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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 almost anything else
- ❖ 65% have opted out of buying a textbook; 94% say they suffered academically
- ❖ 82% say they would perform better if the textbook were free

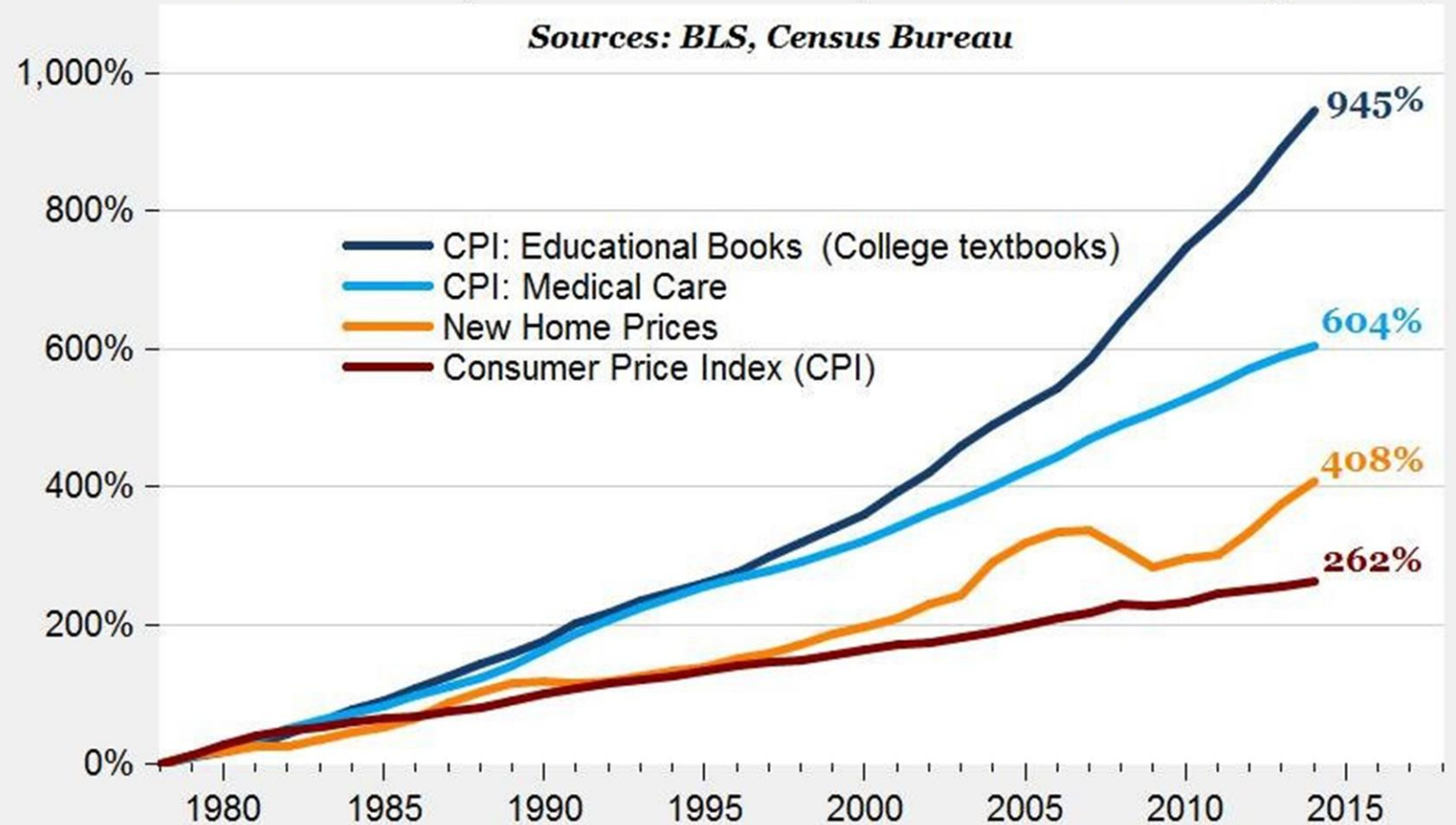
❖ <http://www.uspirg.org/news/usp/survey-shows-students-opting-out-buying-high-cost-textbooks>

❖ http://www.businesswire.com/news/home/20141215005148/en/Neebo-Survey-Finds-College-Students-Worry-Textbook#.VS_ZlCxbry1

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**

LYNN
UNIVERSITY

LYNN UNIVERSITY

- ❖ Private, non-profit; 2,900 student FTE; 25% international students
- ❖ The University's personality:
 - ❖ "If it's good for students, let's do it."
 - ❖ "Go for it and figure out the details later."

