

# **Libraries as Publishers, Authors, and Textbook Providers**

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Boca Raton, FL

# Students worry more about textbook costs than tuition

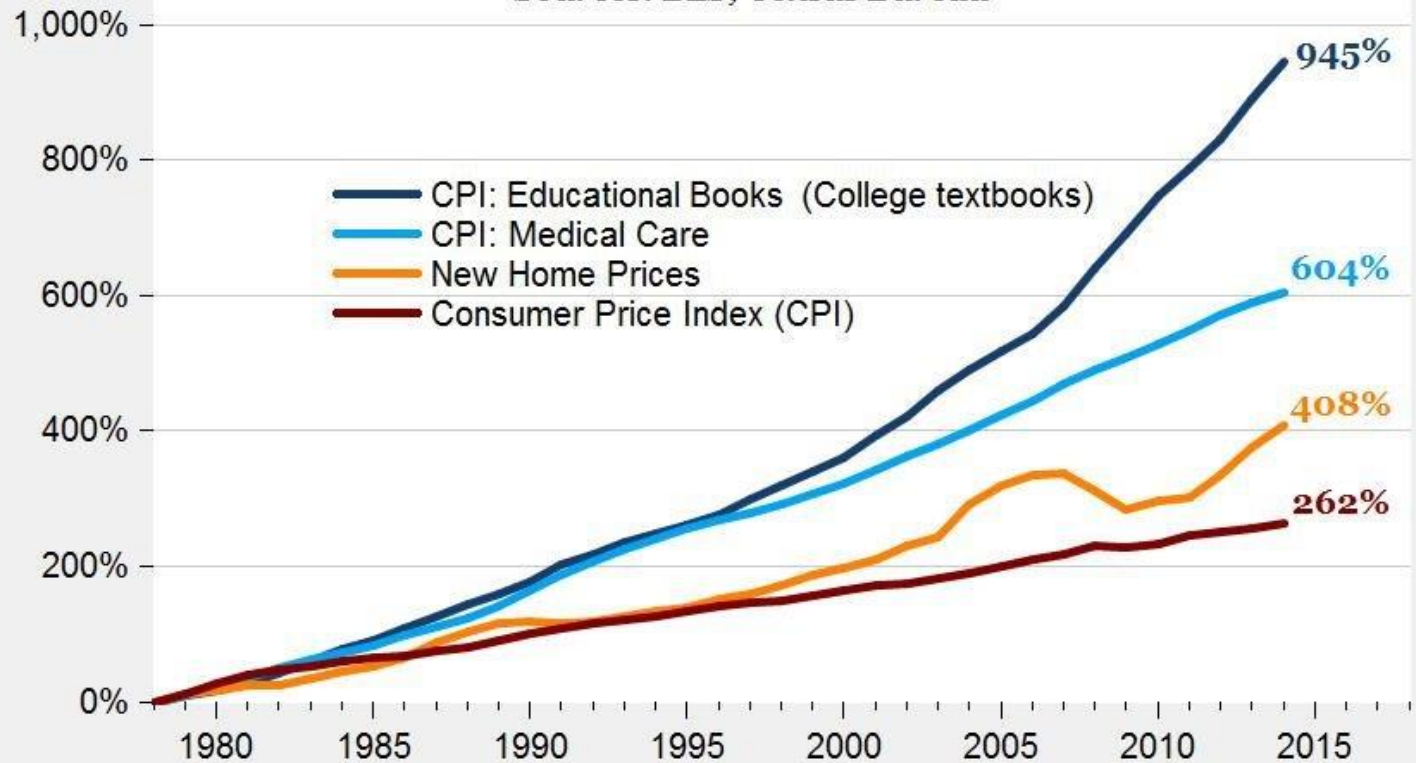
- ❖ **49% would choose one university over another if textbooks were free**
- ❖ **Having no textbook expenses is more important than small class sizes, a high graduation rate, or renowned faculty**
- ❖ **65% have opted out of buying a textbook due to high cost, and of those, 94% say they suffered academically because of it**
- ❖ **82% say they would perform better in a class if the textbook were free**
- ❖ <http://www.uspirg.org/news/usp/survey-shows-students-opting-out-buying-high-cost-textbooks>
- ❖ [http://www.businesswire.com/news/home/20141215005148/en/Neebo-Survey-Finds-College-Students-Worry-Textbook#.VS\\_ZICxbry1](http://www.businesswire.com/news/home/20141215005148/en/Neebo-Survey-Finds-College-Students-Worry-Textbook#.VS_ZICxbry1)



The  
textbook  
cartel  
must be  
stopped

*Annual Percent Changes From 1978 for Educational Books, Medical Care, New Home Prices, and the CPI through 2014*

*Sources: BLS, Census Bureau*



*Carpe Diem* **AEI**

❖ [http://www.huffingtonpost.com/2013/01/04/college-textbook-prices-increase\\_n\\_2409153.html](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.”



