

BLUE RIDGE COMMUNITY AND TECHNICAL COLLEGE
Administrative Procedure for Bookstores and Textbooks

REFERENCES: West Virginia Code §§18B-1B-4; 18B-10-14
133, Procedural Rule, West Virginia Higher Education Policy Commission, Series 51, Bookstores and Textbooks
Public Law 110-315, Higher Education Opportunity Act, August 2008

SECTION 1. PURPOSE

- 1.1 The purpose of this document is to establish and communicate the administrative procedure of Blue Ridge Community and Technical College regarding the selection, adoption, use and sale of textbooks and other course materials for all credit-based College courses and programs in compliance with state and federal requirements.

SECTION 2. SCOPE AND APPLICABILITY

- 2.1 This procedure applies to the selection, adoption, use of textbooks and other course materials by faculty in all academic units, departments, programs and/or courses, and addresses the sale of the adopted textbooks and materials by bookstores operated and/or contracted by Blue Ridge Community and Technical College.
- 2.2 Institutional procedures established in respect to the selection, adoption and use of textbooks and other course materials for all academic credit-based courses offered by the College are defined and outlined in the College's Bookstores and Textbooks manuscript approved by the President's executive staff. Sections of the Bookstores and Textbooks manuscript are referenced where appropriate in this document to illustrate the mechanisms established by the College in compliance with the mandates referenced above.

SECTION 3. PROCEDURE

- 3.1 It is the procedure of Blue Ridge Community and Technical College (College) to comply with the mandates of Series 51 of the Rules and Administrative procedures of the West Virginia Council for Community and Technical College Education (Council) and the requirements of the Higher Education Opportunity Act (HEOA) regarding the selection, adoption, use and sale of textbooks and other course materials as well as the regulations pertaining to the operation of bookstores.
- 3.2 Employees of the College will comply with the above cited mandates and the institutional procedures established in respect to the selection, adoption and use of textbooks and other course materials for all academic credit-based courses offered by the College at all campuses, instructional sites and course locations.
- 3.3 Employees of the College, or those employed by contractors for purposes of operating College bookstores, shall comply with the above cited mandates and the institutional procedures established in respect to the sale of textbooks and other course materials.

SECTION 4. BACKGROUND OR EXCLUSIONS

- 4.1 Series 51 requires the Board of Governors to promulgate a rule that fully and adequately addresses the mandates in West Virginia Code §18B-10-14 regarding the actions of employees of the institution in the selection and adoption of textbooks and course materials (*See Bookstores and Textbooks, Section 2*). These mandates include:

- 4.1.1 Faculty must commit, to the maximum percent practicable, to a selection procedure that will ensure certain basic textbooks will be utilized for a reasonable number of consecutive years without new editions being adopted unless earlier editions are not easily utilized in the courses.
 - 4.1.2 Faculty or any employee are prohibited from receiving any payment, loan, subscription, advance, deposit, or money, service, benefit or thing of value, present or promised, as an inducement for requiring students to purchase a specific textbook or supplemental course material.
 - 4.1.3 Faculty or any employee may receive royalties or other compensation from such sales that include the faculty member or other employee's own writing or work.
 - 4.1.4 Faculty or any employee may receive free sample copies, instructor's copies, and instructional materials for review, but shall not resell those items and retain the proceeds.
 - 4.1.5 Faculty or any other employee are prohibited from requiring for any course a textbook that includes his or her own writing or workbook if the textbook or workbook incorporates either detachable worksheets or workbook-style pages intended to be written on or removed from the book.
- 4.2 In addition, Series 51 requires the institutional rule to address the mandates of West Virginia Code §18B-10-14 related to the actions of employees and bookstores operated or contracted by the College regarding the sale of textbooks and course materials (*See Bookstores and Textbooks, Sections 4 and 5*). These mandates require that the institution:
- 4.2.1 Provide specific mechanisms to minimize the costs to students for textbooks and course materials.
 - 4.2.2 Commit to, the maximum percent practicable, the number of used books the bookstore will repurchase from students at the end of each semester.
 - 4.2.3 Commit to, the maximum percent practicable, a range of percentage of repurchase prices based on the new textbook price.
- 4.3 Series 51 also requires that institutional procedure comply with the mandates of Public Law 110-315, the Higher Education Opportunity Act enacted on August 14, 2008 in the selection, adoption, and use of textbooks and course materials (*See Bookstores and Textbooks, Appendix A*). This law requires that:
- 4.3.1 Prior to considering a specific textbook for selection, adoption, and/or use, faculty may require that textbook publishers provide, in writing:
 - 4.3.1.1 The price of the textbook and/or supplemental course materials to be considered;
 - 4.3.1.2 The copyright dates of the three previous editions, if any;
 - 4.3.1.3 A description of substantial content revisions from previous editions;
 - 4.3.1.4 Whether the textbook is available in other lower cost formats and, if so, the price to the institution and the general public;

- 4.3.1.5 The price of textbooks unbundled from supplemental materials; and
- 4.3.1.6 The same information, to the extent practicable, for custom textbooks.
- 4.3.2 No employee shall select or assign a textbook or supplemental course material if the publisher has not supplied the required information in Section 5.3.1, if requested, in writing.

