

Increasing College Access through a Textbook Rental Program

**EOPS & BOOKSTORE
COORDINATED RENTAL PROGRAM**

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BOOKSTORE MANAGER***

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COLLEGE EOPS/CARE DIRECTOR***

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History of Collaboration

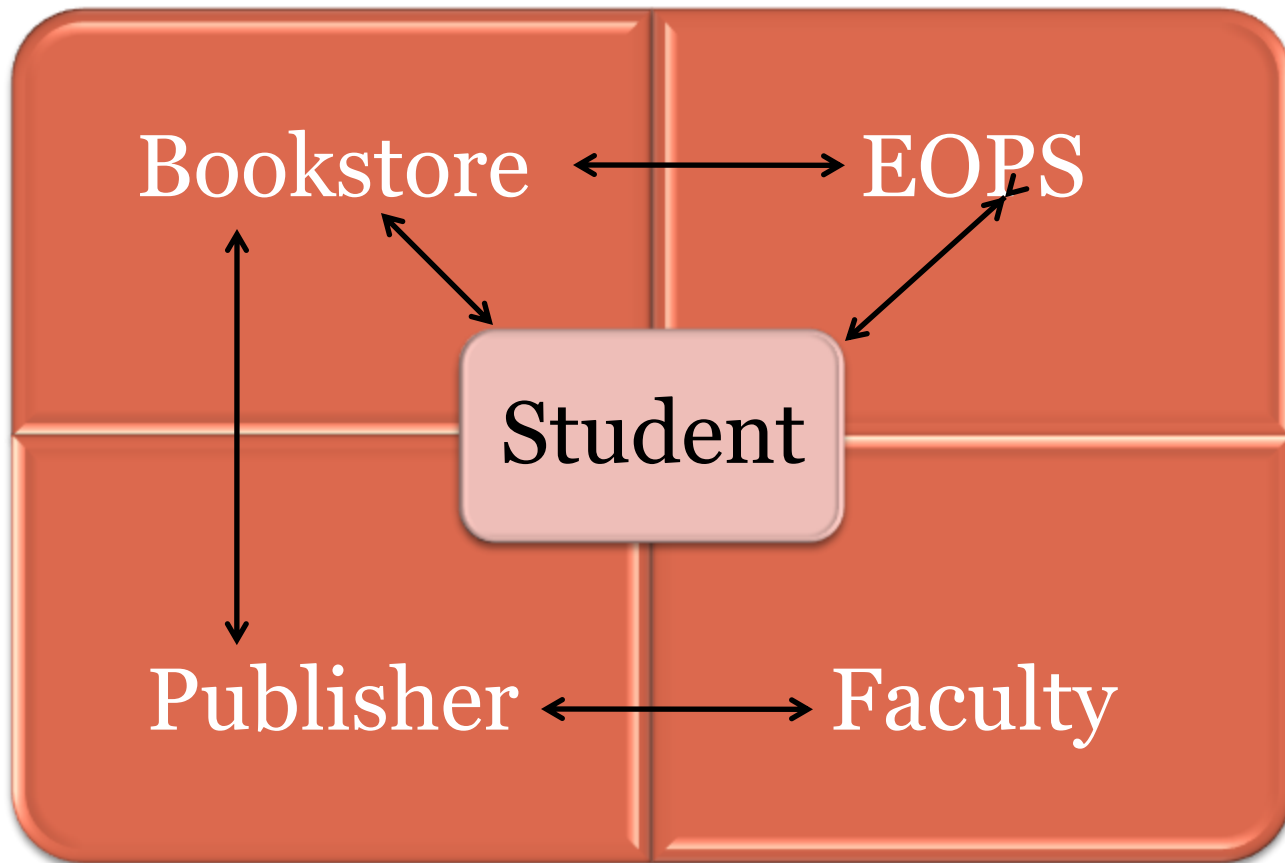


- 2001-Bookstore started with rental of calculators
- Cañada Bookstore: 2005 National Innovation Achievement Award
- EOPS Book loan program
- EOPS and Bookstore, June 2007
- EOPS Spent on books rental program: \$21,574

Vision



- Student Retention and Persistence
 - Lowering cost
 - Access
 - Options
- Serving Students
- Student Success
 - Excluding tuition, textbooks are the most significant resources for student success



Program Data



2009-2010

EOPS and CARE students served by Canada College

- EOPS served 401 unduplicated EOPS students (Fall 09: 400; Spring '10: 270).
- CARE served 35 unduplicated CARE
- Reduction from \$535 to \$323 loss of 40%
- Reduction is students served.
- All students were able to receive all required books for their courses unlike prior semesters when \$250.00 allowance paid for only a portion of all required books.



