



Textbook Affordability

Many tools, One Objective. Lower Cost for TX Students

THECB Financial Aid Advisory Committee
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For more information:

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Association of American Publishers

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Spending on textbooks has declined....



Decoding the Data



Required Course Materials



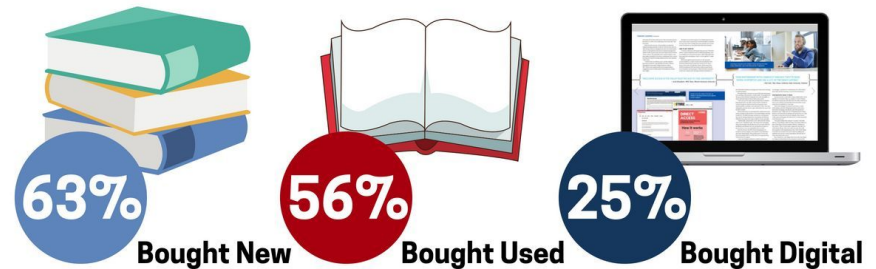
Technology & School Supplies

Textbook (course materials) costs are often aggregated with “technology” or “supplies,” which may include computers or like expenditures. Disaggregating cost shows spending on textbooks has been steadily decreasing.

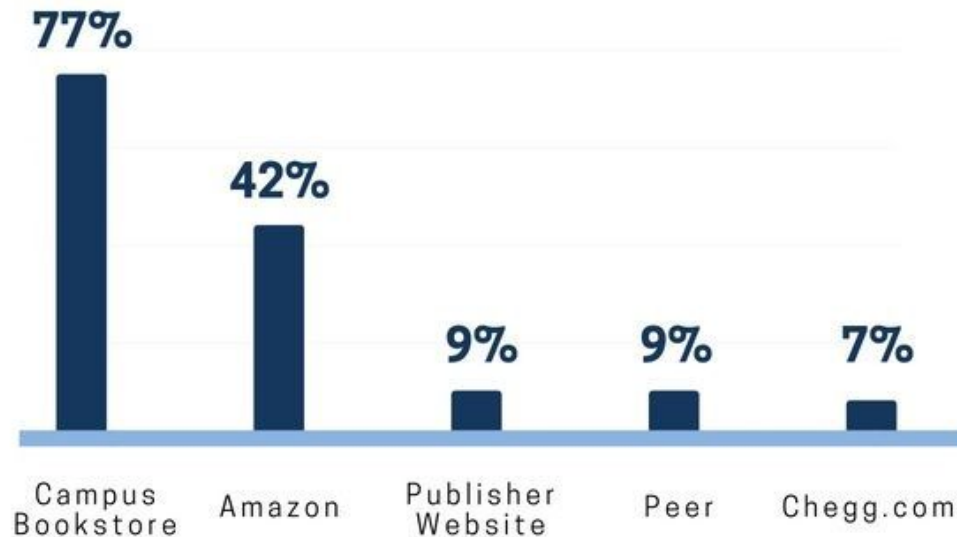
...because students have more choices...

1 in 4 students bought at least one digital version of instructional materials--**up 10% since 2016**.

20% downloaded free materials



WHERE STUDENTS are buying COURSE MATERIALS



...but not all choices good.

Only 31% of students enrolled in Spring 2018 had all of their materials on day 1 of class, which led to...



A new tool from publishers: **Inclusive Access**

Inclusive Access is an **innovative partnership** between an institution, bookstore, and publisher to deliver **digital course materials** to students on or before the first day of class **at below market rates**.

What does it offer?

- ❖ Enables more personalized digital content and services
- ❖ Expands access to just-in-time data analytics
- ❖ Industry's contribution to making higher ed more affordable

How does inclusive access work?

**Negotiated
Pricing Agreement**



Finalize terms for inclusive
access (IA)

**Faculty Choice, Academic
Freedom**



IA available to faculty
for course adoption

**One-Stop,
Deep-Discounts**



Student charge (fee) at
registration for IA

**Students
Day-1 Ready**



1st-day access to all
IA course materials



Dr. Charles Cook

*Provost & Executive Vice-President,
Academic Affairs*

Dr. Susan Thomason

Associate Vice President, TLED

Program Launch: Summer 2018



Course & Program Savings

(vs. comparable materials at market rate)

	Summer	Fall
Savings per Course (avg)	\$66.11	\$63.14
Program Savings (cumulative)	\$179,000	\$705,000