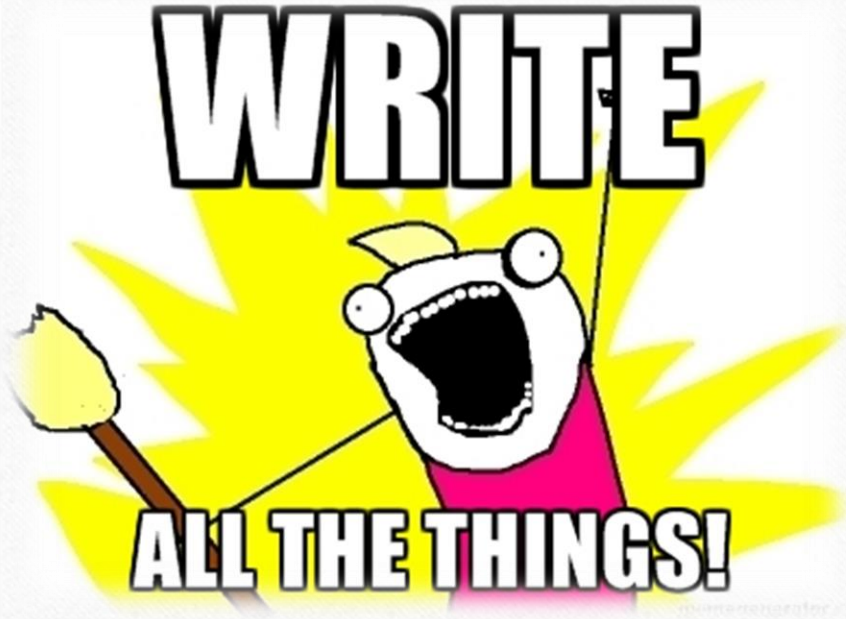


# iPad Initiative

- ❖ 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”]*



Distinguished School

Recognized by Apple® as a distinguished school  
for innovation, leadership and education excellence.

- ❖ 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 Economic
- 1.2 the Field of Economics
- 1.3 The Economists' Tool Kit



Chapter 1  
Economics:  
Management of  
Resources

Start Up Resources for the New Year

1

2

3

### Unfolding the Codex



### ANCIENT MANUSCRIPTS

The codices that have been recovered from the ancient Central Americas 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 the oldest pre-Columbian manuscripts surviving. It is believed to have been written in the 11th or 12th century.

words, and does  
which hath builded  
nd the floods came,  
ouse, and it fell not:  
soever hears these  
ened unto a foolish  
he sand: 27 And the  
ds blew, and beat  
ereof was great.

