Can We Lower Textbook Costs to Support CSU Students’ Basic Needs?

Leslie Kennedy, EdD
Director, Affordable Learning Solutions
Academic Technology Services
CSU Chancellor’s Office
affordablelearningsolutions.org
Textbooks cost HOW much???
Popular Econ 101 Textbook

$255.95
Popular Calculus Textbook

$224.95

affordablelearningsolutions.org
Students spend $1,168 per year on books & supplies.

- College Board

~$600/ave.

Nicole Allen, studentpirgs.org
"I look forward to buying college textbooks each semester," said no one ever.
Textbook Costs vs Student Success

Students reported that the high cost of textbooks impacted their learning and academic choices in a variety of ways.

Chart 1: Impact of Textbook Costs on Students

- Take fewer courses: 47.6%
- Don't register for a specific course: 45.5%
- Drop a course: 26.1%
- Withdraw from a course: 20.7%
- Earn a poor grade because I could not afford to buy the textbook: 37.6%
- Fail a course because I could not afford to buy the textbook: 19.8%
- Don't purchase the required textbook: 66.6%

Florida Virtual, 2016

affordablelearningsolutions.org
Affordable Instructional Materials  Spring 2015  Student Survey Results

How often do students buy required course materials?

- 45% All of the time
- 23% Most of the time
- 32% Less than half of the time

59% of students agree

"Not having course materials negatively affects my learning."

Students are 6x more likely to buy materials for their Major courses than for non-Major courses.

Why don't students buy required course materials?

- 602 of 712 respondents: Too Expensive
- 571 of 712 respondents: Materials are not useful or not used much
- 415 of 712 respondents: Borrow or share instead

"I am glad that books are becoming more available in electronic formats which brings the prices down."

Take AIM at the high cost of learning at: affordablelearning.sfsu.edu
SF State Student Perspective

Did you know that 79% of students reported that the cost of materials causes them stress?

**Affordable Instructional Materials** Spring 2017 Student Survey Results

**How does cost of materials impact student success?**

- **79% of students STRESSED by cost**
- 26% always buy or rent required materials
- 47% agree their learning is negatively impacted without materials

**How does cost of materials influence student choices?**

- If materials are used in class activities:
  - 70% will engage
  - 59% feel unprepared
  - 51% get materials late
  - 23% consider dropping out
  - 17% reduce course load

- 1 in 3 students chose a class based on cost
- chose between food & materials

**Adopt** Open Educational Resources

**Use** SF State library ebooks and articles

**Engage** Students with active learning

Take AIM at the high cost of learning at affordablelearning.sfsu.edu
Student Challenges in a Nutshell

1. Textbooks are expensive
2. Students are not using them
3. Students can’t always keep them
4. Students can fall weeks behind
5. Learning is negatively affected
7 in 10 students surveyed hadn’t bought a required text due to cost

- Student PIRGs
Student Voices

https://www.youtube.com/watch?v=fpFPP9m_nug&feature=youtu.be&t=1h27m29s
Student Voices

https://www.youtube.com/watch?v=fpFPP9n_nug&feature=youtu.be&t=1h37m31s

affordablelearningsolutions.org
CSU Addresses Textbook Affordability
CSU AL$ Activities

Providing grant funding for campuses
- AL$ committee submits RFP ($15K-$20K annually) + AB798 ($50K: 2017-2020)
- Strategic plans
- Collaborate with stakeholders
- Call for faculty funding and distribution
- Professional development workshops & faculty recognition ceremonies
- Annual reports and Annual conference

Supporting faculty searching for low/no cost course materials

Promoting student advocacy

Coordinating CA State legislation and grant funds

http://als.csuprojects.org/campus_showcases
AL$ Campus Committees

Coordinator
Librarians
Bookstore
Services for Students with Disabilities
Instructional Designers

Students
Faculty
AL$ & Bookstore Collaborations

- Used
- Rentals
- Buyback
- Price comparison tool
- Immediate access program
- Faculty consultations
Bookstore - Publisher Textbook Immediate Access Programs

- Digital materials up to 80% discount
- Students have materials on the first day
- Students may opt out after two weeks
- Students do as well or better in their courses

Leading the CSU in reducing publisher course materials’ costs with student access to the materials on the first day of class.

affordablelearningsolutions.org
## AL$ & Library Collaborations

### Textbooks available as eBooks in the Library

Below is a list of textbooks for the **Spring 2018** semester that are available to students for **free as library ebooks**. For other assigned reading that may be available in the library, check the [course reserves catalog by course or professor](#) and [OneSearch](#).