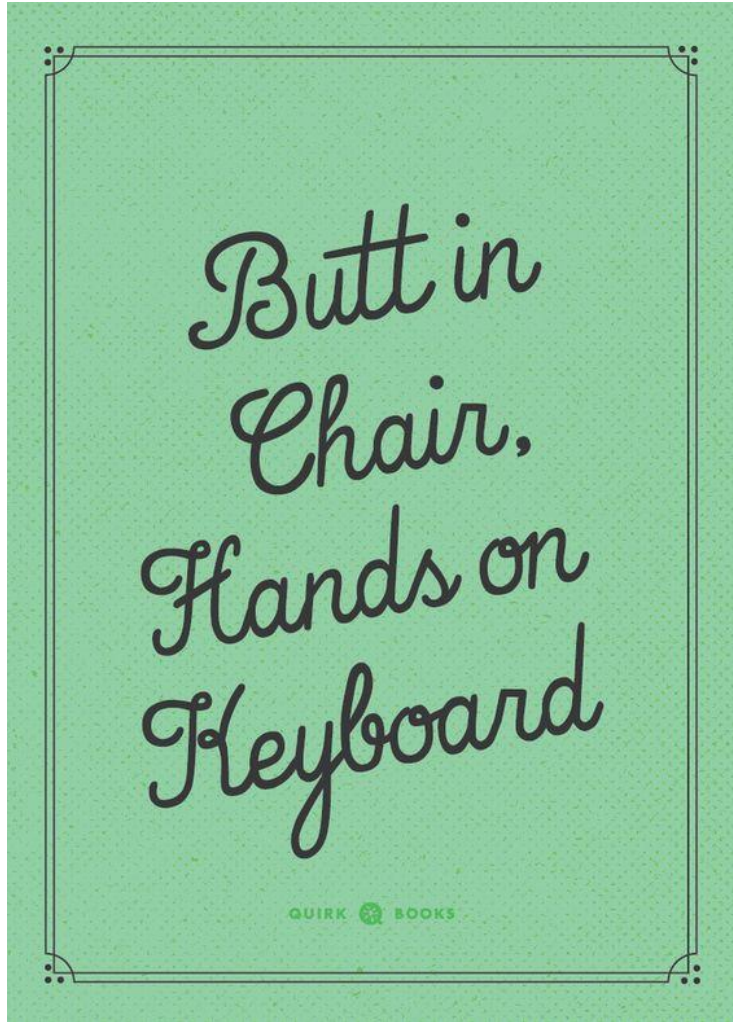


Lynn's iPad Initiative

- ❖ Started with iPad Minis
 - ❖ Fall 2013: SOME
 - ❖ Fall 2014: MOST
 - ❖ Fall 2015: ALL
- ❖ Spring 2016: upgrade to iPad Pros
 - ❖ First university in the country to adopt iPad Pros at scale



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Faculty-Authored iBooks

- ❖ Faculty mobilized, writing their own iBooks; this is voluntary; but deans apply pressure
- ❖ Stipends:
 - ❖ \$1,500 for a full textbook
 - ❖ \$750 for a smaller workbook
 - ❖ \$500 for an iBook compose of OER materials
- ❖ Books given freely to students