Partners for a Successful Program



- EOPS Director & Program Commitments
- Bookstore Resources & Ongoing education campaign.
- Student Commitments & Care

- Faculty Support

EOPS Logistics



- Set up requisition for electronic book vouchers
- Set priority bookstore hours (around orientation) with Bookstore. Exclusive opening for EOPS and Fin. Aid students to provide access all available rentals and used books.
- Students s “activate” the electronic (paperless) book voucher by attending orientation and scheduling 1st counseling appointment.
- List of students who are eligible book voucher is sent to Bookstore
- Book voucher entered in Financial Aid award system.

Guidelines:



- EOPS director determines level of service, how and where the book loan program will be established and implemented
- Books are property of EOPS but stored by Bookstore
- Books purchased for EOPS student use
- Students are required to return the books to the Bookstore
- EOPS must notify Financial Aid Office in a timely manner of any student who receives a book rental
- EOPS book rental may be given in the form of a voucher, but never in the form of a check or cash
-

Cont'd : EOPS Budgetary Implementation Guidelines:



- Student is responsible for any damages
- Student rental expense shown in object code 7000, category B
- Book loan expense shown under object code 4000, category B
- Discretionary cost limit 10% of the EOPS budget or \$50,000, whichever is less applies to these expenditures
- EOPS student rental expenses shown in object code 7000, category

Bookstore Resources & Requirements



- Bookstore staff enters student book voucher data in their system
- Itemized expense report produced
- Students purchase/rent books and self-identify as EOPS students
- EOPS assists Bookstore in retrieving non-returned rental books—
Student contract holds students accountable

Basic Rental Rules



- - EOPS Students may rent REQUIRED textbooks using the book voucher
 - Book rented at 75% of the new book price (\$100 new book price, \$75 used book price, \$25 rental price)
 - Rented for the entire term.
 - EOPS students have 3 days access to all rental titles before store is opened to public.
 - Textbooks must be returned at the end of each semester.
 - Students have the option to purchase the rental book by paying the difference between new price and rental fee.
- Books may not be marked or highlighted.

How much book costs??



Student Enrollment

- ENGL 100 (Rdg & Comp)
- MATH 110 (Elem.Alg)
- PSYC 100 (Intro.Psyc)
- CHEM 110 (Gen. Chem1)



Book Cost Cont'd

ENGL 100 (Rdg &
Comp)

MATH 110 (Elem.Alg)

PSYC 100 (Intro.Psyc)

CHEM 110 (Gen.
Chem1)

\$250.00 award=

\$230.94 purchasing
power

Spring 2009 – Cañada College

- ENGL 100- COLOMBO REREADING
AMERICA \$ 62.50
- MATH 110- ELEMENTARY
ALGEBRA:GRAPHS+AUTHENTIC \$138.70
- MATH 110- REQ GRAPH. CALC \$130.00
- PSYC 110- CICARELLI-PSYCHOLOGY \$132.00
- CHEM 210- CHEM CENTRAL SCI \$186.80
- CHEM 210- LAB MANUAL REV SP09 \$ 23.20
- OFFICIAL LAB.RESEARCH NOTEBOOK\$ 14.00

Subtotal \$687.20

Sales Tax (9.25%) \$ 63.56

Total \$750.76



Rental Vs. Purchase



Purchase

Spring 2009 – Cañada College

• ENGL 100- COLOMBO REREADING AMERICA	\$ 62.50
• MATH 110- ELEMENTARY ALGEBRA:GRAPH	
• S+AUTHENTIC	\$138.70
• MATH 110- REQ GRAPH. CALC	\$130.00
• PSYC 110- CICARELLI-PSYCHOLOGY	\$132.00
• CHEM 210- CHEM CENTRAL SCI	\$186.80
• CHEM 210- LAB MANUAL REV SP09	\$ 23.20
• OFFICIAL LAB.RESEARCH NOTEBOOK	\$ 14.00
 Subtotal	 \$687.20
Sales Tax (9.25%)	\$ 63.56
Total	\$750.76