### What do you Remember?

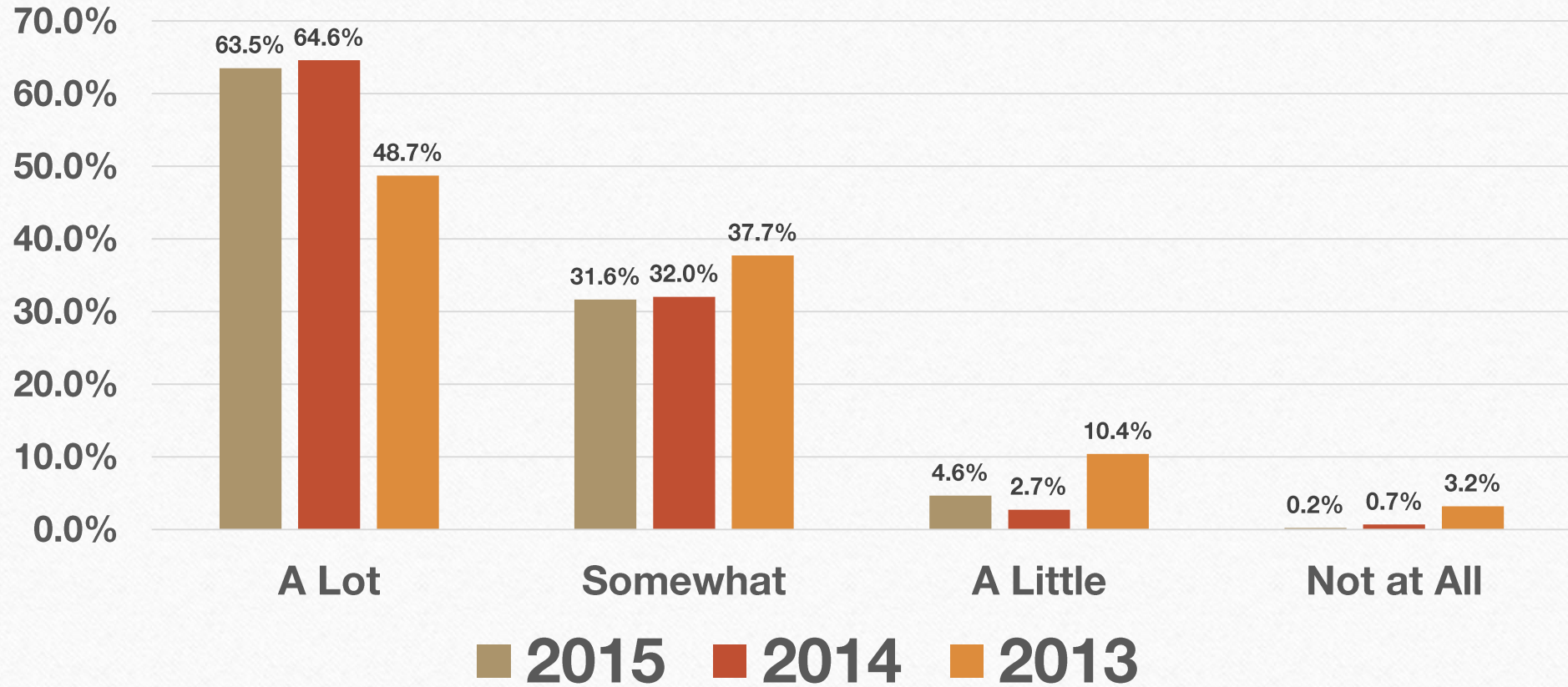
Question 1 of 5  
How many Beatitudes were there?

