

GTCC Bookstores

Textbooks: Tips to help with adoptions, bundles, buyback, desk copies and working with your Publisher Representatives

1. Bundling:

Bundles contain a textbook along with other course material that may assist a Student in their Studies. They may include Study Guides, CD-ROM's, and Access Codes to online Tutoring or companion websites. Bundles are shrink-wrapped and sold as a single unit with a separate ISBN.

Pros:

Bundles are great for adding value to the textbook and many times are not more expensive than the new textbook itself. There are some great new formats for online learning and tutorials that are included and can be of great value to most Students. Bundling allows the Student to get everything they need in one package and eliminates confusion over items that are required or optional. Many bundles can be bought back during Buyback at the 50% of the NEW price, because all pieces included are totally reusable. We can then resell these reusable bundles at 25% OFF of the new price to our Students.

Cons:

Sometimes publishers like to build in “planned obsolescence” into these bundles. This “planned obsolescence” allows them to sell the Bookstores more NEW Books every semester. They sometimes may include items such as “one-time-use” access code or a non-reusable workbook. On top of that, the publisher may not make these “add-ons” available for purchase separately to the Bookstore or they may charge us an unreasonable price to purchase them separately. (i.e.: Access codes, Labs or Study guides sold at upwards of \$40-\$60) The idea being, that each semester the Students would not have the ability to sell back their textbook to the Bookstores. Each term the Students would have to purchase a new bundle because either the add-on items are not sold separately or their price, sold separate, far exceeds the price of just buying a new bundle. This is a profitable business practice and has many benefits, but it can eliminate many bundles from the USED Book market, which increases the Students' textbook expenses.

Questions to Ask about Bundles:

- What is the cost and ISBN of each item within the bundle?
- Can the Bookstore order these items separately? (Many Students will buy the book from another Student or online and will still need to find these required items for class)
- Are these items reusable? Can the Bookstore include them in the end of semester buyback along with the textbook, so that the Students in the next class can purchase the bundle USED and save 25%?
- If the Publisher does a bundle for your Department, will all Faculty actually use all the components as required materials? If not, should we sell them separately?

2. Adoptions:

On-time adoptions are critical to offering reasonably priced text books for our Students. The sooner adoptions are received the sooner we can respond to you with possible “back order” issues, edition shortages, and any general issues that may affect our Students. If your adoption is in on time, it also allows the Bookstore to “go after” used textbooks in two ways.

1. If there are no changes from the previous semester, we can add your adoption to our BUYBACK PROGRAM for the end of the semester buy. This way the Student’s get 50% of their money back on their USED book, and there will be more USED books on the shelf to choose from for the upcoming semester.
2. Secondly, we can procure them early enough on the wholesale used market (through Follett, MBS, Nebraska Book Company, Texas Book Company and many others) and have them on the shelf for our Students before classes begin. These wholesalers get thousands of USED copies each term, but they go very quickly, so the quicker we receive the adoption, the quicker we can turnaround the order.

Adoptions are due to the Bookstore on....

-October 31st, Halloween, for Spring Adoptions

-April, 1st, April Fools Day, for summer and Fall Adoptions

***Even if there have been no changes to the ISBN, Edition or Publisher, we need an email or the Adoption form returned to us stating this for each semester. We also will have a space for you to notate “Latest Edition”. You will want to mark this if you are fine with a new edition that will hit the market prior to the week before classes start. (Read below on the caution of adopting late editions.) You will also want to be careful on adopting new editions if the publisher is unsure of the printing date. The last thing we all want is a backordered text the month before classes start.

Adding Sections: If you add sections to a class, please notify the Bookstore.

We have well over 2800 titles (1857 in JT, 618 in GB, and 331 in HP) we order each semester for all 4 campuses and we have to have a new adoption form each semester, for each course taught that semester . These adoption forms are sent out to the Departments in October and March. We need responses to include:

Title/Author

Course Number and Sections

ISBN and Edition

Publisher

Qty Requested

Required/Optional

Response can be on the form itself or by email. We are always available to offer assistance in completing your adoption. Many times we can assist in double checking ISBN's. **If your Publisher Rep is delaying giving you an ISBN or price even for a new bundle please let us know immediately and we will contact them for you as often this will delay having books available the 1st day of class.**

No Adoption: If you do not plan on using a text or any course material for a class, we still need the form returned with that notation, because we need to make the Students aware. Also, if one section will not use a book please include this on your adoption.

Old Editions: Adopting an old edition may be next to impossible and can leave your Students without a book. If using an old edition, you'll need to provide a fairly accurate enrollment number, as we the Bookstore will have no return privileges to the publishers for excess books. If you want to use an old edition be prepared that we may not be able to procure enough of the old edition on the wholesale market or from previous term Students to meet enrollment in your course.

EBooks: We have partnered with Follett to offer eBooks (Adobe file) on available titles each semester. eBooks are simply downloaded Adobe files of the actual text. The price is roughly 50-60% of the new book price. This is a growing trend in textbooks, but currently only a limited number of titles are available in this format. If you are interested in us carrying a title in eBook along with the desk copy please contact your Buyer below.

