



FAQs for Faculty

When are course material adoptions due to the Bookstore?

- April 20th for Fall and Summer semesters
- October 13th for Spring Semesters

Why are adoptions due this far in advance?

UMW adheres to College and University Bookstore industry best practices in procuring course materials.

A few practices and reasons for them follow:

- Optimum Sourcing: Keeping course materials costs as low as possible
 - Used Books Wholesalers: Used books are in high demand nationwide. Upon receipt of adoptions, “bins” are started with each national wholesaler. “Want Lists” with open to buy titles and quantities are sent to each wholesaler several times per day in effort to maximize used book inventory. The process continues until bin ship dates, usually at the end of June and first of November.
 - Publisher (new book) orders are placed when bins close, and open to buy has been adjusted for quantity used on order via bins.
- Buyback: having textbooks on the retail buyback list enables the store to pay best prices (50% of new book price) to students for those books. Used books are then available for the following term and shipping costs avoided; reduces student costs at beginning and end of semester.
 - Wholesalers purchase some books that are not adopted for the current term. Amount paid varies from 0 – 30% of new book price, depending national demand for a title.
 - Bundles are not typically good buyback candidates unless there is a national demand for the textbook alone.
- Freight Cost Savings: Purchase orders are aggregated to consolidate freight and minimize shipping costs.

- Higher Education Opportunity Act of 2009: Saving Students money
 - Legislation states that course materials list and pricing should be available in one place six weeks prior to the start of classes.
- Processing Custom Requests
 - Course packs and copyright permissions
 - Custom bundles can take 4-6 weeks from the time the publisher receives the order until books are on the shelf
- Backorders, out of prints, POD's, new additions – if any of these happen with a title, there needs to be time to notify faculty member and adjust.
 - How does the store learn about backorders?
 - Best case: B/O or O/S status is learned in research phase (April/May)
 - Next Best Case: buyer learns at time order is placed that a title is on back order and notifies faculty member
 - No Good Case: backorder status is listed on packing list, discovered at the time of shipment delivery; store notifies faculty, assists with alternative
 - Worst Case: no notification from publisher of backorder status; book simply does not arrive. This is especially problematic when titles on one PO are shipped from varying warehouses and arrive over the course of several days.
- New Semester Preparations:
 - Overstock is returned to vendors each semester
 - Returns begin approx. 6 to 8 weeks after the start of each semester. Requisitions for repeated titles may influence the returns (and save freight expense and labor).
- Customer Service Goal: to have course materials on shelf at least 3 weeks prior to the start of classes at best possible pricing.
 - Fill web orders
 - Process and deliver textbook reservations
 - Books available at "RUSH"
 - Staff are free from ordering and receiving during peak traffic times, available to assist customers in the store

How do stores determine quantity to buy for each title?

- Many factors are weighed when determining quantity to buy. A few include:
 - Estimated enrollment and actual enrollment
 - Sell through history for the title
 - Enrollment history for the class
 - Number of alternative sources for and availability of the title
 - Age of the edition
 - Number and types of format options
 - Force add notifications

- Are there exceptions to not ordering full estimated enrollment?
 - Yes: imported titles, POD titles, and custom titles; all are non-returnable.
 - Titles with historical sell-through of 90% and above are usually ordered at full enrollment.

How does the store work to keep course materials costs to a minimum?

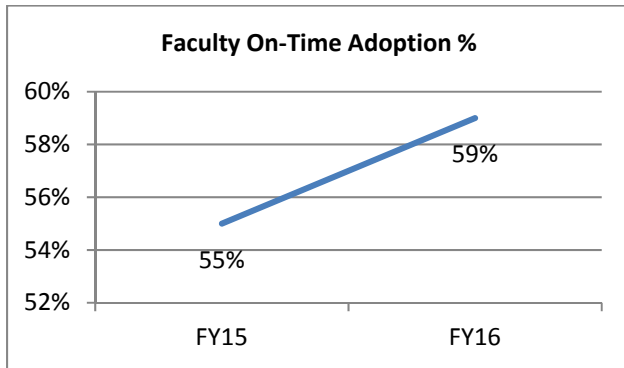
- In addition to the best practices listed above:
 - New book margins are lower than industry average; used book margins the same as industry average.
 - Work with faculty members to deliver OER and other digital, less expensive content via IA.

Example: SageMath subscription (DATA101) IA price \$9 per student for the semester vs \$28 per semester if purchased individually by students;
- Maximize used book inventory
- When available, offer lower cost alternatives at time of adoption
- In house rental program
- Verba Compete: allows the store to find best pricing. Lowest cost units are factored into pricing, spreading reduced cost across all units of a title
- Inclusive Access:
 - Offers 40-60% savings off of shelf price of new titles
 - Available first day of class
 - For students who prefer hard copy of a text, most IA titles can be made available in a low cost black and white binder-ready format.
 - Especially effective for books bundled with online learning platforms (MyLabs, Connect, etc.)
 - Offers streamlined delivery
 - An example of IA savings: Spring 2017 PSYC 301 – course materials available first day of class at a cost of \$86 which represented a \$160.45 savings over the traditional bundled package.
 - Saves freight costs
 - Fully integrated IA requires coordination with Textbook department 8 weeks in advance.
- Pepsi Textbook Scholarship: \$1,000 per semester to department(s) with 100% on time adoptions. In case of a tie, equally split among all departments with 100%. No department has turned in 100% adoptions on-time in the last year. Funds are for distribution to student of department's choice for course materials purchases.

A few UMW Bookstore stats from Fall 2017:

- Number of titles Ordered: 963
- Average New Book Price: \$69.76
- Average Used Book Price: \$41.76 - if same book being used next term, store has adoption from faculty member, and quantities are open to buy, this is still often the best value for students:
 - Example:
 - The new book price for a \$41.76 used book is \$52.50
 - Student purchased it used for \$41.76
 - Student sells at buyback for 50% of the new book price, \$26.25
 - Final price of book for the semester is \$15.51
- Average rental price, new: \$41.25
- Average rental price, used: \$19.96
- Least expensive book: \$2.50 (*Song of Myself*)
- Most expensive book: \$365.00 (*Marketing*)
- Number of textbook web orders processed: 912
- On time faculty adoptions for fall 2017: 57%

FY16 Annual Report Excerpt



Used Book Sales FY16 Annual Report Excerpt

Used Book Sales	FY14	FY15	FY16
Used Book Sales %	18%	19%	26%
Above Industry Average	14%	--	5.6%*

*Above percentage of total store sales. Source: NACS 14/15 Financial Survey.