- A. 6
- B. 8
- C. 10
- D. 12

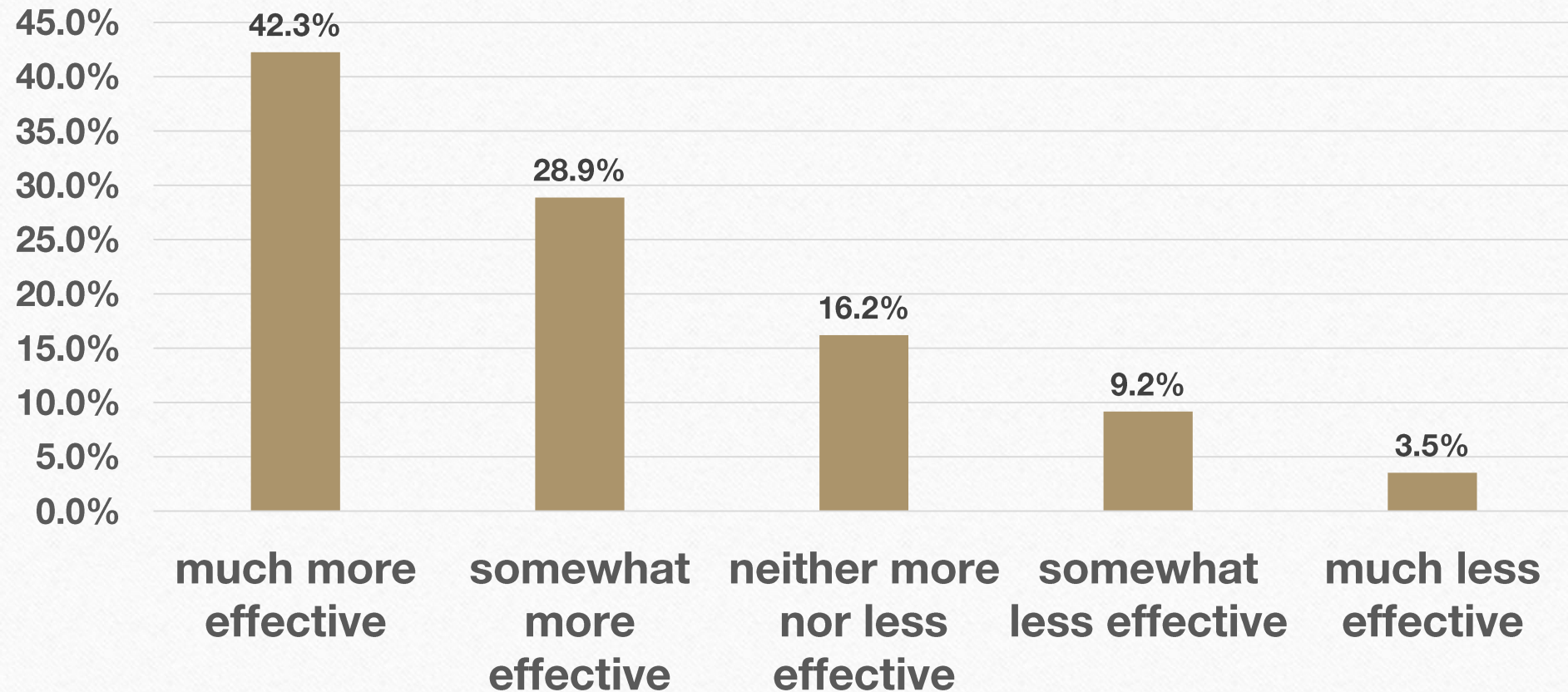
Check Answer



# iPad Contributes to Learning

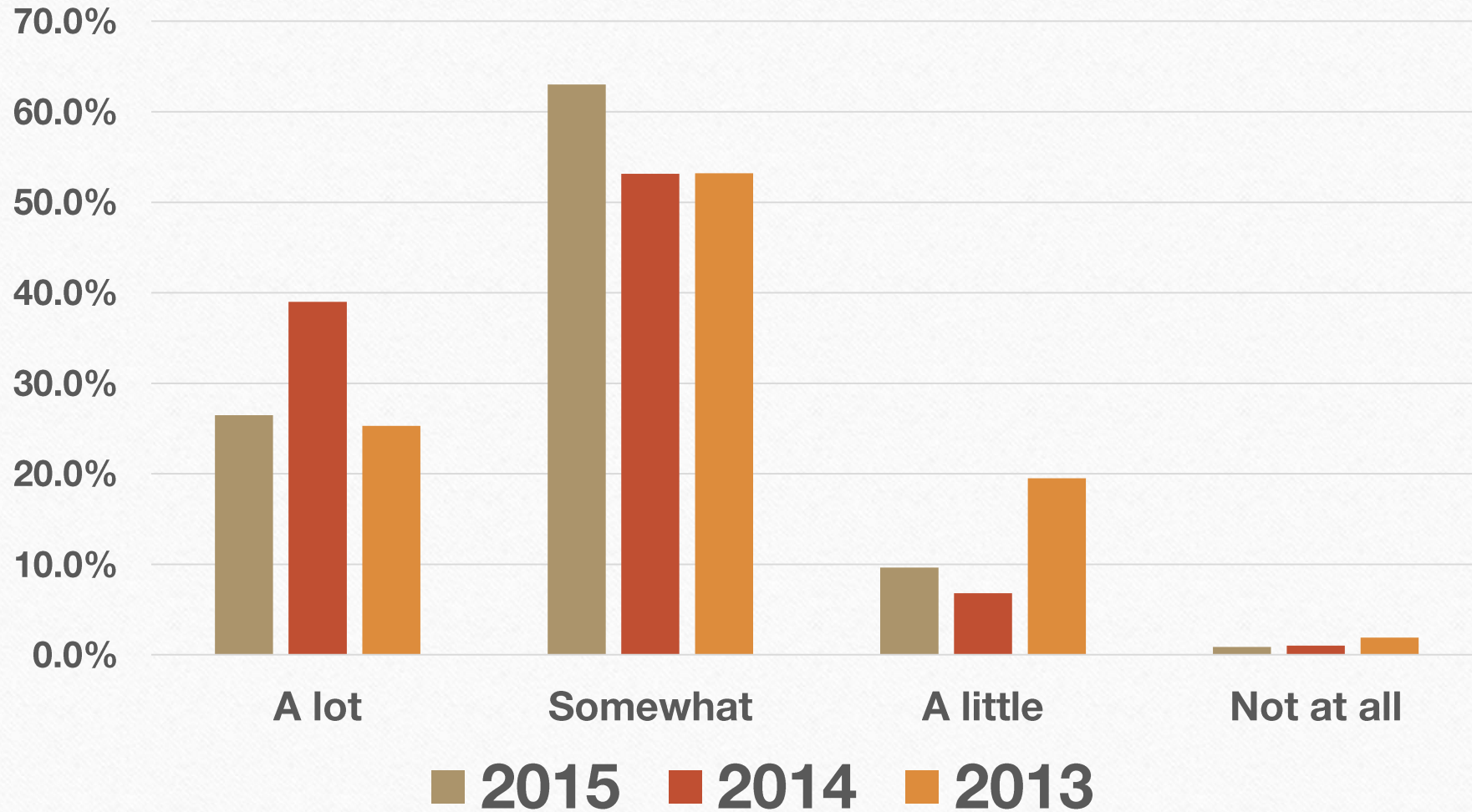


# iBook Effectiveness Compared to Print Book





