

MARSHALL UNIVERSITY BOARD OF GOVERNORS

Policy No. AA-17

UNIVERSITY TEXTBOOKS

1 General Information.

- 1.1 Scope: Academic policy regarding the adoption and purchase of course textbooks so as to minimize the cost of textbooks for Marshall University students.
- 1.2 Authority: W. Va. Code §18B-1-6
- 1.3 Passage Date: December 9, 2010
- 1.4 Effective Date: Upon passage
- 1.5 History: This policy is a re-write of the original Policy No. AA-17 (effective March 8, 2006), which was based on Faculty senate resolution SR 93-94-106 (ASCR).

2 West Virginia Code Mandates.

- 2.1 An employee of the Marshall University Governing Board (the "Board"):
 - 2.1.1 May not:
 - 2.1.1.1 Receive a payment, loan, subscription, advance, deposit of money, service, benefit or thing of value, present or promised, as an inducement for requiring students to purchase a specific textbook for coursework or instruction; or
 - 2.1.1.2 Require for any course a textbook that includes his or her own writing or work if the textbook incorporates either detachable worksheets or workbook-style pages intended to be written on or removed from the textbook. This provision does not prohibit an employee from requiring as a supplement to a textbook any workbook or similar material which is published independently from the textbook; and
 - 2.1.2 May receive:
 - 2.1.2.1 Sample copies, instructor's copies and instructional material which are not to be sold; and
 - 2.1.2.2 Royalties or other compensation from sales of textbooks that include the employee's own writing or work.
- 2.2 The University shall:
 - 2.2.1 Make available to students a listing of textbooks required or assigned for any course offered at the University immediately after the selection process is completed and the textbook and course materials are designated for order by the bookstore. The listing shall be prominently posted:
 - 2.2.1.1 In a central location on campus communicated to the student body;
 - 2.2.1.2 In every campus bookstore; and
 - 2.2.1.3 On the institution's website.

- 2.2.2 The list shall include for each textbook the International Standard Book Number (ISBN), the edition number and any other relevant information.
- 2.2.3 Add a book to the listing when the adoption process is complete and the textbook is designated for order by the bookstore.
- 2.3 The Marshall University Bookstore (the “Bookstore”) shall:
 - 2.3.1 Provide publisher price information, on request to departments during the textbook/material selection process.
 - 2.3.2 Make every effort to provide used textbooks by:
 - 2.3.2.1 Purchasing up to 90% of the number of textbooks expected to be required for the subsequent semester, based on the historical usage list.
 - 2.3.2.2 Purchasing all used textbooks from students at 50% of purchase price (not to exceed historical usage), if on usage list for subsequent semester; wholesale buyer's guide price shall be paid if text will not be in use.
 - 2.3.2.3 Purchasing used textbooks from national book suppliers prior to ordering new textbooks.
 - 2.3.2.4 Purchasing paperback books; initial adoption of textbooks will give preference to paperback books if available.
 - 2.3.2.5 Set margins on new books at reasonable market level, based on the University’s existing bookstore contract.
- 2.4 Each academic year, the provost of the University shall
 - 2.4.1 Determine, for each semester, deadline dates for which faculty are to be assigned to course sections and textbooks and course materials are to be selected.
 - 2.4.1.1 For those deadlines not met, the provost shall have a mechanism in place reasonably calculated to ensure that used textbooks, if available, can be located and purchased by the time of enrollment each semester, to the maximum extent practicable.
 - 2.4.1.2 This mechanism should include, but is not limited to; such measures as default selection of certain textbooks, continuing to use the previous textbook, or having a chair or dean select the textbook. Any such textbook default selection must be strictly enforced and faculty are not allowed to change the selection.
 - 2.4.2 Enforce book “adoption” dates for each semester, as prepared by the Bookstore, with a goal of having 80% of all class sections utilizing textbooks having such textbooks selected by faculty (or by the mechanism described in 2.4.1.2) and submitted to the Bookstore by the stated adoption date
 - 2.4.3 With the recommendation of the Textbook Affordability Committee described in section 4, develop a selection procedure that will ensure, to the maximum percent practicable, certain basic textbooks will be utilized for a reasonable number of consecutive years without new editions begin adopted, or selection of basic textbooks where earlier editions are easily and appropriately utilized in the courses. The selection procedure shall be in place by April 15, 2011.
 - 2.4.4 By November 1 of each year, report to the Chancellor of the Commission, for the prior fiscal year, the deadlines established for faculty to be assigned to courses; the deadlines for textbooks and course materials to be selected; the percentages of those deadlines met; and the

dates the listing of assigned textbooks and course materials were posted pursuant to the requirements of Section 2.2.1 of this policy.