**Dept/Course#/Professor/Title:**

<table>
<thead>
<tr>
<th>Department</th>
<th>Course #</th>
<th>Professor</th>
<th>Book Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>AE</td>
<td>198</td>
<td>REYNOLDS</td>
<td><em>Why Taiwan Matters: Small Island, Global Powerhouse</em></td>
</tr>
<tr>
<td>AE</td>
<td>280</td>
<td>Vergine F</td>
<td><em>Hypersonic and High-Temperature Gas Dynamics, Second Edition (AIAA Education)</em></td>
</tr>
<tr>
<td>AFAM</td>
<td>151</td>
<td>Douglas J</td>
<td><em>Environmental Justice: Concepts, Evidence and Politics</em></td>
</tr>
<tr>
<td>AMS</td>
<td>160</td>
<td>Hsu F</td>
<td><em>Animals and Society: An Introduction to Human-Animal Studies</em></td>
</tr>
<tr>
<td>AMS</td>
<td>190</td>
<td>Guenter S</td>
<td><em>The Great Depression and the New Deal: A Very Short Introduction</em></td>
</tr>
</tbody>
</table>

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**Contact Us**

**Affordable Learning Solutions**

Email: adriana.poo@sjsu.edu  
Phone: 1-408-808-2019  
Email: christa.bailey@sjsu.edu  
Phone: 1-408-808-2422
# FREE E-TEXTBOOKS

On this page, you can see a sortable list of e-books and online resources freely available to currently-enrolled CSU Dominguez Hills students. To access a resource, click the link in the "Resource" column.

Sort the list by clicking column header.
To sort by last name, please click the Refresh/Reload icon on browser.

[Get Adobe Acrobat Reader Free here]

Filter By:
Subject Code: [All]  Semester: [Current Semester]  Submit  Reset

<table>
<thead>
<tr>
<th>Instructor</th>
<th>Course</th>
<th>Resource</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Haralee J Abramo MSN, RN</td>
<td>BSN 400-18</td>
<td>Nursing: Scope and Standards of Practice via Ovid (Spring 2018)</td>
<td></td>
</tr>
<tr>
<td>Haralee J Abramo MSN, RN</td>
<td>BSN 400-18</td>
<td>Nursing: Scope and Standards of Practice via EBSCOhost eBooks (unlimited user access) (Spring 2018)</td>
<td></td>
</tr>
<tr>
<td>Haralee J Abramo MSN, RN</td>
<td>BSN 400-18</td>
<td>Caring For The Vulnerable via R2 Library (single user access) (Spring 2018)</td>
<td></td>
</tr>
<tr>
<td>Heidi Susanne Allison LCSW</td>
<td>HUS 307-1</td>
<td>Strengths Model: A Recovery-Oriented Approach to Mental Health Services via ProQuest Ebook Central (single user access) (Spring 2018)</td>
<td></td>
</tr>
<tr>
<td>Heidi Susanne Allison LCSW</td>
<td>HUS 311-1</td>
<td>Principles and Practice of Psychiatric Rehabilitation: An Empirical Approach via EBSCOhost eBooks (unlimited user access) (Spring 2018)</td>
<td></td>
</tr>
</tbody>
</table>
AL$ & Content Provider Collaborations

- Boundless
- BryteWave powered by VitalSource
- CogBooks
- RedShelf
- Top Hat
- VitalSource
- YUZU by Barnes & Noble
- zyBooks

affordablelearningsolutions.org
Locate Free and Open Learning Materials

Student and Faculty Resource: http://www.merlot.org
Zero Cost Course Materials’ CA State Legislation

2012

- Senate Bill 1052 - est. CA Open Online Library
- Senate Bill 1053 - est. CSU, CCC, & UC faculty council

