the first three weeks of classes during the Fall and Spring sessions due to the drop/add sessions. Current text rental: \$70 maximum; \$5.83 (1 to 11 credits). The same rental fee is applied to all students (undergraduate and graduate).
- Unbelievable savings for the students at UW-L. The ability for instructors to use more than one title in their courses. Not stuck with one source of information for their classes. Students aren't stuck with trying to sell books that they will never need again.
- It saves students money. A book has a longer life. A publisher isn't dictating when you change editions, the rules of the system prevent that.
- The best of all worlds, rent, buy if you wish, and check out any remaining resources/books not assigned to a class (all the resources/books are cataloged in the libraries online catalog) - information access is the name of the game!
- Increased enrollment/savings to the students.
- Saves students money due to the longevity of program existence, assures that every student has the text, each student pays the same for text not determined whether able to find used or if there's a new edition, ordering process little easier - no guessing how many to buy.
- The rental system guarantees every student gets the text. (Some students choose not to "purchase" an expensive textbook.) The rental system is a plus for students; most importantly it is affordable, it gives students the opportunity to "use" the text and decide if there is value in purchasing it, excess inventory available for student use throughout the semester. Instructors not required to change their syllabus each semester. Supports our recycle, renew, and reuse philosophy. Makes perfect sense/cents.
- All pros.
- Cost saving to the student, great recruitment tool, provides necessary materials for the student, profitable to the University.
- Less expensive for the students and less complication during the beginning of the semester for the bookstore.
- Promotes affordability. Cost savings to students.
- Cost savings for all undergraduate students, the program provides the majority of the main textbooks for each course at an economical price.
- Cost to students.
- Best thing ever for students!
- Cost effective for student. Great PR tool for advertisement. Not having to reorder and stock masses of books each semester.
- Cost containment for students. Recruitment tool. More commitment from faculty to select the 'best' book. Our program lets students evaluate the book and apply rental fee towards purchase within 6 weeks after the start of the semester.
- Low cost for students. Less reordering per semester.
- Lower cost to students.
- Faculty ability to add materials to their courses while the cost remains low. Lower upfront cost to students. Guaranteed adoption for title for multiple terms.

(26) What do you consider the cons to the rental system?

- Faculty don't like restrictions. Faculty think students should be building up their personal libraries. Slightly more physical space is needed. Loss of revenue from sale of textbooks.
- A minor problem - dealing with damages, late book returns, and unreturned books, all of which amount to less than one percent of all books checked out.
- The only one that instructors do not like is the fact that they cannot change their textbooks every year. Classes on campus have done studies of how current our textbooks are, with the 6 semester guideline, and our books are pretty much right on as far as editions go. New editions of books are usually not available more often than every 2-3 years.
- It's restrictive to faculty in providing the most current information. If students purchased books, the bookstore could provide more profit to the institution.
- None.
- Cost of unreturned textbooks. Unable to find an automated system that was designed specifically for a rental program that has all the functions needed to run the program. Storage of books. Inability to purchase some textbooks without bundled items that are not needed. Inability to find older versions of textbooks when more are needed due to increased enrollment, unreturned books, or damaged books. Minimal marked for textbooks that are being replaced because they are 3-5 years old.
- The length of adoption and individual choice for this campus.
- Requires instructors to choose the course book wisely, as they will be required to use it repeatedly. (That should be a "given" in any system.) Some professors claim "academic freedom" is jeopardized.
- None.
- State guidelines in purchasing books during rush, semester and book preparation challenges: time consuming, labor intensive, locating out-of-print editions.
- The waiting in line to get your rental books, and the textbooks go out of date more rapidly now than they used to. So you can be using very out dated materials very quickly.
- Does not generate retained earnings. Some faculty find it restrictive.
- Inventory control due to students not returning their textbooks in the time specified. And, the ill-will the rental policies sometimes create between the faculty and the bookstore.
- The return of textbooks from students.
- As long as there is support from Administration for the Textbook Rental programs I see no con.
- Space, investment in inventory and systems, faculty buy-in to the concept. It also takes longer to get product from receiving to the sales floor because books have to be 'processed/labeled' for rental. In the lower division, we hardbind titles in the lower division which adds to lead time.
- No returned books. Separate transactions at register. One register for rental account and one for purchases.
- High labor cost for low return.
- Labor intensive, getting faculty commitments to use book for multiple terms, identifying funding sources for initial purchase of rental inventory.
- Time spent recruiting and marketing titles.

College/University Name:	Rental Program Contact Name:
University of Wisconsin-Whitewater	Terri Meinel
	Mary Larson
University of Wisconsin-La Crosse	Cory Miller
Missouri Southern State University	Greg Needham
University of Wisconsin-Stout	Brenda Swannack
Lake Land College	Christine L. Ward
Appalachian State University	Michael Coston, CCR
University of Wisconsin - Stevens Point	Sally Reese
Elizabeth City State University Bookstore	Pedro Holley
Southeastern Louisiana University	Judy Easley
Oklahoma Panhandle State Univ.	Amanda Batenhorst
Southern Illinois University Edwardsville Textbook Service	King Lambird or Bonnie Elmore
Catamount Bookstore	Pam DeGraffenreid
Allen County Community College	Donna Cason
Southeast Missouri State University	Jan Chisman
Central Missouri State University	Charlie Rutt
TAFT COLLEGE	JUSTINA HOWELL
Hillsborough Community College	Bill Wimberly
Cañada College Bookstore	Jai Kumar
Titan Shops - California State University Fullerton	Chuck Kissel