

## Faculty Guide for Textbook Adoptions

Click [here to access](#) the current process for textbook adoptions at CNM.

[ [https://www.cnm.edu/depts/academic-affairs/documents/AA\\_Textbook\\_Adoption\\_Procedure\\_final.pdf](https://www.cnm.edu/depts/academic-affairs/documents/AA_Textbook_Adoption_Procedure_final.pdf) ]

This guide is an addition to the existing process approved for use by Academic Affairs, and it follows the criteria established for evaluating textbooks during the adoption process.

Begin your search for a new textbook by evaluating all **Open Educational Resources (OERs)** available through the many OER initiatives that exist today.

CNM has partnered with Rice University's OpenStax College, which offers peer-written, peer-reviewed textbooks in a wide variety of disciplines for free in .pdf, web-view, Bookshare and iBook formats as well as low-cost printed copies.

[Click here](#) for a comprehensive list of disciplines.

[ <https://openstaxcollege.org/faculty> ]

For additional options on OERs, please [review this site](#).

[ <https://open4us.org/find-oer/> ]

Click [here to access](#) a useful rubric for evaluating an OER.

[ <http://www.achieve.org/files/AchieveOERRubrics.pdf> ]

Another useful resource for evaluating an OER is the [evaluation criteria](#) from the Community College Consortium for Open Education Resources.

[ <http://collegeopentextbooks.org/about-us/contactus/34-cot/cot-category/101-evaluation-criteria> ]

### Criteria for Evaluating a Textbook

Criteria	Questions to consider	Yes / No (notes)
Address SLOs for the course according to the school's curriculum	Does the book address all course SLOs to the appropriate depth and breadth?	
	Does the book support student learning?	
	Are previously learned skills reinforced throughout the book to build retention of learning?	
	Is the information presented in an engaging manner from the learners' perspective?	
Accessibility and Universal Design	Are concepts presented in multiple formats (tables, charts, images, visual representations, etc.) in a manner that helps student learning?	
	If an e-text is used, is it easy to access?	
	If an e-text is used, does it incorporate specific features for accessibility, specifically the user's ability to enlarge the font of the text and allow for accessible audio content?	
	Additional resources and information on Universal Design principles can be found on the Community site in CNM Learn.	
Reading Level	Is the text written at an appropriate reading level for the students taking this course?	
	Are explanations clear enough, so that students could learn the material on their own if they miss class?	
Textbook Organization	Is the material organized in a manner that makes sense for teaching and learning?	
	Does the book present the material conceptually as well as contextually?	
Currency	Is the textbook accurate, up-to-date, and current with the field?	
	Are the applications and examples current and relevant?	

<b>Criteria</b>	<b>Questions to consider</b>	<b>Yes / No (notes)</b>
Cohesiveness	Do the lectures and practice tests/activities match?	
	Are the supplemental materials created by the same author(s) in a consistent format and style?	
Cost	Has the final price of the book been established?	
	Request the publisher price and check with the bookstore for the final price of the book that students will pay.	
	What mark-up or margin will apply to the selected course materials?	
	Be aware of different pricing categories that apply to books, bundles, course packs, etc.	
	Review the section on costs and pricing below.	
Supplemental Materials	Does the book provide practice and/or self-assessment activities for students?	
	Are the test banks robust?	
	Are the test banks user-friendly?	
	Does the book come with other resources that students will find useful in learning the material?	
	Are the supplemental resources free and open to students? Are they easily accessible?	
	Do the supplemental materials require students to set up an account on the publisher's	
DL Compatibility	Can the textbook be integrated into CNM Learn course shells?	
	Is there an e-textbook version available?	
	Is the e-text easily accessible?	
	Is the e-text a downloadable book or an online	

## **Course Material Categories (from Follett)**

- Text (stand-alone) – increased chance for a rentable book
- Bundle – for example, text packaged with an access code (it depends on what is bundled); the bundle cannot include a consumable product if it is to be rented.
- Digital – printed book may also be available digitally; some digital books are rentable
- Stand-alone e-text
- Stand-alone homework access code
- Combination of e-text and homework access code
- Course pack – generally lab manuals or could be a group of items pulled from multiple sources and put together. If it contains copyrighted material, then all clearances must be received before the course pack can be sold. Follett may send these files for verification to a third party if needed.
- Access Code – one-time use or a two-semester use; it is a consumable product
- Custom – could be a book or a bundle created specifically for a course.

## **Costs and pricing**

- ✓ Request prices with every book sample; textbooks that have been selected as candidates for a final vote should include a publisher-guaranteed price. This price needs to be given in writing. Be aware that the publisher-guaranteed price is not the final price of the book: it is the price to the bookstore. After the bookstore marks up the item, then the final cost to the students is revealed. Check with the bookstore prior to selecting the textbook in order to find out the final price of the book.
- ✓ Note that when faculty select a book that has the list price on the back of the book, Follett has to use that price.
- ✓ Information on bundles: The CNM bookstore does not automatically bundle. This means that if a course has two required books, the bookstore will not automatically bundle it. Often the publisher will give a lower price if the books are bundled together and they come in a bundled package from the publisher.
- ✓ Faculty should know that the students will be charged the higher price if books are bundled. It is important in these cases to discuss the bundled price vs. the non-bundled price with the publisher's representative.
- ✓ The bookstore will not unbundle a bundle. They are required by law to offer to order the piece the student wants, but they don't have to unbundle it. The bookstore will offer to order for the student the separate item requested, but they will not unbundle a course bundle. Thus, it may take longer for the student to receive the needed item. If the faculty want both pieces to be offered unbundled, they have to order it that way.