2015

- Assembly Bill 798 – est. textbook adoption funding program

2017

- Senate Bill 1359 - est. zero cost textbook course designation

$5M state funding + 1.5M matching grants

affordablelearningsolutions.org
Faculty Resource
150 Open and Peer-Reviewed Textbooks
52 Courses

http://cool4ed.org

affordablelearningsolutions.org
Sample COOL4Ed Faculty Peer Review

Review Summary

- Subject Matter: 5.0
- Instructional Design: 4.9
- Editorial Aspects: 4.2
- Usability: 4.0

N/A 0 points  Very weak 1 point  Limited 2 points  Adequate 3 points  Strong 4 points  Superior 5 points
Bill Information >> Bill Search >> The California State University

Legislative Information

Governor Brown
THANK YOU
FOR SIGNING
CSA SPONSORED BILL
AB 798 &
LOWERING THE COST OF TEXTBOOKS
FOR STUDENTS


Assembly Bill No. 798
CSU Academic Senate Resolutions in Support of Affordable Textbooks
(AB 798 - 2015/2016)

- Bakersfield
- Channel Islands
- East Bay
- Fresno
- Fullerton
- Humboldt
- Los Angeles
- Maritime
- Monterey Bay
- Northridge
- Pomona
- Sacramento
- San Bernardino
- San Diego
- San Francisco
- San Luis Obispo
- San Jose
- San Marcos
- Sonoma
SB 1359: Class Schedules

A great explanation about ZCCM / SB 1359 located at SFSU Affordable Learning Solutions
https://affordablelearning.sfsu.edu/
# SB 1359 Ex: CSULB Class Schedule Jan 2018

## MATH 233 - FUND CON ADV MATH

3 Units

<table>
<thead>
<tr>
<th>SEC.</th>
<th>CLASS #</th>
<th>CLASS NOTES</th>
<th>TYPE</th>
<th>DAYS</th>
<th>TIME</th>
<th>LOCATION</th>
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</thead>
<tbody>
<tr>
<td>01</td>
<td>8119</td>
<td>SEM</td>
<td>MW</td>
<td>11-12:15PM</td>
<td>LA5-169</td>
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<tr>
<td>02</td>
<td>8120</td>
<td>SEM</td>
<td>TuTh</td>
<td>9:30-10:45AM</td>
<td>LA5-171</td>
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Note: OPEN SEATS as of 02/07

## BLAW 309 - CONSUMER LEGAL & ECON ENVIRON

3 Units GE AREA: D2, E, F

<table>
<thead>
<tr>
<th>SEC.</th>
<th>CLASS #</th>
<th>CLASS NOTES</th>
<th>TYPE</th>
<th>DAYS</th>
<th>TIME</th>
<th>OPEN SEATS as of 02/07</th>
<th>LOCATION</th>
<th>INSTRUCTOR</th>
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<tr>
<td>01</td>
<td>4636</td>
<td>LEC</td>
<td>TuTh</td>
<td>12:30-1:45PM</td>
<td>CBA-125</td>
<td>Giannone T</td>
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<td></td>
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<tr>
<td>02</td>
<td>7817</td>
<td>LEC</td>
<td>TuTh</td>
<td>12:30-1:45PM</td>
<td>CBA-235</td>
<td>Kreysa P</td>
<td></td>
<td></td>
</tr>
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</table>
COMM 210 - Interpersonal Communication

Description

Hours: Three hours lecture per week Analysis of the role communication plays in interpersonal relationships in a variety of social contexts. Oral interpersonal communication skills will be stressed.

Units: 3.00

Grading: Letter Grade

Info current as 2/6/2018

<table>
<thead>
<tr>
<th>Section</th>
<th>Class #</th>
<th>Type</th>
<th>Days</th>
<th>Time</th>
<th>Location</th>
<th>Instructor</th>
<th>Course Details [Key]</th>
</tr>
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<tbody>
<tr>
<td>01</td>
<td>1936</td>
<td>LEC</td>
<td>MW</td>
<td>12:00 PM - 1:15 PM</td>
<td>Bell Tower 1352</td>
<td>Daniel Usera</td>
<td></td>
</tr>
<tr>
<td>02</td>
<td>1937</td>
<td>LEC</td>
<td>T</td>
<td>10:30 AM - 11:45 AM</td>
<td>Bell Tower 1494</td>
<td>Vivian Henchy</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>ARR</td>
<td></td>
<td>Online</td>
<td>Vivian Henchy</td>
<td></td>
</tr>
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</table>
### TitanOnline

