

TEXT BOOK AFFO RDAB ILITY

OER and Automatic Textbook Billing Discussion

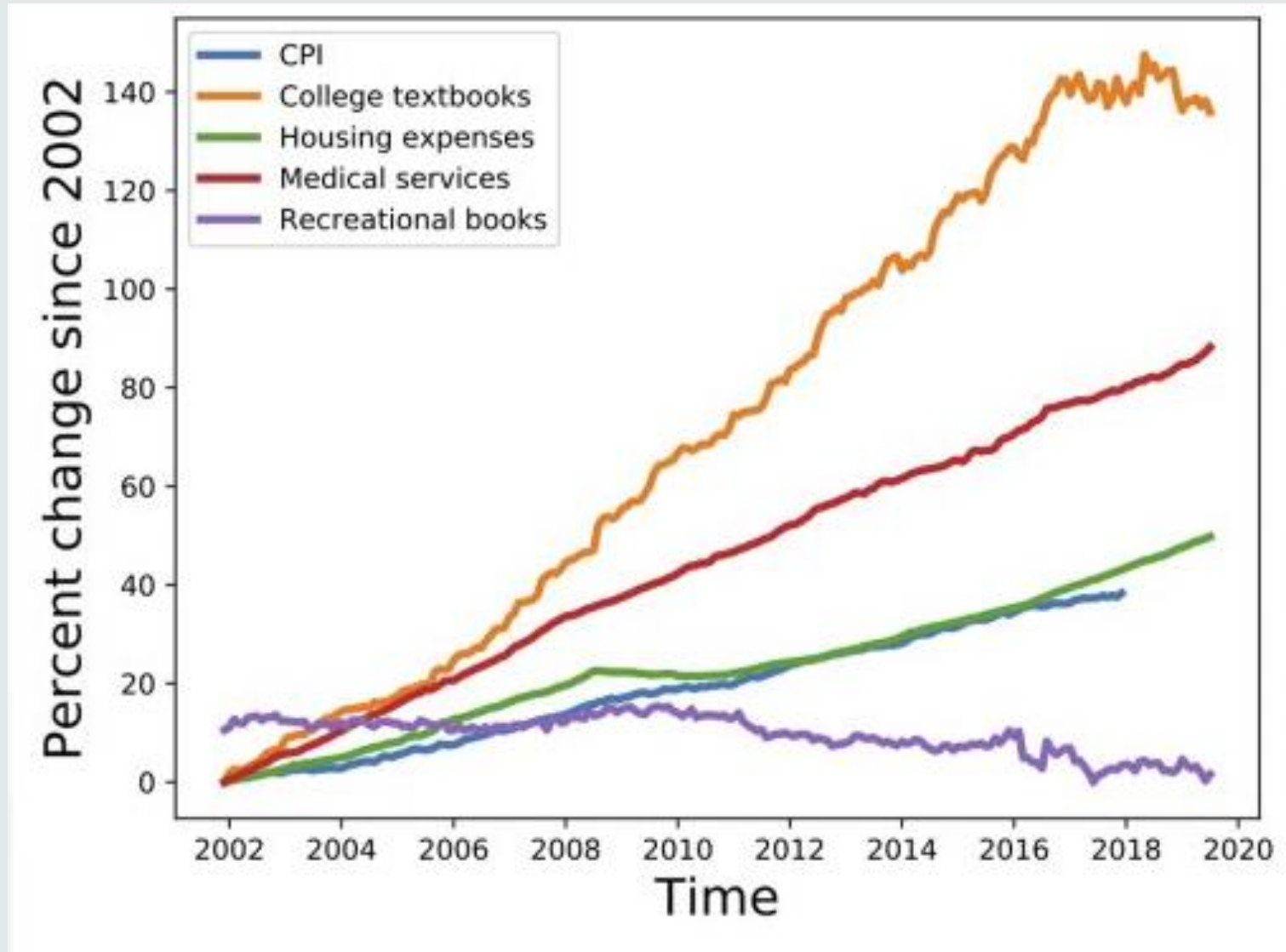
Faculty Senate Ops Meeting 1/21/25

Presenter: Jennifer Jordan

AGENDA

- Learn about OER @ UNM –creators making materials, students affected, grant, consortium
- UNM Textbook Research
- Equitable Access—Automatic Flat-Rate Textbook Billing Fundamentals
- Automatic, Flat-Rate Textbook Billing Research

