



Developing a Textbook Loan Program

Foundation | Library | Bookstore

Sacramento City College

Thomas Greene

Associate Vice-President, Enrollment & Student Services

Mary M. Leland

Director, College Advancement and Executive Director: SCC Foundation

Rhonda Rios-Kravitz

Dean, Learning Resources



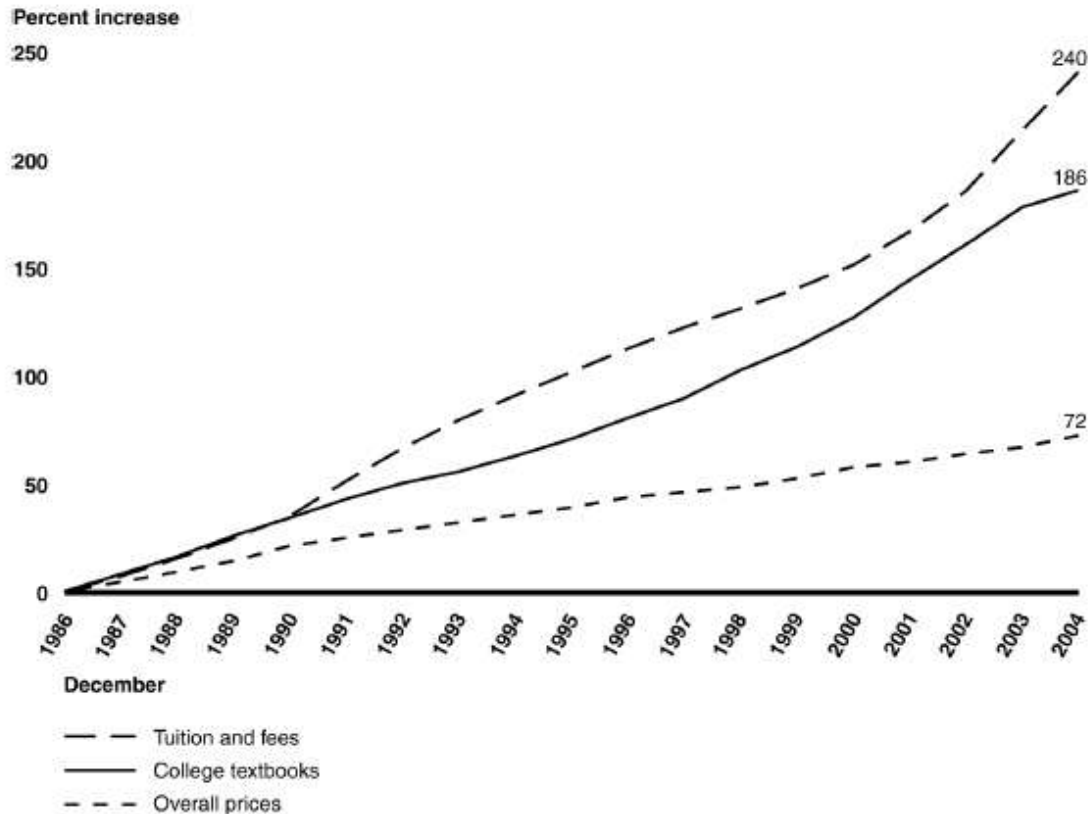
Presentation Outcomes

- Review the **Scope of the Challenge**
- Share Current **Institutional Practices/Programs**
- Describe an Emerging **Textbook Loan Program**

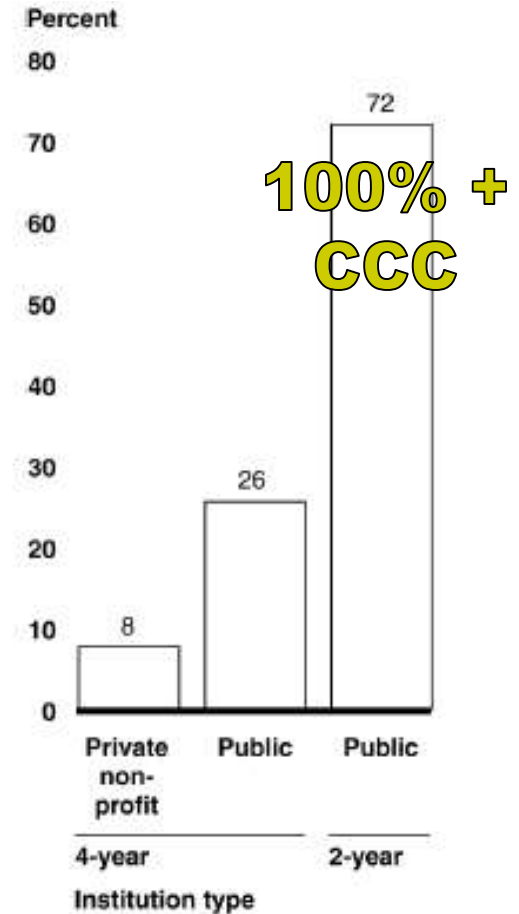
Barrier to Access & Success

Textbook Costs

Figure 2: Annual Percentage Increase in College Textbook Prices, College Tuition and Fees, and Overall Price Inflation, December 1986 to December 2004



