1-24-2019

Leveraging Course Material Affordability Options and Library-Subscribed Materials for Classroom Success

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Andy Shaffer  
Barnes and Nobles College

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NSUWorks Citation
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# Affordability Today & Tomorrow

## TODAY
- Choice, Convenience & Value: New, Used, Rental, and Digital
- BNC 100% of eligible titles available to Rent
- Seamless Online Ordering & Same Day In-Store Pick-Up
- Price Match - Amazon, BN.com, and local competitor

## TOMORROW
- Choice, Convenience & Value: New, Used, 100% of eligible titles available to Rent, and Digital
- Seamless Online Ordering & Same Day In-Store Pick-Up
- Price Match - Amazon, BN.com, and local competitor
- **Publisher Rentals**
- **BNED Courseware “OER”**
- **First Day™ Delivery Model**
- **First Day™ Complete Model**
Improving the Academic Experience

This term, did you have all of your course materials on your first day of class?

- Yes: 47%
- No: 50%
- I'm not sure: 3%

Barnes & Noble College Insights
February 2018

898 NSU Students
First Day™ Opt-Out Model

First Day™ Opt-Out Model is the Barnes & Noble College inclusive access program where the cost of materials is prepaid for a course.

• Every student has access on or before the First Day™ of class within the LMS.
• We partner with Publishers to offer Preferred Pricing.
• Suited to fit institution needs - a single course, a specific department or program, or the entire curriculum.
• eBooks, Publisher Courseware (Digital Packages), BNED Courseware.
• Students may Opt-Out prior to census date, course charge is removed from the student’s account, access is removed and course material is purchased at market-value.
DOE Course Charge Ground Rules

- Offer pricing below competitive market rates
- Deliver by 7th day of payment period
- Allow students to Opt-Out
Compatible Content for Model

- Pearson | MyLab
- CENGAGENOW
- Pearson | Revel
- MINDTAP
  From Cengage
- connect
- aplia
- YUZU
- BARNES & NOBLE
- BARNES & NOBLE
  education
- COURSEWARE
  powered by LoudCloud
LMS Delivery

83%
Students in LMS daily

30%
Course Materials are Digital

50%
Students already access Interactive Products through their LMS

Business Model

Let’s crunch the numbers...
Together We Lower Cost

- Publishers & Bookstore partner to reduce cost
- Bookstore reduces retail & gross margin providing savings to students
- Institution reduces commission & regains market share
First Day™ Outcome

**Faculty Perspective:**
- ✓ Decide Content
- ✓ Lower Price
- ✓ 100% of Students have the Right Material on Day One

**Student Perspective:**
- ✓ Lowest Cost for Content
- ✓ Opt-Out Option
- ✓ Right Material + No Access Code
- ✓ Ready Day One

**Bookstore Perspective:**
- ✓ Reduce Cost to Students
- ✓ Increased Market Share
- ✓ Serves Faculty Needs

**Publisher Perspective:**
- ✓ Reduce Cost for Seamless Access (no access codes)
- ✓ Supports Transition to Digital
Flat-Fee Inclusive Course Materials

- Undergraduate Students would be billed $30.00 as part of their tuition bill each semester.

- Undergraduate students would be eligible to receive all required course materials at no additional expense to them. All items would be facilitated as a rental transaction.

- Orders would be confirmed by students via our website and ready for student pickup prior to the start of classes.

- Students would return all materials to the bookstore at the end of the semester and also be given a buy-out option should they wish to retain their material for their personal library.

$30 Per Credit Hour
## Affordability Comparison
### Marketing Major

**H. Wayne Huizenga College of Business and Entrepreneurship**  
**SAMPLE FOUR YEAR CURRICULUM | 2016-2017 CATALOG**  
**Bachelor of Science in Business Administration in Marketing**

### Freshman Year

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNIV 1000: First Year Seminar</td>
<td>3</td>
<td>COMP 2000: Advanced College Writing</td>
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<tr>
<td>COMP 1500: College Writing</td>
<td>3</td>
<td>MATH 2020: Applied Statistics</td>
<td>3</td>
</tr>
<tr>
<td>MATH 1040: Algebra for College Students</td>
<td>3</td>
<td>MGT 2150: Business Law I</td>
<td>3</td>
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<tr>
<td>MGT 2050: Principles of Management</td>
<td>3</td>
<td>General Education: Arts and Humanities</td>
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<tr>
<td>TECH 1110: Technology in Information Age</td>
<td>3</td>
<td>General Education: Science</td>
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<td><strong>Total Credits</strong></td>
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### Sophomore Year

