

Life Preserver or Anchor?: Implementing a Textbooks on Reserve Program in the Library



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What's the problem with textbooks?

- Too expensive
 - Students spend \$940 annually on textbooks and supplies (Pekow)
 - Average cost of the textbooks we purchased:
 - \$103 at Hamilton
 - \$85 at Middletown
- Late arrival of financial aid keeps students from purchasing books in time
- Students wonder if textbooks will be used enough in class to justify purchase

Why are textbooks not added to library collections?

- Will be hoarded by a small set of students
- Prone to damage/marking up
- Editions change too often to stay current
- Expensive investment in “peripheral” items
- Should be the responsibility of students
- Competition with campus bookstores

Textbooks on reserve

- What if the library bought some textbooks and kept them on reserve?
- Learned that Ohio State University had started a program
- Already help students request earlier editions of texts from other OhioLINK libraries
- Asked: "Isn't it part of the library's mission to make materials for learning as widely available as possible?"

The basics of the program

- Select a set of courses to buy textbooks for
- Invest a small amount of library funds
- Encourage donations of current texts
- Provide reasonable and broad access to the texts
- Keep track of statistics to see if investment is paying off in usage

How courses were selected

- Nature of the course (Miami Plan course or other introductory level course)
- Significant projected student enrollment
- Use of a single textbook for all or most sections offered for the course
- Nature of the texts (only required texts will be purchased; no study guides, workbooks, lab manuals, or other related materials included)
- Publication of a new edition of the text is not imminent

Where does the money come from?

- Combination of:
 - Donations from campus bookstore
 - Library funds
 - Student government funds
 - Donations of textbooks by academic departments or individual faculty members and students
- Total costs (so far):
 - Middletown: \$2,500
 - Hamilton: \$1,350

Marketing techniques

- Web page for the program
- Posters across campus
- Bookmarks distributed at each checkout and to all attendees at library instruction sessions
- Announcement on the library's blog
- Email to various campus-wide listservs
- Attended various campus committee meetings to promote the program
- Student and faculty word of mouth

Processing and display

- Textbooks each check out for 2 hours
- One copy of each text is available
- Hamilton: formal cataloging
- Middletown: on-the-fly records
- Intermingled with regular reserve items on reserve shelves, but labeled to show their "Textbooks on Reserve" status
- Donated items are bookplated if donor desires it

Texts purchased at Hamilton

HAMILTON CAMPUS

ATH 175	Robbins: <i>Cultural Anthropology</i>
BTE 105	Kerin, et. al.: <i>Marketing</i>
BTE 286	Miller: <i>Google-pedia</i>
CIT 101	Zimmerman: <i>Microsoft Office Word 2003</i>
CIT/CSA 151	Decker and Hirschfield: <i>The Analytical Search Engine</i>
COM 135	Bebee: <i>Public Speaking Custom</i>
EDT 002	Goshgarian: <i>What Matters in America</i>
ENG 007-HA	Brandon: <i>From Self to Sources</i>
ENG 007-HG	Vesterman: <i>Celebrity Writing in America</i> Keene and Adams: <i>Easy Access</i>
ENG 007/111	Hacker: <i>Writer's Reference</i>
GEO 111	Rowntree: <i>Diversity Amid Globalization</i>
GLG 111	Smith: <i>How Does the Earth Work?</i>
GLG 121	Montgomery: <i>Environmental Geology</i>
MBI 161	Cowan: <i>Microbiology</i>
MTH 001/002	Aufmann: <i>Basic College Math</i>
MTH 101/102	Lial: <i>Beginning and Intermediate Algebra</i>
MTH 125	Barnett: <i>Precalculus</i>
MTH 151	Stewart: <i>Single Variable Calculus, Early Trans.</i>
SPN 102/111	Blanco: <i>Panorama</i>
THE 191	Jacobus: <i>Compact Bedford Intro to Drama</i>
ZOO 121	Kaufman: <i>Biosphere</i>
ENG 007/111	Hacker: <i>Writer's Reference</i>

Space holder for
Superman poster

Texts purchased at Middletown

MIDDLETOWN CAMPUS

ART 187	Stokstad: <i>Art History, Vol 1</i>
ART 188	Stokstad: <i>Art History, Vol 2</i>
ATH 175	Robbins: <i>Cultural Anthropology</i>
ATH 175	Saitoti: <i>The Worlds of a Maasai Warrior</i>
ATH 175	Yoder: <i>Rosanna of the Amish</i>
BOT 131	Rost: <i>Plant Biology</i>
CHM 131	Timberlake: <i>Chemistry</i>
CHM 137/141	Ebbing: <i>General Chemistry</i>
COM 135	Beebe: <i>Public Speaking</i>
COM 143	Campbell: <i>Media & Culture</i>
CSA 151	Decker: <i>Analytical Engine</i>
ECO 201	Colander: <i>Microeconomics</i>
ECO 202	Parkin: <i>Macroeconomics</i>
EDL 100	<i>Choices and Challenges</i>
GLG 111	Marshak: <i>Essentials of Geology</i>
GLG 121	Montgomery: <i>Environmental Geology</i>
GLG 141	Harris: <i>Geology and National Parks</i>
HST 121	Spielvogel: <i>Western Civilization, Vol. 1</i>
HST 121	Perry: <i>Sources of Western Tradition, Vol. 1</i>
MBI 111/161	Cowan: <i>Microbiology</i>
MTH 007E	Martin-Gay: <i>Basic College Mathematics</i>
MTH 007P	Martin-Gay: <i>Prealgebra</i>
MTH 101/102	Lial: <i>Beginning and Intermediate Algebra</i>
MUS 185	Titon: <i>Worlds of Music</i>
MUS 189	Yudkin: <i>Understanding Music</i>
PSY 111	Myers: <i>Psychology</i>
PSY 111	Santrock: <i>Psychology Essentials</i>
SPN 101/102	Blanco: <i>Panorama (all materials)</i>
SPN 201/202	Blanco: <i>Enfoques</i>
ZOO 161	Mader: <i>Human Biology</i>
ZOO 171/172	Shier: <i>Hole's Human Anatomy & Physiology</i>

Results so far

- Targeted courses serving over 3800 students between the two campuses
- Broad support from faculty
- Positive PR as a result of the program
- Traditional reserve service use has increased
- Generated discussion among other Ohio regional and two-year campuses
- Basic usage statistics from each campus:
 - **Hamilton**
 - Spring Semester 2007 – 22 items on reserve – 51 circulations through 3-23-07
 - **Middletown**
 - Fall Semester 2006 – 37 items on reserve – 40 circulations
 - Spring Semester 2007 – 47 items on reserve – 79 circulations through 3-23-07

What does the future hold?

- Continue adding textbooks and (where needed) adding additional copies
- Seek additional funding from campuses
- Encourage faculty to decide how essential their texts are
- Point students toward online book stores
- Statewide e-textbook pilot projects are just starting in Ohio