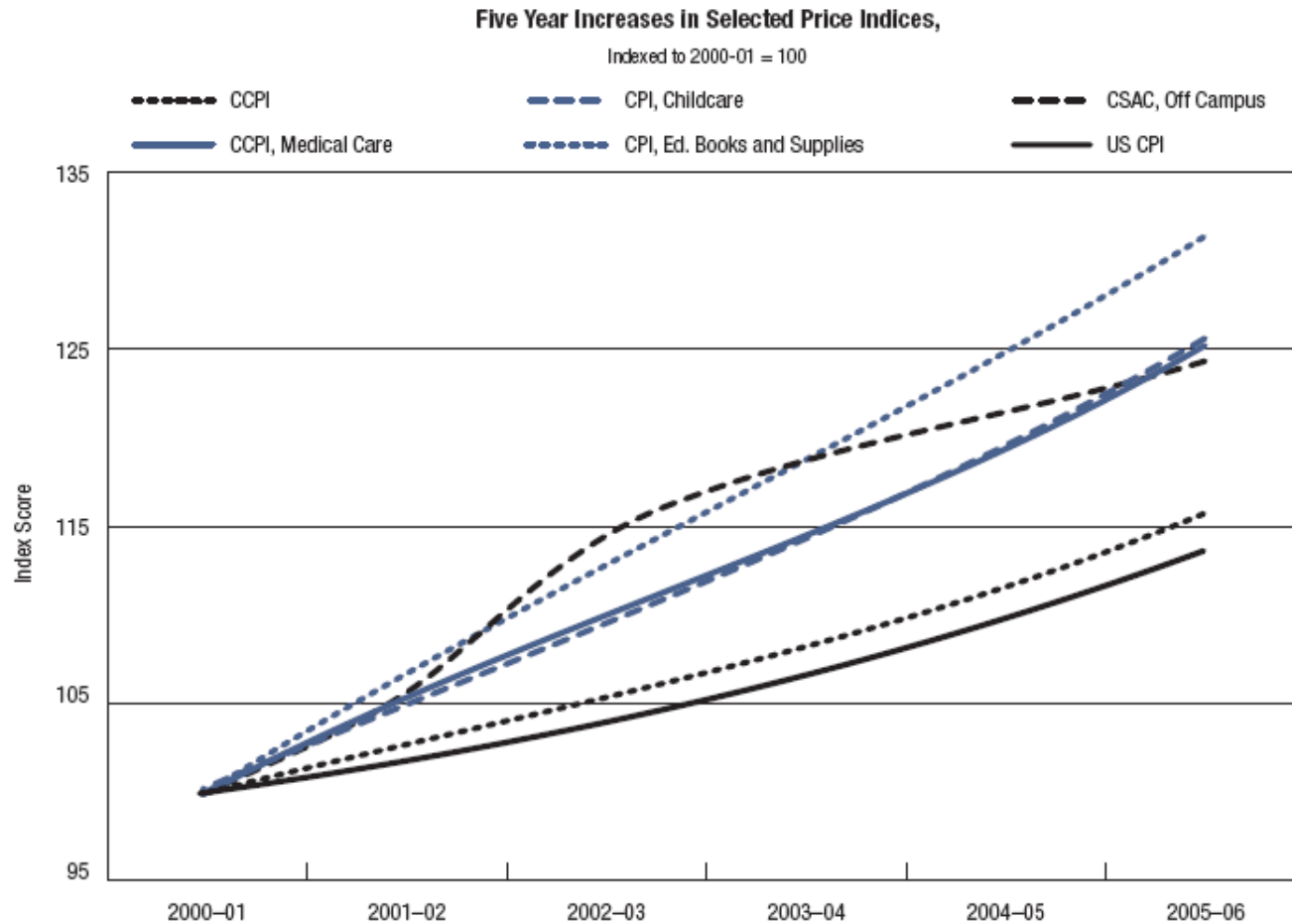
Source: Bureau of Labor Statistics.



