

UWM Black & Gold Committee  
**Textbook Rental Action Team**  
**Final Report, October 2004**

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## THE TEXTBOOK RENTAL ACTION TEAM

is pleased to submit its final report to the UWM Black and Gold Committee.

The feasibility of instituting a textbook rental program on campus is of particular timely concern.

Ensuring that higher education is equitable and inclusive must include efforts to

make textbooks accessible and affordable. To this end we make the following recommendations.

- **Increase awareness of current efforts to reduce costs** related to textbook purchase. This includes strengthening the campus-wide awareness campaign to encourage faculty to adopt and order textbooks early. It is important that this reminder come from multiple sources. Continuing the Textbook Committee's practice of sending an Early Textbook Adoption flyer electronically to all Deans and Chairs each semester may help. The department of Office of Student Affairs could join the Bookstore in this effort.
- **Increase awareness among our student body of their options** related to reducing costs, including purchasing used books, and for those who do not want to keep their textbooks, participating in book buy-back periods at the end of each semester. This could be a joint effort of the Student Association, the Bookstore, and Student Affairs.
- **Continue to explore other options for reducing costs** related to textbooks for UWM students. Examples include establishing a deferred payment plan for the purchase of textbooks, or establishing a web-based book swap.
- **Revitalize a Bookstore Advisory Committee** composed of students, faculty, bookstore personnel, and campus administration. This committee would meet regularly to discuss and monitor cost, quality, and availability of course materials. Additionally, it could increase campus-wide awareness regarding the role of the publishing industry in rising textbook costs.
- **Consider initiating a Pilot Rental Program**, perhaps within a single school or college. Alternatively, initiate a pilot program limited to those large undergraduate courses for which a department selects the text used by all sections, and uses the adopted text for at least two years. Such an initiative should come from the Chancellor's Office or Student Affairs, as it would require considerable support from Administration.
- **Form a Task Force** on the feasibility of implementing a textbook rental program, similar to the Task Force on Academic & Career Advising that was established this past year. Whether UWM or UW-System oriented, this would serve to officially support the formal assessment and dissemination of best practices and actual costs/ need for cost-sharing of implementing a rental program. This group could be part of the larger long-range discussions about recruitment, retention, and satisfaction of students.

## **BACKGROUND and CHARGE of the TEXTBOOK RENTAL ACTION TEAM**

In 2001-02, the University of Wisconsin-Milwaukee Black and Gold Commission reviewed data and heard testimony regarding student satisfaction and success at UWM. Subsequently, the UWM Black and Gold Committee was formed to perpetuate the work of the Commission, and implement some of its recommendations. The Textbook Rental Action Team was established by the Black and Gold Committee in the spring of the 2002-2003 school year, and charged with conducting a study of reducing costs of textbooks, focusing on the feasibility of implementing a textbook rental program at UWM.

Efforts to carry out this charge included gathering and disseminating information in a variety of forms. UW-System campuses that currently have rental programs were identified and surveyed. Those that have outsourced or returned to purchase programs were also contacted. Two other surveys were conducted, one of students, the other of faculty and instructional staff, to gather feedback about the needs, expectations, and concerns of the campus community regarding the cost of course materials and textbook rental programs.

A campus-wide Forum on textbook rental programs, co-sponsored by the Student Association and the UWM Black & Gold Committee was held on March 10, 2004. Feedback from surveys and the forum are incorporated in this report. In addition, numerous studies and articles related to textbook rental programs and rising costs of college course materials were reviewed. An extensive list of key sources has been made available to the campus community via an E-Reserve posting @ <http://www.uwm.edu/Library/ERES/troiano/BG.html>.

## **WHAT WE KNOW ABOUT COLLEGE TEXTBOOK PROGRAMS**

### **History & trends**

The practice of renting textbooks was born of efforts to make higher education more inclusive, to ensure that access to higher education was affordable and not economically exclusive. Research in the UWM Archives reveal that all the UWM predecessor institutions, up to and including the Wisconsin State Teachers College, used a textbook rental or textbook library until 1956. In 1956 when the college became a university it dropped text rental, and opened the bookstore. Who, or why this decision was made, is unclear. It may have been a financial decision. If the new "university" offered a new curriculum, there would have been a great number of new books needed to be purchased for the text rental inventory. Or, it may have been more for the image of the new university, separating it from the other teachers colleges, and modeling UW-Madison which didn't use a text rental system. Just three years after the creation of the UWM Bookstore, in 1959, a private off campus competitor (Green's) bookstore opened. The UWM Bookstore has not had a monopoly of the textbook business since, except for a short period of time between the closing of Follett and the opening of Panther Books.

