

Seattle Community College District

Textbook Presentation

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Wednesday, March 4, 2009

Barnes & Noble College Booksellers



What we can do to reduce the cost of textbooks for students

Curbing or reducing the cost of textbooks to students is one of the Seattle CC Bookstores key priorities and a big concern for everyone.

By working together we can lower the cost of textbooks for SCCD students.

Drawings for four \$25 Barnes & Noble gift certificates!

A few textbook facts:

- ❑ SCCD "USED" Textbook sale are \$1,115,836. Up 8.8% %, \$89,827 from Last Year.
- ❑ SCCD "NEW" Textbook sales are \$3,049,733. Up 3.7%%, \$109,508 over Last Year.



Winter Quarter Book Orders – Recap

- Book orders for the Winter Quarter were due:
October 23, 2008
 - Total numbers of book orders received for Winter:
up 6% from last year
 - We received 25% of orders by October 23rd.
 - We received 82% of orders by 1st day of final exams.
 - We received 91% orders the week before the 1st day of class.
 - We received 97% orders after the 1st day of class.
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Bookstore Text Order Goals for Spring '09.

Book orders were due January 30th

- by Jan. 30: 17%
 - February 15th: 53%
 - March 1st: 74%
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Why?



Early Book Orders = more used textbooks for SCCD students.

Allows the bookstore to purchase Used textbooks from:

- SCCD Students at the end of the Winter quarter. (*Buyback dollars to students: May 1, '08 through March 1st, 2009: \$374,812.*)
 - National Used Book Wholesalers.
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Buyback & the 'Net Cost' to a student

Lay, Linear Algebra w/ CD



- New Price: \$151.45

 - Buyback Value \$44.00
(when NOT used following term or missing essential components)

 - Net Cost to Student: \$107.45
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Buyback & the 'Net Cost' to a student

Lay, Linear Algebra – Text Only

- ❑ USED Text Price: \$141.35
 - ❑ 50% Buyback value when used the following semester: \$70.75
 - ❑ Net cost to student: \$70.60
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SCCD Textbook Stats

| English 101 Textbook | | | | | | | | | | | | | |
|-------------------------------------------------------|------|------------------------|------------|----------------------|------------|-------------|----------------------------------------|-------------|--------------|----------------------------------------|-------------------------|------------|--------------|
| 100 Students | | | | | | | | | | | | | |
| New Price \$100 | | | | | | | | | | | | | |
| Used Price %75 | | | | | | | | | | | | | |
| 100% Sell-Thru | | | | | | | | | | | | | |
| 80% Sell the book back | | | | | | | | | | | | | |
| \$10 "wholesaler price" | | | | | | | | | | | | | |
| | | | | | | | | | | | | | |
| Book Readopted | | | | | | | | | | | | | |
| Sold | | Copies sold at Buyback | | | | | Student Cost | | | | | | |
| New | Used | New Price | Used Price | Total Students spent | 1/2 of New | 1/2 of Used | Used Wholesaler | New \$ Paid | Used \$ Paid | Used Market Value "wholesaler's price" | Total Students received | Net cost | Average cost |
| 100 | 0 | \$100.00 | \$75.00 | \$10,000 | 80 | 0 | 0 | \$4,000.00 | \$0.00 | \$0.00 | \$4,000.00 | \$6,000.00 | \$60.00 |
| 15 | 85 | \$100.00 | \$75.00 | \$7,875 | 12 | 68 | 0 | \$600.00 | \$2,550.00 | \$0.00 | \$3,150.00 | \$4,725.00 | \$47.25 |
| 10 | 90 | \$100.00 | \$75.00 | \$7,750 | 8 | 72 | 0 | \$400.00 | \$2,700.00 | \$0.00 | \$3,100.00 | \$4,650.00 | \$46.50 |
| 5 | 95 | \$100.00 | \$75.00 | \$7,625 | 4 | 76 | 0 | \$200.00 | \$2,850.00 | \$0.00 | \$3,050.00 | \$4,575.00 | \$45.75 |
| Assumes we can get some from the national Used Market | | | | | | | | | | | | | |
| | | | | | | | | | | | | | |
| Book changes each term | | | | | | | | | | | | | |
| Sold | | Copies sold at Buyback | | | | | Student Cost | | | | | | |
| New | Used | New Price | Used Price | Total Students spent | 1/2 of New | 1/2 of Used | Used Market Value "wholesaler's price" | New \$ Paid | Used \$ Paid | Used Market Value "wholesaler's price" | Total Students received | Net cost | Average cost |
| 100 | 0 | \$100.00 | \$75.00 | \$10,000 | 0 | 0 | 80 | \$0.00 | \$0.00 | \$800.00 | \$800.00 | \$9,200.00 | \$92.00 |
| 100 | 0 | \$100.00 | \$75.00 | \$10,000 | 0 | 0 | 80 | \$0.00 | \$0.00 | \$800.00 | \$800.00 | \$9,200.00 | \$92.00 |
| 100 | 0 | \$100.00 | \$75.00 | \$10,000 | 0 | 0 | 80 | \$0.00 | \$0.00 | \$800.00 | \$800.00 | \$9,200.00 | \$92.00 |
| 100 | 0 | \$100.00 | \$75.00 | \$10,000 | 0 | 0 | 80 | \$0.00 | \$0.00 | \$800.00 | \$800.00 | \$9,200.00 | \$92.00 |

We can lower the cost of Textbooks by:

- ❑ Using the same book for multiple quarters (where appropriate).
- ❑ Unbundling packages.



Digital Textbooks:

- ❑ 66 titles were offered in digital format this Winter '09 quarter.
 - ❑ Anticipating 50+ titles for Spring Qtr. '09.
 - ❑ Digital textbooks are 30% off the new textbook price.
 - ❑ Are downloaded to the student's computer
 - ❑ Digital titles can not be sold back to the Bookstore.
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Questions?

Feedback?