TEXTBOOK AFFORDABILITY AND RISING COSTS



SHARED STUDENT SUCCESS GOALS

At *UNM many departments including administration, the library, faculty, and bookstore are actively working toward

- Student success
- Lowered attrition
- Increased access to learning



*UNM logos are traditionally copyrighted

ONE SOLUTION: OER @ UNM

- Provost commissioned initiative in 2022
- OER in UNM 2040
- \$2.125 million grant to create NMOER Consortium
 - CNM and Santa Fe Community College are partners
 - UNM Press is participating
- Students impacted
 - 2024-2025 7,788
 - 2024-2027 30,540
- Student Savings
 - 2024-2025 \$383,979.60
 - 2024-2027 \$1,578,050.32

TEXTBOOK RESEARCH @ UNM

TEXTBOOK STUDY DETAILS

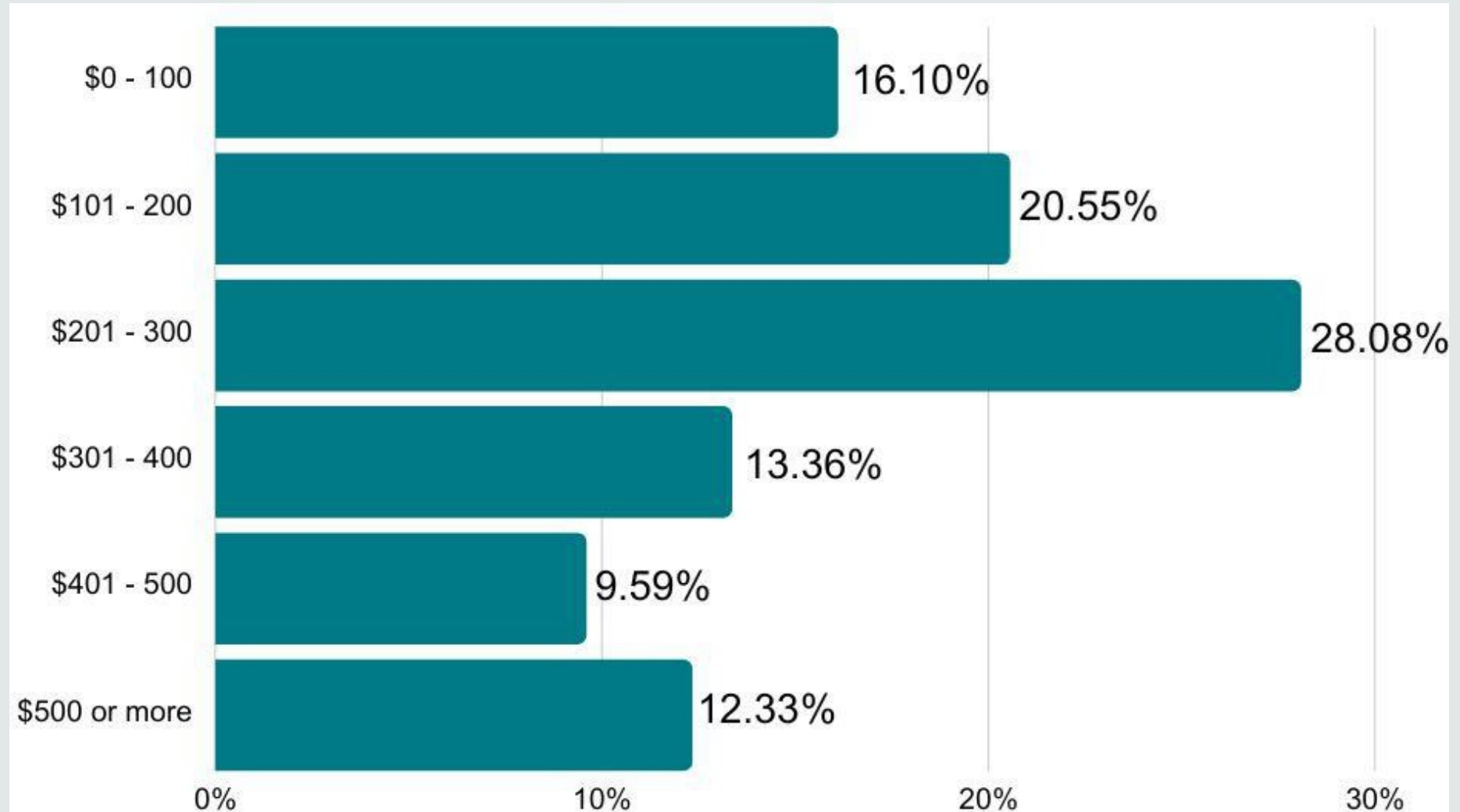
- Surveyed thirty percent of degree-seeking students at UNM or 5,500 students
- The 22-question survey was administered in the fall of 2022 (9/26/2022 – 10/10/2022) and it examined
 - Textbook use at the University of New Mexico (Lo, et al., 2023)
 - The role textbook cost plays in factors related to student success (Lo, et al., 2023).



