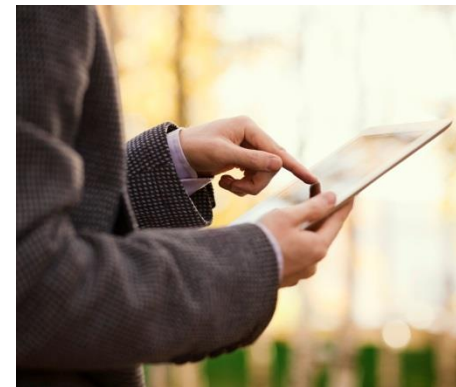




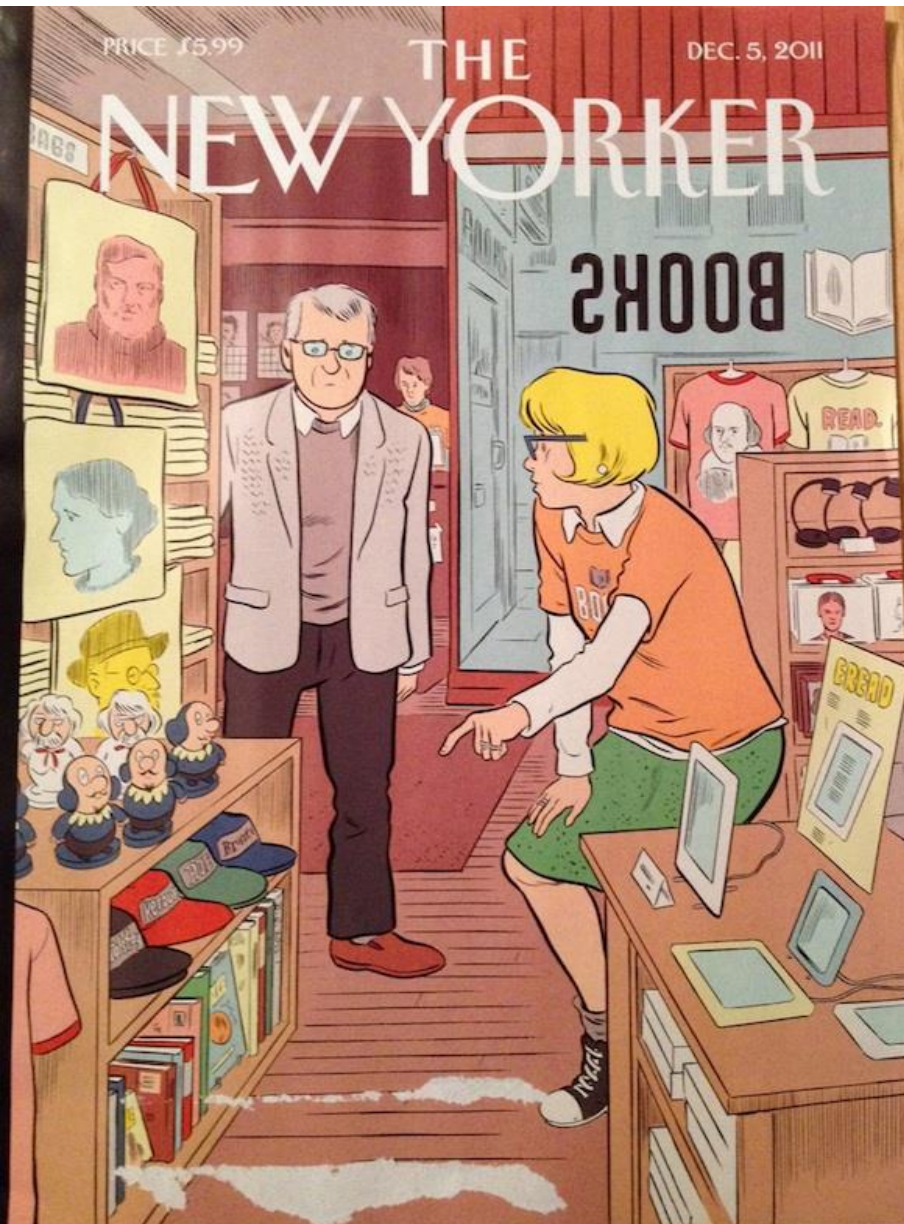
# Trends in Course Materials & Campus Stores

