



# WHAT ABOUT THE BOOKSTORE?:

## Building a Better Library-Bookstore Relationship

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**What a Year  
for OER!**

WHAT ABOUT THE  
COLLEGE STORE?



# We Want to Start a TAP...But

- The bookstore will oppose it
- The administration worries about bookstore revenue
- The faculty say it will weaken the bookstore
- The library doesn't want to anger the bookstore

# Poll 1 : How Is Your Library's Relationship with the Campus Bookstore?

**In the Chat Box type the letter  
that corresponds to the situation at your institution:**

- A – Excellent. Lots of cooperation and communication
- B – Good. We are working together but it could be better
- C – Just Okay. Some progress but needs work.
- D – What relationship? We don't talk.

# Three Surveys

- Group A – OTN members and SPARC LibOER discussion list subscribers
- Group B – Subscribers to a general discussion list for college and university librarians
- Group C – Managers/staff at college stores that are members of NACS and ICBA

# Respondents – Type of Institution

	Group A (OTN/LibOER) N = 77	Group B (College/Univ) N = 62	Group C (Stores) N = 72
Research U	32%	7%	39%
Masters U	16%	45%	26%
4-yr Liberal Arts	0%	30%	14%
Community College	46%	15%	14%

# Type of Store Reported

	Group A [N=59]	Group B [N=50]	Group C [N = 64]
Independent	54%	34%	95%
Contract / Chain	37%	64%	0%

# Presence of TAP (textbook affordability project)

	Group A [N=59]	Group B [N=50]	Group C [N = 64]
Yes	52%	15%	90%
No	18%	80%	5%
Planning It	20%	4%	2%

# Who Is Involved in the TAP?

	Group A [n=43]	Group B [n=5]	Group C [n=27]
Library	95%	100%	88%
College Store	58%	80%	92%
Faculty	63%	20%	75%
Students	35%	20%	50%
Provost's Office	42%	60%	62%
Computer Services	9%	n/a	30%
Distance Learning	37%	n/a	25%
Teaching & Learning	44%	n/a	38%
Disability Services	23%	n/a	30%

# Potential Impact of TAP on College Store

	Group A [N=46]	Group B [N=5]
Significant	6%	28%
Considerable	25%	14%
Moderate	31%	14%
Limited	23%	6%
None	15%	29%

# Poll 2: Do You Do Any of the Following?

**In the Chat Box type the letter or letters  
that corresponds to the situation at your institution:**

A – Meet at least once a year with bookstore manager

B – Invite bookstore to present at your OER programs

C – Know how your bookstore presents OER in database

D – Obtain spreadsheet of all books for sale in bookstore

Something else? Type it in the chat.

# Share 3 Suggestions to Improve the Relationship Between Library and Bookstore

- Three Primary Themes Emerge:

- *Communication*

- *Engagement/Participation*

- *Initiate*

# Suggestions Ranked by Stores

- #1: Involve the store in discussions about TAP early in the planning process
- # 2: Hold regular meetings between the store and library administration on TAP
- #3: Librarians should meet with store administration to learn more about store operations, how students make purchases, etc.
- #4: Store administrators should meet with librarians to learn more about e-books, reserve operations, and other textbook related services
- #5: Practice proactive sharing of data to support TAP

# Additional Suggestions - Librarians

- Look for other opportunities for collaboration beyond the TAP (e.g., orientation programs; student events; information fairs)
- Learn how the store operates. What are their goals, systems, etc.
- Provide campus recognition to the store when it supports TAP
- Send library/store staff to the Textbook Affordability Conference
- Avoid positioning the library as a competitor to the store
- Emphasize student success; focus all discussions on a joint commitment to success
- Work with administration to make TAP and OER adoption a top institutional priority

# Big Takeaways

- Mostly, there is no enmity between academic libraries and college stores
- Librarians want to involve the store in their TAPs; Store Managers want to be involved
- Get things off to a good start with a conversation about shared values around student success; Librarians will likely need to take the first step
- Stores support TAPs but not without concerns financial consequences
- Stores support NACS statement on future landscape for delivery of course material
- Independents not necessarily better to work with than chains (???)