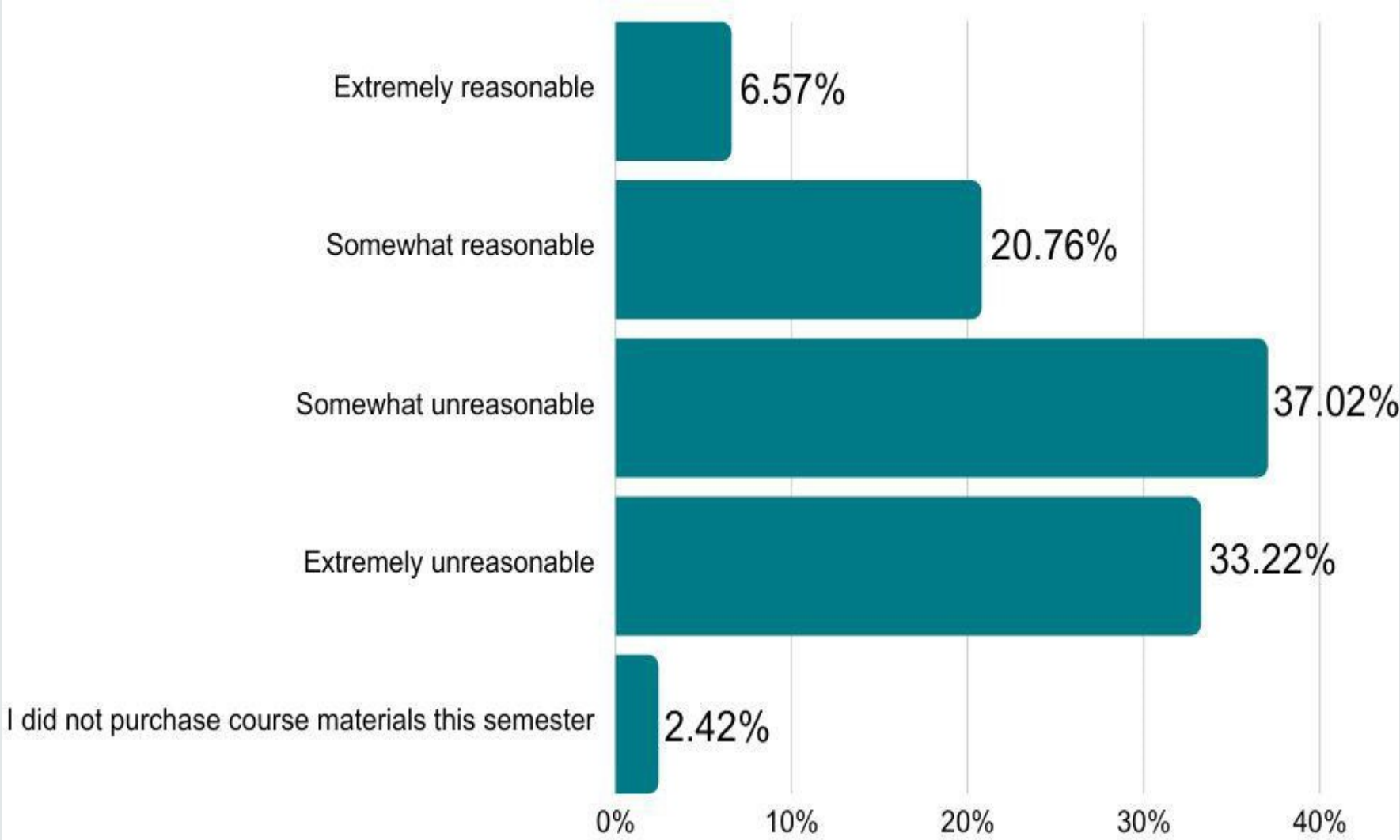
PARTICIPANTS' COURSE MATERIALS' BUDGET

Less than \$300 =
64.73%

More than \$300 =
35.28%

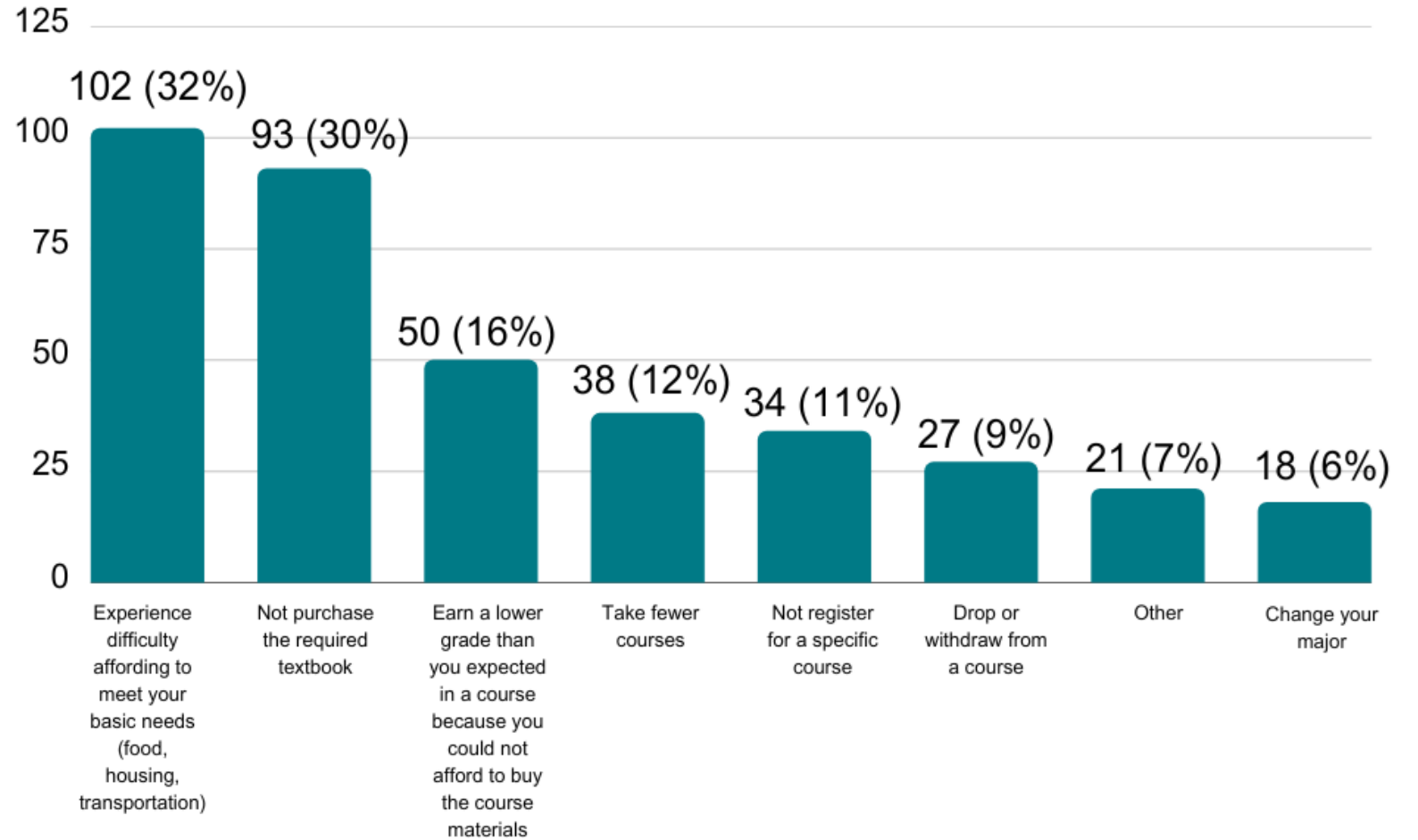


PARTICIPANTS VIEW COSTS AS UNREASONABLE



CONSEQUENCES OF COSTLY COURSE MATERIALS

Q14. During your entire time at UNM, the cost of materials for a course has caused you to... (check all that apply)



FLAT-RATE AUTOMATIC TEXTBOOK
BILLING FUNDAMENTALS

RULE 164 AND AUTOMATIC TEXTBOOK BILLING

- US Department of Education's Rule 164 created in 2016 states that the cost of books and supplies can be included as part of tuition and fees as long as they are below competitive market rates and students can opt out (DeBlasio Webster, 2023).
- Publishers like McGraw-Hill have published [case studies](#) that illustrate positive outcomes from students who participate in Inclusive Access programs.
 - For example, at Somerset Community College, an Inclusive Access pilot for a biology course resulted in a [20% increase in retention rates](#).
- However, researchers report that Section 164 in the Cash Management rule was a lifeline to publishers who were facing steep declines in revenue because of the new ways students were obtaining information—and saving money (DeBlasio Webster, 2023).