ALAMO
COLLEGES

Phillip Anaya

Digital & OER Coordinator

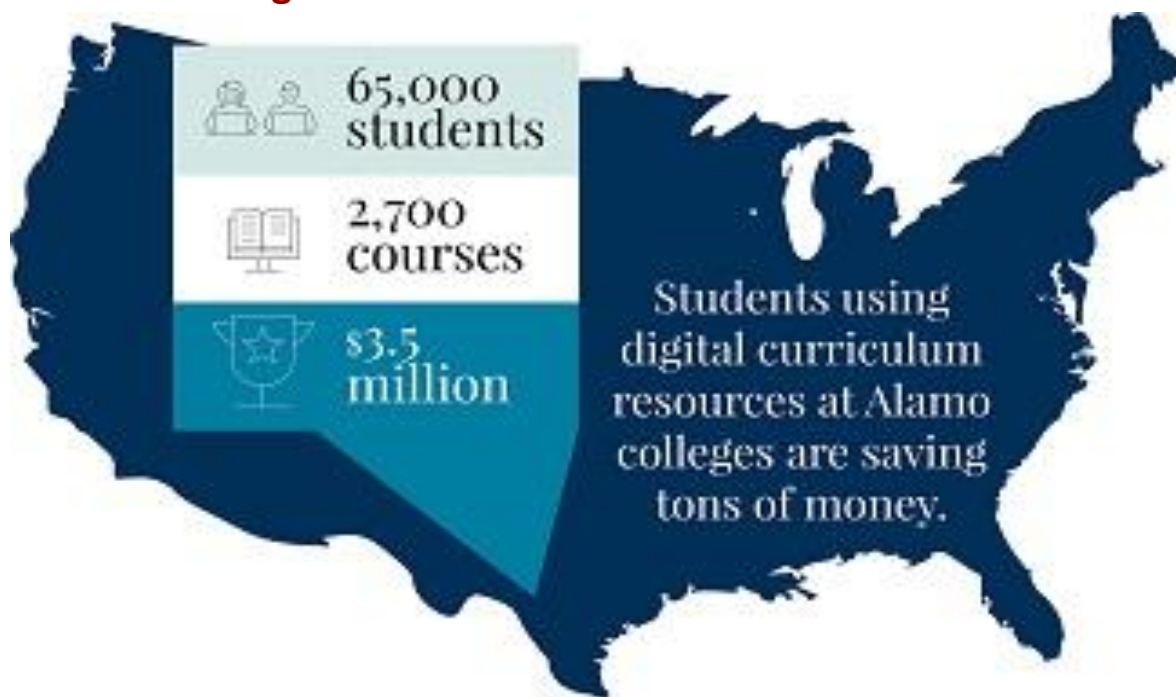
Program Launch: Spring 2017



WILEY



Alamo Colleges Inclusive Access



Select National Universities

Cumulative Student Savings

(specified period)

(2014-2017)

\$7M



(2014-2018)

\$9M



(2017)

\$2M



Inclusive Access in Texas Higher Ed

Community Colleges

Alamo Community College District
Alvin Community College
Austin Community College District
College of the Mainland
Collin College
Houston Community College District
North Central Texas College
Northeast Texas Community College
Paris Junior College•Ranger College
San Jacinto College District
Tarrant County College District
Tyler Junior College
Victoria College

Independent Universities

McMurry University
Texas Lutheran University
University of Mary-Hardin Baylor
Wayland Baptist University
Our Lady of the Lake University
Concordia University

Public Universities

Angelo State University
Texas State Univ.-San Marcos
Texas A&M Univ.-San Antonio
Texas A&M Univ.-Commerce
University of North Texas

University adoption has lagged



Inclusive Access: A Texas Problem

U.S. Department of Education

34 CFR 668.164(c)(2)

Authorizes institutions of higher education to:

- assess a fee for purposes of offering below market rate IMs
- utilize Title IV aid (e.g. Pell Grants) to cover cost of assessed fee
- establish opt-out provision for students who choose not to pay.

Texas Education Code

Chapter 54, Tuition & Fees

Texas universities lack clear, consistent guidance for aligning 34 CFR with state code related to tuition and fees, specifically as it relates to:

- Classification of IA within existing tuition & fee framework
- Approval authority for IA fees (local vs. Board decision)
- Uncertainty related to potential fee freeze

Legislative Recommendation

Authorize governing board of an institution of higher education to establish a textbook affordability program pursuant to U.S. Department of Education regulations

(34 CFR 668.164(c)(2))

KEY ELEMENTS

- Facilitates innovative pricing and delivery models for instructional materials resulting in substantial savings for students.
- Program costs packaged as part of tuition and fees, offset by Title IV financial (grant) aid (if applicable)
- Students ultimately vote with their wallet, with ability to **opt-out** as required by 34 CFR

What does the legislation do?