# iPad Helps Connect with Classmates

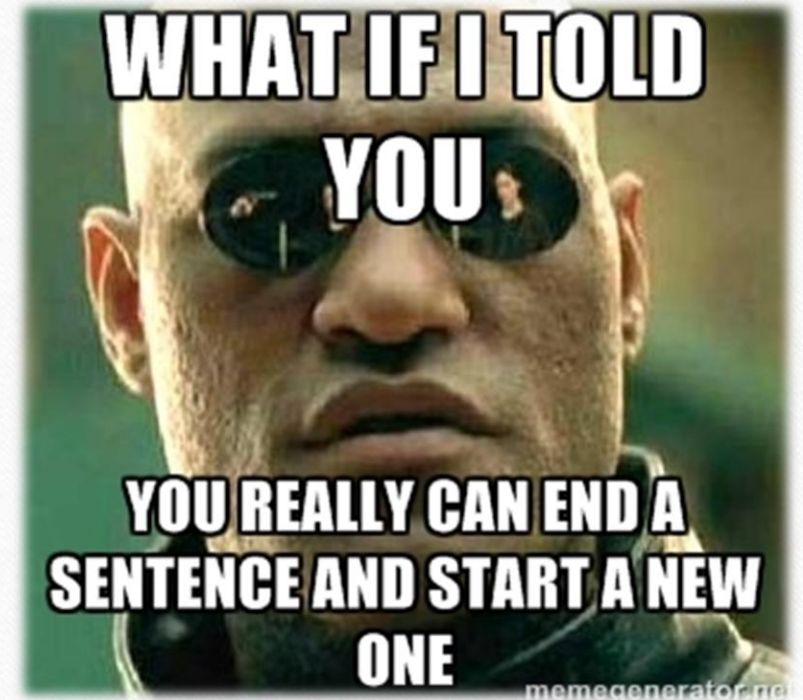


# ...But There Was Some Bad Writing

❖ 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



I'm here to put you back on schedule.