#### IDT 505 - Foundations of Instructional Design and Web Authoring Tools

<table>
<thead>
<tr>
<th>Class</th>
<th>Section</th>
<th>Days &amp; Times</th>
<th>Room</th>
<th>Instructor</th>
<th>Meeting Dates</th>
<th>Status</th>
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<tbody>
<tr>
<td>21344</td>
<td>50-DIS</td>
<td>TBA</td>
<td>WEB Fully Online Instruction</td>
<td>Mark Worden</td>
<td>01/20/2018 - 05/11/2018</td>
<td>Green</td>
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</tbody>
</table>

#### IDT 510 - Research Practices in Instructional Design and Technology

<table>
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<tr>
<th>Class</th>
<th>Section</th>
<th>Days &amp; Times</th>
<th>Room</th>
<th>Instructor</th>
<th>Meeting Dates</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>21345</td>
<td>50-SEM</td>
<td>TBA</td>
<td>WEB Fully Online Instruction</td>
<td>Lowell Renold</td>
<td>01/20/2018 - 05/11/2018</td>
<td>Green</td>
</tr>
</tbody>
</table>
Students can sort by ZCCM Attribution. Currently 279 ZCCM Courses.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Type</th>
<th>Course Name</th>
<th>Credits</th>
<th>CRN</th>
<th>Time</th>
<th>Room</th>
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</thead>
</table>
AL$ Reports on Student Savings
Campus AL$ Student Savings

Campus AL$ Student Savings

<table>
<thead>
<tr>
<th>Year</th>
<th>Savings</th>
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<tbody>
<tr>
<td>2013-14</td>
<td>$1,506,773.00</td>
</tr>
<tr>
<td>2014-15</td>
<td>$2,932,566</td>
</tr>
<tr>
<td>2015-16</td>
<td>$5,515,667</td>
</tr>
<tr>
<td>2016-17</td>
<td>$8,017,450.00</td>
</tr>
</tbody>
</table>
CSUSM AL$

Grade Comparison Results

- Overall grades Pre- and Post AL$
  - Slightly higher % of B’s and C’s Post-AL$
  - Less % of F’s Post-AL$
  - Slightly less DFWI % Post-AL$

- Although no overall strong statistical significant relationship, there was a decrease in withdrawal percentage for these courses Post-AL$

- DFWI % also tended to decrease Post-AL$

<table>
<thead>
<tr>
<th>All CALMed Courses</th>
<th># of Courses</th>
<th>Enrollment</th>
<th>A%</th>
<th>B-C %</th>
<th>F %</th>
<th>Withdrawal %</th>
<th>DFWI %</th>
<th>Overall Avg Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Before CALM</td>
<td>81</td>
<td>3470</td>
<td>41.67</td>
<td>48.36</td>
<td>3.17</td>
<td>1.87</td>
<td>9.94</td>
<td>3.02</td>
</tr>
<tr>
<td>After CALM</td>
<td>60</td>
<td>2335</td>
<td>41.37</td>
<td>49.16</td>
<td>2.57</td>
<td>1.67</td>
<td>9.42</td>
<td>3.07</td>
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</table>

