

6b. Procedure, Measurement Tool and Timeline

The bookstore has worked with both Redshelf Publishing and Missouri Book Services to provide eBook options for many of the physical textbooks we carry each term. Not all physical textbooks have a digital option available. These digital options are available to purchase both in-store and through our website. The bookstore works with sales information based on monthly invoicing from Redshelf.

7. Data

	08/28/17- 11/27/17	12/04/17 - 03/04/18	03/05/18- 06/04/18	06/05/18 - 08/25/18	08/26/18- 11/26/18	12/03/18- 03/03/19	03/04/19 - 04/24/19
Redshelf eBook Sales			\$1,765.88	\$1,849.89	\$9,026.26	\$3,844.57	\$6,752.04
Redshelf eBook Unit Sales			Q-47	Q-45	Q-248	Q-111	Q-153
FTE Student Enrollment	1667	1567	1384	1321	1589	1423	N/A

8. Summary and Analysis: Continuous Improvement (Report-to be completed annually when data are available)

Redshelf digital textbooks are on the shelves with textbooks to allow staff to be able to offer both physical and eBook options to students. Redshelf eBooks have grown in popularity as more students become aware of the more affordable eBook options. Each year Redshelf partners with more publishers to be able to offer more eBook options for students. In the Fall, the bookstore will also offer Vitalsource digital eBooks to increase the number of options available for students to purchase more affordable materials for their classes.

The biggest challenge for eBook sales moving forward is that as more classes go to the OER model for textbooks that will reduce the number of textbooks that the bookstore is carrying and also the number of eBooks the bookstore carries, as well.