

Bronco Bookstore UPDATES

Spring 2016



FALL QTR.
REQUISITIONS
NEEDED BY
May 9, 2016

Textbook Inventory–
Bookstore Closed
April 29, 2016

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Affordable Learning Options: Open Up Your Options by Using Open Textbooks and OERs

Open Educational Resources (OERs) and Open Textbooks have been getting a lot of attention in media and government lately as a solution for the burden of rising textbook costs. States and philanthropic foundations across the country are exhorting faculty to switch to OERs instead of traditional commercial textbooks and promising a new golden era of free textbooks.

But a recent national survey by ICBA shows most faculty know nothing or very little about OERs, and even those who do have some knowledge are wary of making the change. Many are unsure about how to evaluate the quality of OERs, or worried about the additional workload if they give up traditional commercial textbooks and the resources that frequently accompany them. And many professors may not know where to start to find good open content that would work for their courses. After all, unlike commercial publishers, most OER initiatives are funded by governments or foundations; they don't have slick sales forces tasked with knocking on faculty doors.

So how do we move the needle and make OERs an effective part of the strategy to lower overall textbook costs for our students here at CPP?

DEFINITIONS:

Open Educational Resources (OER): "Freely accessible, openly licensed documents and media that are useful for teaching, learning, and assessing as well as for research purposes" (Wikipedia). Depending on the type of license, users may also be able to re-mix, customize, and redistribute these materials as well. OERs can include open textbooks, open courseware, full courses, video or audio files, learning objects, and more.

Open Textbooks: An open textbook is "a textbook licensed under an open copyright license, and made available online to be freely used by students, teachers, and members of the public. Many open textbooks are distributed in either print, e-book, or audio formats that may be downloaded or purchased at little or no cost" (Wikipedia).

WHY USE OPEN CONTENT?:

Obviously, free is as affordable as it gets, and even print versions of open textbooks are still much less expensive than comparable texts from commercial publishers. But cost isn't the only advantage these materials can offer—the open licenses that allow for altering or remixing content offer much more flexibility for faculty to adapt the flow of the text to their specific course objectives, update material as changes in the discipline emerge, or even tweak language and presentation to fit our students' learning needs.



www.BroncoBookstore.com



Open Up Your Options continued ...



WHY NOW:

OER and open textbooks aren't new—open text companies like Flatworld, and repositories like MERLOT have existed for years now. What has changed is the support ecosystem that is now developing around those resources, including better curation and evaluation, and rubrics to assess these materials. Thanks to the work done by the California OER Council over the past few years, the Cool4Ed.org site is an excellent resource for faculty to discover open texts for courses offered the UC, CSU, and community college systems with faculty reviews, case studies, and more.

Just as important to making OER adoptions a realistic option for faculty, more open resources, such as free or lower cost open courseware products, have evolved to accompany open texts now; so faculty who have hesitated to try using an open textbook because they didn't want to give up the option to use online homework or adaptive learning platforms now have viable OER options.

WHY WOULD BRONCO BOOKSTORE PROMOTE OER USE?

First and foremost, we care about student success and supporting the academic mission of Cal Poly Pomona. We see the harm caused when students don't have access to their materials because of cost, but with commercially published materials there's only so much we can do to change pricing or offer alternatives.

But we do also see opportunities for our store as a business with OERs. For many open text options, we can offer optional print versions or supplements for students who need them, at much more palatable costs than commercial books. If students are spending less on textbooks, we may be able to promote other products that we think could help them, like study guides or charts.

Fundamentally, it is Bronco Bookstore's job as the designated provider of course materials for this university to gather the information on adopted materials and provide that to students for ALL the materials they need, to make it as easy and frictionless as possible for them to know what is really required for their courses and get access to those required texts in a timely way.

I'M SOLD ON OER, NOW WHAT?