<table>
<thead>
<tr>
<th>All Zero Cost CALMed Courses</th>
<th># of Courses</th>
<th>Enrollment</th>
<th>A%</th>
<th>B-C %</th>
<th>F %</th>
<th>Withdrawal %</th>
<th>DFWI %</th>
<th>Overall Avg Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Before CALM</td>
<td>42</td>
<td>2191</td>
<td>36.56</td>
<td>50.75</td>
<td>3.97</td>
<td>2.01</td>
<td>12.64</td>
<td>2.84</td>
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<tr>
<td>After CALM</td>
<td>28</td>
<td>1331</td>
<td>35.09</td>
<td>52.89</td>
<td>2.85</td>
<td>1.80</td>
<td>12.02</td>
<td>2.87</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>All Non-Zero Cost CALMed Courses</th>
<th># of Courses</th>
<th>Enrollment</th>
<th>A%</th>
<th>B-C %</th>
<th>F %</th>
<th>Withdrawal %</th>
<th>DFWI %</th>
<th>Overall Avg Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Before CALM</td>
<td>39</td>
<td>1279</td>
<td>50.43</td>
<td>44.25</td>
<td>1.80</td>
<td>1.64</td>
<td>5.32</td>
<td>3.27</td>
</tr>
<tr>
<td>After CALM</td>
<td>32</td>
<td>1004</td>
<td>49.70</td>
<td>44.22</td>
<td>2.19</td>
<td>1.49</td>
<td>5.98</td>
<td>3.22</td>
</tr>
</tbody>
</table>
Participating AL$ Faculty

Redesigning their courses including low or no cost course materials
AL$ Participating CSU Campuses

- CSU Bakersfield
- Channel Islands
- California State University, Chico
- California State University, Dominguez Hills
- California State University, East Bay
- Fresno State
- California State University, Fullerton
- Humboldt State University
- California State University, Long Beach
- California State University, Los Angeles
- CAL MARITIME
- California State University, Monterey Bay
- California State University, Northridge
- California Poly Pomona
- Sacramento State
- California State University, San Bernardino
- San Francisco State University
- San Jose State University
- Sonoma State University
- San Luis Obispo
- San Marcos
- San Bernardino
- Stanislaus
ENGL 194T: Restoration & 18\textsuperscript{th} Century British Women Writers

I found free digital editions of many of these through websites like Project Gutenberg, HathiTrust Digital Library, and Poetry Foundation. When possible, I provided students the option of acquiring a less expensive digital edition over the more expensive print version.

Had I required students to purchase print versions of all the texts, they would have spent anywhere between $190.00 to $250.00. By implementing ALS, students spent between $84.50 and $128.00 (depending on whether they chose to buy digital or print editions).

Total Savings: between $62.00 to $165.50 per student (17 students)
Dr. Zvonimir T. Hlousek  
Elementary Particle Physics, Quantum Gravity, Online Education

100A,B. General Physics

Prerequisites: PHYS 100A: MATH 109 or 113 or 117 or 119A or 122. PHYS 100B: PHYS 100A.

Description: Year course in introductory physics for non-majors. First semester considers properties of matter, mechanics, wave motion, and heat. Second semester considers electricity, light, and atomic and nuclear physics. Letter grade only (A-F). (Lecture 3 hrs, laboratory 3 hrs.)

Student Learning Outcomes:
- focus on critical thinking within the framework of certain physical phenomena
- mechanics – concepts of force, energy conservation, heat, heat transfer
- understand the properties of materials
- apply the concepts of mechanics to explain observable phenomena

Student feedback or participation

Students like the fact they are inexpensive compared to traditional textbooks. Also, they don’t have to lug them around since they are electronic. Students print what they need when they want it. There are some who like printed copies but they have options so no complaints. There is hardly anything negative since these resources are good quality.

I do care about my students’ cost. I prefer they use the money for coffee to wake up before class than spending it on expensive textbooks.

Cost savings

A publisher physics textbook fully bound is $250, a loose leaf book is $150, and the e-book is $120 or more.
Affordable Learning Solutions at CSUDH
Affordability, Accessibility, Choice.

~400 Faculty
Made Digital Choices

~10,900+ Students Enrolled

~$1,500,000 Savings in One term
Obstacles for Faculty Adopting AL$:

- Time and capacity
- Limited technical knowledge
- Inertia
- Misconceptions about quality
- Lack of administrative buy-in
Barriers to Adopting Open Educational Resources

- Not enough resources for my subject: 49% (2015-16), 37% (2014-15)
- Too hard to find what I need: 48% (2015-16), 44% (2014-15)
- No comprehensive catalog of resources: 51% (2015-16), 45% (2014-15)
- Not used by other faculty I know: 30% (2015-16), 18% (2014-15)
- Not high-quality: 28% (2015-16), 18% (2014-15)
- Not knowing if I have permission to use or change: 33% (2015-16), 21% (2014-15)
- Not current, up-to-date: 17% (2015-16), 7% (2014-15)
- Too difficult to integrate into technology I use: 14% (2015-16), 13% (2014-15)
- Lack of support from my institution: 15% (2015-16), 12% (2014-15)
- Too difficult to change or edit: 11% (2015-16), 11% (2014-15)
CSU Student Voices and Feedback
What the CSU San Marcos Students Are Saying about AL$.