- Provides Texas public universities the same flexibility now available to community colleges--ability to leverage economies of scale, an open, competitive marketplace, and technology to fundamentally redefine college textbook pricing.
- Creates a uniform framework for such programs to ensure consistent implementation across all Texas universities.
- Aligns with existing U.S. DoE regulations related to such programs, re-emphasizing key elements such as the student opt-out provision.

How does legislation impact OER?

The legislation **DOES NOT conflict or compete with, contradict, preempt or otherwise undermine** open educational resource (“OER”) initiatives that currently exist or may emerge at the state or institutional levels. This includes the OER grant program administered by the THECB and funded by the Texas Legislature last session.

Ohio Consortium Textbook Deals to Save Students Nearly \$40 Million a Year

"...OhioLINK has the potential to positively impact thousands of students. In addition, our higher education libraries **have been leaders in other affordable learning initiatives such as open educational resources and alt-textbook programs, and OhioLINK is supporting those as well.**"

--John Carey, Chancellor for the Ohio Department of Higher Education

AAP} Texas Outreach

AAP has hosted 2 major symposiums **Houston (2018); Austin (2017)**

- Insights from state/national experts, early-adopters, THECB, TG
- Addressed all aspects of policy and practice
- Participants: 16 x CCs, **13 x universities**, TX Assoc. of CC

- Prairie View A&M University
- Texas A&M University
- Texas A&M Univ.-Corpus Christi
- Texas A&M Univ.-San Antonio
- Texas Southern University
- Texas State University-San Marcos

- University of Houston-Downtown
- University of Houston-Clear Lake
- University of North Texas
- University of Texas at Austin
- The University of Texas RGV

AAP } Texas Outreach

Texas Higher Education Coordinating Board *Learning Technology Advisory Council*

- AAP-led Presentation & Discussion (Feb 2018)
- Follow up Q&A Session with Council (June 2018)
 - IA Subcommittee Established
 - Council leaders included in Houston AAP event

TCCTA Annual Meeting (March 2018)
AAP-hosted panel discussion at conference



CCATT Annual Meeting (July 2018)



Community College
Association of Texas Trustees

By: Howard

H.B. No. 1933

A BILL TO BE ENTITLED

AN ACT

1
2 relating to authorizing a public institution of higher education to
3 include certain textbook costs in the institution's charge for
4 tuition or required fees.

5 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF TEXAS:

6 SECTION 1. Subchapter A, Chapter 54, Education Code, is
7 amended by adding Section 54.019 to read as follows:

8 Sec. 54.019. INCLUSION OF CERTAIN TEXTBOOK COSTS IN TUITION
9 OR FEES CHARGE. (a) The governing board of an institution of
10 higher education may establish in accordance with this section a
11 textbook affordability program under which the institution may
12 include the cost of any textbooks or other materials required for a
13 course in the tuition or required fees charged by the institution
14 for the course. The institution may establish the program only if,
15 in accordance with 34 C.F.R. Section 668.164(c)(2), the
16 institution:

17 (1) enters into an agreement with a book publisher or
18 other entity to make those textbooks or materials available to
19 students at below competitive market rates;

20 (2) provides students a means of obtaining those
21 textbooks or materials not later than the seventh day of the
22 semester or other term in which the textbooks or materials are
23 required; and

24 (3) adopts a policy under which a student may opt out

1 of having the cost of those textbooks or materials included in the
2 tuition or required fees charged to the student.

3 (b) The cost of textbooks or other materials included in an
4 institution of higher education's charge for tuition or required
5 fees under Subsection (a) is not subject to a limitation placed on
6 the amount of a fee under this chapter or any other provision of
7 this code.

8 (c) The Texas Higher Education Coordinating Board may adopt
9 rules for the administration of a textbook affordability program
10 established under this section.

11 SECTION 2. The change in law made by this Act applies
12 beginning with the 2019 fall semester.

13 SECTION 3. This Act takes effect immediately if it receives
14 a vote of two-thirds of all the members elected to each house, as
15 provided by Section 39, Article III, Texas Constitution. If this
16 Act does not receive the vote necessary for immediate effect, this
17 Act takes effect September 1, 2019.