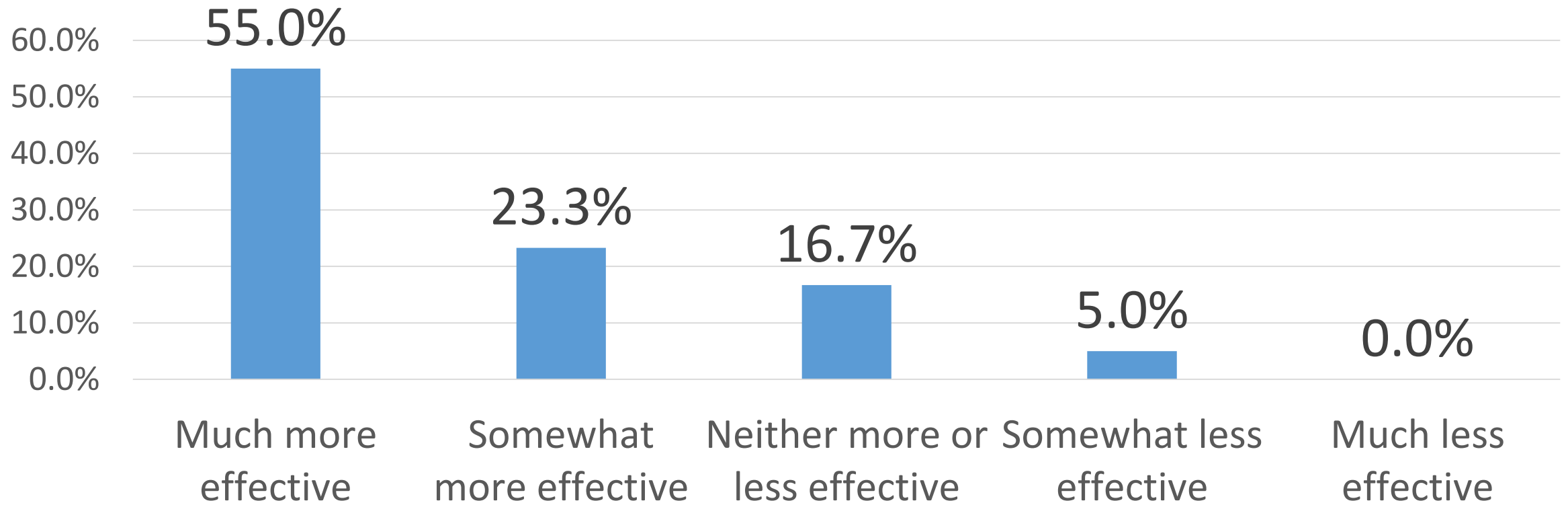
Complete* Success!

- ❖ 45+ iBooks created; many more on the way
- ❖ Dramatically cuts textbook costs
- ❖ Lynn recognized as an Apple Distinguished School twice in a row
- ❖ Students love them
- ❖ But there were ...problems

*[*By “complete” we mean “partial”]*



iBook effectiveness compared to print book, fall 2018



Some bad writing...& serious disorganization

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.”

- ❖ “Not a single one of the 178 images is cited.”
- ❖ “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.”

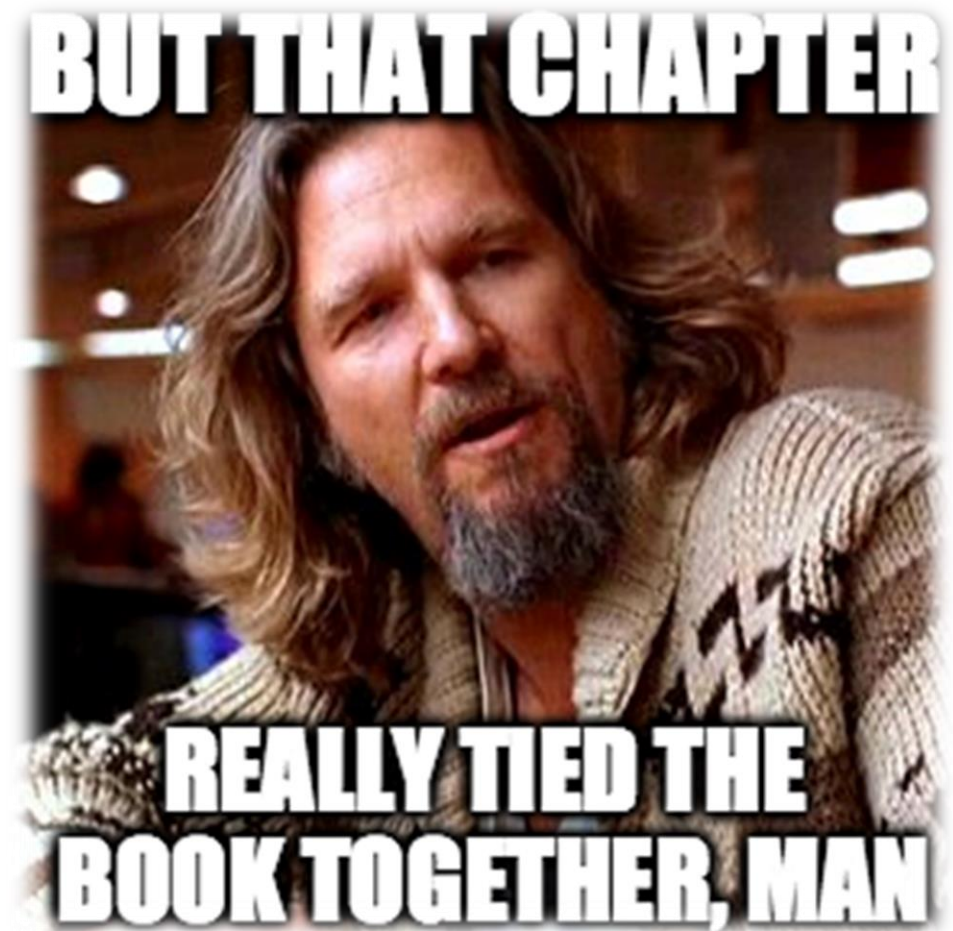
So the Lynn University Digital Press was born