Changing Adoptions: Changing books once they have been adopted, ordered and shelved creates a repercussion of problems that result in bad customer service to our Students. Many of our Students purchase the materials for their classes on their Financial Aid award. These funds are only accessible to them in the Bookstores for 10 days. If we make an adoption change, this forces many of these Students to pay out-of-pocket. Other factors to consider include returns without a receipt and books that have been soiled or damaged.

Contacts for Text/Supply Adoptions:

Jamestown based courses: Debbie Overman, dpoverman@gtcc.edu, x -2274

GB & HP based courses: Terraic Williams, tdwilliams@gtcc.edu, x-2377

Ann Carroll, Assistant Manager, atcarroll@gtcc.edu, x-2532

Shawn Dee, Bookstore Manager, sgdee@gtcc.edu, x-2275

Note: Karen Watkins, Supply Buyer, kawatkins@gtcc.edu, x-2658, is also available if for requests or questions regarding **supply kits** or supplies for Students in your program. We do include many kits and required supplies on the book list and on the website, www.gtcc.bkstr.com for our Students to access pricing information on these items. We can now deliver kits to your classroom, just ask Karen for more info. Thanks!

3. Buyback:

The GTCC Bookstores conduct 2 types of buyback.

A. Year-Round Buyback:

This is conducted at the Jamestown campus Bookstore only and is primarily used as a resource for Students who may be dropping a class or just have extra books from a previous semester that they want to sell back. We generally only pay 20-25% on this buy vs. 50% of the new price at the Semester End buy. When most of this buy is conducted, we are essentially just purchasing them for our USED book partners (MBS & Follett). By doing this year-round buyback program, we improve our relationship with these two wholesalers, and they allow us to order more used books so that we can have more on the shelf for the upcoming semester.

B. End-of-Term Buyback:

During the Final Week of classes, we conduct the end-of-term buyback for our Students and these books go directly to the sales floor shelves for the upcoming term. If the book or package was adopted the previous term, we enter a quantity in our system that we think we can purchase from Students in buyback and resell the following semester. (Keep in mind, not all Students want a used copy and many actually prefer new.) We then offer the Student 50% back on the original new price, even if they purchased the book used. For example....

New Price: \$100

Used Price: \$75(always 25% off the new price)

Buyback \$: \$50(=50% of new priced book)

*****So, if a Student can purchase a USED copy for \$75 and get \$50 back at buyback, they will only have paid \$25 for the use/rental of the book.*

Once we meet this limit on the title in buyback, the price drops to less than 25% of the new price and generally these books are shipped to the wholesaler, much like the year-round buy. If new sections or seats are added, this limit could be increased if more texts are needed. On some titles we will even increase our buyback limit to more than we actually need so that we can pass the savings onto our Students in subsequent semesters.

Spring Buyback is the most crucial of the entire year, because if we are using the same book in the fall, we need to know that in order to buy it back from the Students before they leave for the summer. As many of us know, we won't see these Students all summer and we need these books for the upcoming fall if we are using the same book.

C. Buyback on Bundles:

Bundles can be confusing to Students in the buyback program, because every component that you require for the upcoming semester must be returned with the book. So as we mentioned before, if the Publisher included a one-time, non-reusable item in the bundle and the cost to order these items separately is prohibitive, we can not buy this bundle back from the Student. Students become very frustrated when a bundle is not resalable at

buyback. At the same time, we will look up the price for just the book at the wholesale price and offer that amount to the Student.

On the other hand---we do buyback on many current bundles. For instance, the “Motivos” Spanish text book, which comes with reusable CD-ROM’s, is one of our more sought after USED books in the buy back program. Also if the text and other items are bundled when new, but you’ll require just the text, we can buy back just the text and resell the following semester at a considerable savings. Loose leaf bundles are not accepted at buyback.

D. Condition of books at buyback: We do allow highlighting and annotating. We cannot accept books with excessive writing in the text, soiled, or water-damaged books.

4. Desk Copies

Please contact the Publisher to request any desk or instructor copies. We have a Publisher contact list available at the Bookstore. The Bookstore will issue Student copies to the Department with a completed and signed requisition. If you would like to copies to replace the ones on the requisition, you may do so and we will return the requisition to you. The copies returned to the Bookstore must be Student copies with all necessary components. We turn in these requisitions at the end of the semester to Finance for billing to the departments, so be sure to return these before the semester ends.

5. Other Tidbits of General Info:

- The Bookstore lists all Books on our website, www.gtcc.bkstr.edu w/ the Author/Title.
- We DO make the ISBN’s available to our Students on the shelf tags in the store.
- Unfortunately, we do not give ISBN’s or conduct buy back quotes over the phone due to the tremendous volume of calls.
- We are always interested in carrying the reference materials, supplies that you request, so please let us know if we can help.

The GTCC Bookstores are devoted to assisting all Departments in providing the best learning media and supplies to our Students. We are owned and operated by GTCC and our proceeds directly support our Students in the form of Scholarships, Student Services/SGA and Student Athletics.

We appreciate and Thank you for all you do!!!