PRICING FOR AUTOMATIC TEXTBOOK BILLING

- According to the 2023 National Association of College Stores annual survey of college students
 - Spending at college bookstores dropped between the 2021-2022 and 2022-2023 school years.
 - In 2022-2023 students were spending **\$285** a year on course materials.
- **UNM's proposed automatic textbook billing price of \$279 (a semester)** is almost double what the bookstore industry claims students spend per year on course materials.
 - The price proposed for UNM undergraduates is based on the going flat rate. Academic Senate of the California State University reports it's [around \\$250 a semester](#).

RESULTS FROM AN INCLUSIVE ACCESS STUDY

- A [2021 study](#) published in the *Community College Journal of Research and Practice* evaluated the academic outcomes of a Fall 2019 Inclusive Access pilot versus the previous two Fall semesters (Spica, 2021).
 - Examined 47,462 student cases of Inclusive Access use across 141 courses at 13 community colleges (Spica, 2021).
 - Found no statistically significant difference in the success rate for students overall, nor for students classified as non-White, Pell eligible, or adult learners over the age of 25 (Spica, 2021).

AUTOMATIC TEXTBOOK MARKETING AWARENESS

Much research about the benefits of students having access to course materials on the first day of class is based on OER courses.

Improving Access, Affordability, and Achievement with Digital Delivery

Shifting to digital delivery of course materials can help students avoid these opportunity costs by providing digital, day-one access to required course materials to every student at a more affordable price.

Learn more at [PearsonEd.com/digital-delivery](https://www.pearsoned.com/digital-delivery).

¹ Feldstein, A., Martin, M., Hudson, A., Warren, K., Hilton III, J., & Wiley, D. (2012). Open textbooks and increased student access and outcomes. *European Journal of Open, Distance and E-Learning*.

² Fischer, Lane, et al. "A multi-institutional study of the impact of open textbook adoption on the learning outcomes of post-secondary students." *Journal of Computing in Higher Education* 27.3 (2015): 159-172.