- ❖ Part of the Library
- ❖ Developed editorial style guide, workflow, contracts, policies & procedures
- ❖ Hired an editor, instructional designers
- ❖ Add multimedia and widgets
- ❖ Secure and track permissions & copyright

Peer Review

- ❖ Currently have 8 books peer-reviewed, working with a wonderful company called the Grandview Group
- ❖ iBooks are trialed in the classroom in beta version while undergoing peer review



CAP Scan

	Preliminary Responses	Concluding Responses	Chapter Average	Accuracy and Currency	Chapter Organization and Presentation	Chapter Assignments
	✓	✓	3.2	3.2	2.9	3.5
1 : Introduction to the Criminal Justice System: Police, Courts, and Corrections			2.9	3.3 4	2.5 4	3.0 4
2 : Definitions, Defenses, and Statistics			3.3	3.5 4	3.0 4	3.5 4
3 : Constitutional Rights of the Accused			3.3	3.0 4	3.3 4	3.8 4
4 : Police: Functions, Philosophies, and Issues			2.7	2.3 4	2.3 4	3.5 4
5 : Justice Through the Courts			3.3	3.3 4	2.8 4	3.8 4
6 : Sentencing and the Death Penalty			3.6	3.8 4	3.3 4	3.8 4
7 : Institutional Corrections: Jail and Prison			3.3	3.3 4	3.3 4	3.5 4
8 : Community Corrections: Probation, Parole, and Intermediate Sanctions			3.3	3.5 4	3.0 4	3.3 4

Interactivity



- ❖ Aim is to create “living,” hands-on books
- ❖ iBooks Author widgets
- ❖ Third-party developers (Bookry, BookWidgets)
- ❖ Infographics, multimedia timelines, interactive images, etc.

Added even more structure

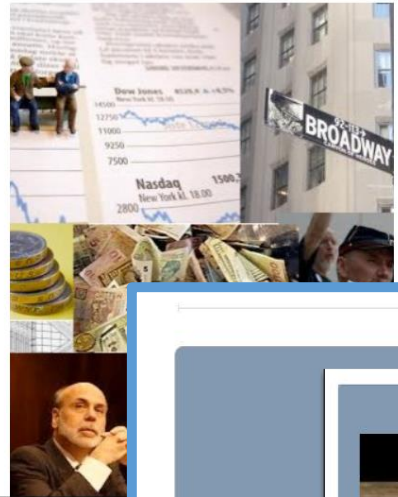
- ❖ Launched three calls for proposals per year
- ❖ Developed a more thorough approval process with the deans
- ❖ Created an editorial board
- ❖ We continue herding faculty