Purchase & Rent Combo

Spring 2009 – Cañada College

• ENGL 100- COLOMBO REREADING AMERICA	\$ 20.25
• MATH 110- ELEMENTARY ALGEBRA:GRAPH	
• S+AUTHENTIC	\$ 35.00
• MATH 110- REQ GRAPH. CALC	\$ 25.00
• PSYC 110- CICARELLI-PSYCHOLOGY	\$ 42.85
• CHEM 210- CHEM CENTRAL SCI	\$ 59.50
• CHEM 210- LAB MANUAL REV SP09	\$ 23.20
• OFFICIAL LAB.RESEARCH NOTEBOOK	\$ 14.00
 Subtotal	 \$ 219.80
Sales Tax (9.25%)	\$ 3.44
Total	\$ 223.24

Benefits of Rental Program & Cost



- Student Success - #1

Students having complete course materials on time (and budget) is significant in students ability to successfully complete their academic goals!!!

- Financial cost efficiency to EOPS program:

- EOPS is not burdened with the cost of housing/storing the books or the cost of hiring additional staff to support the rental program
- EOPS is not burdened with the cost of acquisition of textbooks
- EOPS not burdened with other operational costs and overhead

Cont'd ... Benefits of Rental Program & Cost



- EOPS student has access to store's entire rental collection
- Electronic book voucher of \$250 goes a long way
- Inventory managed and stored by Bookstore
- More students are served via book voucher
- EOPS Student Priority Hours to Bookstore
- EOPS staff may focus on other EOPS assignments
- Student and EOPS not out of the cost of a new textbook, if student drops class
- Great professional relationship between Bookstore and EOPS
- **!!!! Improved Students Success!!! Yes, it's a repeat.**

Cont'd ... Benefits of Rental Program & Cost



- NO Costs such as additional staff, continuous acquisition of books, storage rental fees to house books, other operational costs.
- Not costing EOPS program additional funds for participating in program
- Number of Book Vouchers Awarded Per Academic Year
 - 2006-07: 728
 - 2007-08: 840
 - 2008-09: 840
- Increase number of students served by 112 students 1st year of EOPS participation in Book Rental Program. The number of vouchers awarded in 08-09 was similar to 07-08.

Evolving Model



- **Proposal for Spring 2010**
 - Each student will receive automatically receive voucher for book purchase and rental allowance.
 - Encourage students to acquire more rental books
 - Program savings will allow more books to added to rental library
 - Program savings will lead to more students being served
 - Educate ,Educate, Educate students on benefits of rental and timely returns

Program Growth

Jan, 2006

- 1,700 students
- 35 titles
- \$106,373 retail
- \$26,593 rented
- **\$79,780 savings**

Feb, 2008

- 8,500+ students
- 500+ titles
- \$943,310 retail
- \$235,828 rented
- **\$707,482 savings**

Program Growth



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Feb, 2008

- 8,500+ students
- 500+ titles
- \$943,310 retail
- \$235,828 rented
- **\$707,482 savings**

Jan 2010

- 21,000+ students
- 875+ titles
- \$2,376,964 retail
- \$594,241 rented
- **\$1,782,723 savings**



Lessons Learned ... EOPS



- Educate... educate ... educate

EOPS Disadvantages:

- Initially -takes staff time to educate students about rental books (programs)
- Students are hesitant in participating in rental programs due to restrictions.
- EOPS student receive holds for lack of returning books and may affect class enrollment for following term

Lessons Learned... Bookstore



- Educate... educate ... educate

Bookstore Disadvantages:

- Student failure to return rental books may compromise rental program
- Lack of staff/High turnover (student assistants) ongoing training= time consuming
- Lack of awareness
- (New) Partnerships for program growth
- Lack of faculty buy-in, change of professor teaching class
- New editions adopted

Contact



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MY COLLEGE STORE...



Thomas Mohr
President, Cañada College, Redwood City, CA
San Mateo County Community College District

Get to Know The Value of Your College Store



A message from the
National Association of College Stores
www.nacostore.org

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Student Centered

The hallmark of our college is the personal relationship developed with students enabling each of them to fulfill his or her goals. The bookstore is central to the success of our college—a partner in our students' success. As a solution provider, the bookstore is integral to the mission of the college. It is an important component of who we are and so much more than just a bookstore. That's good for students and good for Cañada College.



Cañada College