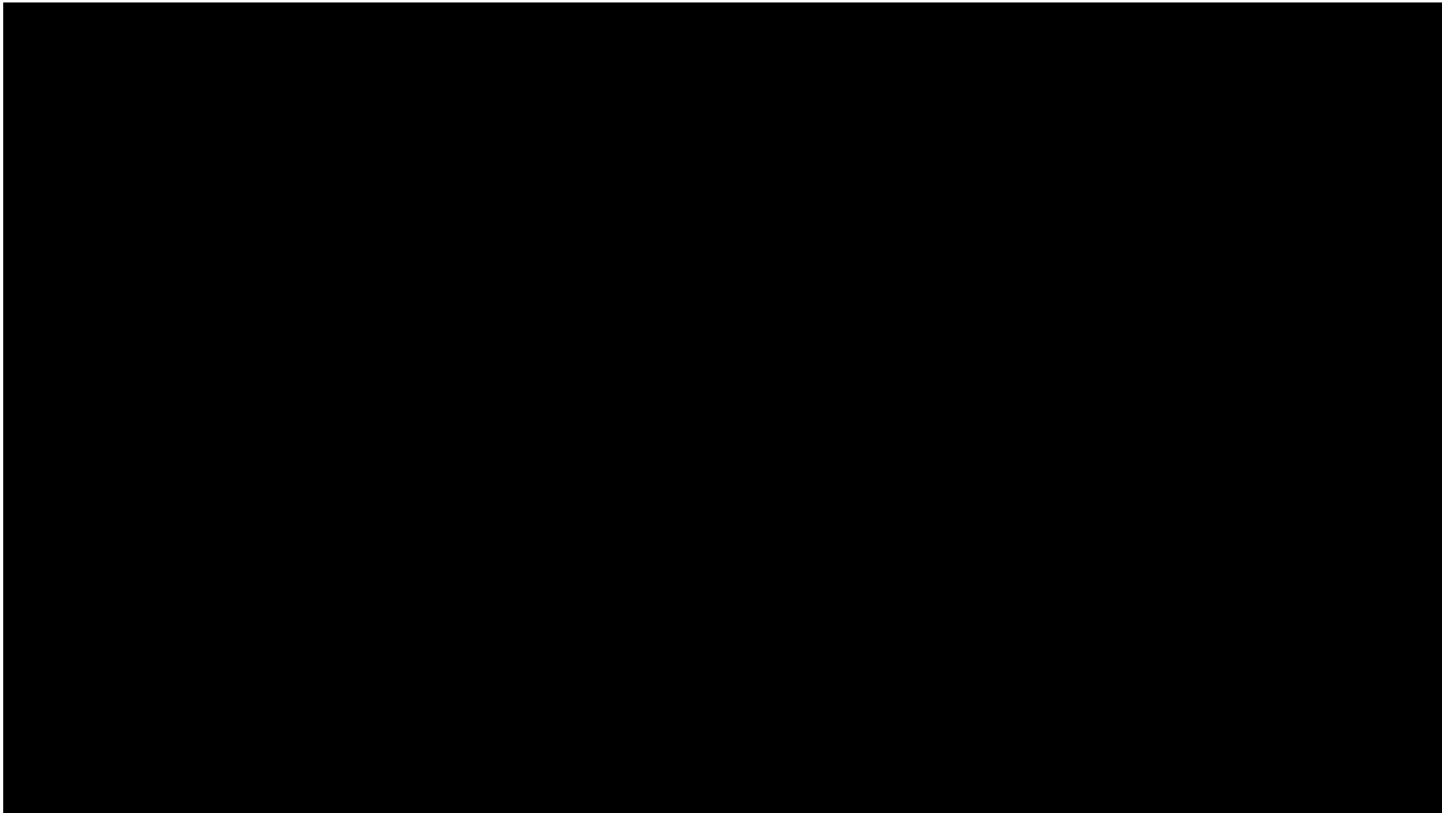
## Affordable Learning Georgia: The Future of the Textbook



December 11, 2014

# Trends in Course Materials





## Key Drivers for the Future of Course Materials

- Tablet & smartphone penetration



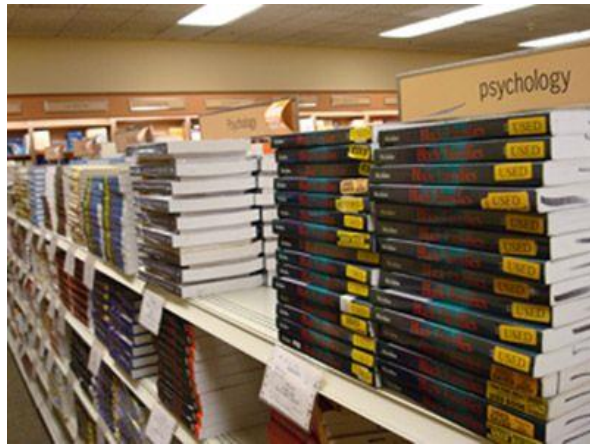
## Key Drivers for the Future of Course Materials

- Tablet & smartphone penetration
- True digital learning content



# 60.0%

Prefer a print textbook.