<table>
<thead>
<tr>
<th>DEPT</th>
<th>COURSE</th>
<th>SECTION</th>
<th>PROF</th>
<th>TITLE</th>
<th>EDITION</th>
<th>PUBLISHER</th>
<th>Amazon</th>
<th>PRC_NEW</th>
<th>PRC_USEC</th>
<th>RENT_N$</th>
<th>RENT_U$</th>
<th>DG_BUY$</th>
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</thead>
<tbody>
<tr>
<td>UNIV</td>
<td>1000</td>
<td>D12</td>
<td>Kerstetter, David</td>
<td>IDENTITY+NATURAL ENVIRONMENT</td>
<td>03</td>
<td>TRILITERAL</td>
<td>$ 34.00</td>
<td>$ 45.35</td>
<td>$ 34.00</td>
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<td>$ 21.55</td>
<td></td>
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<tr>
<td>COMP</td>
<td>1500</td>
<td>DAF</td>
<td>Scanlon, Molly</td>
<td>THEY SAY/I SAY,2016 MLA UPDATE</td>
<td>3 RD 17</td>
<td>NORTON</td>
<td>$ 20.00</td>
<td>$ 29.35</td>
<td>$ 22.00</td>
<td>$ 24.20</td>
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<td>$ 14.99</td>
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<td>Scanlon, Molly</td>
<td>UNDERSTANDING RHETORIC</td>
<td>2 ND 17</td>
<td>MAC HIGHER</td>
<td>$ 48.69</td>
<td>$ 59.85</td>
<td>$ 44.90</td>
<td>$ 40.70</td>
<td>$ 28.15</td>
<td>$ 39.43</td>
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<tr>
<td>MATH</td>
<td>1040</td>
<td>DA2</td>
<td>Stanculescu, Iuliu</td>
<td>INTERMEDIATE ALGEBRA (PAPER)-W/MYMATHE.</td>
<td>12TH 15</td>
<td>PEARSON</td>
<td>$214.96</td>
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</tr>
<tr>
<td>MGT</td>
<td>2050</td>
<td>5W1</td>
<td>TBA</td>
<td>MANAGEMENT: PRACT. INTRO.-CONNECT ACCESS</td>
<td>7TH 16</td>
<td>MCG</td>
<td>$120.00</td>
<td>$178.55</td>
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<tr>
<td>TECH</td>
<td>1110</td>
<td>EV1</td>
<td>Harward, Mary</td>
<td>VISUALIZING TECHNOLOGY,COMPLETE</td>
<td>6TH 18</td>
<td>PEARSON</td>
<td>$160.65</td>
<td>$183.60</td>
<td>$137.70</td>
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### Marketing Major

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<table>
<thead>
<tr>
<th></th>
<th>Total</th>
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<th>Savings</th>
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<tr>
<td>Full Price - All New</td>
<td>$754.20</td>
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<tr>
<td>Purchase with Available New Rentals</td>
<td>$689.80</td>
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<td>$602.59</td>
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<td>Purchase on Amazon.com (as of 6/1/18)</td>
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<td>$450.00</td>
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</table>
## Affordability Comparison

### Biology Major

### Halmos College of Natural Sciences and Oceanography
**Sample Four Year Curriculum | 2016-2017 Catalog**
**Bachelor of Science - Biology (Premedical)**

### Freshman Year

<table>
<thead>
<tr>
<th>Course</th>
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<td><strong>Fall</strong></td>
<td></td>
<td><strong>Winter</strong></td>
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<tr>
<td>UNIV 1000 - First Year Seminar</td>
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<td>General Education: Social and Behavioral Sciences</td>
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<tr>
<td>General Education: Written Composition</td>
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<td>BIOL 1510: Biology II/Lab</td>
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<tr>
<td>General Education: Mathematics*</td>
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<td>CHEM 1310: General Chemistry II/Lab</td>
<td>4</td>
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<tr>
<td>Gen Ed BIOL 1500: Biology I/Lab</td>
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<td>MATH 2100: Calculus I</td>
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<tr>
<td>CHEM 1300: General Chemistry I/Lab</td>
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</tr>
<tr>
<td><strong>Total Credits</strong></td>
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</table>
# Affordability Comparison

## Biology Major

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<td>Purchase on Amazon.com (as of 6/1/18)*</td>
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<tr>
<td>All req course materials provided at $30/Credit Hr</td>
<td>$510.00</td>
<td>$30.00</td>
<td>48%</td>
</tr>
</tbody>
</table>