Listed below are links to several OER and open textbook repositories or information sites, including the Cool4Ed website, where you can begin searching for the right open book for your course. You can also contact the library for help with finding content to match your needs. Once you're ready to adopt an open textbook or other OER item, make sure you include that information when you submit your textbook requisition to us for the quarter. We will make sure that information is visible to students on our website and on the shelf in the store:

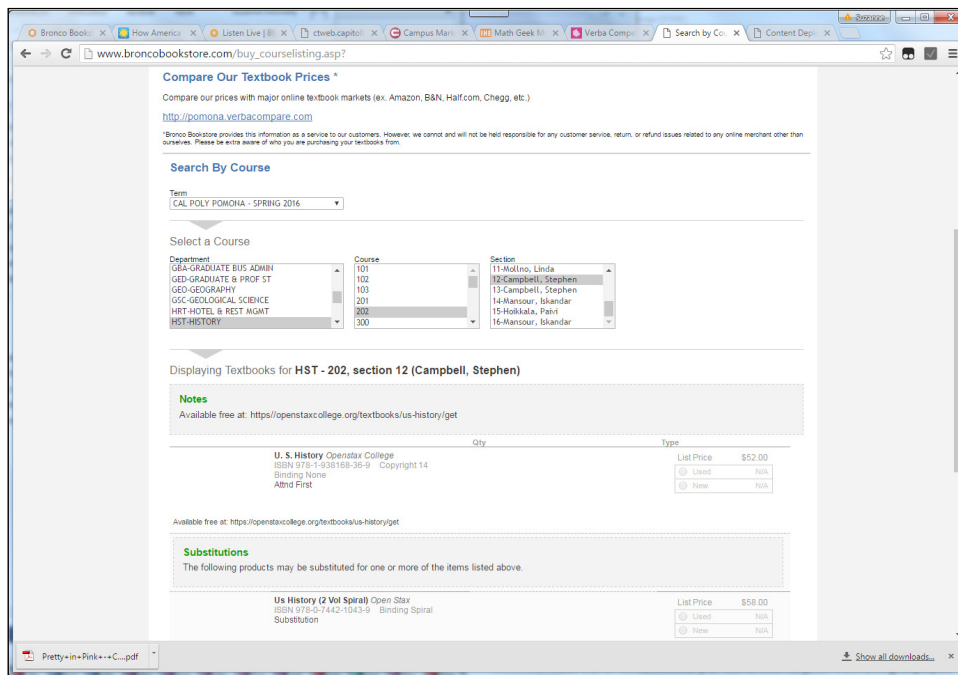
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Open Up Your Options continued ...



MORE INFORMATION/RESOURCES:

CA OER Council:

<http://www.cool4ed.org/>

Find open textbooks and other OERs and supplements by course or subject, view faculty and course showcases, read faculty reviews, and share your own experiences or materials.

CPP Library:

<http://libguides.library.cpp.edu/oer>

CSU Affordable Learning Solutions:

<http://als.csuprojects.org/free-etextbooks>

Search by ISBNs to find an Open Textbook related to a book or use a keyword search tool by topic for the MERLOT database, with links to textbooks in MERLOT by subject.

MERLOT's Open Textbook Initiative

<http://taste.merlot.org/opentextbooks.html>

MERLOT's collection has over 3,300 Open Textbooks, and allows users to search for textbooks by subject.



www.BroncoBookstore.com



New Affordability Option: “Inclusive Access” Model for Textbook/Course Materials Distribution

CPP faculty who keep in touch with their colleagues at UC Davis or SDSU may have heard of a new effort to make sure all students get their required textbooks in time to start classwork on day one of classes, and at an affordable cost. All students enrolled in participating courses/sections are required to purchase access to their required course materials, usually in a digital format such as e-texts with accompanying adaptive learning platforms. Delivery of content is generally via the learning management system, but could be via access codes redeemed online.

This model isn't really new, many private colleges and universities have charged “course fees” or “site license fees” for years, billing students for books or digital materials with their tuition. But as costs for traditional books have continued to climb, interest in this kind of approach at public colleges has grown. A consortium of large universities including University of MN and Indiana State-Purdue Fort Wayne began experimenting with this model in 2012, in partnership with EDUCAUSE.

However, due to California's regulatory environment for public higher education, creating new “course fees” is much more challenging—which is where bookstores can play a role.

UC Davis Stores created the term “inclusive access” to describe their version of this concept, as facilitated by the bookstore, and piloted their program with 39 courses and 15,000 students participating in 2014-2015. Their textbook staff worked hard to identify courses where the concept made sense, recruit faculty, and negotiate pricing



with publishers. Students had the option to “opt out” and pay for their materials through other channels before the end of the drop/add period, but most elected to keep the digital access.