## Why Print?

71.0%

- Prefer reading a physical book, not on a screen

63.0%

- Ease of bookmarking / highlighting / taking notes

59.7%

- Ability to sell back

56.5%

- Prefer look / feel of print

52.5%

- Ability to keep at end of term

40.0%

- No device necessary

34.5%

- Ability to share/copy

## Perception vs. Reality

Market Perceptions

Reality



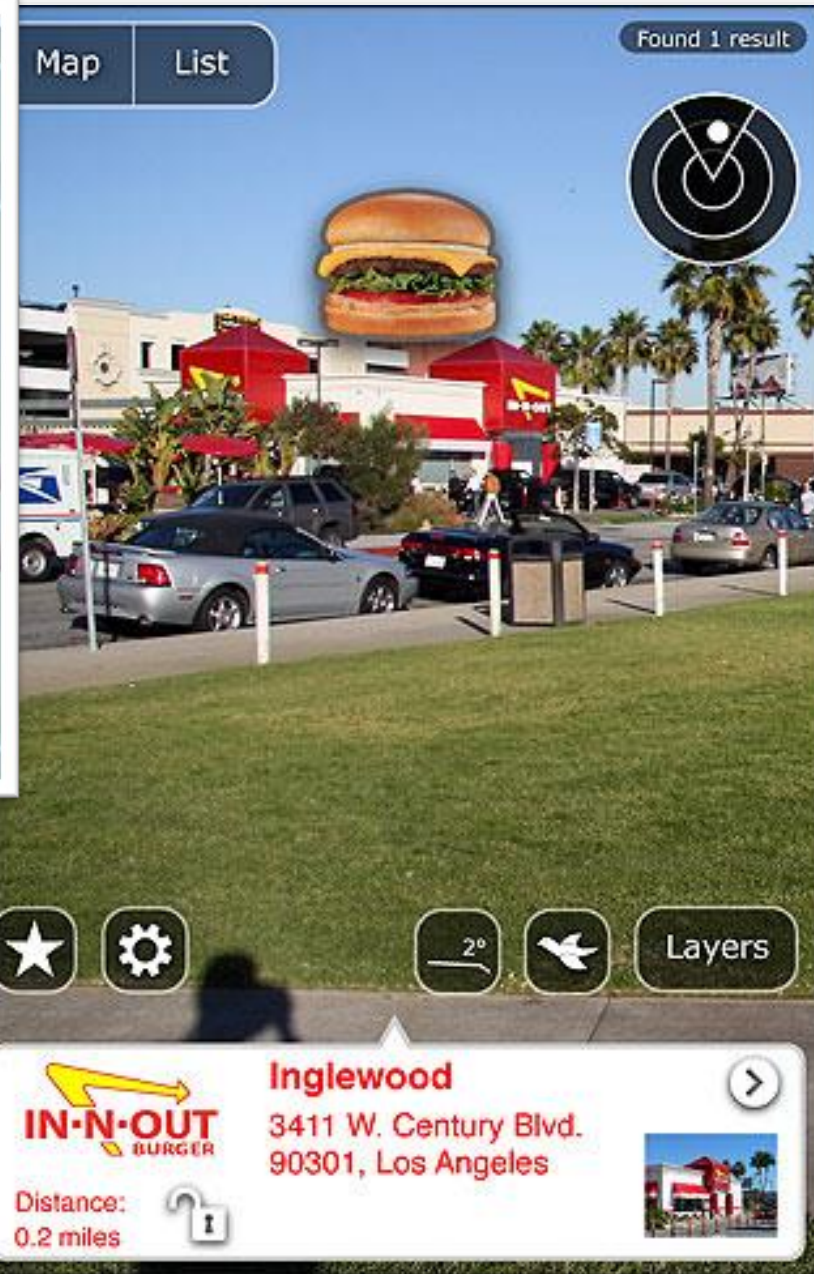
SHOPPEDorNOT.com

- Students continue to prefer physical textbooks
- Long term trends support role of physical textbooks

**Cannibalization by eCommerce /  
online competitors**

- Majority of students prefer transactions on-campus over online
- On-Campus bookstores are gaining market share due to the shift towards textbook rental

