

# UAF BOOKSTORE

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## TEXTBOOK OPTIONS

*There are more course material choices than ever before, and the decisions you make have a tremendous impact on costs to students.*

### STANDALONE TEXTBOOKS



The traditional textbook can often provide the biggest savings to students because the book can be purchased and sold back multiple times throughout the life of the edition.

### TEXTBOOKS WITH PASS CODES AND BUNDLES (OR PACKAGES)



Bundles consist of a textbook with ancillary materials such as CDs, DVDs, pass codes, study guides or other items. The adoption of a bundle is typically the most cost-effective option when:

- The materials cannot be purchased separately; or,
- The purchase price of a bundle is lower than the cost of a used text and the separate purchase of the pass code and/or other components.

Bundles offer the best value to students when the content is integrated into the course and use of the ancillary materials is required by faculty.

### CUSTOM PUBLISHED PRODUCTS



Customized publications are versions of traditional course materials that are customized for a particular instructor or institution. Content can be reorganized and additional faculty-created content can be added.

The price is typically lower than traditional texts since students pay only for the content that is included and publishers can count on higher sales because of the uniqueness of the content.

When faculty is committed to using the custom publication for multiple terms, students can sell the book to the store, and the used book can be resold to future students. Customizing a text to a course can make it both more engaging and easier for the student to use. On the other hand, custom publications do not make sense when instructors are not involved in customizing the publication and when few pages are different than the original version.

### LOOSE-LEAF VERSIONS



Loose-leaf versions are sold at a lower retail price than traditional texts because they are unbound paper versions of the textbook. Although the student incurs less expense at the time of purchase, they also incur the cost of a binder, and most loose-leaf textbooks cannot be sold during buyback or purchased used. As a result, the total cost to students is often greater than the traditional text that is bought used and sold back.

### DIGITAL TEXTBOOKS (EBOOKS)



Digital textbooks, or eBooks, are digital versions of the printed textbook and could save students up to 60% off the cost of a new textbook. Some eBooks are simply a replica of the printed page, while others offer built-in study tools and multimedia features. For example, BryteWave™ Digital eReader allow students to search, highlight, take notes, and create custom study guides. InKling textbooks include study tools plus interactive quizzes, movies, 3D images and more. Many eBooks are accessible both on computers and mobile devices. Certain digital textbooks are available to rent. Follett offers faculty and students a wide variety of affordable digital learning solutions. If you find that your title is not available digitally be sure to talk with your textbook manager. We work closely with publishers and can often source and provide the digital content you require.

### RENT-A-TEXT TEXTBOOK RENTAL

Follett's Rent-A-Text program gives students the ability to save more on their textbooks—without compromising your ability to choose what works best in your classroom.



Follett has developed a national database of rentable titles, which we refer to as "The List."

We've applied our expertise to the title assortment, taking into account textbook usage across the hundreds of bookstores we operate. The List is dynamic; titles are added or removed as needs and usage change. With thousands of titles across a wide-range of disciplines, adopting a rentable textbook is a great option to help lower student education costs. Our program was built with faculty freedom in mind—allowing you to request any title to be added to Rent-A-Text at your specific campus with a simple multiple-term commitment. For more information about making your titles rentable, contact your textbook manager.



Nearly **1 in 5** students have skipped or deferred a class because of course material costs

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## TEXTBOOK ADOPTION

*Sending us your selections early ensures that we can pay students more money during buyback and charge lower prices during the back to school seasons.*

### TIMING IS EVERYTHING!



Providing your textbook requests by the bookstore due date benefits our students in so many ways:

- More used books are available for students to purchase, from on-campus student book buyback and the national wholesale markets.
- Our bookstore managers have sufficient time to understand, research, and acquire the exact materials that you have requested and to communicate with you if there are issues acquiring them.
- Students finishing a course receive the best possible price during buyback.
- The total student cost is reduced when students are able to sell books to the store during buyback and purchase used copies for their upcoming courses.



**ADOPTIONS DUE:  
MARCH 20, 2015  
BOOK BUYBACK STARTS:  
MAY 4, 2015**

**Your textbook adoption information is inexorably linked to how much students receive for their books at buyback. To offer students the best possible price for their books, we need to know that they will be used again next term.**

**Last spring 90% of adoptions were complete before the start of book buyback.**

### ENSURING TEXTBOOK VALUE:



Here are additional steps that you can take to ensure that students get the most value out of their textbooks.

Adopt what you'll use...and use what you adopt. When adopted books are not utilized:

- Students incur unnecessary expense and feel frustrated at having to spend money on materials they haven't used. Even if they were "free" from the publisher, students believe not including them would have lowered the cost.
- Students may be less inclined to purchase materials for future classes.

Educate your students on the value that course materials bring to their education and demonstrate how to get the most from their textbooks.

Consider using a specific text and edition for a number of years so that books can be bought back and resold.

As you make adoption decisions ask your publisher sales representative:

- What is the total cost of various format options? (Standalone text versus bundle.)
- Are those student costs or bookstore costs?
- Are the ancillary materials available for the bookstore to purchase separately or only directly from the publisher?
- When is the next edition expected to be released?
- Are there substantial differences between the old and the new editions, and what are those differences?