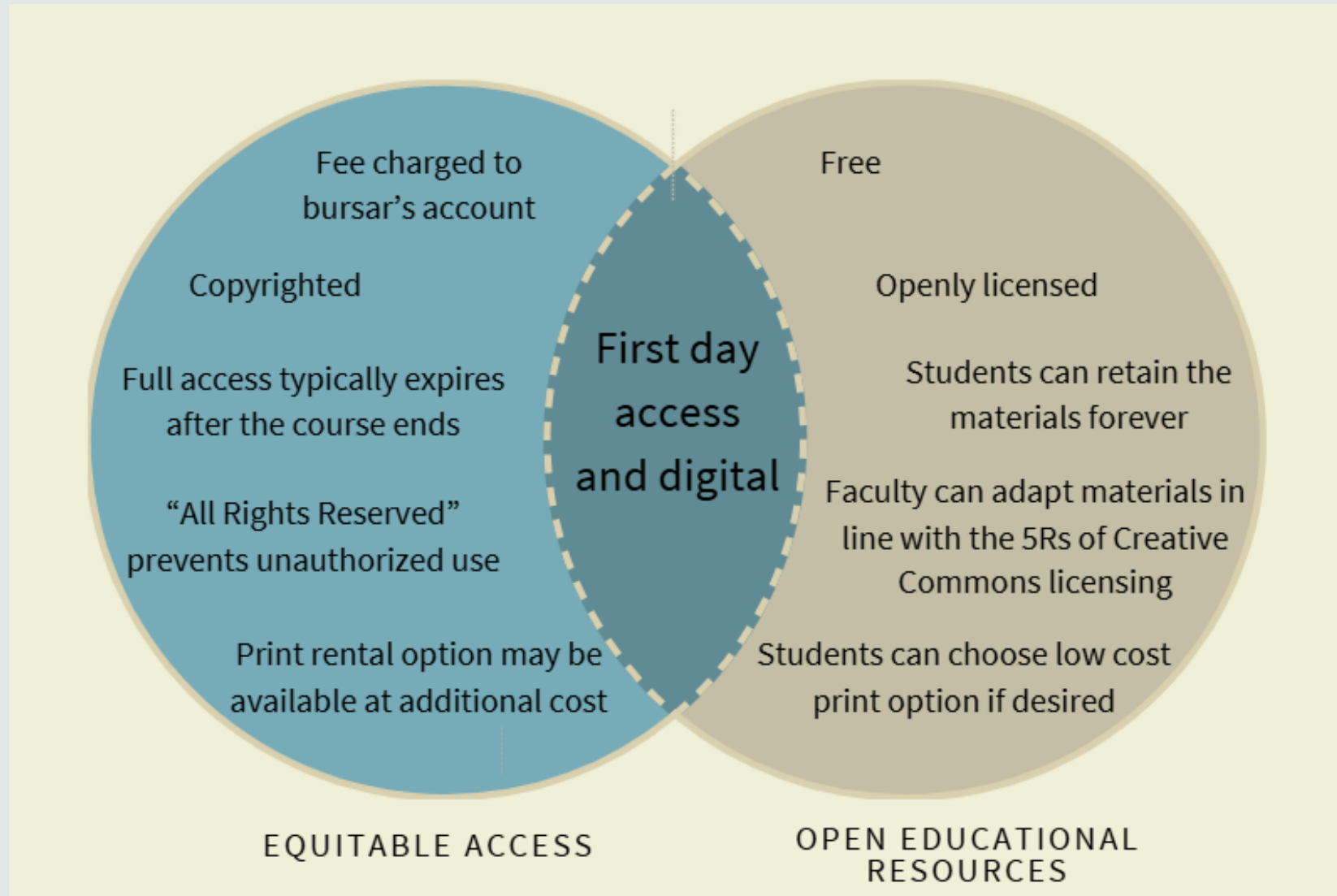
³ Hilton III, J. L., & Laman, C. (2012). One college's use of an open psychology textbook. *Open Learning: The Journal of Open, Distance and e-Learning*, 27(3), 265-272.

⁴ Paulsen, M. B., & St John, E. P. (2002). Social class and college costs: Examining the financial nexus between college choice and persistence. *The Journal of Higher Education*, 73(2), 189-236.

⁵ Pawlyshyn, N., Braddlee, D., Casper, L., & Miller, H. (2013). *Adopting OER: A case study of cross-institutional collaboration and innovation*.

⁶ Florida Virtual Campus. (2012). *2012 Florida Student Textbook Survey*. Tallahassee, FL.

Differences and Similarities between OER and Automatic Textbook Billing



(Adapted from Allen and Hofer, 2023)

AUTOMATIC TEXTBOOK BILLING
RESEARCH & RECOMMENDATIONS

STUDENT EXPERIENCE SURVEYS ON AUTOMATIC TEXTBOOK BILLING

- One in five students did not know they could opt out of textbook charges (Nagle, 2024).
- This survey also found over half of students did not believe automatic textbook billing saved them money (Nagle, 2024).
- Students chose not to opt out because it was easier (Nagle, 2024; Simon and Clifford, 2024).
- Saving money was the sixth most common reason students stayed enrolled in automatic textbook billing programs (Nagle, 2024).
- Students preferred not to be automatically billed according to Nagle (2024) and Simon and Clifford (2024).

Nagle, C. (2024). Understanding the student experience of automatic textbook billing: A small-scale survey. Michelson 20 MM Foundation. Retrieved from https://20mm.org/wp-content/uploads/2024/06/Understanding-the-Student-Experience-of-Automatic-Textbook-Billing_A-Small-Scale-Survey.pdf

Simon, N. P., & Clifford, M., (2024). Let the Students Talk. Student Perception of Automatic Textbook Billing in a Small Liberal Art Public State University *Journal of Comprehensive Social Science Research*, 2(1): 106. <https://doi.org/10.33790/jcssr1100106>

CREATING AWARENESS AROUND AUTOMATIC TEXTBOOK BILLING ISSUES

1. According to the Midwestern Higher Education Compact, e-texts purchased under Inclusive Access may still have problematic restrictions in terms of annotation, printing, storage, offline access, and extended access after the semester ends (Smith Jaggars, et al., 2019).
2. Publishers may lure colleges into the Inclusive Access model using an initial contract with steep discounts and later increase prices after colleges shift their infrastructures to depend on the model (Smith Jaggars, et al., 2019).