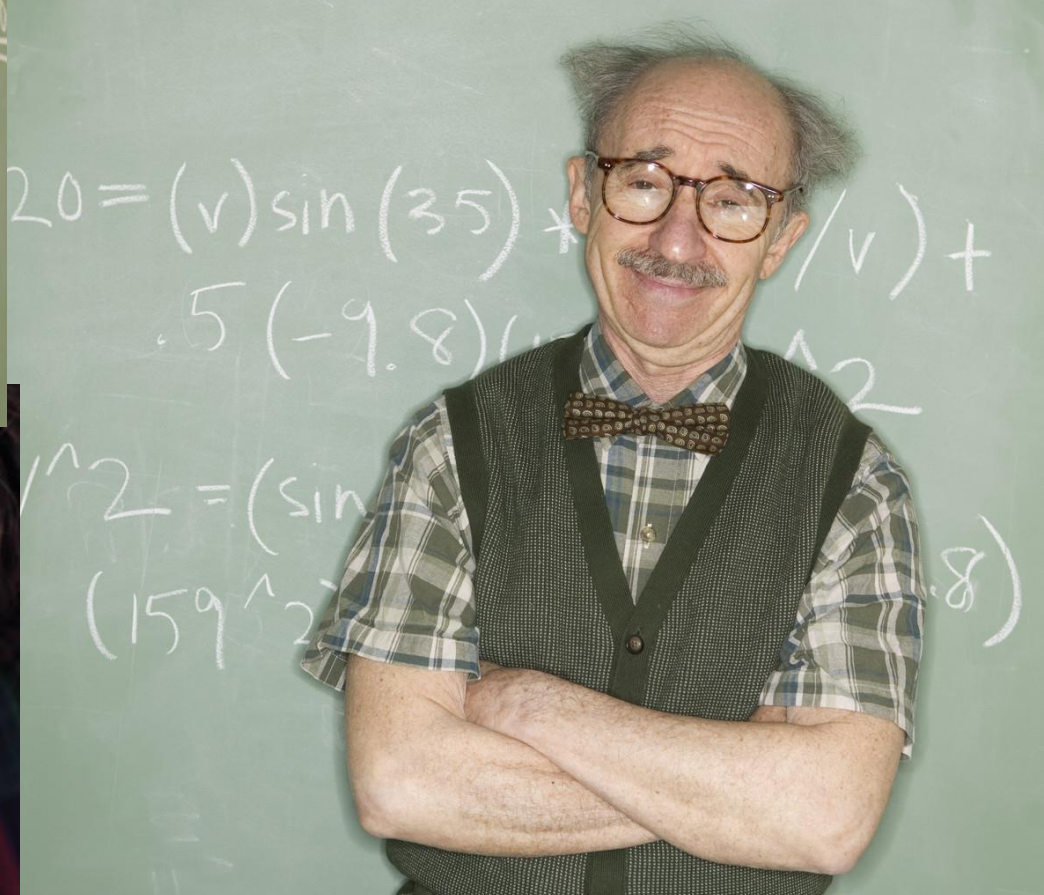
# Trends in Course Materials





## Key Drivers for the Future of Course Materials

- Digital penetration
- Content
- 
- 

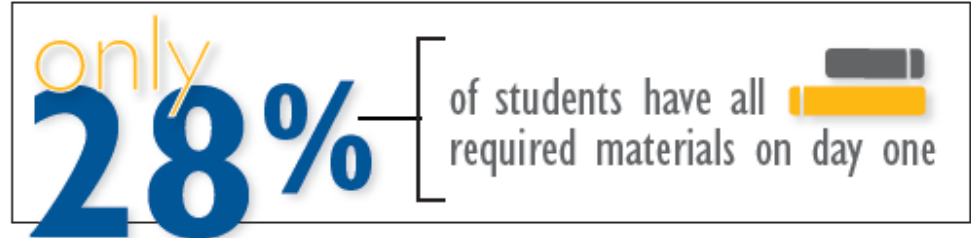
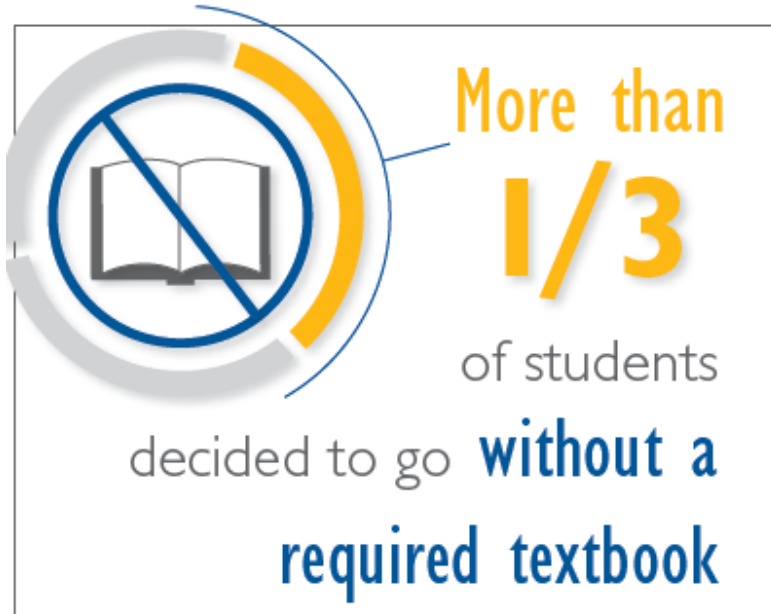


## Key Drivers for the Future of Course Materials

- Tablet & smartphone penetration
- True digital learning content
- Game-based learning & gesture-based computing
- Changes in teaching/learning
- Open educational resources
- Demand and expectations

## Implications

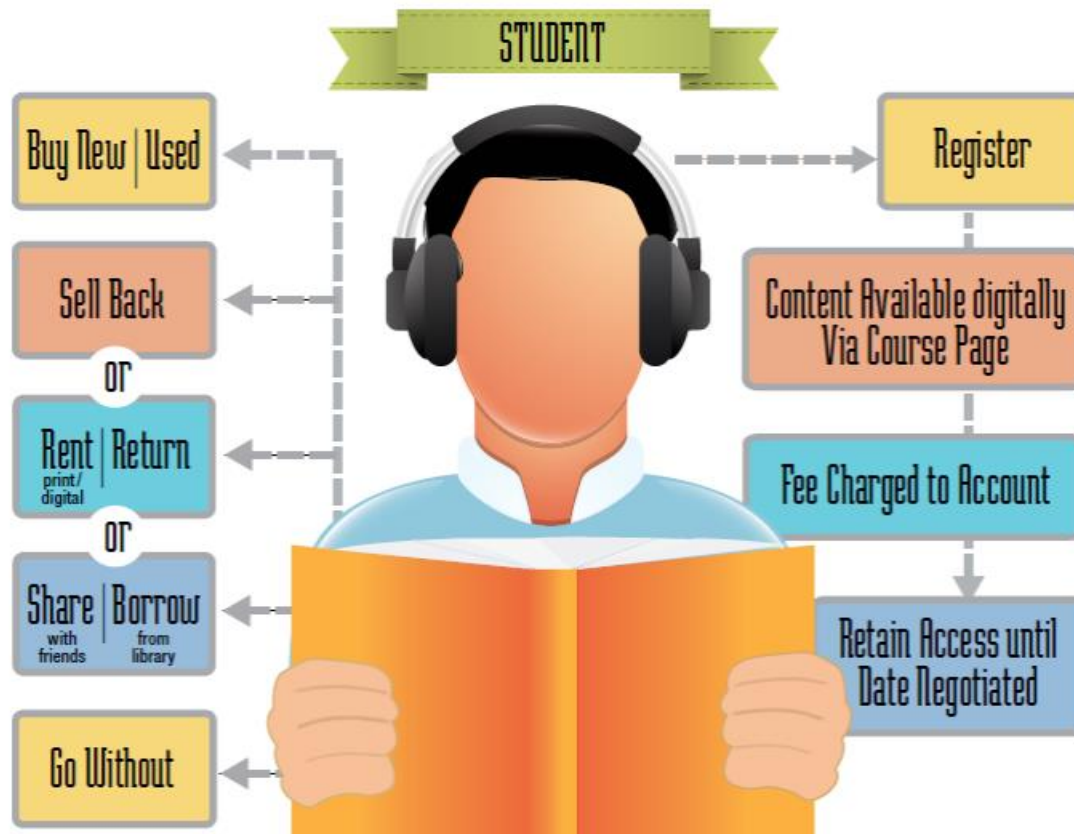
- Students will continue to demand high value, low priced materials
- Information will have to be portable, participation-based, and personalized;  
Wherever – Whenever
- The “business of course materials” and delivery must evolve



“Students without the text always seem **‘one step’** behind.”



# Bookstore Charge Model



## INCLUSIVE ACCESS PILOT

Get Ready To Go Digital!

Our Inclusive Access Pilot has two main drivers:

- 1 Reducing the cost of course materials for students.
- &
- 2 Improving educational outcomes for students.

### STUDENTS

20th Century Model

REGISTER FOR COURSE

BUY NEW/USED  
SELL BACK

OR

RENT & RETURN

SHARE/BORROW

OR

GO WITHOUT

21st Century Model

REGISTER FOR COURSE

ACCESS DIGITAL  
CONTENT

RETAIN ACCESS  
UNTIL COURSE END

We want all students to have everything they need to succeed, on the first day of class. Our inclusive access model gives students immediate digital access to all their course materials for up to 70% off the price of a new print textbook. In addition, students won't pay anything until the Add/Drop deadline; if they opt out by then, they won't be charged. If they decide to retain access, the fee will be conveniently charged to their student account.