3 Federal Mandates.

- 3.1 Textbook publishers soliciting any employee of the Board to select textbooks or supplemental course material shall provide that employee, in writing:
 - 3.1.1 The price of the textbook and supplemental course materials;
 - 3.1.2 The copyright dates of the three previous editions, if any;
 - 3.1.3 A description of substantial content revisions from the previous editions;
 - 3.1.4 Whether the textbook is available in other lower cost format and, if so, the price to the institution and the general public;
 - 3.1.5 The price of the textbooks unbundled from the supplemental material; and
 - 3.1.6 The same information, to the extent practicable, for custom textbooks.
- 3.2 No employee of the Board shall select or assign a textbook or supplemental course materials if the publisher has not supplied the information, in writing, required by Section 3.1 of this policy.
- 3.3 The University shall provide on its electronic course schedule, prior to course enrollment each semester for all required or recommended textbooks and supplemental material:
 - 3.3.1 The ISBN number and retail price, or if the ISBN number is not available then the author, title, publisher and copyright date.
 - 3.3.2 If such disclosure is not practicable, then the designation "To Be Determined."
 - 3.3.3 A reference shall be made on any written course schedule to the information available on the electronic course schedule accessible through the institutional website and the internet address for the electronic course schedule.
- 3.4 The University will include on its website or through a link to its bookstore's website and electronic course schedule any of its policies or provisions for:
 - 3.4.1 Rental of textbooks;
 - 3.4.2 The purchase of used textbooks;
 - 3.4.3 The textbook repurchase or buy backs; and
 - 3.4.4 Alternative content delivery programs.
- 3.5 The University will amend this and/or other policies to comply with any future federal mandates.

4 Textbook Affordability Committee

- 4.1 The University shall establish a permanent Textbook Affordability Committee consisting of faculty, students, administrators and bookstore representatives which shall meet periodically, but at least annually, to advise the faculty senate, student government, administration, and institutional board of governors on affordability issues and initiatives, textbook selection guidelines and strategies, and educational opportunities.
- 4.2 The Board shall annually meet with the Textbook Affordability Committee to receive any recommendations or reports it may have generated and copies of any such recommendations and reports shall be transmitted to the Chancellor of the Commission.

5 Guidelines.

- 5.1 Faculty will select appropriate, high quality course materials for class sections in a manner that gives students timely access to the most affordable materials.
- 5.2 At the earliest practicable Board meeting after April 15, 2011, the Textbook Affordability Committee shall recommend to the Board for adoption a set of practices and procedures to effectuate the overarching theme in Section 5.1. These practices and procedures shall be considered guidelines for the University and faculty in the “timely” selection of “high quality” and “affordable” textbooks and supplementary course materials. The committee is encouraged to consider:
 - 5.2.1 Requiring faculty to consider more than one textbook publisher and compare prices for textbooks and course materials;
 - 5.2.2 Requiring that all new textbook selections submitted to the appropriate dean or chair for approval be accompanied by a simple form for the faculty member to state whether or not the written information required from the publisher pursuant to Section 4.1.1 of this rule, if requested, was provided;
 - 5.2.3 Discouraging selection of textbooks in which less than 50 percent of the content will be used in the course unless the same textbook will be utilized by the student in other courses;
 - 5.2.4 Encouraging selection of textbooks that have low cost alternative editions available;
 - 5.2.5 Encouraging selection of textbooks it is believed will not be revised by the publisher in the near future;
 - 5.2.6 Utilizing consortiums which make available open source textbooks or course materials to faculty and students free or at low cost;
 - 5.2.7 Directing an examination of the feasibility of operating a textbook rental program;
 - 5.2.8 Providing that the institution shall conduct training for all faculty, at the time of hire and periodically thereafter, on textbook selection and strategies that guarantee high quality course materials at the most affordable cost;
 - 5.2.9 Providing that at least one administrator at the institution shall be designated as a liaison with textbook publishers, to be responsible for dissemination of relevant information to the faculty on textbook strategies and education and training opportunities regarding textbook selection, and to enforce the policies the governing board adopts.
 - 5.2.10 Providing that the institution, to the maximum extent practicable, consider placing a copy of required textbooks on reserve in the institutional or departmental library;
 - 5.2.11 Addressing the issue of providing financial aid to students prior to the start of classes that will allow them to purchase course materials;
 - 5.2.12 Addressing the institution's commitment to utilizing various 21st Century technology innovations for the provision of textbooks and course materials, such as electronic textbooks, online textbooks, print-on-demand services, open source materials, and institution produced textbooks; and
 - 5.2.13 Requiring faculty to calculate and consider the total textbook/materials cost for a student to enroll and be successful in a class whenever textbook selections are submitted.
 - 5.2.14 Periodically updating this policy to address emerging technologies or new strategies which address textbook affordability.

5.3 Until such time as the committee has recommended and the Board has formally adopted Guidelines, the practices described in items 5.2.1 through 5.2.14 shall be considered the Board's guidelines. Faculty are encouraged to utilize each of these when selecting textbooks and course materials.

6 Revenues.

6.1 All revenue the University receives from any private entity for bookstore operations is to be utilized for non-athletic scholarships.