

# Bronco Bookstore UPDATES

Spring 2017



Fall 2017  
Requisitions Due Date:  
**May 8, 2017**

Textbook Inventory:  
**April 28, 2017**  
Book Dept. Closed

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## Why Does the Bookstore Run Out of Books? FAQs

### *1. I always request enough books for my classes, but sometimes you run out—why does this happen?*

Textbook sales and enrollment were never a one-to-one correlation, but now sales are harder than ever to predict for reasons including:

- Competition!  
Amazon, Half.com, Chegg, etc.—CPP students have many options to shop for books
- Dynamic price fluctuations
- Format cannibalization—when each book comes in 3-4 different ‘flavors,’ it’s hard to predict how much to stock of each option
- Publishers undercutting the store by selling directly to students
- Theft/Pirating—PDF troves of illegally pirated books abound online
- Students are “savvy”; they wait to see if books are really necessary to pass the class
- Students sharing books

So we have to make careful stock decisions for every title—and every version of every title—adopted each term. We look at a number of factors to determine how many books we will probably be able to rent/sell, including:

- Price and market availability
- Past sales history for a given title
- Sales history for other titles in the same course
- Enrollment history for a particular course and instructor

Our goal is to have exactly one copy of each title left over by the end of two weeks. That would mean we didn’t over-order, but didn’t miss a student either. In real life, no matter how carefully we make our projections, there are always some titles we sell out of—and some that don’t sell at all.



## *Bookstore FAQs continued ...*

### ***2. I thought it didn't matter if books don't all sell. You can return all the extras, right?***

In a word: **NO**. We can't return most used copies because we source so many of them from online sellers. Even those ordered from used book wholesale companies are limited to 20% of invoiced amount.

For new textbooks, many publishers penalize bookstores for returns over 20% of the total orders. Customized/bundled books may or may not be returnable. Smaller publishers allow only very limited returns or no returns at all. Government publications, graphics course packs and similar items are all completely non-returnable.

### ***3. So what? The bookstore makes so much money it shouldn't matter if you get 'stuck' with books!***

Bronco Bookstore is self-supporting, meaning we receive NO state funding or money from student fees. We must cover all our cost of goods, operating expenses, labor and overhead solely from our revenues. We are also REQUIRED to achieve a net profit at the end of the year to contribute to the financial support the Cal Poly Pomona Foundation provides for the university. Write-off costs must be recovered from our margins on sales, so the more we have to write off, the less flexibility we have in pricing and affordability efforts.

### ***4. I always use the same books, so it shouldn't matter if you have a lot left over from term to term.***

Publishers change editions so frequently we can't afford to bank on the "always" adoption and keep several term's worth of stock. It costs us to retain unsold inventory, and we have limited storage space.

### ***5. So what do I do if my students say the bookstore has run out of my required book(s)?***

Contact us right away! Call/email and let us know; we'll reorder ASAP if the book is really sold out (sometimes students don't know where to look or get confused). During the first two weeks of the quarter we rush reorder books via second day air or overnight (depending on the source) to minimize the waiting period for students missing books. Let your students know they can fill out reservation cards, and we'll contact them as soon as their book arrives, and hold it for them for two business days.

More importantly, check with us before the quarter starts! If you think we've stocked too few books, let us know if there are other factors in play that might change the sales pattern. Remember, we don't want to run out or cause delays for students either, so let's work together!





## Reminder: Order Limits for Adoptions for Custom and Bundled Texts with Access Codes

Every major textbook publisher now sells access to online adaptive learning products, including access to full digital versions of the adopted textbook, directly to students. For some courses, the direct sale option is promoted to students at a price lower than the publisher charges our store for saleable access codes to the same materials. Given these publisher practices, Bronco Bookstore's Course Materials Department implemented this internal policy for adoptions of customized and bundled materials in winter 2016:

1. Adoptions for any book bundled with adaptive content will not be processed and no stock will be ordered from the publisher until our staff verifies:
  - Invoice cost for the bookstore
  - Returns limitations from the publisher
  - Direct to student pricing of the content
  - Intended usage of the adaptive content in the course (required/graded vs. optional resource)
2. When the publisher's direct to student pricing is significantly lower than our retail price, we will limit our order to 10-20% of anticipated enrollment, depending on the publisher.
3. When the adaptive content included in the bundle will NOT be used for required, graded assignments, we will only order 10-20% of enrollment of the bundle if we can offer the main text more affordably.
4. We reserve the right to offer used and rental copies of the standard/national text, without the adaptive content, unless there is a justifiable reason not to do so.