The store processed billing to student accounts, managed the opt-out process, and paid publishers for the net costs of the digital content provided to all the students who stayed in the program. They had a much smaller margin on these digital books, but reported that the increased student participation made up for that difference. So they scaled up considerably for the 2015-16 academic year, and the program resulted in UC Davis Stores winning an innovation award from the National Association of College Stores (NACS).

We're not shy about “borrowing” successful ideas from other campuses, so Bronco Bookstore is looking to pilot a similar program here at Cal Poly Pomona. We believe it is

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New Affordability Option continued ...

in the interest of the university to guarantee all (or vast majority of) students in a given course have access to course materials from the first day of class in order to:

- Eliminate barriers to student learning caused by students waiting for books, using incorrect books, or doing without books entirely
- Improve student retention and learning outcomes by ensuring access to text and use of adaptive content
- Contribute to higher class passage rates in key courses and timely student progress to degree
- It fulfills our role to serve the academic mission of the university and ensure course materials availability
- It improves our market share while at the same time improving affordability
- It makes textbook revenue and inventory needs more predictable
- It will reduce overhead expenses like freight and labor needed to stock/move/store physical books

We also know that this kind of program can be in the interest of publishers because it reduces costs of producing physical books and greatly increases their market share. Currently, publishers lose up to 90% of the market after the first academic term a text is used to used books and rentals, which is one of the major factors driving the escalation of new textbook prices. This kind of program allows them to sell their product to the majority of students enrolled instead of just a fraction and over more than one academic term. Those incentives make publishers willing to consider discounts that actually make the digital book pricing comparable to used and rental pricing available from other sources.

So what does Bronco Bookstore have to gain by facilitating this kind of program at much lower margins than our traditional textbook sales?

Of course this approach won't work for all courses or books. It only makes sense in cases where the content will "work" in a digital format, and where the new books are relatively expensive but the same content isn't already widely and reliably available for cheap in used or rental options. The Department of Education recently issued regulations regarding course fee models requiring fees charged be at or "below competitive market rates."

So it will be critical for our store to serve as a balancing voice to the information from the publisher, and keep faculty and administration apprised of different market options and pricing available to ensure that future price negotiations with publishers take place transparently.

Right now the bookstore is working with a small number of courses and hopes to have a small pilot implemented for fall 2016, pending approval by the Fee Committee.

If you are interested in pursuing participation for later quarters, contact Suzanne Donnelly at smdonnelly@cpp.edu



FALL 2016 REMINDER: COURSE MATERIALS REQUISITIONS POLICIES:

1. ALL ACADEMIC DEPARTMENTS ARE EXPECTED TO SUBMIT REQUISITIONS TO BRONCO BOOKSTORE (or “No Text Required” confirmations) FOR ALL COURSES OFFERED EACH QUARTER, in accordance with the **Campus Procedure on Timely Requisitions.**

Course materials information should be submitted via the online adoption collection platform **Verba Collect**. Emailed requisitions will be entered into Verba Collect by our staff, but there may be delays.

2. BRONCO BOOKSTORE IS THE ONLY OFFICIALLY RECOGNIZED VENUE FOR COURSE MATERIALS INFORMATION FOR CAL POLY POMONA UNIVERSITY. Even if a given professor or department prefers for students to purchase materials elsewhere, CSU system and CPP campus policy (ATI), state and federal legislation (AB 1548, AB 2477, Higher Education Act) require that timely, accurate information about books for CPP courses be posted via Bronco Bookstore’s website.

3. LATE REQUISITIONS: Please remember to submit requisitions even if you get a class or decide on a book after the due date. There is no cut-off date beyond which we will not order your materials.

4. CHANGES TO REQUISITIONS: However, changes to pre-existing requisitions after the due date must be approved in writing (email is fine) by your department chair.

5. BUNDLES & CUSTOM BOOKS:

- If you are using a custom book or a bundle, submit the information for **THAT version, not for the book alone or the standard national text!**
- If you don’t have the custom/bundle ISBN yet, submit the information you do have without an ISBN and we will follow up with the sales rep.
- For bundles, use the “comments” field to explain the bundle contents and let us know whether all parts of a bundle are absolutely required.
- Let us know if the publisher will also be selling bundle components such as online adaptive content platforms (Connect, Mylab, Mindtap, Aplia) directly to students.
- **NOTE: Bronco Bookstore will also stock used, unbundled versions of the main text in adopted bundles unless there is a compelling reason not to do so.**



Course Materials Requisitions Policies continued ...