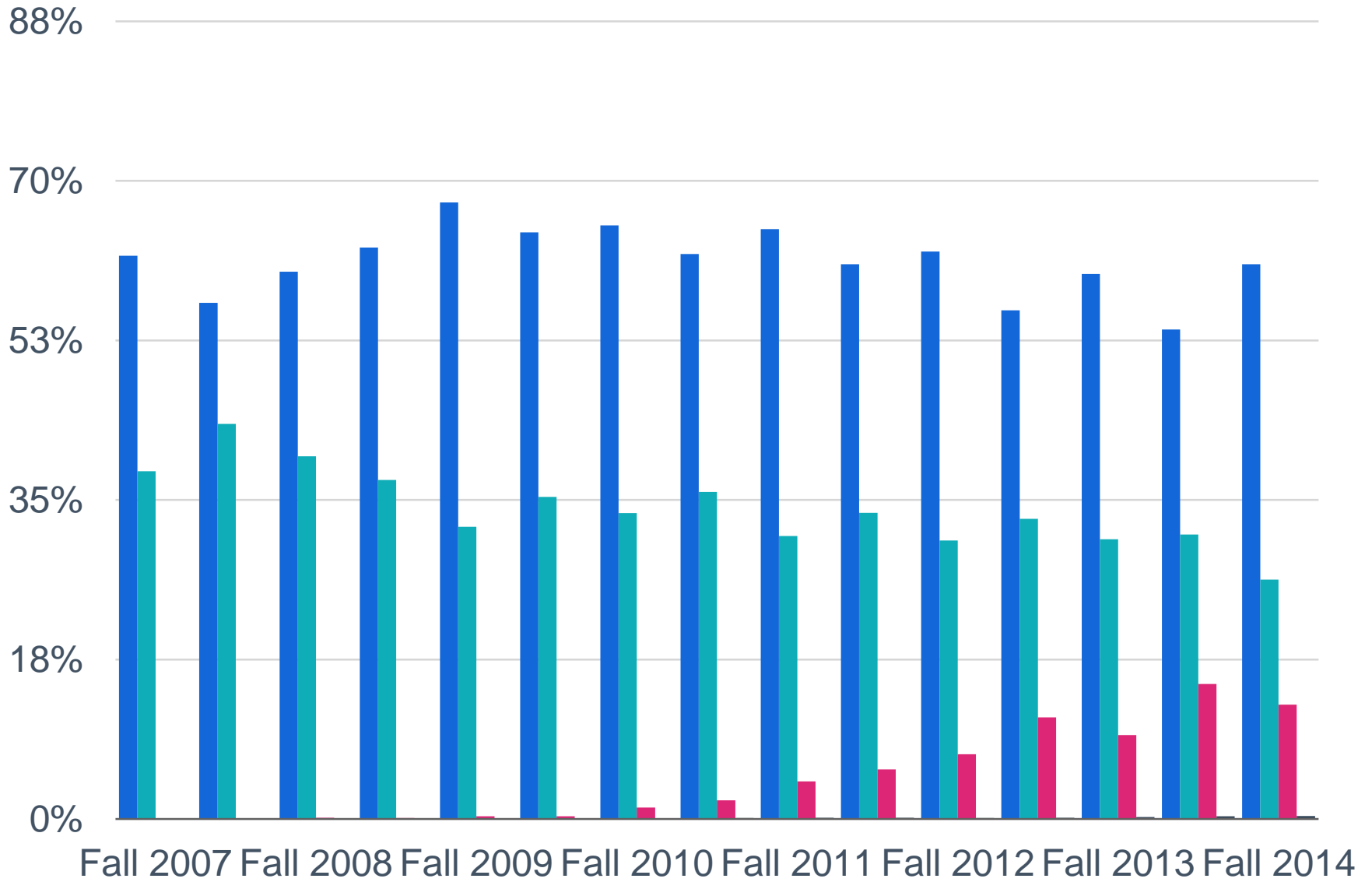
UC DAVIS STORES

## Making college more affordable

- Used books
- Book Buyback
- eBooks
- Textbook Rentals
- Wages for Student Workers
- New software, including a textbook price comparison tool



■ New    ■ Used    ■ Rental    ■ Digital





## Verba:

Holistic software suite designed to help offer students affordability and price transparency.

## Components:

- Collect
- Compete
- Compare

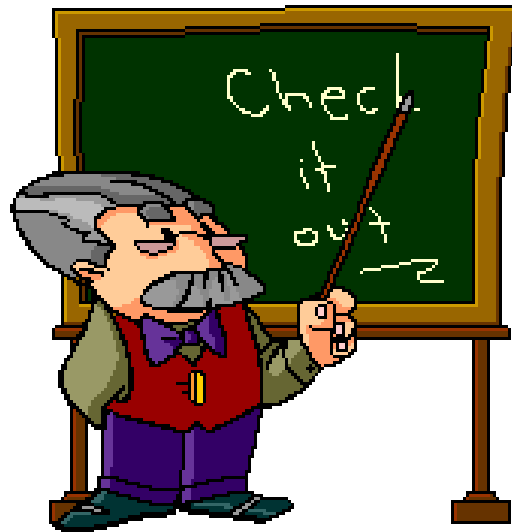
# Verba:

# The Compete Toolset

- STORES SAVE MONEY BY REDUCING COST of ACQUISITION
  - Tool#1 : Sourcing
  - Tool#2: Buyback
- STORES INCREASE SALES BY BEING COMPETITIVE
  - Tool#3: Dynamic Pricing
- STORES REDUCE RENTAL PRICES BY MAXIMIZING REBATES
  - Tool#4: Dynamic Rental Rebate

## **Collect:**

Helps faculty adopt course materials early and easily so the Loch Shop can begin to compete for low-priced books.