CHAPTER 1

Economics: Management of Resources

1.1	Defining Economic	3
1.2	the Field of Economics	11
1.3	The Economists' Tool Kit	17



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

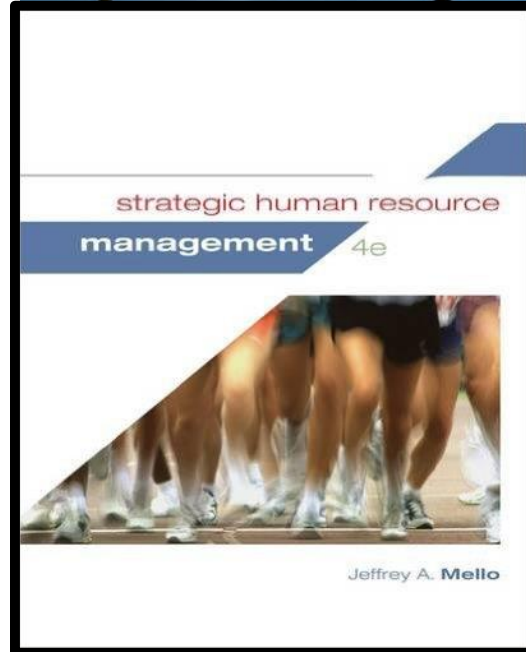
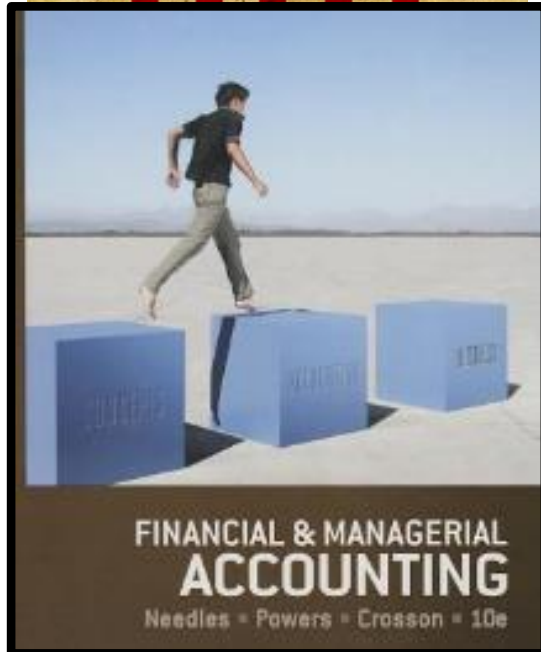
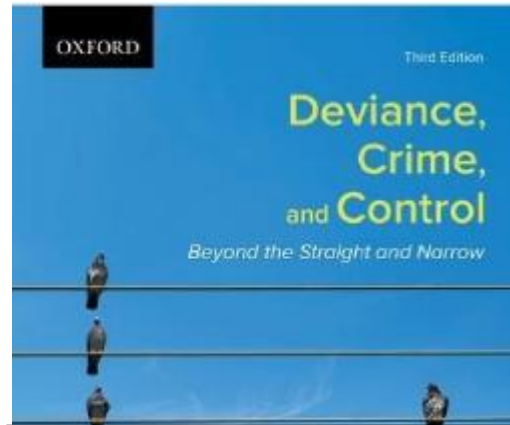
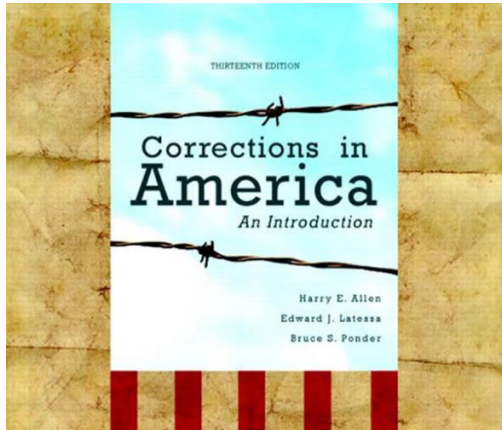
Check Answer