Very few rental programs currently exist, & in recent decades, the trend has been to eliminate such programs. Existing rental programs are found in mostly small to medium, more rural, liberal arts or teacher colleges, as was the case historically. Currently in Wisconsin, UW-Platteville, UW-River Falls, UW-Stevens Point, UW-Stout, UW-La Crosse, UW-Eau Claire, & UW-Whitewater are the only comprehensive UW universities that have some form of textbook rental programs (two UW colleges, Barron County and Richland, also offer text rental). Like all other campuses in the United States with rental programs, these are small to medium sized schools, and mostly liberal arts orientated.

The UWEC rental program is contracted out to the for-profit business, Barnes & Noble. The UW-Stout rental program is run by their Library Extension Instructional Resources Service. While this requires the hiring of a special dedicated Director of Services, money is saved by having students select and reshelv their textbooks themselves. The feasibility of such practices for a campus the size of UWM is unclear. If implemented here, UWM would be the largest university in the UW-System to have a rental program, and likely the largest in the United States.

## UNDERSTANDING WHY TEXTBOOK COSTS ARE SO HIGH

### **Publisher's Role**

The cost of hardcover college texts quadrupled from 1951-1981, and averaged another 10% increase from 1983-1993 (UMI, 1994...1988 CHE). Several practices have a tendency to increase the cost of textbooks, without increasing the real value. Students have questioned the need for using expensive binding, glossy paper, and color diagrams. Publishers are also responsible for putting out new editions frequently, often with very little change in content. Recently the trend in all subject areas has been to issue a new edition approximately every three. This makes the less expensive, used textbooks unavailable and obsolete.

Another practice that drives up costs is packaging texts with consumable materials (study guides, CD's, etc.). Although publishers have claimed that faculty request such packaging, 65% of faculty/instructor's estimate that they never or rarely use the information from the bundled items in their courses. Furthermore, this practice makes it impossible for students to take advantage of book buy-back programs because the consumable materials are missing, and also limits the availability of used textbooks. Students questioned the value of supplements, in light of the added (often hidden) costs. (RipOff 101. State PIRGs Higher Education Project, 2004; Tatikonda, 2000)

The General Accounting Office (GAO), the independent investigative arm of the United States Congress, will conduct a study of college textbook costs and pricing policies. The GAO informed the House Education and the Workforce Committee that it would specifically examine the disparity of prices between college textbooks sold in the United States and those sold abroad. (see **HR 3567**)

### **University Role**

Practices among various members of the campus community also contribute to the costs of texts. Text costs have no impact on university budget, so there's little incentive for administrative support for cost-effective changes. The UWM Bookstore is an Auxiliary Service. The fact that the University considers the Bookstore to be an auxiliary service, requires the Bookstore to make a profit, in order to pay for rent, utilities, maintenance, and insurance.

It is important to recognize that profits from Bookstore sales go not only to pay these bills, but also may be diverted to pay for other units on campus. Any plan to lower prices or change Bookstore operations will need to take this into consideration and plan on finding alternate sources of income. By way of example, the University of Colorado has promised not to use state tax dollars to investigate the recent misconduct scandal over behavior within the university's football program.

"CU said the funding for the investigation and DiBiaggio's salary will not come from state tax dollars. Steve Golding, vice president for budget and finance for the CU system, said rather than using any athletic department dollars to initially fund the investigation, money will be taken from the interest accrued from the chancellor's auxiliary enterprises. This money includes funding from athletic event ticket sales, parking tickets and revenue from the campus bookstore."  
<http://www.coloradodaily.com/articles/2004/03/09/news/news02.txt>

Another concern is that departments, faculty members, and instructors often do not inform the bookstore of their text choice (book adoption) in a timely manner. This makes it difficult for the bookstore to determine the need to have certain texts for the next semester. The result is higher costs because this leads to lower buyback prices, and fewer used books to resell. Additionally, faculty are often unaware, or may be unconcerned about the cost of books to students. And faculty may be unaware of the cost impact of accepting free desk copies of textbooks, or text review fees from publishers.

## **COLLEGE TEXTBOOK RENTAL PROGRAMS**

### **Advantages of Rental Programs**

Based on a University of Wisconsin System review of textbook rental programs conducted in 2000, students in rental programs at UW campuses with textbook rental programs may indeed save 50% per semester on course materials, compared to the cost of purchasing the same course materials. This is similarly borne out in studies conducted in Minnesota (MN, 1990).