## Compete:

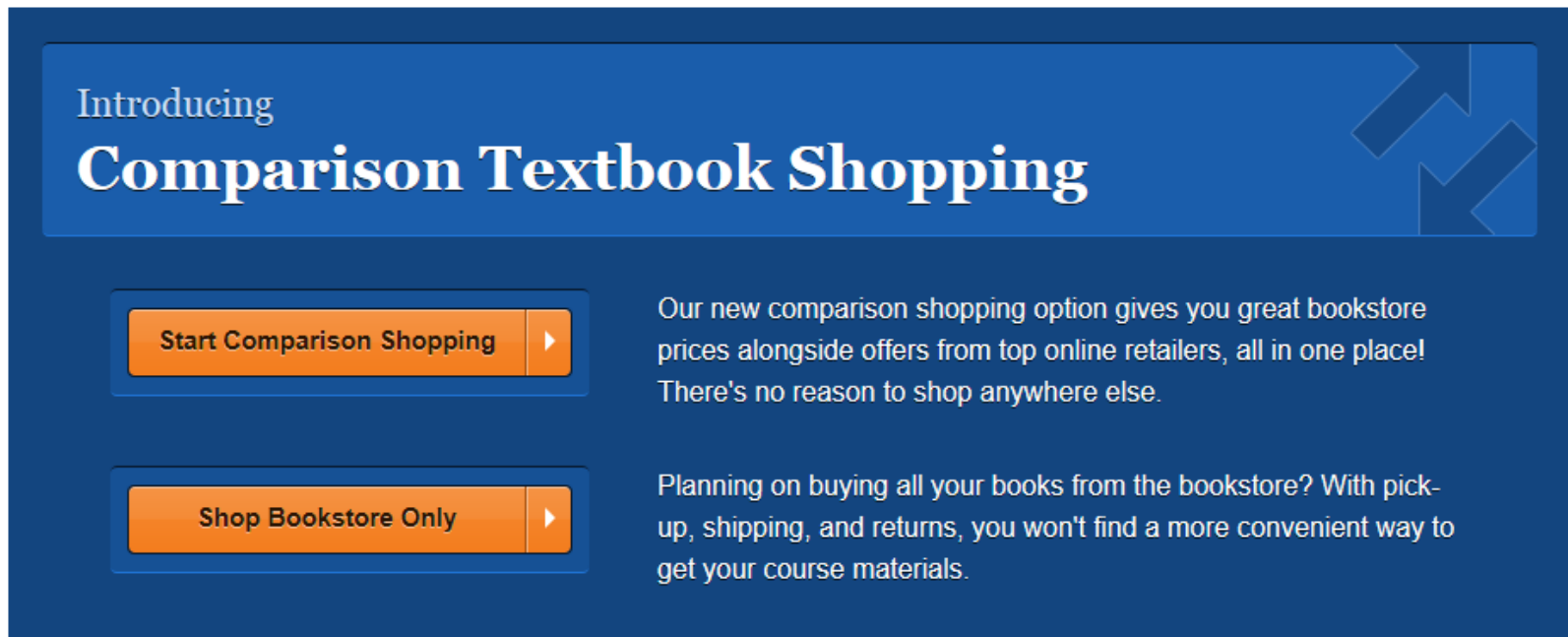
Helps the Loch Shop procure cheaper books, which results in cheaper books for students

- Students saved \$24k in Fall 2013



## Compare:

Offers price transparency by comparing our price to the prices of major online retailers.



The image shows a screenshot of a website banner with a dark blue background. At the top left, the word 'Introducing' is written in a light blue, sans-serif font. Below it, the main title 'Comparison Textbook Shopping' is displayed in a large, bold, white serif font. To the right of the title, there is a graphic of three overlapping blue arrows pointing towards the top right. Below the title, there are two orange buttons with white text and a white right-pointing arrow. The first button is labeled 'Start Comparison Shopping' and is followed by a short paragraph of white text: 'Our new comparison shopping option gives you great bookstore prices alongside offers from top online retailers, all in one place! There's no reason to shop anywhere else.' The second button is labeled 'Shop Bookstore Only' and is followed by another short paragraph of white text: 'Planning on buying all your books from the bookstore? With pick-up, shipping, and returns, you won't find a more convenient way to get your course materials.'

Introducing  
**Comparison Textbook Shopping**

[Start Comparison Shopping](#)


Our new comparison shopping option gives you great bookstore prices alongside offers from top online retailers, all in one place! There's no reason to shop anywhere else.

[Shop Bookstore Only](#)


Planning on buying all your books from the bookstore? With pick-up, shipping, and returns, you won't find a more convenient way to get your course materials.

# Verba Compare brings students back to the bookstore and offers students price transparency and *choice*.

**ENG 101 (111303 - STAFF,)**



Title: **Signs: A Grammar Handbook**  
 Author: **Smith**  
 ISBN: **9781598712506**  
 Status: **Required**




Title: **Writing Process**  
 Author: **Lannon**  
 ISBN: **9780205210091**  
 Status: **Pick One**

No image


Title: **EBOOK THE WRITING PROCESS**  
 Author: **Unknown author**  
 ISBN: **10409275**  
 Status: **Pick One**

**ENG 107 (111335 - STAFF,)**





Title: **Writing & Reporting News**  
 Author: **Rich**  
 ISBN: **9781111344443**  
 Status: **Required**

