

Policy Title: Textbook Sales Policy	Effective Date: 9/16/2011
Policy Number: FA-PO-1204	Date of Last Review: 10/24/2017
Oversight Department: University Services	Next Review Date: 10/1/2020

1. PURPOSE

The *Textbook Sales Policy* for Radford University (University) sets forth requirements for textbook sales in order to comply with federal and state regulations and to encourage efforts to minimize the cost of textbooks to students while maintaining academic freedom and the quality of education.

This policy also provides guidance to faculty in achieving the following outcomes through the utilization of Open Educational Resources (OER) and zero-cost or low-cost textbooks and other educational resources at Radford University: (1) improving student success through increased access and affordability of course materials; (2) improving teaching efficiency and effectiveness through the ability to focus, analyze, augment, and evolve course materials directly aligned to course learning outcomes. This policy does not mandate the use of OER or zero/low-cost materials in any course. The purpose of this policy is to support faculty in their voluntary adoption of OER and zero/low-cost materials to achieve both stated outcomes.

2. APPLICABILITY

The *Textbook Sales Policy* applies to all University employees involved in the textbook adoption process including representatives of the University's bookstore vendor.

3. DEFINITIONS

Bundled Package: One or more college textbooks or other supplemental materials that may be packaged together to be sold as course materials for one price.

Integrated textbook: A college textbook that is combined with materials developed by a third party and, by contractual agreement, publishers may not offer the textbook and materials separately; or materials that are combined with the content of the textbook to such an extent that the separation of the textbook from the materials would render the textbook unusable for its intended purpose.

Supplemental material: Educational material developed to accompany a textbook such as printed materials, computer disks, website access or electronically distributed materials that are not being used as a component of an integrated textbook.

Open Educational Resources (OER): are publicly available 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, most often Creative Commons. Open educational resources include full courses, course materials, modules, textbooks, streaming videos, tests, software, and any other tools, materials, or techniques used to support access to knowledge (Hewlett Foundation, 2019).

Low Textbook Cost Course: is a designation in the Radford University course schedule that signifies that all required textbooks or other instructional content resources for a given course cost students no more than \$40—i.e., they are low-cost. The \$40 maximum includes all required educational resources such as textbooks, workbooks, online homework platforms, access codes, automatic billing associated with First Day or Inclusive Access fees. The \$40 maximum also includes hardware and software such as lab manuals, calculators, or clickers which are required by the instructor for the course. This figure does not include library or technology resources (e.g. journal articles or software) that are already included in the standard tuition and fees paid by all students or lab fees associated with specific courses. It also does not include art supplies, notebooks and binders, lab supplies, or other general-purpose student supplies like computers. The \$40 cutoff will be applied to the lowest possible total cost from the university bookstore for all required materials, which may include used textbooks as well as textbook rentals.

Zero Textbook Cost Course: is a designation in the Radford University course schedule that signifies that all required textbooks or other instructional content resources for a given course are available without cost to the student—i.e., they are zero-cost. This figure does not include library or technology resources (e.g. journal articles or software) that are already included in the standard tuition and fees paid by all students or lab fees associated with specific courses. It also does not include art supplies, notebooks and binders, lab supplies, or other general-purpose student supplies like computers.

4. POLICY

- A. No Radford University employee will demand or receive any payment, loan, subscription, advance, deposit of money, services or anything, present or promised, as an inducement for requiring students to purchase a specific textbook required for coursework or instruction; with the exception that the employee may receive (i) sample copies, instructor's copies, or instructional material; and (ii) royalties or other compensation from sales of textbooks that include such instructor's own writing or work.
- B. The University will make provisions for the availability of required textbooks to students otherwise unable to afford the cost.
- C. The University will ensure that no funds provided for financial aid from University Bookstore revenues are included in the calculation for state appropriations for financial aid.
- D. The University will ensure all courses that meet the criteria for Zero Textbook Cost Course or Low Textbook Cost Course are clearly labeled in the course offerings in the registrar's Banner system in a manner that allows students to make informed choices about the cost of classes during registration. Designations should be visible without the need to click through to detailed course information.
- E. The University will ensure all courses using open educational resources are clearly labeled in the Bookstore's online textbook platform in a manner that allows students to make informed choices about the purchase of print editions, access codes, and other required materials.

5. PROCEDURES

- A. University Bookstore

1. The University Bookstore will develop a process to work collaboratively with the campus community for the adoption of textbooks and supplemental materials which ensure timeliness and availability.
2. Centralized listings of textbooks and supplemental materials required or assigned for particular courses will be available on the University Bookstore website after the relevant faculty member, instructor or academic department notifies the University Bookstore. For each particular course, the University Bookstore will post the International Standard Book Number (ISBN) along with other relevant information.
3. The University Bookstore will be encouraged to disseminate to students information regarding:
 - a. available institutional programs for renting textbooks and purchasing used textbooks;
 - b. available institutional guaranteed textbook buyback programs;
 - c. available institutional alternative content delivery programs; and
 - d. other available institutional cost-savings strategies.
4. The University Bookstore will develop and implement a process to label open educational resources in Radford University's textbook platform as well as in the university bookstore. Such labeling will clarify that students should consult with their professor and the course syllabus before making purchasing decisions for the semester. The purpose of such labeling is to prevent students from mistakenly purchasing items that are available without cost in digital formats.