6. OLD AND NEW EDITIONS:

- Specify which edition you **prefer**—don't list the new edition just because the publisher rep said it was the only edition available.
- We can stock used copies of older editions if we have enough advance notice.
- We do NOT automatically accept publisher substitutions to the newest edition unless we know the professor is aware of the change.
- If you want the most recent edition of a book and have the information about that edition, please submit that ISBN. Do NOT submit the older edition's ISBN and then click on the 'new edition OK' button in Verba Collect. Only use that button if you are **not sure** if there is a more recent edition.
- If older editions to the one you submitted are acceptable, please click the 'older edition OK' button—that lets us know it is permissible to list those editions as 'substitutes' and try to find inexpensive used copies.

7. COURSEPACKS/READERS/MANUALS: If you are planning to produce a reader or write your own manual, please tell our custom publishing specialist Stacie Shellner (sashellner@cpp.edu). For more information about our custom publishing services, please see the "COURSEPACK/CUSTOM PUBLISHING & COPYRIGHT CLEARANCE" section on the Faculty Resources page of broncobookstore.com. **IMPORTANT:** *Do not use Copy & Mail if your reader/manual contains anything from a copyrighted source. Copy & Mail staff do NOT clear copyright permission or pay permission fees to rights-holders.*

8. MULTI-TERM CLASSES: Please let us know if students in the later classes of a series will continue to use the same book as in the first quarter. Submit the same book as "required" (or whatever status applied in the first quarter) and let us know in the comments that most students will already have the book.

9. LONG-TERM ADOPTIONS: Please use the comment section to let us know if this book order will be continued through future quarters (i.e. "book will stay the same every time class is offered for next two academic years" or "will use same book next spring"). This helps us make better stock decisions. NOTE: WE STILL NEED DEPARTMENTS TO SUBMIT REQUISITIONS FOR EACH QUARTER.

10. DESK COPIES: Should be requested directly from the publisher by the department coordinator or professor. Our staff will be happy to help you find the correct publisher contact information or sales rep. Professors who have requested a desk copy from the publisher but have not received it in time may borrow a copy from our stock until their desk copy arrives, but must return the borrowed copy as soon as possible.



Course Materials Requisitions Policies continued ...

IMPORTANT STATUS DEFINITIONS FOR REQUISITONS:

A. REQUIRED: Means that students will be assigned either the entire text or specific readings from this adopted text and that information will be necessary to complete assignments, projects, or tests that are crucial to passing the course.

B. OPTIONAL: May be a supplement that relates to the main required text and provides additional content or help (e.g. study guide or solutions manual). May also be a book that is for extra credit or that won't be tested out of, but the professor believes students may benefit from.

C. RECOMMENDED: Not used for graded assignments or tests, but the professor strongly believes the content will improve students' understanding of the course.

D. ATTEND FIRST: The professor needs to explain or give instructions before students purchase (e.g. students will be doing group assignments and each group will use different books).

E. PART OF SET: A component of an adopted bundle, such as the book by itself or the access code by itself. The bookstore is required to list these components to comply with HEOA.

F. SUBSTITUTE: A slightly different version or format of the adopted book that is equally acceptable (i.e. book w/CD is adopted, but used books w/o CD are fine). May be used in cases where the publisher forces us to accept a new edition, and the faculty OKs putting the new edition out.

G. BOOKSTORE RECOMMENDS: The bookstore is offering an alternate format as an affordable option (i.e., loose-leaf "value edition") to required adopted text. Also occasionally used for supplements the bookstore is offering that students may find helpful for studying. Designated clearly as the bookstore's choice, not faculty's.

H. SPECIAL ORDER: Adopted title should only be ordered on a special order basis for specific students.

I. PICK ONE: Students should pick just one option and should not buy all the listed materials. Can be used if a professor wants to list multiple editions as 'required' rather than one as required and the others as substitutes.

