College Textbook Prices Have Risen 1,041 Percent Since 1977

by BEN POPKEN
Planned Merger of Cengage and McGraw-Hill Could Remake College-Textbook Market

By Goldie Blumenstyk | May 01, 2019

McGraw-Hill and Cengage, two of the country’s three biggest textbook publishers, announced on Wednesday that they would merge.

By Will Jarvis | JULY 17, 2019

WMU Student survey on textbook prices
(October 2017)

Most $ Spent on Textbooks in One Semester
(169 WMU student respondents)

- $200-299: 15
- $180-199: 15
- $160-169: 12
- $150-159: 12
- $140-149: 12
- $130-139: 12
- $120-129: 12
- $110-119: 12
- $100-109: 12
- $90-99: 12
- $80-89: 12
- $70-79: 12
- $60-69: 12
- $50-59: 12
- $40-49: 12
- $30-39: 12
- $20-29: 12
- $10-19: 12
- $10-9: 12

Here's what they learned from the University to show the need for textbook affordability and use of Open Education Resources.
In your academic career, has the cost of required textbooks caused you to:

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2016</th>
<th>2018</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Not purchase the required textbook</td>
<td>63.6%</td>
<td>66.5%</td>
<td>64.2%</td>
<td></td>
</tr>
<tr>
<td>Take fewer courses</td>
<td>49.2%</td>
<td>47.6%</td>
<td>42.8%</td>
<td></td>
</tr>
<tr>
<td>Not register for a specific course</td>
<td>45.1%</td>
<td>45.5%</td>
<td>40.5%</td>
<td></td>
</tr>
<tr>
<td>Earn a poor grade</td>
<td>33.9%</td>
<td>37.6%</td>
<td>35.6%</td>
<td></td>
</tr>
<tr>
<td>Drop a course</td>
<td>26.7%</td>
<td>26.1%</td>
<td>22.9%</td>
<td></td>
</tr>
<tr>
<td>Fail a course</td>
<td>17.0%</td>
<td>19.8%</td>
<td>NA</td>
<td></td>
</tr>
</tbody>
</table>

https://dlss.fvc.org/documents/210036/1314923/2018+Student+Textbook+and+Course+Materials+Survey+Executive+Summary.pdf/3c0970b0-ea4b-9407-7119-0477f7290a8b
What are Open Textbooks?
U.S. Department of Education Awards $4.9 Million Grant to University of California, Davis to Develop Free, Open Textbooks Program

Pilot Program to Explore Development of Public Domain Texts for Chemistry, Career-Technical Education

OCTOBER 3, 2013

Contact: Press Office, (202) 401-1576, press@ed.gov

To help stem the rising cost of college textbooks, the U.S. Department of Education today announced a $4.9 million grant to the University of California, Davis (UC Davis) to lead a pilot program to develop free, open textbooks in targeted subjects.

Under the Open Textbooks Pilot Program, funded by Congress in the FY 2018 omnibus spending bill, UC Davis will lead a consortium of 12 campuses that will begin by creating open textbooks focused on high-enrollment courses.
Collaborative Statistics

By:
Barbara Illowsky, Ph.D.
Susan Dean

Online:
< http://cnx.org/content/col10522/1.40/ >

CONNEXIONS
Rice University, Houston, Texas

Collaborative Statistics Using Spreadsheets

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Online:
< http://cnx.org/content/col11521/1.21/ >

OpenStax-CNX
13 Peer Reviewed Studies of Efficacy
95% Same or Better Outcomes
# University of Georgia

## Change from non-OER to OER

<table>
<thead>
<tr>
<th></th>
<th>Δ Grade</th>
<th>Δ DFW</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Pell eligible</td>
<td>+7.4%</td>
<td>-2.05%</td>
</tr>
<tr>
<td>students</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pell eligible</td>
<td>+12.3%</td>
<td>-4.43%</td>
</tr>
<tr>
<td>students</td>
<td></td>
<td></td>
</tr>
<tr>
<td>All Students</td>
<td>+8.6%</td>
<td>-2.68%</td>
</tr>
</tbody>
</table>

The Impact of Open Educational Resources on Various Student Success Metrics
What are the WMU Libraries doing to help?
Upcoming OER Workshops:
Dec 13, 2019
1pm – 2pm,
Swain Education Library
Textbook Program:

- 2017-18: 5,600 circulations
  $237,600 in student savings.

  (24% increase)
Open Education Resources

Adopt an Open Textbook Grant

The Adopt an Open Textbook Grant is a WMU Open Educational Resources (OER) Initiative program that provides a financial incentive for faculty and instructors to switch from traditional textbooks to high-quality, free open textbooks.

APPLY FOR GRANT

SCHEDULE

- **Call for proposals:** October 2019
- **Proposals due:** December 3, 2019
- **Awardees notified:** December 20, 2019

DESCRIPTION

Adopt an existing open textbook or open course content for a course you are teaching and revise your syllabus accordingly. For example, teach ECON 2010 - Principles of Microeconomics - using the OpenStax book *Principles of Microeconomics* that is free online (and only $33.50 for anyone wanting a print copy). Currently an equivalent textbook costs $119 to $130.

ELIGIBILITY
Open Textbook Adoption Grant

- Convert a course from a commercial to OER textbook – get $1000
- Concluded on December 3rd, for summer/fall 2020 semesters
- 10 grants available for this cycle

- Library support to identify materials, EUP support for instructional design
Early Outcomes:

- We’re going to expand the program for this cycle
- 19 submissions (!)
- Announcements coming on December 20th

Early estimate: 4,000 students saving $750,000
WHAT ARE OPEN EDUCATIONAL RESOURCES?

Open Educational Resources (OER) are "teaching, learning, and research resources that reside in the public domain or have been released under an intellectual property license that permits their free use and re-purposing by others." (from the William and Flora Hewlett Foundation)

WHY OPEN EDUCATIONAL RESOURCES (OER)?

- 65% of students nationwide have not purchased a textbook at some point in their academic career because of cost.

- Textbook prices have risen 1041% since 1977, higher than medical costs and much higher than the Consumer Price Index.

- Michigan community colleges have saved students $3.2 million by using OER since 2016.

Contact:

Paul Gallagher
Associate Dean for Resources and Digital Strategies
University Libraries

https://wmich.edu/opened