B. Faculty/Instructor/Academic Department

1. Faculty members, instructors and academic departments will provide the University Bookstore with textbook and supplemental materials information for a particular course with sufficient lead time to allow for the confirmation of availability of such textbooks and supplemental materials and where possible, maximize the availability of used textbooks.
2. Faculty members, instructors and academic departments will confirm the intent to use all items ordered before the adoption is finalized. If the faculty member does not intend to use each item included in a bundled package, he or she will notify the University Bookstore and the University Bookstore will order the individualized items when their procurement is cost effective for both the institution and the student where the Publisher makes such items available.
3. Faculty members will acknowledge the University Bookstore's quoted retail price of textbooks selected for each course.
4. Faculty members are encouraged to limit their use of new edition textbooks when previous editions do not significantly differ in a substantive way as determined by the appropriate faculty member.
5. Faculty or staff who create open educational resources shall place a Creative Commons license (or other open license) on the content or release it to the public domain. Faculty are encouraged to use the least restrictive license possible, the Creative Commons Attribution License (CC-BY), which allows users to reuse content freely, provided they give attribution to the original author. Faculty are discouraged from using the Creative Commons No Derivatives (ND) license, as it is not considered an OER license. Faculty should consult the Creative Commons website for more information on choosing a license and compatibility between license types. It is the faculty member's responsibility to ensure that their content, both original and adapted, complies with the requirements of each relevant Creative Commons license. Best practices for incorporation of third-party works (permission, fair use, etc.) must be followed as is required by U.S. Copyright law. Faculty should always endeavor to be stewards of the commons, providing attribution even when not legally mandated (e.g., for public domain images) and releasing material to as wide an audience as possible. Faculty at Radford University shall make use of OER materials in accordance with the provisions of the

- Intellectual Property policy; the Creative Commons licensing standards; the Digital Millennium Copyright Act of 1998; applicable state and federal copyright laws; accepted best practices of the OER community, including a succinct and well-accepted definition of OER; and college policies and academic standards. Faculty who incorporate OER materials into their courses or create, adapt, or share OER shall be in compliance with policies governing the use of course materials under the Policies and Procedures on Intellectual Property Transfer. More information about these policies can be found at the Radford University policies and procedures webpage. Radford University will provide training, support, and encourage recognition of OER use, adaptation, and creation as a meaningful scholarly and professional endeavor.
6. Faculty are encouraged to store OER in a stable, publicly accessible location and to utilize naming and/or metadata conventions that enable discovery within and beyond Virginia. Commonly used platforms include OER Commons, MERLOT, the Open Textbook Library, and Pressbooks. Faculty are encouraged to share their materials on the Virtual Library of Virginia (VIVA) OER Commons microsite. When sharing on these platforms, faculty are encouraged to use electronic formats that permit users to freely access, edit, and share the materials. Cross institutional collaboration is encouraged in defining, establishing, and achieving best practices regarding technical formats, institutional data ownership, migration of content, enabling public access and reuse, archival standards, and enabling discovery.
 7. Faculty are encouraged to adopt zero-cost and low-cost materials in their classes, particularly when open educational resources are unavailable or other pragmatic limitations require a financial cost for course materials (e.g., lab supplies). Radford University will also encourage the use of zero-cost and low-cost materials as well as reducing out-of-pocket costs to students as a meaningful scholarly and professional endeavor.
 8. Academic departments are required to label Zero Textbook Cost and Low Textbook Cost courses when entering the course offerings into the SSASECT schedule. Academic departments shall ensure that courses are accurately labeled. Faculty shall inform their director, chair, or administrative staff if they will require the use of materials that change the cost of the course to the student, and the academic department is required to make the requisite changes to course labels prior to the first day of classes, and earlier if possible.
 9. Faculty who adopt open educational resources are strongly encouraged to place instructions for accessing and using open resources in their syllabus. Faculty are strongly encouraged to review this information with students on the first day of class to ensure purchasing decisions for students align with the requirements of the class and the reduction of out-of-pocket costs for students. Students may also need instructions on annotating, highlighting, saving, and printing digital or open educational resources.
- C. Registrar**
1. The University Registrar shall create Zero Textbook Cost (ZTC) and Low Textbook Cost (LTC) designations in the Banner system and ensure their functionality for both academic departments and students.

6. EXCLUSIONS

None

7. APPENDICES

If a publisher classifies their work as open educational resources, the University will establish that it fits our definition which includes: free access and use as well as open licensing. If it does not do so, the bookstore shall not apply the OER course label under this policy.

8. REFERENCES

[2008 Higher Education Opportunity Act](#), Section 133, “Textbook Information.”

[Code of Virginia § 23.1-1308](#), “Governing board procedures; textbook sales and bookstores; open educational resources”

9. INTERPRETATION

The authority to interpret this policy rests with the President of the University and is generally delegated to the Chief Financial Officer & Vice President for Finance and Administration.

10. APPROVAL AND REVISIONS

The President of the University and the President’s Cabinet have approval authority over this policy and all subsequent revisions.

As deemed necessary, revisions to the *Textbook Sales Policy* must be approved by the Vice President for Finance and Administration and the President’s Cabinet.

The Board of Visitors authorized the President to execute all necessary documents to ensure compliance with federal and state textbook sales regulations on September 16, 2011.

Revisions to the *Textbook Sales Policy* were approved by the President’s Cabinet, and the president signed the policy, on July 12, 2012.

Effective October 24, 2017, the *Textbook Sales Policy* was reviewed by the oversight department and the Office of Policy Compliance. Minor revisions were made and the policy was updated to the current University policy template. No substantive changes were made that would alter the scope or application of the policy.

For general information concerning University policies, contact the Office of Policy and Tax Compliance – (540) 831-5794. For questions or guidance on a specific policy, contact the Oversight Department referenced in the policy.