CREATING AWARENESS AROUND AUTOMATIC TEXTBOOK BILLING ISSUES CONT'D

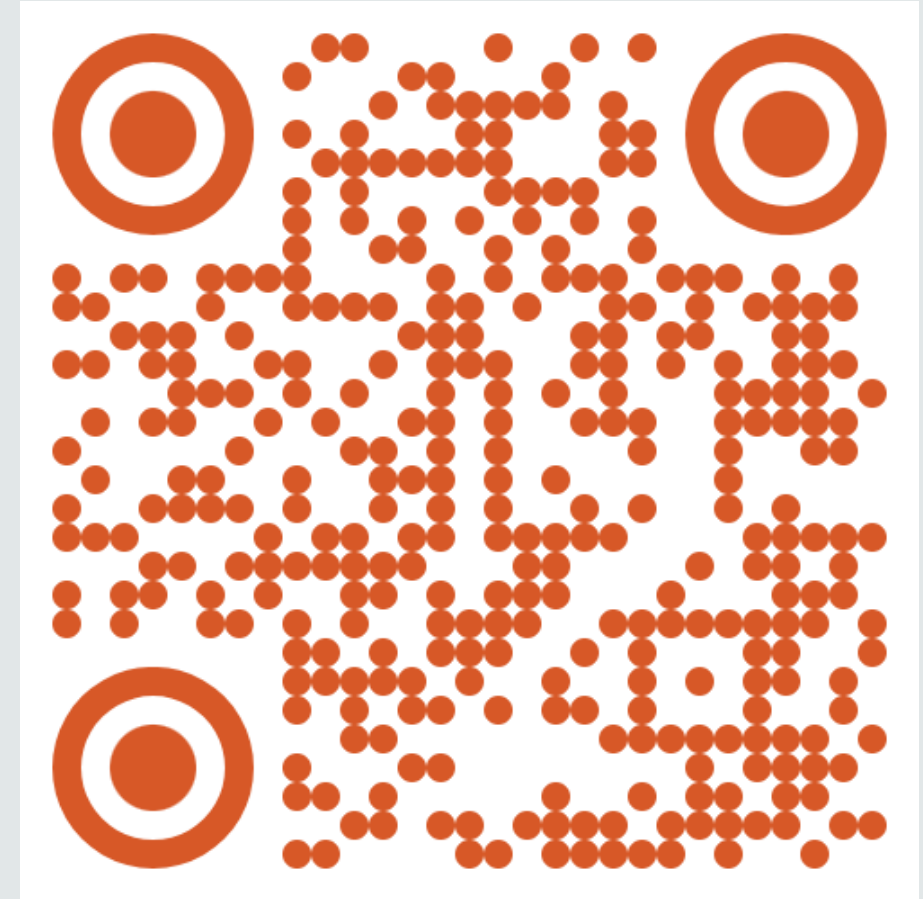
3. Also, according to the Midwestern Higher Education Compact, Inclusive Access models may reduce competition by providing exclusive contracts to large publishers and crowd out smaller but higher-quality competitors (Smith Jaggars, et al., 2019).
4. Finally, critics point out that the Inclusive Access model denies students the choice of how to spend their limited money (Smith Jaggars, et al., 2019).



CHANGES SURROUNDING COURSE MATERIAL SELECTION

From [Bayview Analytics](#), a research firm that explores trends in digital learning:

- Course material ordering is undergoing significant change from print-based textbooks.
- Automatic textbook billing is reaching double-digit penetration rates among introductory-level courses.
- “[I]nclusive access,’ has substantially altered the options available to faculty” (Seaman and Seaman, p. 2)



Seaman, J.E., & Seaman, J. (2019). Inflection point: Educational resources in U.S. higher education. Bay View Analytics. Retrieved from <https://eric.ed.gov/?id=ED616836>

AUTOMATIC TEXTBOOK BILLING RECOMMENDATIONS

- Price increases should be capped to no more than the rate of inflation (Aspesi, et. al, 2019).
- Universities should vet automatic textbook billing contracts so they *do not* allow publishers to restrict or veto marketing materials that educate students on course materials purchasing options (Vitez, 2020).
- Publishers should eliminate quotas from their contracts that require a certain amount of students to stay in the program in order for the savings to continue (Vitez, 2020).
- **From US PIRG and SPARC:** Have the billing mechanism be opt-in (Aspesi, et al., 2019; Vitez, 2020).
- Sample [resolution](#) from the **Academic Senate of the California State University** requests faculty be consulted *before* implementing flat-fee automatic textbook billing.