Of course, we can discuss the particular details of any customized/bundled text with the faculty member adopting it and the publisher's sales representative. We'd rather bring more in if we know they're likely to sell! However, the negative impact on the bookstore of current publisher sales practices and return policies has reached a level that means automatically ordering copies of these bundles for the majority of enrolled students is not compatible with our mission to be self-sustaining and give back to the university.



## “Inclusive/Immediate Access” – Fall 2017 Pilot Approved for Four Courses

Bronco Bookstore and the mechanical engineering department have been collaborating on developing the “inclusive access” digital option for CPP. With the approval of the campus fee committee, we’re proud to announce we’ll be launching a pilot with four courses affecting up to 1,200 students for fall 2017.

### APPROVED COURSES FOR MECHANICAL ENGINEERING PILOT OF INCLUSIVE ACCESS AT CPP

Course	Author/Title	Current print textbook price	Inclusive Access price*	Savings
ME 214	BEER* / VECTOR MECHANICS FOR ENGINEERS W/CONNECT (CUSTOM)	\$150	\$76	\$74
ME 218/219	BEER* / MECHANICS OF MATERIALS (LOOSELEAF) W/CONNECT	\$206.65	\$94	\$112.65
ME 301/302	CENGEL* / THERMODYNAMICS W/ CONNECT & PROPERTY TABLES BOOKLET	\$329.70	\$94	\$235.70
ME 311/312	WHITE / FLUID MECHANICS	\$304	\$94	\$210

\*Price includes three-year access to Connect adaptive learning material.

- Department Chair Angela Shih has actively championed use of digital content, including securing large grants from the Chancellor’s Office to purchase e-text and pay for academic study of effectiveness in 2015.



## *"Inclusive/Immediate Access" continued ...*

"Inclusive Access" (also sometimes called immediate access or digital direct) refers to a sales/distribution model for course materials where all students enrolled in a given course have access to the required content in a digital format on or before the first day of class.

Student accounts are billed for the course materials at the same time as other registration costs. After the drop-add period, students who have dropped the course or who choose to opt out and order the books on their own will be refunded the cost of the materials by the store.



### **Advantages of Inclusive Access:**

- **Student Success**
  - Eliminates barriers to learning caused by delayed access or students choosing to forego
  - Access to text and use of adaptive content improves retention and learning outcomes
  - Contributes to higher class passage rates in key courses and timely student progress to degree
- **Affordability**
  - Increased sales volume and reduced production costs allow publishers to discount substantially
  - Store can take lower margin due to increased market share
- **Reliability and Transparency**
  - Store acts as balancing voice to the information from the publisher
  - Store ensures pricing information is accurate and communicated to students
  - Store administers student customer service and opt out process

If the pilot goes well, we expect to expand the program to more courses. If you are interested in pursuing participation for later quarters, contact Suzanne Donnelly at [smdonnelly@cpp.edu](mailto:smdonnelly@cpp.edu).



## FALL 2017 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 [Sidewalk Hero](#). Emailed requisitions will be entered into Hero or directly into our back office system 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



## 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 assume we'll know to update it.
- 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 email Stacie Shellner (sashellner@cpp.edu), our custom publishing specialist. 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 do not received it in time may borrow a copy from our stock until their desk copy arrives, up to a maximum of two weeks.



## **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 won't be tested out of, but the professor believes students may benefit from it.

**C. RECOMMENDED:** The professor strongly believes the content will improve students' understanding of the course and grade performance. May or may not be used for graded assignments or tests. Students may be able to pass the course without it by using alternate sources.