SECTION 5. GENERAL PROVISIONS

- 5.1 Institutional procedures for the selection, adoption and use of textbooks and/or supplemental course materials shall be developed through an inclusive process under the direction of the President's designee (*See Bookstores and Textbooks, Sections 1 and 2*). Such procedures shall include the following:
 - 5.1.1 Firm deadlines for faculty to be assigned to courses;
 - 5.1.2 Firm deadlines for the selection, adoption and placement of orders with the College bookstore for textbooks and supplemental course materials to be used in each course;
 - 5.1.3 For deadlines not met, to the maximum extent practicable, there shall be a mechanism in place reasonably calculated to ensure that used textbooks, if available, can be located and purchased by the time of enrollment each semester. This mechanism should include, but is not limited to, such measures as default selection of certain textbooks, continuing to use the previous textbook, or having the Department Chair or Division Dean select the textbook. Any such textbook default selection must be strictly enforced and faculty not be allowed to change the selection.
 - 5.1.4 Guidelines to be used by faculty in the selection, adoption and use of textbooks and supplementary course materials include the following:
 - 5.1.4.1 Faculty must consider more than one textbook publisher;
 - 5.1.4.2 Faculty must compare prices for textbooks and supplemental course materials in their consideration for selection and adoption;
 - 5.1.4.3 A simple form stating that the required information as stated in section 5.3.1 was or was not provided by the publisher must be submitted to the Division Dean in support of the adoption of any textbook or supplemental course material (*See Bookstores and Textbooks, Appendix A*); and,
 - 5.1.4.4 Procedures for textbook selection and adoption must include a requirement that a textbook be used for a minimum of three academic years before any change is considered, to the extent practicable.
 - 5.1.4.5 Textbooks and supplemental course materials from publishers who refuse to submit the required, written information by established deadlines shall not be considered for future selection, adoption, and/or use for a minimum of three academic years from the date of such failure.

- 5.1.4.6 Discourage the selection and adoption of textbooks in which less than 50 percent of the content will be used in the course unless the same textbook will be used in subsequent courses;
 - 5.1.4.7 Encourage the use of textbooks that have low cost alternative editions available;
 - 5.1.4.8 Encourage the selection of textbooks it is believed will not be revised by the publisher within the next 3 years;
 - 5.1.4.9 Encourage the use of consortia which make available open source textbooks or course materials to faculty and students free or at low cost; and,
 - 5.1.4.10 Encourage the use of various technology innovations for the provision of textbooks and course materials such as electronic textbooks, on-line textbooks, print-on-demand services, open source materials, and institutionally produced materials.
- 5.2 Institutional procedures for sharing of information with currently admitted and potential students regarding all required and/or recommended textbooks and supplemental course materials shall be developed through an inclusive process under the direction of the President's designee. Such procedures shall include the following:
- 5.2.1 Information on all required or recommended textbooks and supplemental materials shall be prominently posted in a central location on each campus, in every campus bookstore, and on the institution's website prior to the designated registration period for each semester.
 - 5.2.2 The information provided shall include the International Standard Book Number (ISBN) and retail price.
 - 5.2.3 If the ISBN is not available, then the author, title, publisher and copyright date shall be provided.
 - 5.2.4 If the required information cited in 5.2.2 and 5.2.3 to be disclosed is not available, then the designation "To be Determined" shall be used.
- 5.3 The College shall include a link on the its institutional website for any provisions for rental of textbooks, purchase of used textbooks, textbook repurchase or buyback and nay alternative content delivery programs available.

SECTION 6. RESPONSIBILITIES AND PROCEDURES

- 6.1 A designee of the President, through a collaborative and inclusive process, shall be responsible for developing procedures and assigning responsibilities for the implementation of all sections of this document applicable to faculty and other employees.
- 6.2 In addition to the requirements set forth in previous sections of this document, the President's designee shall:

- 6.2.1 Include training for all faculty, at the time of hire and periodically thereafter, on textbook selection and strategies that guarantee high quality course materials at the most affordable cost;
 - 6.2.2 Establish designees to serve as liaisons with textbook publishers and to be responsible for dissemination of relevant information to their respective division faculty on textbook strategies and education and training opportunities regarding textbook selection; and,
 - 6.2.3 Enforce the policies of the Board of Governors concerning textbook selection, adoption, and use.
- 6.3 In addition to the requirements set forth in previous sections of this document, a designee of the President shall:
- 6.3.1 Develop procedures and assign responsibilities for the implementation of the sections of this document applicable to the bookstore
 - 6.3.2 Direct an examination of the feasibility of operating a textbook rental program;
 - 6.3.3 Establish a permanent Textbook Affordability Committee consisting of a representative from the faculty, students, administration and bookstore. The Textbook Affordability Committee shall:
 - 6.3.3.1 Meet periodically, but at least annually;
 - 6.3.3.2 Advise the Faculty Council, Student Government Association, Administration, and Board of Governors on affordability issues and initiatives, textbook selection guidelines and procedures, and educational opportunities;
 - 6.3.3.3 Meet annually with the Board of Governors to make recommendations and provide reports it may have generated with copies to be forwarded to the Chancellor.

SECTION 7. REVIEW

- 7.1 This document shall be reviewed on a regular basis to comply with any future federal mandates with a time frame for review to be determined by the President or the President's designee.