

# PCAS Textbook Subcommittee

## Thursday, November 20, 2014

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### Meeting Agenda

1. Melanie Sparks presentation on UNM Bookstore

### Attendees

1. Glenna Doctor
2. Melanie Sparks
3. Scott Hughes
4. Carrie Mitchell (Int Bookstore Director)
5. Sonia Rankin
6. Delia Brennan
7. Moira Gerety
8. Diane Marshall

### Minutes

A summary of discussions and decisions follows.

#### Melanie Sparks Presentation, Part 1

1. See website for Presentation to PCAS UNM Bookstore
2. Kevin asked: increase in number of faculty members creating their own course materials: The bookstore is seeing more custom pieces; Jonathan would also be a good person to ask this question
3. Melanie showed a screenshot of the price comparison tool offered by the bookstore
4. Adoption means backorder from faculty
5. Buyback depends on information provided by faculty
6. UNM bookstore is responsible for UNM west
7. Other (under course materials) is commissions on buybacks and eBooks
8. "Other Revenues" is clothing, gifts, supplies, technology...
9. Not I&G funded
10. Bookstore pays debt services, custodial (considered an auxiliary)

#### Melanie Sparks Presentation, Part 2- Student Watch PowerPoint

1. 20 campuses participated
2. Spring spending is less than fall spending
3. Students prefer print materials and print with digital access codes
4. Most students purchase from campus store (Amazon is close second)
5. Digital access codes were considered "very" useful when purchased and used

6. Acquisitions are the same as adoptions
7. Rentals are increasing
8. The majority consider course materials as being important/useful
9. Perceived underutilization is primary reason for not acquiring course materials
10. Class notes are most commonly used instead of textbooks
11. Purchasing a textbook is perceived as the cheapest option in the long run
12. Sonia uses an app called iAnnotate to add notes to a PDF (highlight, underline, add notes)
13. Copia
14. Average a student is willing to pay for a single textbook was \$167
15. 9% of students in data changed a course because of cost of course materials