**D. ATTEND FIRST:** The professor needs to explain or give instructions before students purchase (i.e. 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 with CD is adopted, but used books without CD are fine.) May be used in cases where the publisher forces us to accept a new edition, and 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.



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**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.

**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 format 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 2017

#### **SESSION A: 10-WEEK SESSION, 6/19– 8/31/17**

**Last day to return is June 22.** Register receipt dated between 5/15 and 6/22 required.

#### **SESSION B: 1st 5-WEEK SESSION, 6/19 – 7/25/17**

**Last day to return is June 22.** Register receipt dated between 5/15 and 6/23 required.

#### **\*SESSION C: 2nd 5-WEEK SESSION, 7/26 – 8/31/17**

**Last day to return is August 1.** Register receipt dated between 5/15 and 8/1/17 AND copy of student's class schedule reflecting enrollment in Session C required.

#### **RENTAL REFUNDS:**

June 22 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 22, 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: 8/31/17

Session B: 7/25/17

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



## Textbooks Refunds

### Fall 2017

#### **REGULAR REFUNDS**

Last day to return fall course material is September 27. Register receipt dated between 8/7 and 9/27 and photo I.D. required for refunds on textbook purchases or rentals.

#### **DROPPED CLASS REFUND PERIOD**

Last day to return fall course materials from dropped classes is October 4. Register receipt dated between 8/7 and 10/4, proof of dropped class and photo I.D. required for refunds of textbook purchases or rentals.

#### **RENTAL REFUNDS:**

October 4 is the last day to convert a textbook rental to a sale for the difference between the rental and the purchase price. After October 4, 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 on December 8. Students are responsible for non-return charges after that date.



## Dates to Remember: Spring 2017 — Summer 2017

DATE	
4/3/17-6/9/17	Regular Spring hours M-Th: 7:45 a.m. – 6:30 p.m. Fridays: 9 a.m. – 4:30 p.m.
<b>4/14/17</b>	<b>Summer Requisitions due</b>
4/24/17	Last day to order rental commencement regalia without rush charge
4/28/17	Textbook Dept. <b>closed</b> for quarterly inventory.
5/1/17	Bookstore begins shipping back unsold spring texts not adopted for summer or fall
5/1/17	Summer books available on broncobookstore.com for preorder
<b>5/8/17</b>	<b>Fall requisitions due- registration opens May 10</b>
5/15/17	Summer textbooks start to arrive
5/19/17	Last day for requisition incentive program
6/1/17-6/9/17	Spring quarter finals buyback
<b>6/9/17</b>	<b>Rental return due date for spring textbook rentals</b>
6/12/17	4/10 summer schedule begins; bookstore closed Fridays thru the summer
6/19/17	Summer 10-week and 1st 5-week sessions begin
6/22/17	Last day for textbook refunds for Summer 10-week and 1st 5-week sessions
7/10/17	Fall used book shipments start to arrive
7/24-7/27/17	Summer mid-term buyback

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*Dates to Remember continued ...*

DATE	
8/1/17	Last day for textbook refunds for Summer 2nd 5-week session (proof of registration in that session required).
8/7/17	Last day for faculty to submit requests for customized, bundled or old edition materials with sure arrival by Welcome Week
8/7/17	Bookstore begins shipping back unsold summer texts not adopted for fall
8/28-8/31/17	Summer closing buyback
8/31/17	Final rental return due date for summer textbook rentals
<b>9/4/17</b>	<b>Closed for Labor Day</b>
9/5/17	Last day for faculty to submit requests for regular course materials with sure arrival by Welcome Week
9/21/17	Fall classes begin
9/27/17	Last day for regular refunds for fall textbooks
10/4/17	Last day for dropped class refunds
<b>10/20/17</b>	<b>Winter 2018 requisitions due</b>
10/27/17	Textbook Dept. closed for inventory
10/30/17	Bookstore begins shipping back unsold books not requested again for winter 2018
11/30-12/8/17	Fall finals buyback
12/8/17	Last day to return fall rental textbooks.