OERs and/or library-licensed texts

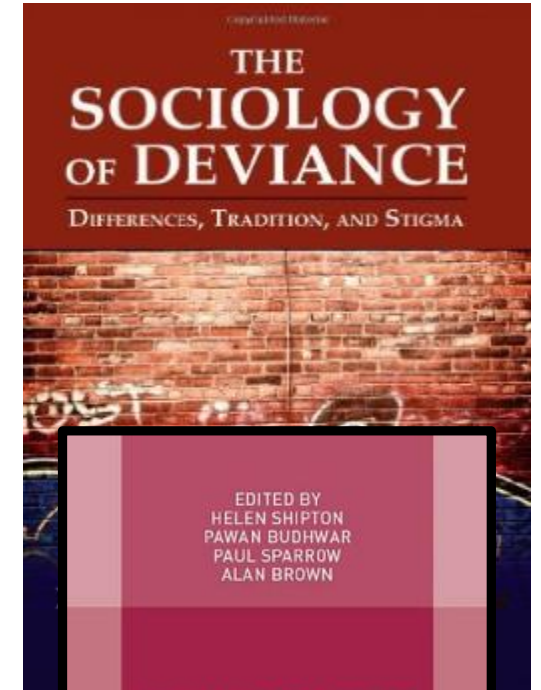
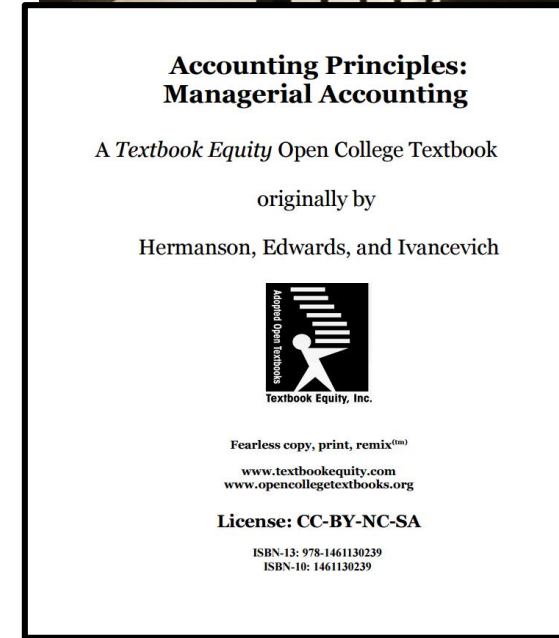
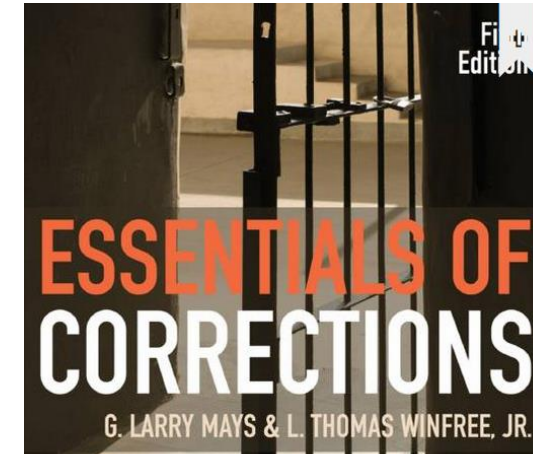
- ❖ Working with departments on pilots to eliminate purchased textbooks
- ❖ Find replacements as open educational resources or library-licensed e-books
- ❖ Challenges: very time-consuming; many steps involved to find appropriate replacements; some faculty resistant/reluctant to change; some books disappear