*Titles unavailable at Amazon.com priced as bookstore new for true comparison
BNED Advanced Courseware

join the affordability movement with BNED advanced “OER” courseware

SOCIAL SCIENCES
- Intro Psychology
- Intro Sociology
- Microeconomics
- Macroeconomics
- English Comp
- Dev Reading / Writing
- US History 1
- US History 2
- American Government

NATURAL SCIENCES
- Non-Majors Biology
- Majors Biology**

GENERAL
- College Success
- Public Speaking

HEALTHCARE*
- Intro to US Healthcare
- Healthcare Management
- Healthcare Finance
- Employee Benefits

BUSINESS
- Org Behavior
- Principles of Marketing
- Principles of Management
- Intro to Business
- Entrepreneurship

MATH
- Developmental Math

CRIMINAL JUSTICE*
- Intro to Criminal Justice
- Criminal Investigation
- Criminal Procedure
- Intro to Homeland Security
- Victimology

ADVANCED BUSINESS*
- Customer Service
- Securities & Investments
- Financial Management
- Compensation Management
- Training Concepts

*AVAILABLE FOR FALL 2018
**AVAILABLE FOR SPRING 2019
A Turn Key Solution (That’s Easy to Edit)

- PowerPoint Lecture Slides
- Learning Analytics Insights
- Curated Videos
- 1,000 auto graded quiz questions per course
- Single Sign On & Gradebook Sync
- e-Book & print companion
Courseware Resonates

Community Colleges

Eastern Gateway Community College
Columbia State Community College
Bunker Hill Community College
Montcalm Community College

4 Year Colleges

Walla Walla University
Penn State
West Liberty University
University of South Carolina Beaufort
Benedictine University

"Students are reading differently than we did... they are reading in chunks... we’ve come around to “this is just the way they read.” I think working through chunks is effective. That’s why I like the self-checks because they apply to the “chunks.” You’ve catered to millennials. It’s active reading and it’s chunky reading."
Kellie Emrich, Macroeconomics Online course
Cuyahoga Community College

"I keep laughing because your course has many of the exact same videos I’ve been using for years. But I’m angry because I’ve spent hours searching for them and I’m thinking, ‘Oh my gosh, here they are!’"
Lynn Nagle, Introduction to Psychology
Face to Face
NSU Libraries’ Role in Course Material Affordability

Keri Baker
How Does the Library Fit in Here?
FY19 NSU Libraries Collection Development Policy

• Newly adopted collection development policy allows the library to purchase textbooks for classes for checkout and reserve
• Work with the NSU campus bookstore to evaluate a list of all textbooks for each upcoming term
NSUWorks

- Don’t need to reinvent the wheel
- OERs are designed to be revised and updated by their users

Databased Articles, Book / Book Chapters, and Reports

- We can create coursepacks through OpenURL and (when copyright allows) PDF openly accessible downloads in lieu of standard textbook

Library-Assisted Curation

- Can Cherry Pick
<table>
<thead>
<tr>
<th>Benefits of OER and Library-Owned Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Forever Access</strong></td>
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<tr>
<td><strong>Easy Distribution</strong></td>
</tr>
<tr>
<td><strong>Ancillary Materials for information deficiencies</strong></td>
</tr>
<tr>
<td><strong>Enhancement of Regular Course Content</strong></td>
</tr>
<tr>
<td><strong>Quick Availability to Ensure Timely Dissemination of Information</strong></td>
</tr>
<tr>
<td><strong>Worldwide Promotion of Innovation and Talent</strong></td>
</tr>
<tr>
<td><strong>Alumni Benefits</strong></td>
</tr>
<tr>
<td><strong>Continuous Improvement without the Red Tape</strong></td>
</tr>
</tbody>
</table>
Myths of OER

Open Means Free

All OER are Digital

“You Get What You Pay For”

Copyright for OER is Complicated

OER Are Not Sustainable

Open Textbooks Lack Ancillaries

My Institution is Not Ready for OER

Books, Journals, Reports

Multimedia

Mini Lessons

Coursepacks

Ancillaries

Full Courses
Creating OER Content – What We Provide

Hosting:
- Textbooks
- Journals
- Conferences
- Streaming Video & Audio

OpenURL for linking to Journal Articles not Open Access
Creating OER Content – Who to Contact?

NSU Main Campus and Distance Campuses:
• University Archivist: Gena Meroth
  • nsuworks@nova.edu or gmeroth@nova.edu

Halmos College of Natural Science and Oceanography
• Subject Specialist Librarian: Keri Baker
  • kbaker1@nova.edu

Health Professions Division
• Executive Director: Todd Puccio
  • Puccio@nova.edu

Shepard Broad College of Law
• Institutional Repository Librarian: Karen Kalnins
  • kkalnins@nova.edu