**ENG 200 (111431 - BERG S)**







**Writing & Reporting News**  
 Author **Rich**  
 ISBN: **9781111344443**  
 Status: **Required**

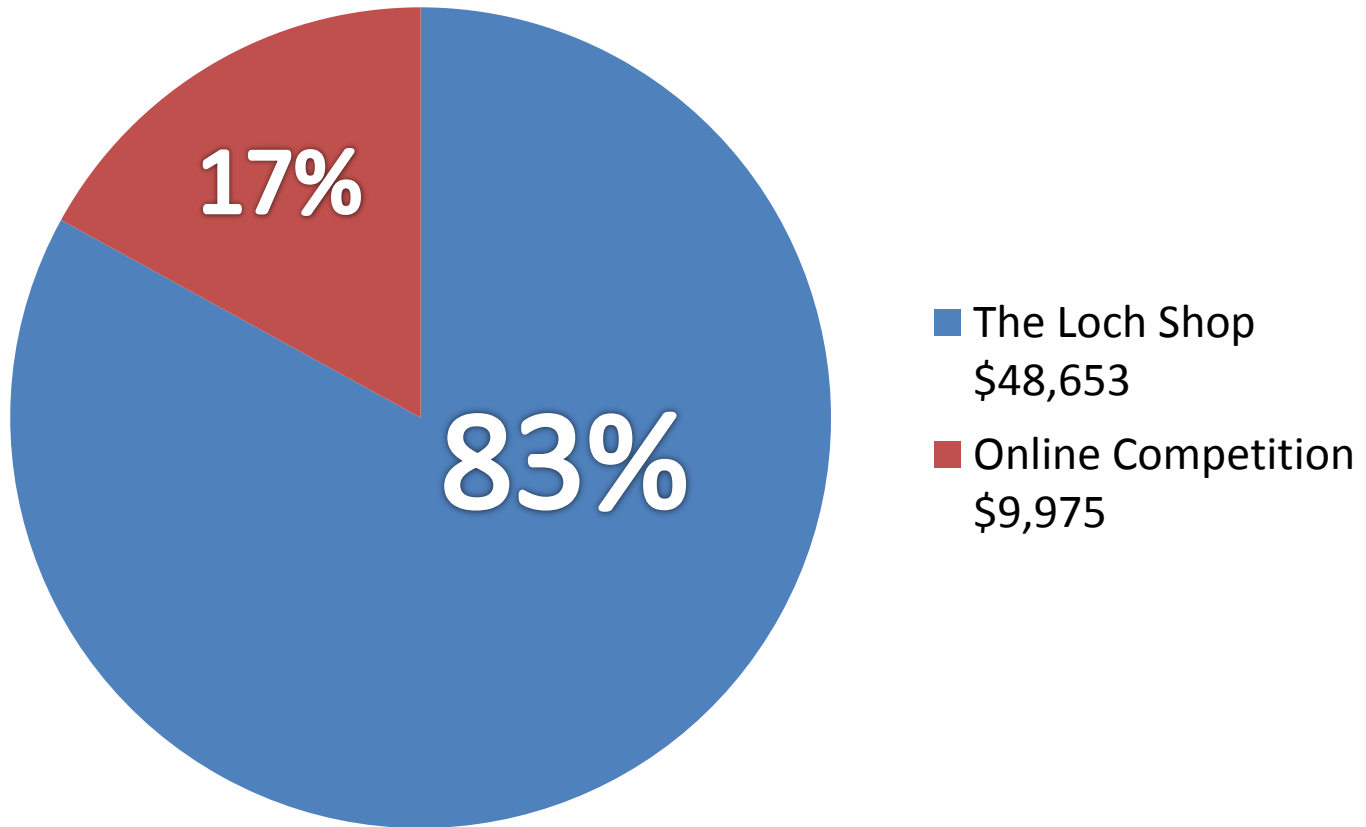
**From Bookstore**

	Price	Store	Condition	Comments
	\$87.00	Bookstore	Used	Out of Stock
	\$162.35	Bookstore	New	Out of Stock