CALL TO ACTION



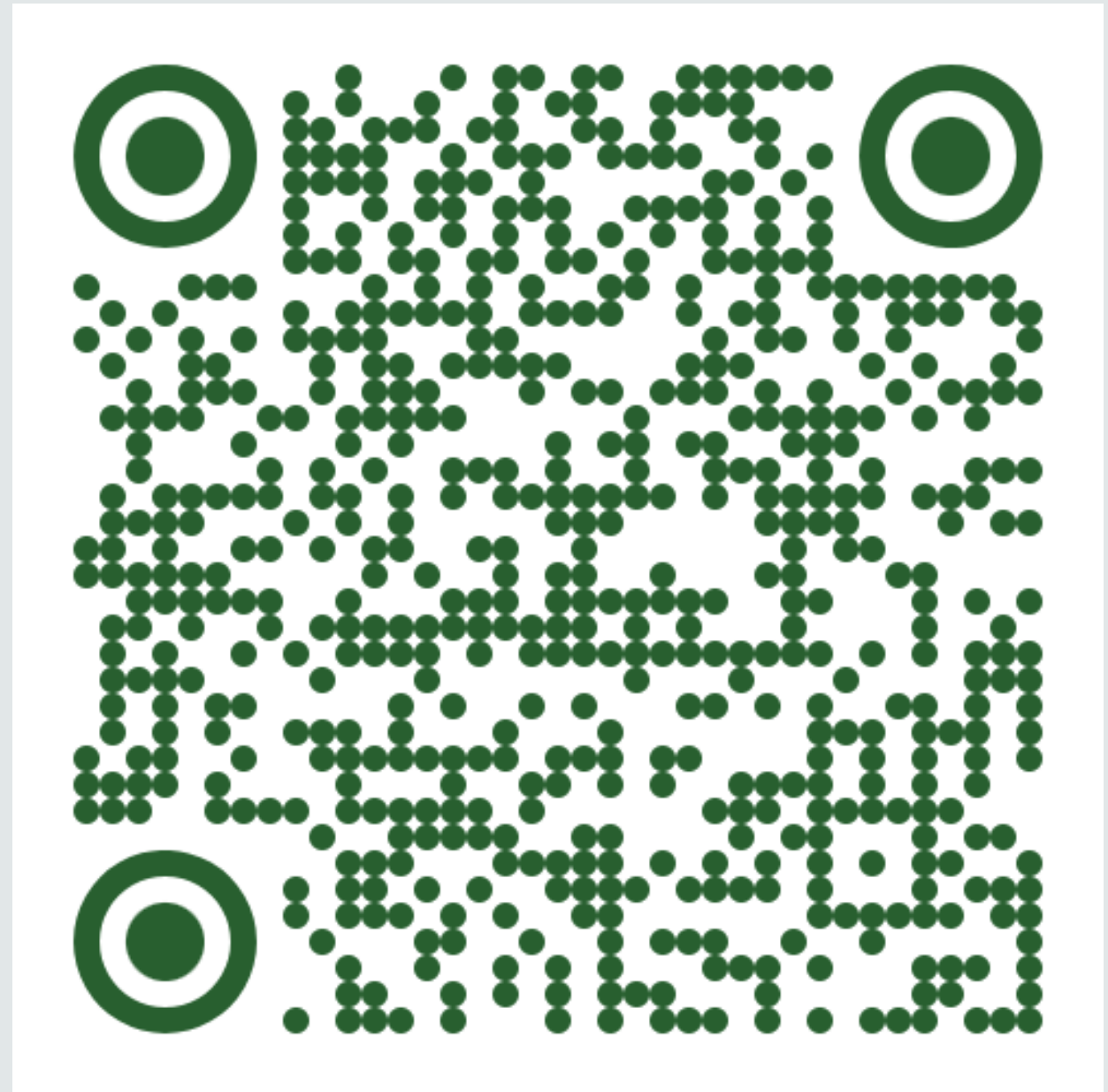
Let's work together to
explore the best
solutions for students.

WHAT QUESTIONS DO YOU HAVE?

You can record your questions in the following Padlet URL:

https://padlet.com/LREUndergrad/fac_senate_ops_1_21_25

This QR code will also take you to the Padlet.



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