“EBooks help me because I have to pay for rent and food so that money I saved helped me go towards that.” – Alyssa, Economics (graduate student)

“More spending more stress, less spending less stress.” – Andrew, Philosophy

“You won't stress about working to get more money to pay everything off.”
– Alex, Electrical Engineering

“I wish it was offered more by my teachers.” – Kevin, Entertainment Marketing

affordablelearningsolutions.org
What Can You Do?
Students as Advocates

• Relationships
• Access
• Stories
• Partner/collaborate with campus AL$ initiative
Frames for Advocacy

- Going green
- Social justice
- Supporting Basic Needs
- Graduation 2025
- Innovation
- Practicalities

Kaitlyn Vitez, U.S. PIRG, 2018
Creating a Plan with Goals

- Increasing individual faculty adoptions
- Increasing individual departmental adoptions
- Adopting OER course designation
- Allocating grant money program
- Allocating a dedicated librarian
- Allocating funds for programming
Crafting a Campaign

• Collaborate with campus AL$ committee
• Problem
• Solution
• Strategy
• Why us / why you
• Urgency

Kaitlyn Vitez, U.S. PIRG, 2018
Implementing the Plan

- Recruiting students
- Working with measurable, achievable goals
- Connect every activity with campaign story
- Manage students with schedules and delegation
- Start a working group with student leaders
- Work with student groups to create signs and collecting local data
- Generate visibility and name recognition
- Consistent campaigning
CSU Student Senate Resolutions
Supporting Low/No Cost Materials

- Chico
- Los Angeles
- San Marcos
- Somona

https://tinyurl.com/studentalsresolutions
Grassroots Strategies

Contact Professors

• Meet with professors
• Send e-mail, letters
• “Day of Action” events
• Resources/training for individual students
Grassroots Strategies

Presentations

- Faculty Senate
- Academic departments
- New faculty orientations
- Faculty development days
Grassroots Strategies

Media Outreach

- Student newspaper
- Social media updates
  - #textbookbroke
- Op-Eds/letters
Grassroots Strategies

Campus AL$ Committee

- Bookstore
- Library
- Prof. development
- IT, eLearning depts.
- Administration
We CAN Lower the Textbook Costs for our Students!

- Student Affairs / Basic Needs Case Managers and depts.
- ASI / CSSA (student governments and organizations)
- Libraries
- Bookstores
- Faculty development centers
- Academic technology units/instructional designers
- Services for students with disabilities

affordablelearningsolutions.org
Now, You Have The Tools

Gerry Hanley, 2014
Make Textbooks Affordable Guide

MAKE TEXTBOOKS AFFORDABLE

Spring 2017

https://tinyurl.com/affordabletextbooksguide

affordablelearningsolutions.org

Kaitlyn Vitez, U.S. PIRG, 2018
What AL$ is Working Towards

KNOWING ABOUT and HAVING TIME to LOCATE and EASILY ACCESS RELEVANT and HIGH QUALITY course materials for ALL CSU students’ benefit.
One Last Word on eTextbook Affordability...

https://youtu.be/7aH0KxRMfZo

affordablelearningsolutions.org
Your Resource!

Welcome to Affordable Learning Solutions (AL$)

CSU's Affordable Learning Solutions enables faculty to choose and provide more affordable, quality educational content for their students. By reducing CSU student course material expenses, more students acquire the course materials they need to succeed and benefit from their CSU learning experience. Now CSU faculty and students have greater access to quality free and lower cost learning materials through a variety of ALS programs and partnerships.

Students
Your guide for ALS advocacy on your campus and potential low/no cost textbook resources.
Learn More

Faculty
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Babson Survey Research Group, 2016

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