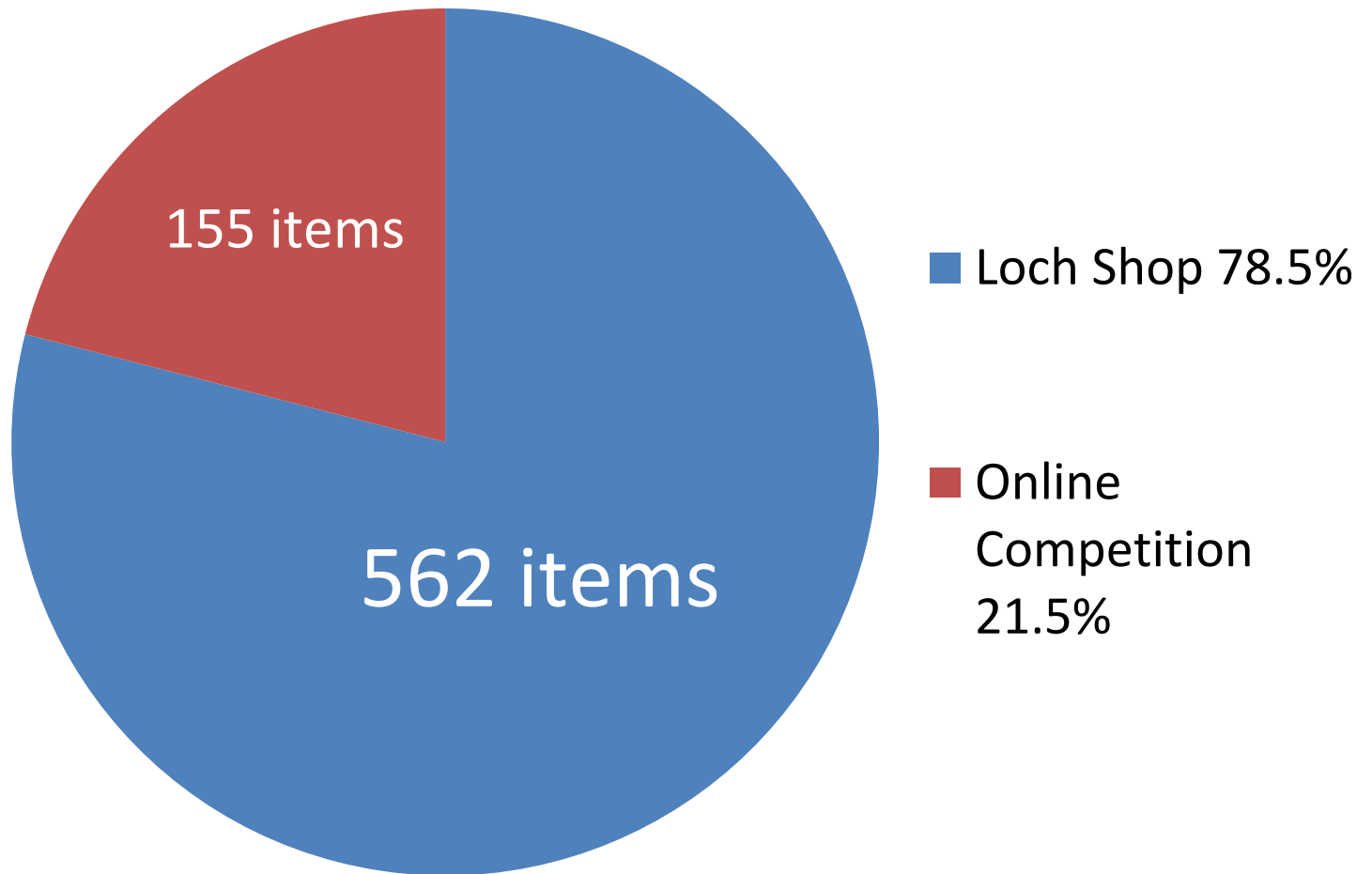
**From The Web**

	Price	Store	Condition	Comments	▼ Show Filters
	\$75.48	Half	Good	Arrives By December 17	<b>Add to Cart</b>
	\$84.12	Half	Acceptable	Arrives By December 17	<b>Add to Cart</b>
	\$84.58	Half	Good	Arrives By December 17	<b>Add to Cart</b>
	\$87.87	Half	Very Good	Arrives By December 17	<b>Add to Cart</b>

## Win Rate \$



## Win-Rate Items

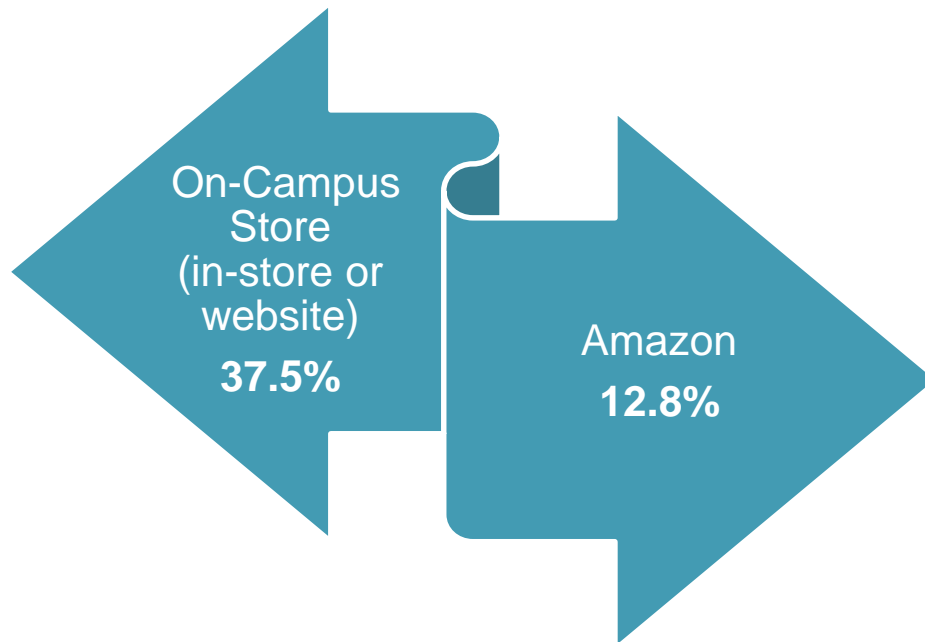




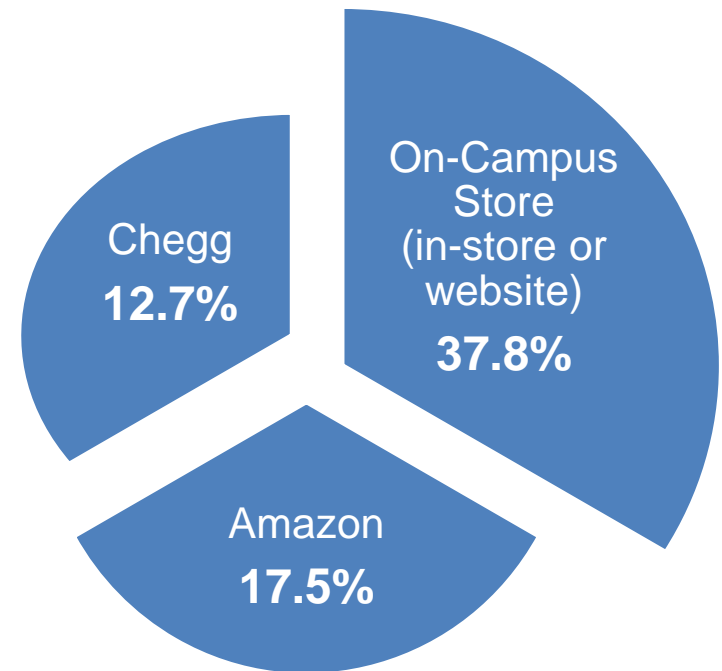
# The College Store is the Leading Source for Purchases and Rentals



% Students that Purchased Exclusively from ONE Retailer



% Students that Rented Exclusively from ONE Retailer



# Trends in Course Materials and Campus Stores

## Contact Information:

R. Todd Smith, CCR  
[toddsmith@clayton.edu](mailto:toddsmith@clayton.edu)  
678-466-4205



## SOURCES:

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NACS publications and blogs ([www.nacs.org](http://www.nacs.org))

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*EDUCAUSE Review* March/April 2012

*The Horizon Report* – 2011 & 2012 Editions (available at [www.nacs.org](http://www.nacs.org))

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Project Tomorrow ([www.tomorrow.org](http://www.tomorrow.org))

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Crux Report 2013 (Courtesy of Nebraska Book Co.)

Textbook Usage Chart, Courtesy of Cengage Learning