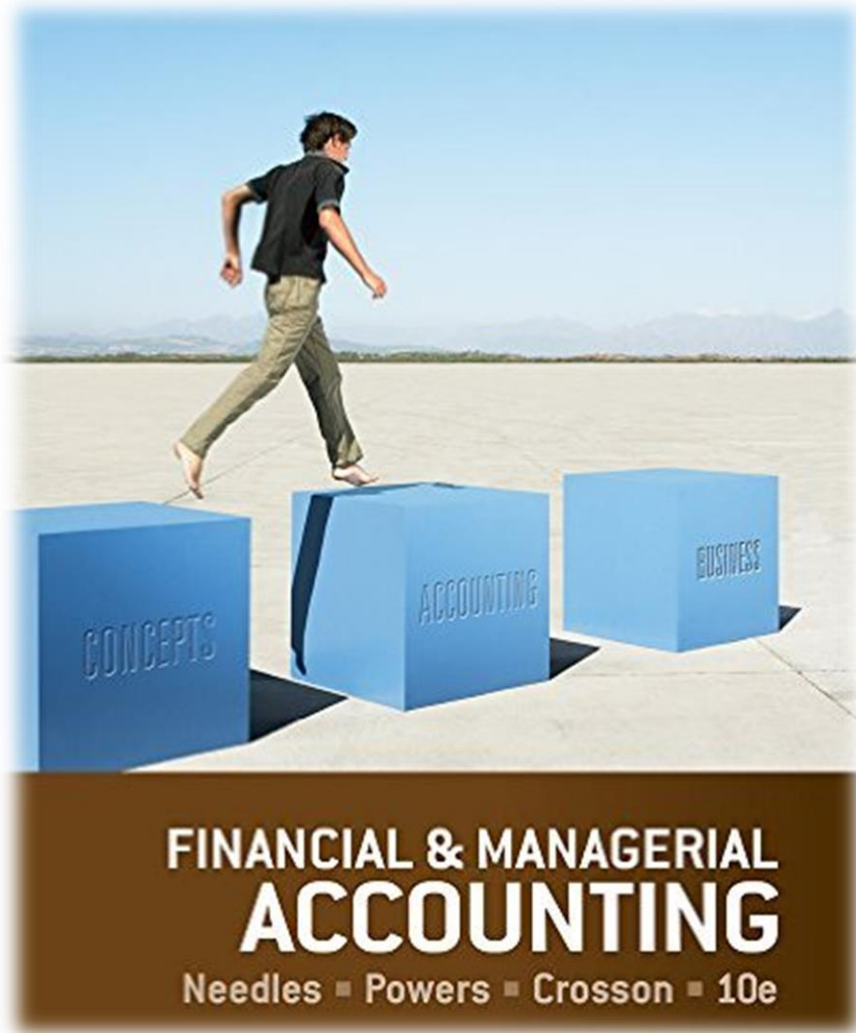
OERs and/or library-licensed texts

Old – Student-purchased texts



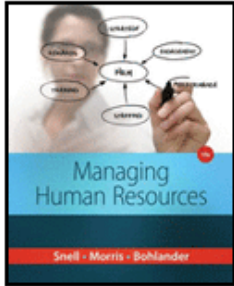
New – Library-licensed e-texts and OERs





- ❖ A new print copy of this one book is \$232; used is \$199.
- ❖ In 2017-2018, about 390 students took this course.
- ❖ That's \$90,000.

We tired of saying this: *“We have everything you need at the library!
...Except, like, what you actually need.”*



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

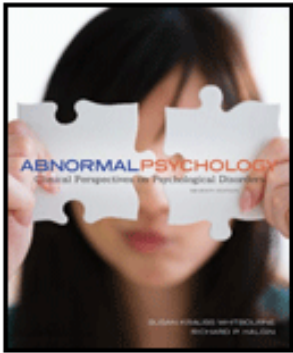
Managing Human Resourc
Suggested Retail Price (SRP) \$317.25 Author Snell

\$231.50
Used Print
Condition Verified ✓

Add to Cart

\$308.75
New Print
Condition Verified ✓

Add to Cart



Abnormal Psych., DSM-5
Suggested Retail Price (SRP) \$246.75 Author Whitb

\$180.00
Used Print
Condition Verified ✓

Add to Cart

\$240.00
New Print
Condition Verified ✓

Add to Cart

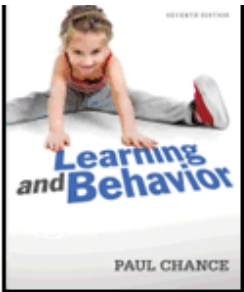


Financial and
Suggested Retail Price (\$

\$306.00
Used Print
Condition Verified ✓

Add to Cart

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



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

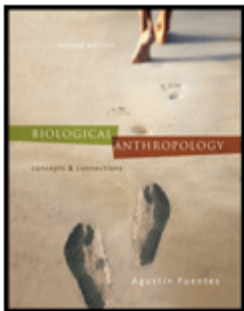
Learning and Behavior 7T
Suggested Retail Price (SRP) \$259.75 Author Chan