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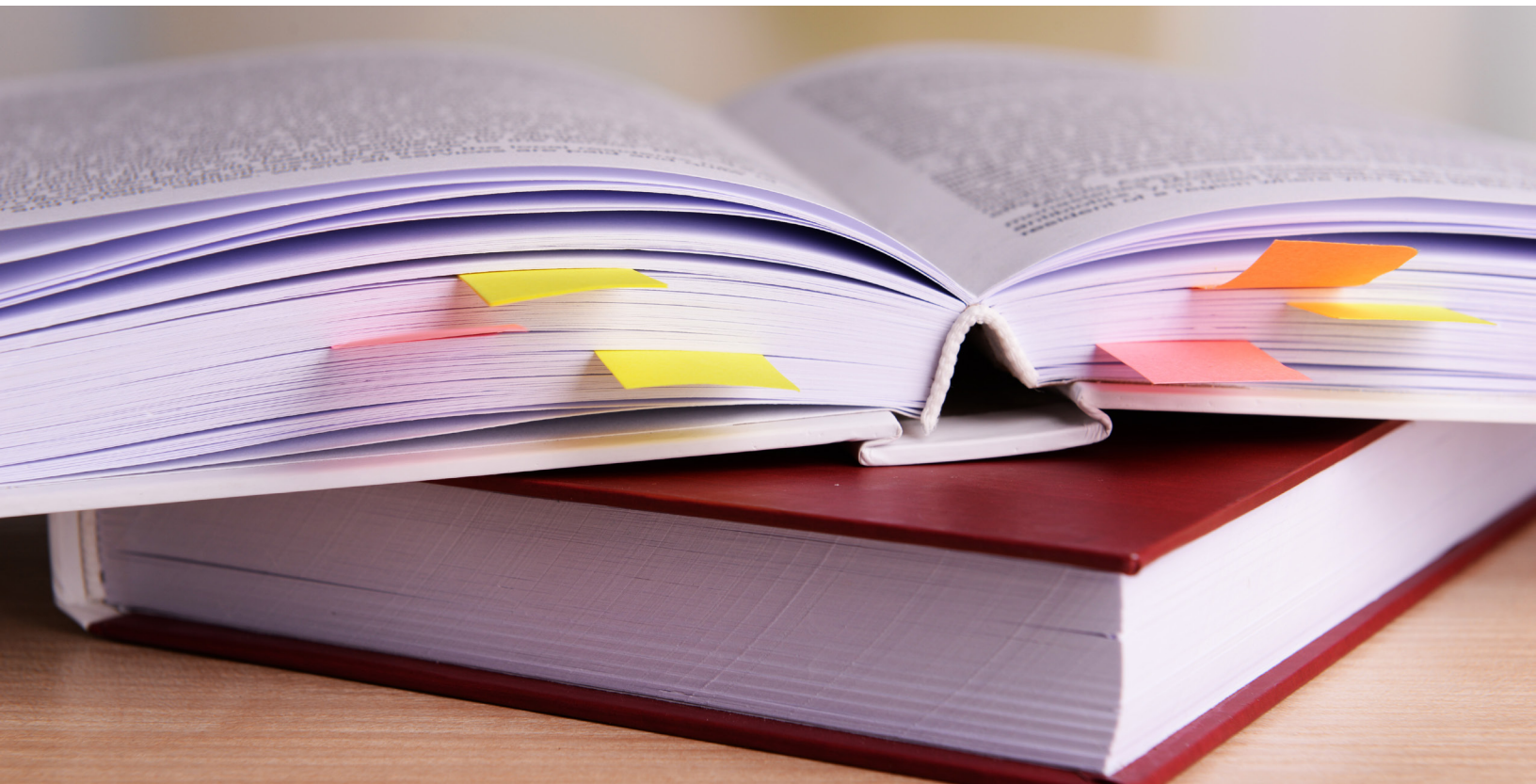


Course Materials Requisitions Policies continued ...

J. NO TEXT REQUIRED: Means the course **will not use** course materials including textbooks, lab manuals, course readers, trade books, or any form of text-based materials whether in print or digital that need to be purchased or licensed, or OER open textbooks/course materials. Do NOT submit a class as “NO TEXT REQUIRED” if the professor:

- Uses a book but recommends that students buy off campus or online.
- **Uses a book that can only be acquired elsewhere**
- Uses a book as recommended or optional
- Uses a book that is only available in digital form
- Uses adaptive content that is only available digitally

Instead, submit the requisition with the correct book information, but use the comment section to let us know of the professor’s intentions so we can post explanatory information for students and adjust order quantities accordingly.