**DARTH VADER**  
SITH PROJECT MANAGER

- ❖ “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

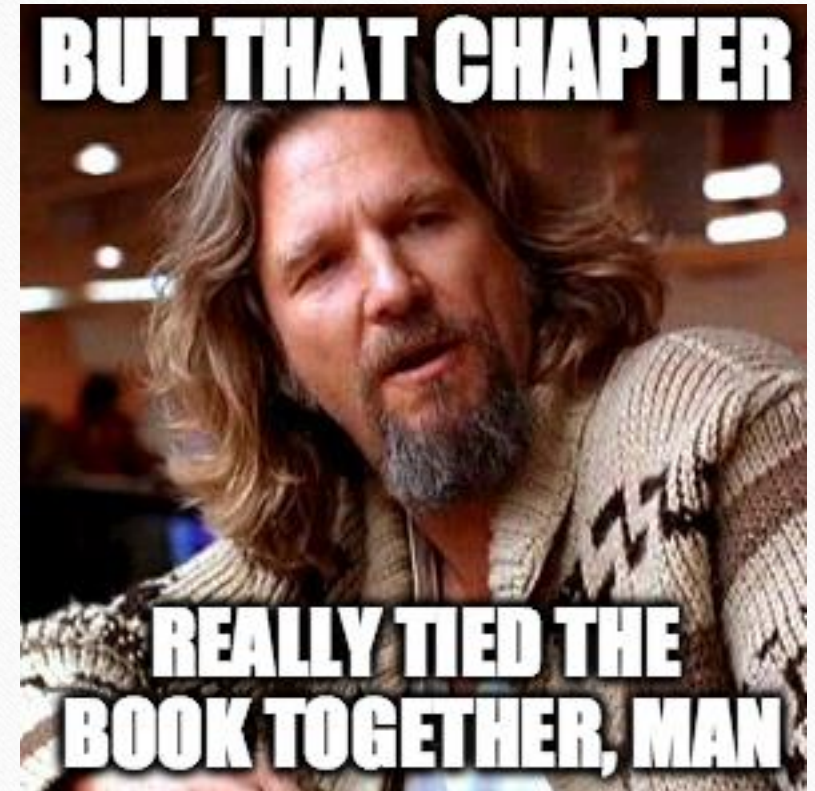


- ❖ Part of the Library
- ❖ Developed editorial style guide, workflow, contracts, policies & procedures
- ❖ Hired an editor
- ❖ Add multimedia and widgets
- ❖ Secure and track permissions & copyright
- ❖ All books have now been thoroughly edited and revised



# 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
- ❖ Faculty authors encouraged to incorporate iBooks Author widgets
- ❖ Third-party developers (Bookry, BookWidgets)
- ❖ Infographic creation, multimedia timelines, interactive images, etc. enhance visual learning

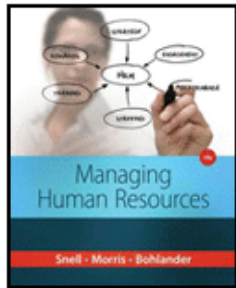


# Next steps for the Digital Press

- ❖ Add additional structure & processes
- ❖ Three calls for proposals per year
- ❖ Create editorial board
- ❖ Continue herding cats, er, faculty



# But what about all the other books?



## Managing Human Resources

Suggested Retail Price (SRP) \$317.25 Author Snell

**\$231.50**  
Used Print

Condition Verified ✓

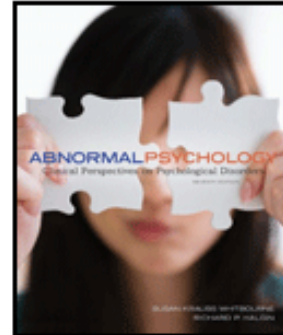
Add to Cart

**\$308.75**  
New Print

Condition Verified ✓

Add to Cart

[Summary](#)  
[Condition Verified](#)  
[Digital Rights](#)  
[Requirements](#)



## Abnormal Psych., DSM-5 Update

Suggested Retail Price (SRP) \$246.75 Author Whitbeck

**\$180.00**  
Used Print

Condition Verified ✓

Add to Cart

**\$240.00**  
New Print

Condition Verified ✓

Add to Cart

[Summary](#)  
[Condition Verified](#)



## Financial and Managerial Accounting

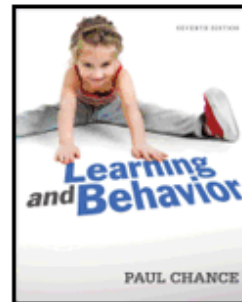
Suggested Retail Price (SRP) \$317.25

**\$306.00**  
Used Print

Condition Verified ✓

Add to Cart

[Summary](#)  
[Condition Verified](#)



## Learning and Behavior 7th Edition

Suggested Retail Price (SRP) \$259.75 Author Chance

**\$189.50**  
Used Print

Condition Verified ✓

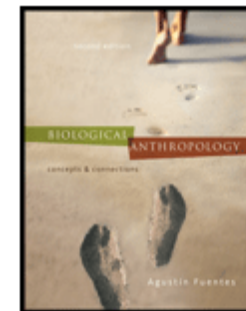
Add to Cart

**\$252.75**  
New Print

Condition Verified ✓

Add to Cart

[Summary](#)  
[Condition Verified](#)