\$189.50
Used Print
Condition Verified ✓

Add to Cart

\$252.75
New Print
Condition Verified ✓

Add to Cart



Biological An
Suggested Retail Price (

\$199.00
New Print
Condition Verified ✓

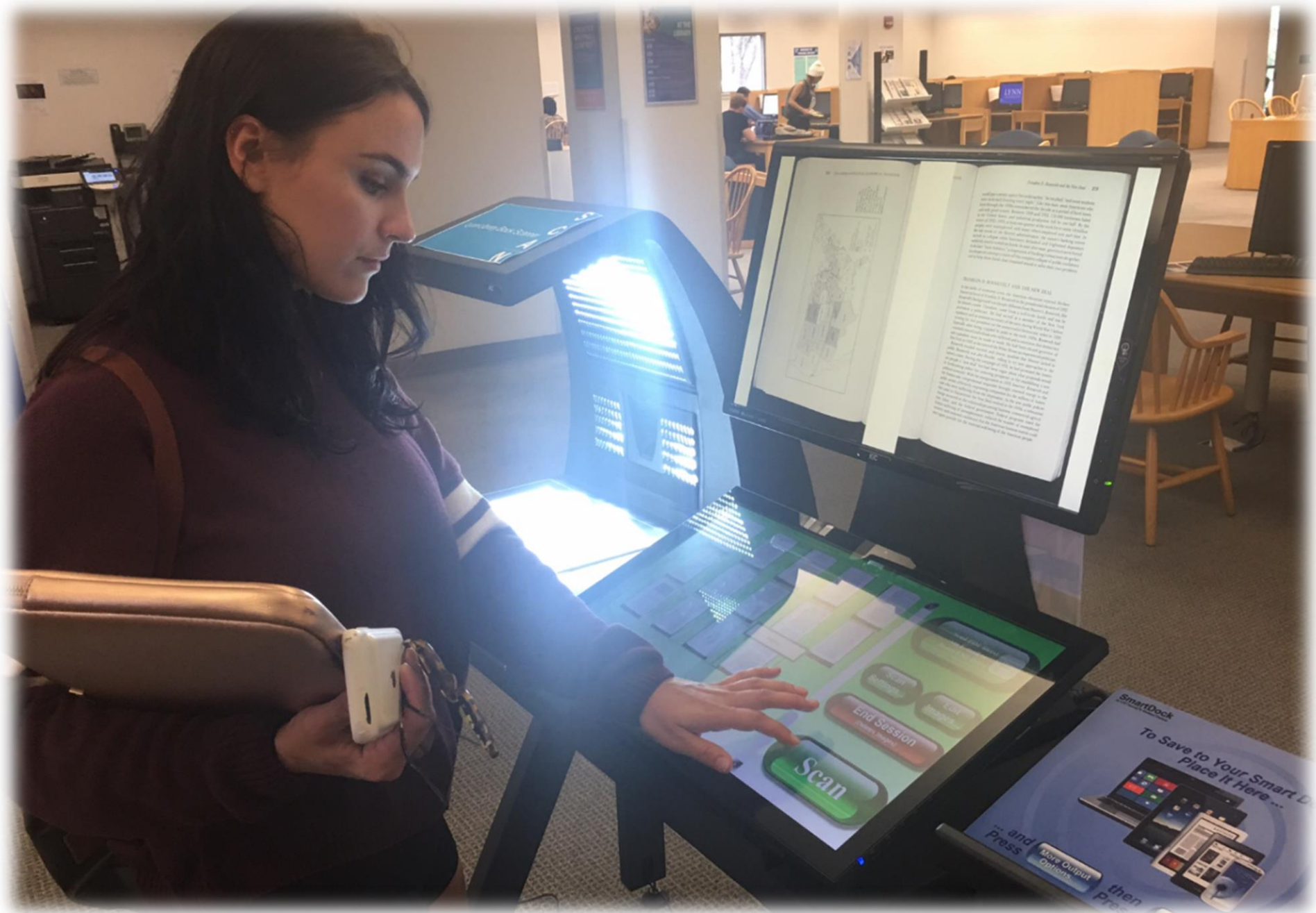
Add to Cart

So, what about all the other books?



The textbook collection

- ❖ At least one copy of every required textbook
 - ❖ 3-hour loan
- ❖ 290 titles; Checked out more than 4,500 times
 - ❖ Cost to Lynn: ~\$24,000 per year
 - ❖ Saved students: ~\$275,000 per year
- ❖ Challenges: making faculty/students aware; overdues; working w/ bookstore to order the right books; faculty not adopting the right books on time



Contact me anytime!

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