Source: Department of Education.

Barrier to Access & Success

Textbook Costs:



Sources: Bureau of Labor Statistics, California Department of Finance, CSAC Nine-Month Student Expense Budgets.

Barrier to Access & Success Institutional Constraints





Reducing the Textbook Barrier

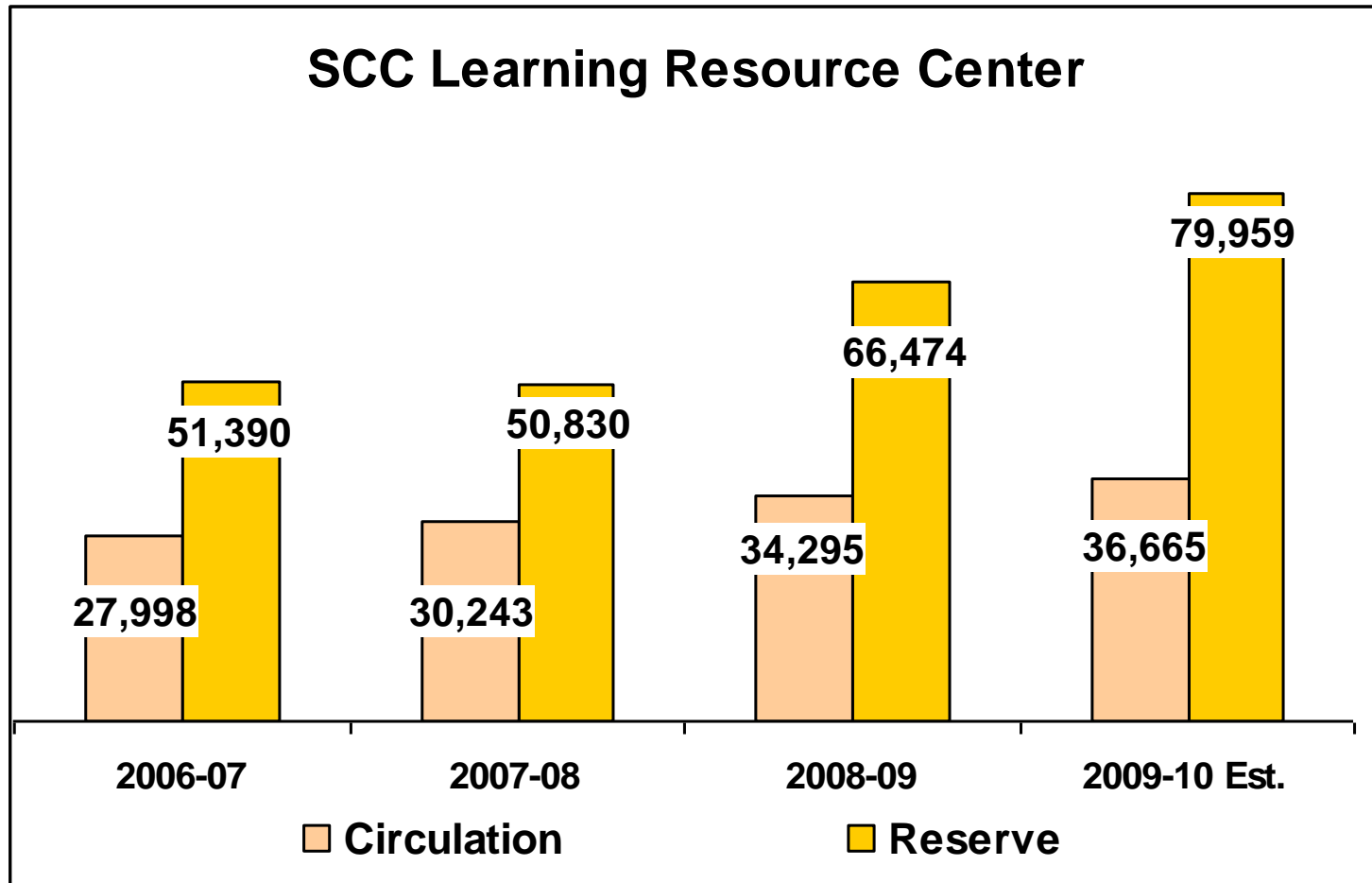
- Chancellor's Office Recommendations
 - 9 Short-Term Recommendations
 - 2 Mid to Long-Term Recommendations



Existing Textbook Programs/Solutions

- Dept. Specific Textbook Borrowing
- Text Book Grants: Categorical Support Programs
- Foundation Textbook Scholarships
- Textbook Adoption Guidelines
- Used Textbooks / Textbook Buy-Back Programs
- Publisher & Wholesaler Rental Programs
- Short-term Library Reserves

Student Library Resource Activity





A Need for Something Better...

