

Report overview 2018 through 2021

Section 6a: Measurement Tool and Timeline

Goal 1: Increase students' immediate (first day of class) access to required course materials by use of inclusive Access.

Discussion of Inclusive Access course adoptions have been ongoing since fall term of 2018. However, Fall term 2021 was the first term the college has adopted Inclusive Access for use in classes. 8 sections used Inclusive Access for Fall 2021. Initial feedback from instructors and students has been positive. Further discussions are occurring to increase the number of classes for Winter 2022.

Goal 2: Reduce bookstore costs related to physical inventory of textbooks, including inventory, inventory returns, space utilization, and labor by increased use of Inclusive Access, Cengage Unlimited and digital content and eBooks.

Over the last two years there has been a sizeable increase in adoptions of Cengage Unlimited and digital course materials by the bookstore. Fall 2021 has continued that trend of the classes using course materials that either offer a choice Cengage Unlimited or digital adoptions. As those adoptions increase corresponding physical inventory decreases. Those decreases are also reflected in a reduction of shipping costs associated with shipping and returns of physical course materials.

Bookstore sales reports are gathered from Missouri Book Services applications to track digital and physical sales. Sales data is gathered at the end of each term.

Goal 3: Increase availability of lower cost eBooks (relative to hard copy books in-store) on both the bookstore website and in the store to reduce college expenses for students.

Digital course material has been successfully implemented by the bookstore over the last several years. The cost savings to student's is often 30% to 50% cheaper than corresponding physical courses materials. A majority of classes now have either digital course materials or the choice of digital or physical course materials. The bookstore has also gone from one digital provider to three digital providers to increase the amount of choices available to provide digital course materials to students.

Section 7: Data

What data have you gathered that inform your department's effectiveness?

The bookstore tracks sales reporting through our Textbook and Website reporting systems. This chart shows the changes in digital sales, including in-store and online, for the last 3 Fall terms.

	Fall 2019	Fall 2020	Fall 2021
Redshelf eBook Sales	\$956.69	\$26,155.55	\$64,747.38
Redshelf eBook Unit Sales	26	377	1175
Vital Source eBook Sales	\$435.75	\$517.25	\$2,056.50
Vital Source eBook Unit Sales	7	7	43
CEI eBook Sales			\$6,968.50
CEI eBook Unit Sales			188
Total Digital Sales	\$1,392.44	\$26,672.80	\$73,772.38

Section 8: Summary and Analysis

What do these data suggest about your department's effectiveness?

Which measurements are strong and affirming? Consider the following:

- Have you accomplished your outcomes? Is there a need for a new direction?

Cengage Unlimited is now being used by many instructors. Many classes that require course materials also have digital option available for students to purchase online through the bookstore website. There is room for improvement with the number of courses using both digital materials.

More instructors and departments are also moving towards Inclusive Access, and away from physical course materials. Momentum for these changes is increasing, and I will be excited to see how the landscape changes the rest of this school year, and especially what adoptions look like for Fall 2022.

Which measurements indicate an area that you would like to focus on for improvement?

There is still room for improvement for the number of classes adopting digital options, even if this is in tandem with physical course materials. A majority of our total number of adoptions have now moved over to digital options, and although digital will never replace all physical course materials we would love to see this trend continue. Many publishers now have restrictions, or restocking fees, on textbook returns, which puts even more emphasis on digital, or ordering lower inventory and having 100% sell-through.

The bookstore strongly encourages departments to explore Inclusive Access and we hope to see new trial classes in different departments for Winter 2022 term. Both the college and students will end up saving money if we can continue to move in this direction.

The challenge for the college, and the bookstore, is to rise up to the opportunities that Inclusive Access can provide to reduce costs for students, and also provide significant savings to the college incurred by increasing shipping costs, and publisher restocking fees on returns.

- Identify the goals and improvements that your department is committing to over the next year to help you accomplish your outcomes.

The bookstore will continue to work with departments and publishers to increase the role of, Inclusive Access for adoptions and use in courses on campus. The first eight classes using Inclusive Access for Fall term have all received positive feedback from students and staff.

The next step, which has already begun, is reaching out to other Instructional Deans, and instructors, to discuss using Inclusive Access – even if this is only several trial classes in various departments for Winter term – both to increase exposure of this product, and to receive feedback from instructors and students.

The bookstore is also continuing to work very hard to promote digital eBooks to make sure that as many classes as possible have digital options for their course materials. Digital materials represent a real savings to both students, with much lower course materials costs, and savings to the college by reducing, or eliminating, shipping costs to the college. Given the current state of both publishing, and shipping, issues worldwide, digital adoptions for course materials guarantees that students have access to their course materials on the first day of their classes.

- What support do you need from the college to carry out your planned improvements? Identify your biggest area(s) of need to help accomplish outcomes. Review question #2, including staffing, budget, services, and location.

I think the biggest challenge the bookstore faces are that textbooks and course materials is rapidly changing from physical to digital. Many of the publisher representatives that I work with indicate that publishers want to move away from physical course materials as soon as possible, and they are offering low cost digital options to make this happen. The bookstore needs to work in tandem with the instructional team, and faculty, to face these challenges together and provide low cost, and accessible, course materials for students moving forward.