Dramatically Decreasing Textbook Costs

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Students worry more about textbook costs than tuition

- 49% would choose one university over another if textbooks were free
- Having no textbook expenses is more important than small class sizes, a high graduation rate, or renowned faculty
- 65% have opted out of buying a textbook due to high cost, and of those, 94% say they suffered academically because of it
- 82% say they would perform better in a class if the textbook were free

The textbook cartel must be stopped

http://www.huffingtonpost.com/2013/01/04/college-textbook-prices-increase_n_2409153.html
Lynn University

- Private, non-profit; 2,300 student FTE; 25% international students
- The University’s personality, summed up:
  - “If it’s good for students, let’s do it.”
  - “Go for it and figure out the details later.”
iPad Initiative

- Started with iPad Mini
  - Fall 2013: SOME
  - Fall 2014: MOST
  - Fall 2015: ALL
  - Spring 2016: upgrade to iPad Pro

- Free apps for students
- Blackboard → iTunesU
- Textbooks → iBooks
Faculty-Authored iBooks

- Faculty mobilized, writing their own iBooks
- This is voluntary (However, there’s no tenure at Lynn.) 😊
- Stipend of $2K and a MacBook Pro
- Books given free to students
Complete* Success!
[*By “complete” we mean “partial”]

- 40+ iBooks in use; many more on the way
- Subjects include philosophy, economics, leadership, fashion, culinary arts, business analytics, education, history, new media, professional communication, biology, aeronautics
- Dramatically cuts textbook costs
- Students love them
Chapter 1

Economics: Management of Resources

1.1 Defining Economics
1.2 the Field of Economics
1.3 The Economist’s Tool Kit

ANCIENT MANUSCRIPTS

The codices that have been recovered from the ancient Central Americans have been few in number due to the diligence of the conquistadors and the Catholic priests destruction of the texts. The Dresden Codex is one of its oldest pre-Columbian manuscripts surviving. It is believed to have been written in the 11th or 12th century.
iBook Effectiveness Compared to Print Book

- Much more effective: 42.3%
- Somewhat more effective: 28.9%
- Neither more nor less effective: 16.2%
- Somewhat less effective: 9.2%
- Much less effective: 3.5%
iPad Helps Connect with Classmates

- A lot
- Somewhat
- A little
- Not at all

2015 2014 2013
...But There Was Some Bad Writing

- Training and technology, but no real oversight of the writing process.

Led to sentences like:

“There are two significant implications of contingency theory: if there is no ‘one best way’, then even apparently quite similar organizations, for example, two nearby colleges, may choose significantly different structures and still survive, be reasonably successful in achieving their missions, and so on if different parts of the same organization are influenced in different ways by the contingencies bearing upon them, then it may be appropriate for them to be structured differently, for example, one university department may have a functional structure whilst another may have a matrix structure”
...& Some Serious Disorganization

- “Not a single one of the 178 images is cited in the text.”
- “She has no idea where her most recent .iba file is.”
- “I’m not sure how to access the drive remotely.”
- “This one chapter of hers is going to exceed the entire length of Jim’s iBook.”
So the Lynn University Digital Press was born

- Part of the Library
- Developed editorial style guide, workflow, contracts, policies & procedures
- Add multimedia and widgets
- Secure and track permissions & copyright
- All books have now been thoroughly edited and revised
Peer Review

- Enlisted Technica Editorial Services to oversee process
- Technica contracts published experts and educators
- iBooks are trialed in beta version while undergoing peer review
- Submittable platform used for project management
Interactivity

- Aim is to create “living,” hands-on books and not just digital replications of static textbooks
- Faculty authors encouraged to incorporate iBooks Author widgets
- Third-party developers (Bookry, BookWidgets)
- Infographic creation, multimedia timelines, interactive images, etc. enhance visual learning
But what about all the other books?

- As of Fall 2015, the library now purchases at least one copy of every required textbook
- Available for 3-hour loan
- Checked out more than 2,200 times since August, 30% of our total circulation
- Cost to Lynn: ~$24,000
- Saved students: ~$275,000
OERs and/or Library-Licensed texts

- Working with Business, Communications, and Criminal Justice on pilots to eliminate purchased textbooks
- Many steps involved: review the current text, our collections, e-books we could purchase, and OER collections online to find replacements
- MS Criminal Justice to be the first Lynn program that can be marketed as “you will not buy a single textbook in this program”
- Saving each Master’s student $1,100-1,500 over the course of the degree
Questions?

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