**Textbook Adoption Process**

- Process by which faculty selects books for Bookstore to offer for student purchase
- In Fall of 2011, 2,975 titles/124,307 books requested by faculty. Bookstore ordered 91,213 books. Students purchased 63,351 books from Bookstore.
- Generally 12% - 15% compliance by Adoption due date which is prior to Book Buy-Back period in the preceding semester. 30% - 35% compliance by the time Buyback is conducted.
- Identified as project for Continuous Process Improvement (CPI)

**Main steps in current process:**

1. Course assigned and faculty contemplates texts
2. Faculty reflects and selects texts
3. Update systems with new faculty information
4. Review Adoptions to guide Book Buy-Back

*The goal is to have the correct textbooks in supply prior to the first day of each semester.*

- Continue Follow-up to insure books are ordered
- Order and Stock Books
- Student Purchases Books
Three reasons to fix the Textbook Adoption process

1. **Students benefit:**
   - greater selection and less cost:
     - need adoptions by Book Buy-Back
     - greater availability and timely stocking
     - capture a greater market share of sales

2. **Time is Money….**
   - An analysis of our process and volume of Adoptions indicates that opportunity is lost each semester when books are not available, are too expensive or are purchased by students through other sources.
   - Faculty deserve the time to make a prudent text selection; we need to find a way to meet faculty members’ needs with the current time line.
   - We have to fight for the student’s business!

3. **15% Adoption Compliance**

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### Key Dates for Fall 2012

<table>
<thead>
<tr>
<th>Semester</th>
<th>Fall 2012</th>
<th>Spring 2013</th>
</tr>
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<tbody>
<tr>
<td>Date adoptions are due:</td>
<td>4/20/2012</td>
<td>10/19/2012</td>
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<tr>
<td>Date classes begin:</td>
<td>8/21/2012</td>
<td>1/16/2013</td>
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<tr>
<td>Date purchase order to publishers:</td>
<td>6/22/2012</td>
<td>11/9/2012</td>
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<tr>
<td>Date for end of term buyback:</td>
<td>12/10-12/14</td>
<td>05/06-05/10</td>
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### The process is not complex, but it is time consuming

- Many stops and starts—current semester distractions keep faculty from considering the next semester.
- Relies heavily on faculty members to select their course materials and meet Bookstore deadlines.
- It’s difficult to quantify the actual benefits to both the faculty and the students—timing will dictate results.

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### 2011 Adoption Process (fall 2011)

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<table>
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<tr>
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<tbody>
<tr>
<td># of titles requested by faculty:</td>
<td>2,975</td>
</tr>
<tr>
<td># of books required:</td>
<td>124,307</td>
</tr>
<tr>
<td>TOTAL # of books purchased by Follett:</td>
<td>91,213</td>
</tr>
<tr>
<td>TOTAL # of books sold by Follett:</td>
<td>63,351</td>
</tr>
<tr>
<td>Books sold vs. Books required</td>
<td>51%</td>
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</tbody>
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*Competition from on-line vendors will increase each year*
Three key things we’ve learned in the Pilot Project

1. ND’s low Adoption compliance rate causes ripples. For example:
   - What are the financial ramifications of missing deadlines?
   - Amount returned to students through Buyback process is greatly reduced
   - Bookstore staff scramble to get Adoptions by all means (i.e. phone calls, e-mails, chance meetings, etc.), causing inefficiencies
   - Students forced to take business off-campus if they can’t get the book from the store.

   **Important Compliance Milestones:**
   - Adoption Deadline = 10% - 15%
   - Book Buy-Back = 45% - 50%
   - Two weeks prior to semester = 90% - 93%

2. Little was known about the “Voice of the Customer” which could lead to change
   - **Key issues:**
     - The faculty need time to select their texts; it is not a matter of procrastination
     - The faculty viewed the technology/process to Adopt texts differently; some prefer online while others long for the “old days”
     - The students prefer used text books since they are cheaper and already highlighted
     - The students felt powerless to effect change on the textbook purchase and buyback process

3. Partnerships and Communication will be the key to success...
   - ...Notre Dame Administration is willing to assist in educating faculty about the process and ensure understanding...
   - ...Students are an important ally!
Action Plan “Top 6” and FAQs

1. Communicate directly with faculty
2. Develop alternate means to obtain Adoption requests
3. Involve students
4. Work with OIT to develop single sign-on through insideND
5. Develop communication strategies that respond to “Voice of the Customer”
6. Explore new methods and programs that appeal to student needs

☑ Provost agreed to this and sent memo!
☑ Still working to determine opportunities
☑ Have already met with incoming Student Government leaders
☐ In process; exploring log-in options and form creation with OIT.
☐ In process; expect to be ready in Fall.
☑ Textbook rental program installed beginning Spring 2011.

How will these changes affect students?

Q1:
As a result of improvements to the process, greater Adoption compliance will result in more money in their pocket for Book Buy-Back and a greater selection of new and used books available in-stock and on-time at the beginning of each semester.

A1:

Is this all about the Bookstore – and in turn, the University – making more money?

Q2:
No! While we must all be good stewards of University resources, we seek to fight for the students’ business by offering a simple, safe and low-cost textbook purchase/rental program.

A2:

How will we know if the Textbook Adoption process is really improving?

Q3:
The goal is to achieve a 50% compliance rate by the Adoption deadline and at least 85% compliance by Book Buy-Back which will result in greater selection and savings for students, reduced Bookstore staff time in meeting last-minute faculty requests and student needs and a per-semester increase in textbook sales of 6% annually.

A3:

Who to contact?
Bob Thomson, Assistant Director, Course Materials, rthomson@nd.edu or 631-8235
Rose McMahon, Coordinator, Course Materials, rmcmahon@nd.edu or 631-9731

What is the website for the online adoption tool?
Adoptions.efollett.com