Students on campuses with rental programs tend to like them. Likewise, undergraduate students here tend to be in favor of renting texts rather than purchasing them, largely based on expectations that it would significantly reduce costs. Textbook rental programs ensure that most students will have the required textbook(s) for class. The price of a text does not affect a student's decision to get a copy of the required textbook. Most rental programs still allow students to purchase textbooks for their own professional libraries.

Rental program benefits, or expectation of savings may affect a prospective student's choice of school, & assist in recruitment and retention of students.

### **Disadvantages of Rental Programs**

Perceptions and studies of cost savings resulting from rental programs may be overstated. Students often are still required to purchase 'supplementary materials'. This can significantly add to the baseline rental fee. The addition of the cost of supplementary materials was not included in several studies, including the UW-System audit of rental programs done in 2000.

Faculty on campuses with rental programs tend to feel restricted. Research suggests that rental programs limit academic freedom to change texts more frequently than every 4-6 semesters. In some cases, rental programs may violate State contracts between college boards & faculty associations regarding miscellaneous rights of faculty members to select instructional materials. Likewise, there is considerable apprehension among UWM faculty (less among academic teaching staff) regarding the merits of text rental programs. Among the specified disadvantages:  
Regulations restricting marking rental texts limit the way a text can be used as learning tool  
Text rental limits student's development of personal library  
Text rental limits faculty ability to choose the best, most current texts.

Due to the limited availability of new editions, rental programs tend to mix old & new editions. Sometimes, inadequate numbers of texts have been available to meet student needs. Xeroxed, unbound texts were used. Being less durable, this resulted in more fines for text damage. Five to six percent of renters do not return their texts, necessitating the need to reorder new texts. Furthermore, a rental program would require changes in registration in that students would not be able to register until they turned in their rental books. This could cause problems in getting an accurate head count for inventory needs.

The initial capital outlay for a rental program would be high. Currently only texts used for a single semester must be bought and stored. At start-up, the Bookstore would need to inventory texts for the full rental cycle. Current average cost of texts for one semester alone at UWM is \$6 million. Rental inventory would require additional physical space too, possibly three times the current space needed. Considerable sums of money would need to be borrowed to make inventory, rent, maintenance, and salaries, resulting in extra debt overhead. Also, the Bookstore could lose much or all of the value of the current inventory at start-up, due to the need for new texts that can last the duration of the rental cycle.

## **COLLEGE TEXTBOOK PURCHASE PROGRAMS**

### **Advantages of Purchase Programs**

With purchase programs, students can start to build their own professional libraries. When buy-back is considered, the average per credit cost is only about \$2-\$7 more for purchase than rental, and student then owns the text. During book buyback week, when the bookstore knows it needs a particular text, students get back 50% of the new book price, even if they bought the text used.

Faculty are free to order the most appropriate texts and instructional materials, and update their materials as they deem necessary.

### **Disadvantages of Purchase Programs**

There is a perception that the Bookstore rips off students. The reality is that the Bookstore usually just breaks even on texts, and makes profit on other items such as clothing, stationary. Publishers discount trade books up to 45%, if store orders only a few copies, but when ordered in bulk, as is necessary for a course, they only discount about 20%.

Spiraling rising costs of texts compounds rising tuition burden. "Free" desk copies of texts and supplements from publishers to teachers result in added hidden costs/price of text for student. Increases in college texts has been larger than for trade texts, almost double, in fact: 1999, 5.5% v 3.7%; 2000, 5.2 % v. 2.7%; 2001, 7.8 v. 3.2 (UMI, 1994). With students picking up a greater share of tuition, these rising costs, and uncertain resale value, make it hard to plan for textbook expenses. Compounding this is the reality that some required texts are not used (or used very little) in class, but students still had to pay for them.

Increasing costs and misuse of texts leads to the reality that students increasingly choose not to purchase even required texts. This certainly can negatively impact on learning.

### **REMAINING QUESTIONS about the Feasibility of Textbook Rental Programs**

- What are the actual start-up costs?  
This includes identifying actual increased space needed to accommodate rental program, type and cost of computer system needed for rental program, and impact that a rental plan would have on bookstore finances and personnel.
- What is the disposition of the University, Bookstore personnel, faculty, and students regarding supporting the time and resources needed to ascertain these costs?
- What is the disposition of the State and the University regarding providing financial support for implementing a rental program?
- What is the disposition of the faculty and teaching staff to supporting a rental program, if it can be shown to reduce costs to students without compromising the quality of their education?  
This would likely include the willingness to retain texts longer, and to notify the bookstore of text adoption choices in a timely manner.
- What is the willingness of the students and campus community, to participate in efforts to control the cost of textbooks and instructional materials?