- ✓ Renting books from the bookstore: When a student rents a book, the book can end up costing the student more than he/she would have paid for the book itself if the book is not returned. It will be useful to add this information to the syllabus when the course materials contain rentable books.
- ✓ Custom books: When faculty select a custom book, it limits the students' ability to sell the book back. At the same time, it limits the students' choices for buying the book because the book is only available at the CNM bookstore.
- ✓ The bookstore does not give general markup and margin percentages without knowing the specifics of the selected textbook. The following examples are for illustration purposes only.
- ✓ Mark-up versus margin: These two concepts are often misunderstood by faculty. Below are the formulas used by Follett to determine how much to charge for a given product. A few examples are given following the definitions and formulas.
  - **Gross Margin (GM)** is the percent of revenue retained by the bookstore after subtracting the cost of goods sold. That is, the gross margin expresses profit as a percent of revenue.

$$GM = \frac{\text{Revenue} - \text{Costs}}{\text{Revenue}} = \frac{\text{Profit}}{\text{Revenue}}$$

In terms of single products, the unit gross margin (gm) can be defined as:

$$gm = \frac{\text{Retail Price} - \text{Cost of the Unit}}{\text{Retail Price}} = \frac{\text{Unit Profit}}{\text{Retail Price}}$$

The unit gross margin expresses the profit generated by selling one unit as a percent of the retail price of that unit (book, bundle, etc.).

- **Mark-Up (\$)** is the amount added to the cost of a unit to determine the retail price necessary to generate the desired profit.

$$\text{Retail Price} = \text{Cost of the Unit} + \text{Mark Up}$$

- **Mark-Up Percentage (mu)** is the profit generated by selling a single unit as a percent of the production cost of the unit.

$$mu = \frac{\textit{Unit Profit}}{\textit{Cost of the Unit}} = \frac{\textit{Retail Price} - \textit{Cost of the Unit}}{\textit{Cost of the Unit}}$$

- **How the bookstore determines the retail price for a given unit:** Either the gross margin or the mark-up can be used to determine the retail price. Using the previous equations, the retail can be calculated in the following ways:

$$\textit{Retail Price} = \frac{\textit{Cost of the Unit}}{1 - gm}$$

OR

$$\textit{Retail Price} = \textit{Cost of the Unit} \times (1 + mu)$$

The mark-up percentage and the unit gross margin are related by,

$$mu = \frac{gm}{1 - gm}$$

- **Examples**

1. If the cost of a textbook to Follett is \$60, and Follett uses a unit gross margin of 26.686%, then the retail price would be the following:

$$\textit{Retail Price} = \frac{\$60}{1 - 0.26686} = \frac{\$60}{0.73314} \approx \$81.84$$

By rounding up to the nearest quarter, **Follett would charge \$82.00 for this book at the bookstore.**

The mark-up percentage related to the unit gross margin Follett used is calculated by

$$mu = \frac{0.26686}{1 - 0.26686} \approx 0.364 = 36.4\%$$

2. If the list price of a book is \$80 and Follett receives a 20% vendor discount, then the retail price is computed using a unit gross margin of 26.686% with \$64 as the cost of the unit (20% of 80 is 16. 80 – 16 = 64). Thus,

$$Retail\ Price = \frac{\$64}{1 - 0.26686} = \frac{\$64}{0.73314} \approx \$87.30$$

By rounding up to the nearest quarter, **Follett would charge \$87.50 for this book at the bookstore.**

3. If a textbook package was priced on the internet for \$110, and Follett uses a unit gross margin of 31.546%, then the retail price would be

$$Retail\ Price = \frac{\$110}{1 - 0.31546} = \frac{\$110}{0.68454} \approx \$160.69$$

By rounding up the nearest quarter, **Follett would charge \$160.75 for this package.**

#### ➤ **Follett Policies**

1. Follett uses a unit gross margin of 25% + freight and handling (typically 26.686% total) on internet priced books and on any other book for which Follett receives less than a 25% vendor discount. **See Example 1.**
2. Discounts Follett receives as a vendor are used in computing the cost of the unit for a given product. **See Example 2.**
3. If Follett receives a vendor discount of 25% or more on the purchase of a given textbook (bundle, etc.) then Follett will charge what the book was listed for when they bought it.
4. Packages, course packs, return penalized, and return restricted titles have a unit gross margin of 30% + freight and handling (typically 31.546% total which gives a mark-up percentage of 46.1%). **See Example 3.**
5. Follett rounds up to the nearest quarter when setting a retail value based on the unit gross margin.