- Taskforce Working Group
 - Business Services, Book Store, Library Faculty & Staff, Instruction & Student Services.

- Approach
 - Streamline *Textbook-to-Student* Process
 - Centralize Collegewide Efforts
 - Leverage Resources
 - Program Sustainability & Scalability



Pilot Loan Program – Fall 2009

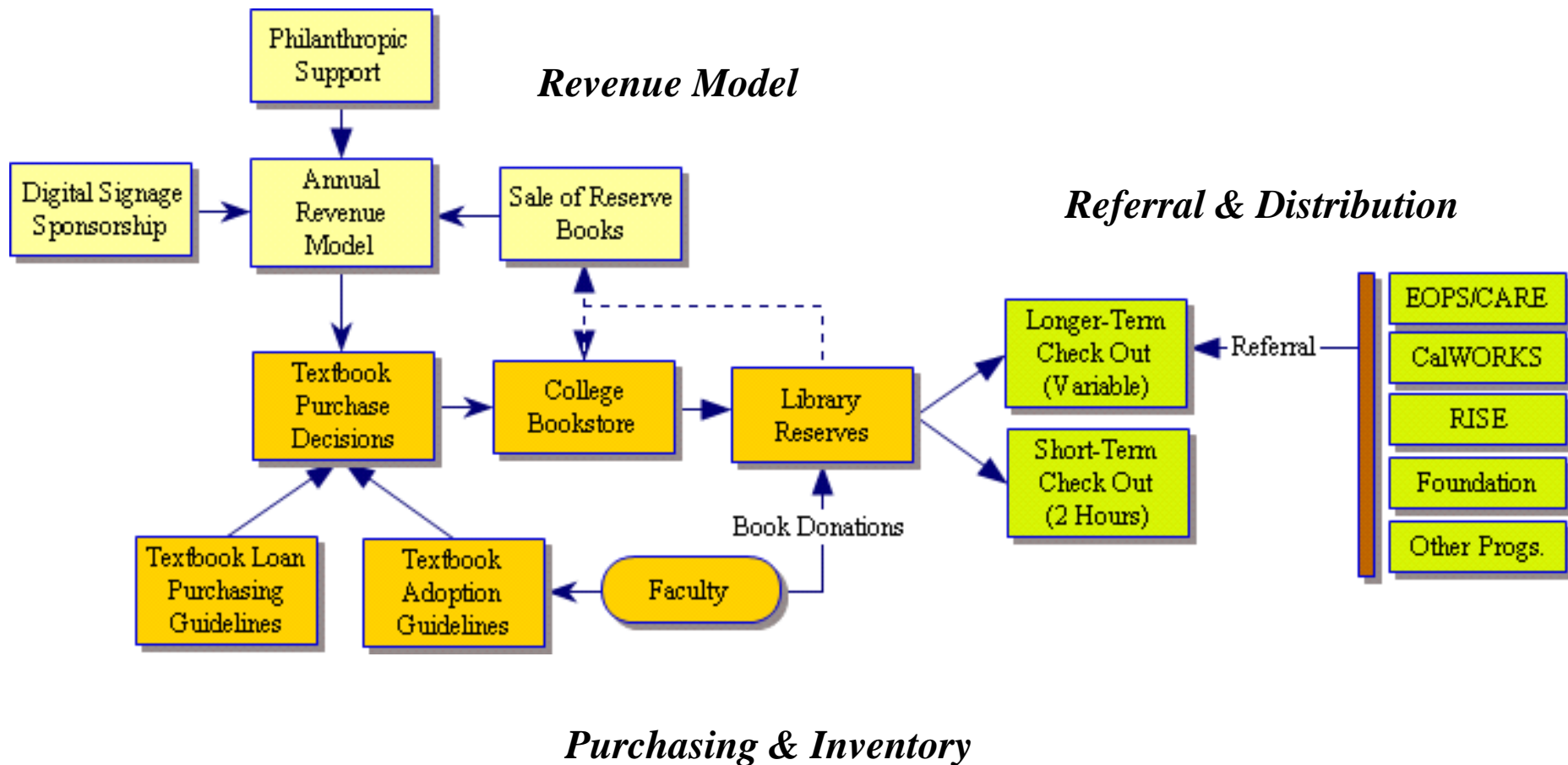
- Resources
 - 100 Textbooks (80 New/20 Used)
- Program Focus
 - RISE Student Support Program
- Distribution
 - Learning Resource Center
 - Referral Process