Textbooks Refunds

Summer 2016

SESSION A: 10-WEEK SESSION, 6/20– 9/1/16

Last day to return is June 23. Register receipt dated between May 16 and June 23 required.

SESSION B: 1st 5-WEEK SESSION, 6/20 – 7/26/16

Last day to return is June 23. Register receipt dated between May 16 and June 23 required.

***SESSION C: 2nd 5-WEEK SESSION, 7/27 – 9/1/16**

Last day to return is August 2. Register receipt dated between May 16 and August 2 AND copy of student's class schedule reflecting enrollment in Session C required.

RENTAL REFUNDS:

June 23, 2016 is the last day to return a rented textbook for a refund or convert the rental to a sale for the difference between the purchase and rental price. After June 23, all rentals are final and returned books will not be due a refund.

Students who decide they want to keep a rented book after that date must first return the rental by the rental due date and then may re-purchase their copy at the full used retail price.

RENTAL DUE DATES:

Session A & C: September 1, 2016

Session B: July 26, 2016

Students are responsible for rental non-return charges after those dates.



Textbooks Refunds

Fall 2016

REGULAR REFUNDS

Last day to return fall course material is September 28, 2016. Register receipt dated between August 15 and September 28 and photo I.D. are required for refunds on textbook purchases or rentals.

DROPPED CLASS REFUND PERIOD

Last day to return fall course materials from dropped classes is October 5, 2016. Register receipt dated between August 15 and October 5, proof of dropped class, and photo I.D. are required for refunds of textbook purchases or rentals.

RENTAL REFUNDS:

October 5, 2016 is the last day to convert a textbook rental to a sale for the difference between the rental and the purchase price. After October 5, all rentals are final and returned books will not be due a refund.

Students who decide they want to keep a rented book after that date must first return the rental by the rental due date and then may re-purchase their copy at the full used retail price.

RENTAL DUE DATES:

Fall rentals due back to store by the close of business December 9, 2016. Students are responsible for non-return charges after that date.

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Dates to Remember: Spring – Summer – Fall 2016

DATE	
4/4/16-6/10/16	Regular Spring Hours M-Th: 7:45 a.m. – 6:30 p.m. Fridays: 9 a.m. – 4:30 p.m.
4/15/16	Summer requisitions due
4/29/16	Textbook Dept. closed for quarterly inventory
5/2/16	Bookstore begins shipping back unsold spring texts not adopted for summer or fall
5/2/16	Summer books available on broncobookstore.com for preorder
4/22/16	Last day to order rental commencement regalia without rush charge
5/9/16	Fall requisitions due- registration opens May 11
5/18/16	Summer textbooks start to arrive
5/27/16	Last day for requisition incentive program
6/2/16-6/10/16	Spring quarter finals buyback
6/10/16	Rental return due date for spring textbook rentals
6/13/16	4/10 summer schedule begins, bookstore closed Fridays thru the summer
6/20/16	Summer 10-week and first 5-week classes begin
6/23/16	Last day for textbook refunds for summer 10-week and first 5-week sessions
7/11/16	Fall shipments start to arrive
7/25-7/28/16	Summer mid-term buyback

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Dates to Remember continued ...

DATE	
8/2/16	Last day for textbook refunds for summer second 5-week session (proof of registration in that session required)
8/8/16	Last day for faculty to submit requests for customized, bundled, or old edition materials with sure arrival by Welcome Week
8/8/16	Bookstore begins shipping back unsold summer texts not adopted for fall
8/29-9/1/16	Summer closing buyback
9/1/16	Final rental return due date for summer textbook rentals
9/5/16	Closed for Labor Day
9/6/16	Last day for faculty to submit requests for regular course materials with sure arrival by Welcome Week
9/22/16	Fall classes begin
9/28/16	Last day for regular refunds for fall textbooks
10/5/16	Last day for dropped class refunds
10/14/16	Winter 2015 requisitions due
10/28/16	Textbook Dept. closed for inventory
10/31/16	Bookstore begins shipping back unsold books not requested again for winter 2017
12/1-12/9/16	Fall finals buyback
12/9/16	Last day to return fall rental textbooks.