## Biological Anthropology

Suggested Retail Price (SRP) \$219.00

**\$199.00**  
New Print

Condition Verified ✓

Add to Cart



# The textbook collection

- ❖ **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 2,400 times since August, 30% of our total circulation**
- ❖ **Cost to Lynn: ~\$24,000; Saved students: ~\$275,000**
- ❖ **Challenges: making students aware of this; getting students to return them on time; working w/ bookstore to order the right books**

# **OERs and/or library-licensed texts**

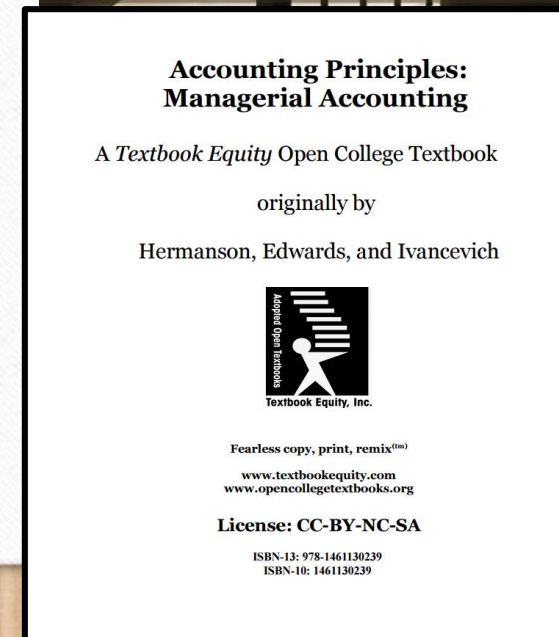
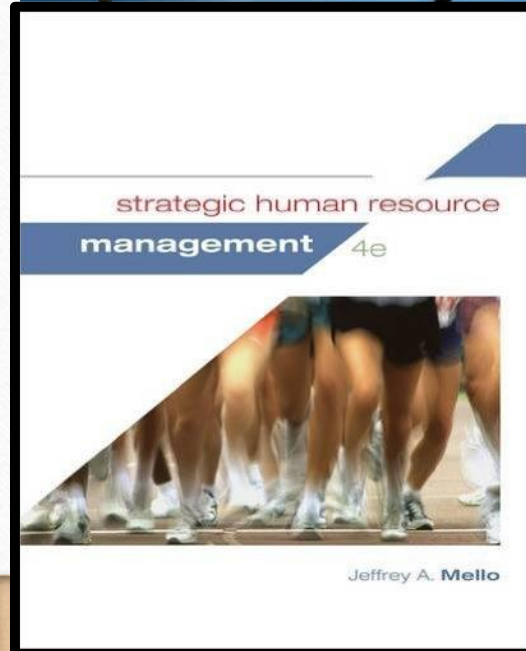
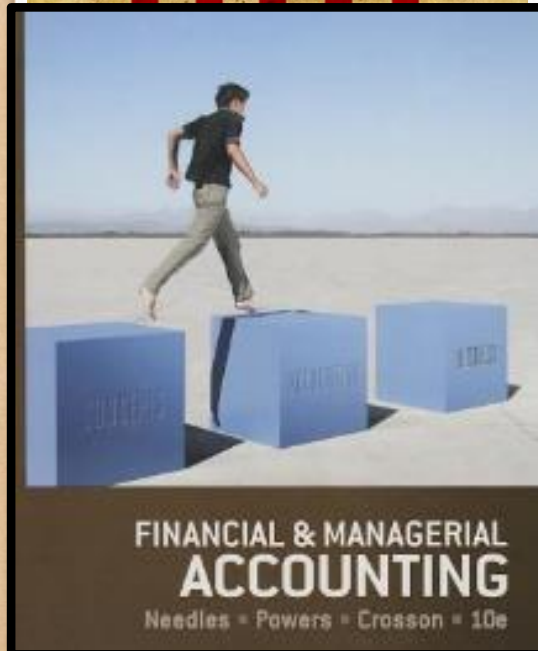
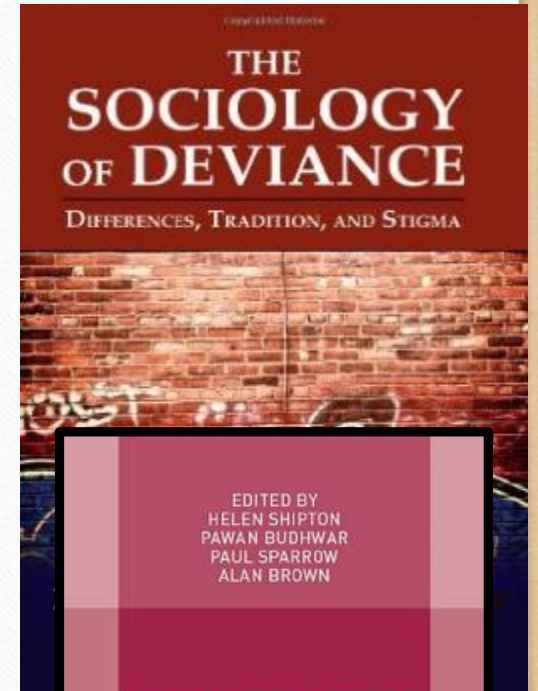
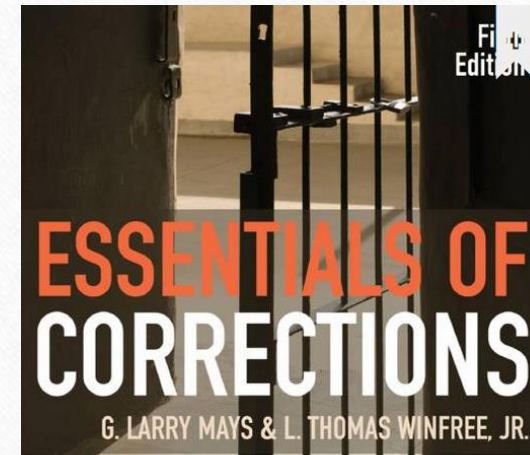
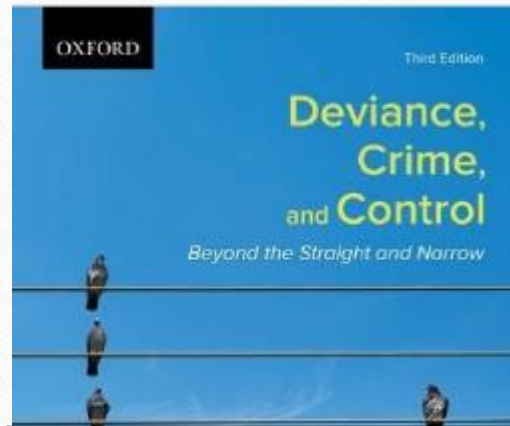