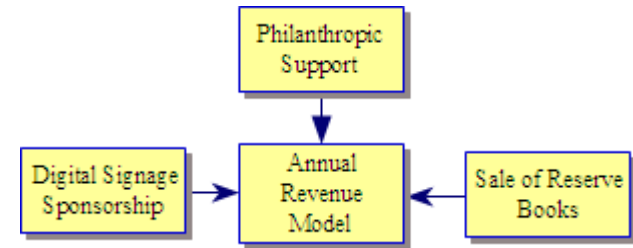
Pilot Program: Key Lessons

- Don't Reinvent the Wheel
- Provide for Flexibility
- Develop Ongoing Revenue Streams
- Faculty
 - Program Awareness
 - Adoption Policies

Foundation Textbook Loan Program



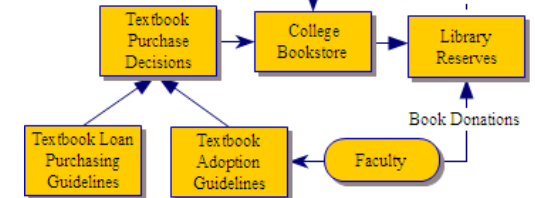
Sustainable Revenue Model



- Philanthropic Support
 - Program Represents an Attractive “Ask”
 - Direct Book Donations
- Digital Signage Sponsorship
 - Projected \$25-50K Annual Stream
- Sale of Existing Inventory
 - Marginal Revenue



Textbook Purchase Decisions



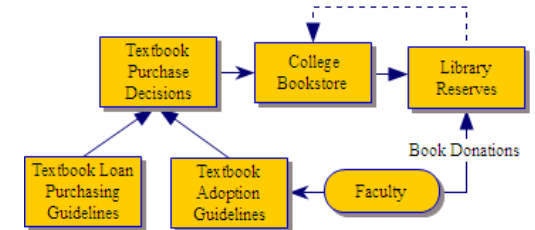
□ Textbook Selection

- No *One-Use* Internet Supplements
- Limited/No Bundling
- High Demand/Use Texts – Bookstore Sales Analysis
- Binding Instructor Texts
- *Real-time* Purchasing

□ Incentivize Textbook Adoption Guidelines

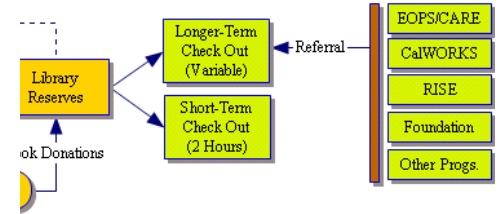
- ↑ # of Loan Texts = Adoption Guidelines
- Better Prepared Student

Inventory System



- Textbooks = Reserve Library Book
 - Library Inventory System
 - Search, Check-Out, Holds, Fines, etc.
 - Variable Check-out Durations
 - 2-Hour, 2-Weeks, Entire Term: Referral Based Decision
 - Baseline Short-term Inventory
 - Single Destination for Direct Book Donations
 - Real-Time & End-of-Semester Inventory Analysis

Referral Process



- Availability
 - Online Library Database
 - Verify Class Schedule
- Referral Based Process
 - Program Specific
 - Time Sensitive
 - Two Text Limit
 - Real-time Purchase Decisions
- Library Check-Out/Return
 - Aligns w/ Existing Process

This book is
provided by the

foundation
SACRAMENTO
CITY COLLEGE



Select Performance Measures

- Revenue (Annual)
 - Increase in Endowment
 - Sponsorship Revenue
 - Number of Direct Book Donations
- Inventory
 - Total Number of Books in Inventory
 - Churn Rate: Ratio of Books Retired, Added, etc.
 - Total Number of Check-out Days
 - Shelf-life Measures
- Distribution (Annual)
 - Total Number of Students Served by Referral Location
 - Total Number of Books Checked Out, Returned on Time, etc.
 - Total Number of Non-Returned/Overdue Books



Q & A

Sacramento City College

Thomas Greene

Associate Vice-President, Enrollment & Student Services

greenetg@scc.losrios.edu

916-558-2138

Mary M. Leland

Director, College Advancement and Executive Director: SCC Foundation

LelandM@scc.losrios.edu

916-558-

Rhonda Rios-Kravitz

Dean, Learning Resources

RiosKravitz@scc.losrios.edu

916-558-