# Next Steps to Collaboration

- Librarians should seek where to create common ground with the store
- If not the case already seek to involve the store where possible (e.g., an institutional affordability group)
- Learn more about where chains/contract stores stand on the issue of textbook affordability
- Find opportunities where libraries and stores can work together beyond the institution (e.g., Textbook Affordability Conference)
- Promote/share examples and models of library – store textbook affordability initiatives

# Next Steps to Consider

- Learn more about publisher platforms and shifting OER landscape
- Work on building a relationship with the campus bookstore (even non-independent).
- Discuss a textbook – ebook project
- Consider a Textbook Listening Tour
- Develop a BLC strategy for textbook affordability

# Readings

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**COLUMBUS STATE**

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**COMMUNITY COLLEGE**

# **Library – Bookstore Textbook Affordability Collaboration at CSCC**

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Textbook Coordinator

# We are just getting started...

## **It Begins with a Conversation**

- Staff from both the library and the bookstore serve on the college's textbook affordability committee.
- Conversations about shared affordability goals have occurred in the past between the library and bookstore, but true collaboration is on the horizon.
- Meet face-to-face to discuss current affordability activities and the challenges posed to the other as a result of those activities.

# Our parallel universes...

**What we are doing separately to address textbook affordability:**

Library	Bookstore
Textbooks on reserve	Early Used Textbook Sourcing
eBooks and database items in the catalog as course material	eBook offerings as choices for students (and RedShelf)
Open Educational Resources (workshops, search services, and now a large 3-year initiative)	Expanding Textbook Buyback Program (includes loose-leaf options)
OER Faculty Fellows	Educating faculty on options
	TAAC Active Members

# When universes collide...

**Challenges occur, whether they arise from a parallel affordability effort or from elsewhere.**

Library Challenges	Bookstore Challenges
Desire to designate course sections using OER or free material during registration process and in bookstore price list.	Difficulties in purchasing quantities allowing several material options per course
Knowing how to make print copies of open textbooks available without students using library printers.	Confusion amongst students with purchasing options in differing sections
Desire to increase the use of Inclusive Access deals negotiated by OhioLINK, Ohio's academic library consortium, when OER use isn't feasible.	Educating faculty/staff about these options and having the proper materials adopted

# Collaboration can happen.

## Can we help each other overcome challenges?

Library Challenges	Bookstore Solutions
Desire to designate course sections using OER or free material during registration process and in bookstore price list.	Until the registration system can designate OER sections/courses, the bookstore can publish a list of “No Textbook Cost” courses or sections.
Knowing how to make print copies of open textbooks available without students using library printers.	As long as the bookstore is informed about which sections use OER, print copies can be sold at the bookstore.
Desire to increase the use of Inclusive Access deals negotiated by OhioLINK, Ohio’s academic library consortium, when OER use isn’t feasible.	Piloting an Inclusive Access business course to work out the kinks in delivery and fees.

# Collaboration can happen.

## Can we help each other overcome challenges?

Bookstore Challenges	Library Solutions
Difficulties in purchasing quantities allowing several material options per course	Advertise Bookstore buy-back program on the library's various digital announcement boards so that more students are aware of the service.
Confusion amongst students with purchasing options in differing sections	Begin a discussion with department chairs as OER course sections are developed about how to clarify section-level material requirements with bookstore and students.
Educating faculty/staff about these options and having the proper materials adopted	Invite bookstore staff to kickoff/training events for faculty participating in the OER initiative so that bookstore can inform them of what they need.

# Final Words

## How is this all going to work out?

- We're not sure! If we are not talking to one another, though, things stand a greater chance of going poorly.
- Invite the bookstore to be included in your planning. Some of your plans might be irrelevant to them, but too much information is better than not enough.
- While meetings between a library director/dean and the bookstore manager can be fruitful, collaboration between lower-level staff can yield even greater results because this is where the results happen.

# Thank you for your time and for having us today. Questions?

## Contact us:

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