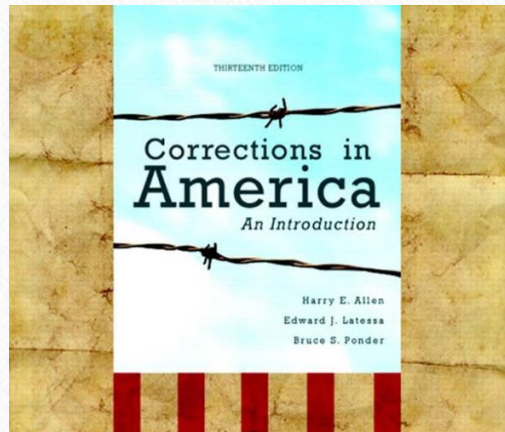
- ❖ Working with departments on pilots to eliminate purchased textbooks**
- ❖ Find replacements as open educational resources (OERs), or library-licensed e-books**
- ❖ Challenges: very time-consuming; many steps involved to find appropriate replacements; some faculty resistant/reluctant to change**



# OERs and/or library-licensed texts

Old – Student-purchased texts

New – Library-licensed e-texts and OERs







**FINANCIAL & MANAGERIAL  
ACCOUNTING**

Needles ■ Powers ■ Crosson ■ 10e

- ❖ A new print copy of this one book is \$232; used is \$199.
- ❖ In 2015-2016, about 390 students took this course.
- ❖ That's \$90,000.



# Questions?

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