

Textbook Rental Programs

Why Now?

- SSC's decision: 2007
- Legislative Attention:
HB 2103 Section 3241.1 of Title 70
AND
Higher Education Act: 2008
- 2009 Grant Opportunity: FIPSE
Special Focus Competition – College
Course Materials Rental Initiative

Rental Programs Nationwide

Out of the 4,314 institutions of higher education in the United States approximately 1,500 college stores have rental programs for the Fall 2010

SSC Campus Background

- 5,263 students (annual headcount)
- 1,707 students (annual FTE)
- Institutionally Operated Bookstore
- \$1.3M Annual Bookstore Sales Volume
- 160+ course titles available
- New/Used/Digital/Rental offerings

Why a Rental Program?

- Upfront savings (65-75%) to STUDENTS
- Guaranteed availability and retail buyback
- Campus and students see the bookstore as actively seeking solutions regarding textbook prices
- College textbooks have always constituted a significant part of higher education costs

Type of Rental Program

- **Title-Based Programs:**

Student pays when they select the book at the bookstore

- **Fee-Based Programs**

Student pays for program at time of registration (i.e.; per credit hour or per semester)

Create Advisory Committee

- Faculty, Staff, and Students
- Discuss design/function
- Outline Procedures
/Guidelines
- Develop Faculty & Student
Agreements

What Decides a Rental Book?

- Benefit most students possible
- Provide greatest savings possible
- Courses taught every semester (both Fall and Spring)
- New editions
- Core Courses in gen ed or major

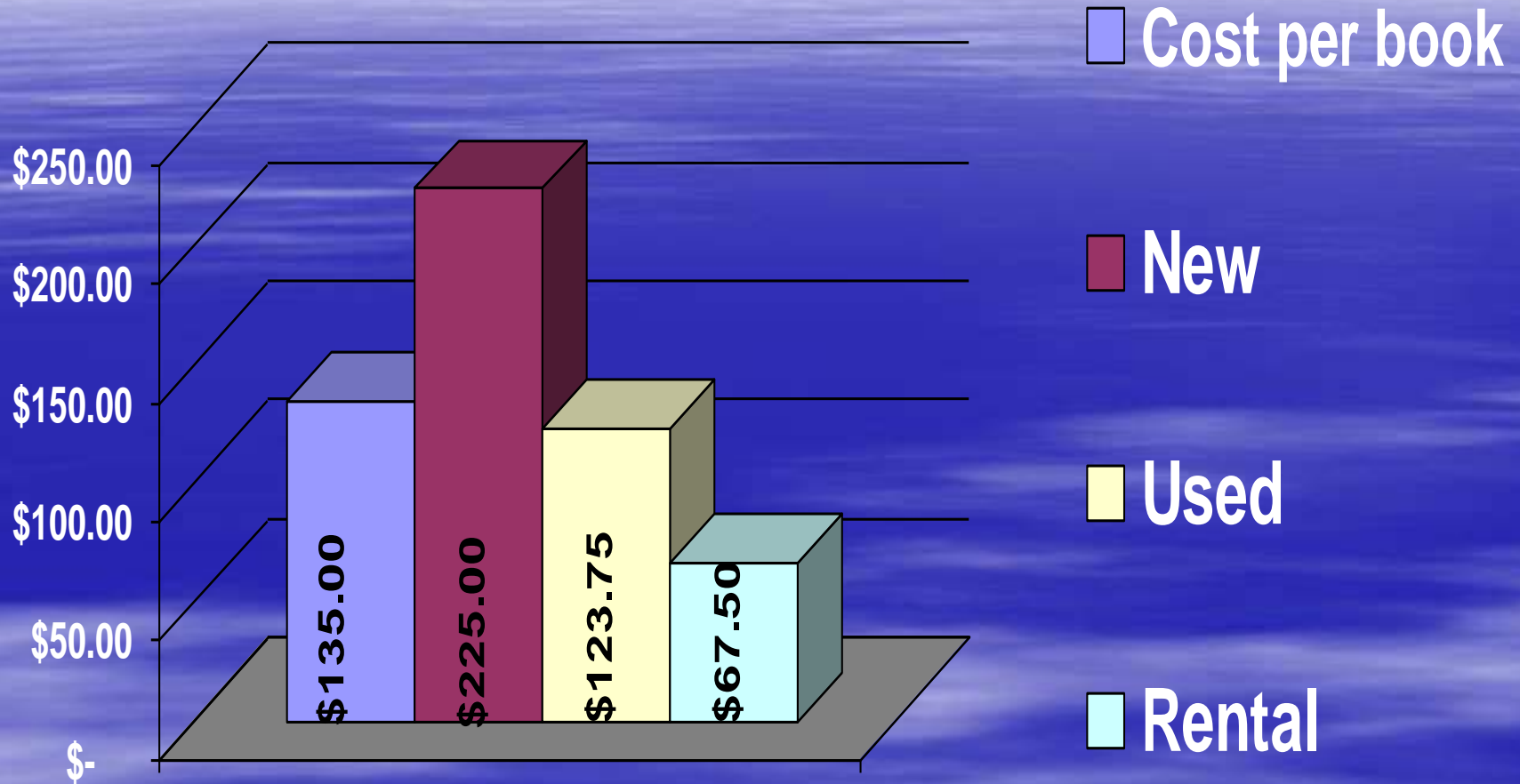
Price Structure

- Cumulative rental income covers total cost of book
- Rental fee averages 30-35% of the retail price of a new book
- Summer / Winter intersession provide additional income
- Rental is the lowest net price option for students, only behind scholarships

Textbook Price Comparison

	Cost per book	New	Used	Rental
BIOL 1114	96.25	160.49	80.70	48.00
HIST 1483	52.00	86.69	42.19	25.99
HIST 1493	52.00	86.69	42.19	25.99
HPER 1012	93.50	155.85	85.75	46.79
MATH 0103	107.00	178.35	95.35	53.50
PSY 1113	83.45	139.09	74.25	41.79
SPCH 1143	79.00	131.69	72.45	39.50

Sample Textbook Costs



**BA 1123: Introduction to
Business**

Two Year Adoption

- A minimum of a two-year commitment is needed to recoup the expense of this program for each textbook
- Faculty Agreement for each rental textbook for a minimum of four and maximum of six semesters

Kick Off

- **Spring 2010**

- 7 titles offered

- 674 rented (of 1104 total purchased new/used/rental)

- 57.16% rental rate of all textbooks (purchased new/used/rental)

- \$32K income generated and to be reinvested in rental program

- 84.47% returned

Is a Program Right for You?

- Are students demanding lower prices?
- Is market-share being lost?
- Is there capital available to invest in rental?
- Are there titles that can be rented?
- Is there interest from the faculty?

Rental Facts

- Takes time/effort to secure titles
- Additional shelf, display, & storage space is needed
- Average wait time at register will increase
- Additional staffing is needed to process returns at end of term

Recommendations

- Manual system is not recommended
- Capture customer information in data sequence (documentation)
- Work with campus to obtain student information
- Have a way to “encourage” return of delinquent books
- **Start small**

Questions