## FORUM FEEDBACK

- Publisher's say bundles (texts with supplementary materials) save students 30%, compared to cost of each item if purchased separately.
- This is good if all pieces are used, not good if publisher chooses bundles, but instructor doesn't use all items.
- Faculty should ask publishers about the price of the text before deciding on adoption (& why don't they print price on textbooks, like they do on trade books?).
- Bookstore website now lists required texts for each class section, & the current price.
- Bookstore should include current price of text with notice of adoption confirmation.
- Re: Faculty awareness of importance of early adoption- -
- Increase faculty awareness through forums or new staff orientation programs.
- Bookstore can send special notice/email asking faculty if they are going to reuse text next semester.
- Just after mid-semester, students should ask instructors if they will be reusing the current text.
- Make deadline for re-adoption of texts clear & visible (maybe add this date to campus calendar, like add/drop deadlines).
- Establish faculty forums/focus groups to meet with major publishers to discuss publishing practices that increase costs, but don't increase educational benefits for students.
- Increase student awareness of effective actions regarding minimizing textbook cost expenses through student forums/focus groups/orientations (discuss value of used books, book buyback week, importance of timely text adoption by faculty, publishers' practices, etc.)

## RECOMMENDATIONS

### **“Quick wins” to Reduce Cost of Textbook Purchases**

- Encourage purchase of used books
- Provide new faculty orientations re: text book orders
- Encourage sell-back of text books \*
- Circulate flyer from Black & Gold regarding value of timely text adoptions \*
- Post references in traditional, and E-reserve format, for accessibility & transparency \*
- Provide informational forums for campus community \*

*\*Done, as of December, 2003*

### **Intermediate Recommendations to Reduce Cost of Textbook Purchases**

- Implement book swap
- Review university policies to improve timely text adoptions
- Reorganize Bookstore Advisory Committee
- Establish special financial aid category for textbooks, or deferred payment plan for texts

### **Long-range Recommendations to Reduce Cost of Textbook Purchases**

- Consider tax exempt status for textbooks. Some state (CT and NY) exempt textbooks from sales tax (Tatikonda, 2000). This does, however, bring up the problem of how to identify trade books used as textbooks for exemption status.
- Establish UW-System Task Force to review system rental and purchase programs, to identify and support best practices
- **Initiate a Pilot Textbook Rental Program**

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## **APPENDICES**

UW-System Bookstore Survey and Summary of Responses  
Student Survey and Summary of Responses  
Faculty Survey and Summary of Responses  
Early Text Adoptions, Faculty Awareness Flyer

## UW–System School Textbook Rental Survey

In 2001-02, the UWM Black and Gold Commission reviewed data and heard testimony regarding student satisfaction and success at UWM. To perpetuate the work of the Commission, and implement some of its recommendations, the UWM Black and Gold Committee has established several action teams.

The Textbook Rental action team is conducting a feasibility study of implementing a textbook rental program at UWM. In an effort to gather preliminary data, we have identified those UW campuses that have already implemented such a program. We ask for your help, and request that you complete the following survey.

Please return the completed survey to Jennie Goran at [goran@uwm.edu](mailto:goran@uwm.edu)

Thanks very much,

*UWM Black and Gold Committee, Textbook Rental Action Team*

School \_\_\_\_\_  
Person Completing Survey \_\_\_\_\_  
Position \_\_\_\_\_  
E-mail/Phone \_\_\_\_\_

1. How long have you used a textbook rental system?
2. Who administers the textbook rental program? (bookstore, library, outsourced, etc.)
3. Number of staff devoted to textbook rental?
4. Do all students use the textbook rental program? (Undergraduate? Graduate?)
5. What is the fee for textbook rental?
6. Where does that fee come from (segregated fee, embedded in tuition)?
7. What is the process used by students to pick up their books?
8. What is the process used to return textbooks?
9. What are the policies related to the maintenance of the rented textbooks? (allow highlighting, etc.?)
10. What is the penalty for books returned in poor condition?
11. How long are faculty members obligated to use the same text for a particular course?
12. Are there any provisions for reducing the length of use of a particular text?
13. Are textbook adoptions made by individual teachers, or by departments?
14. How do faculty request textbooks?
15. What were your startup costs?
16. Do you use a particular software program to administer this program?
  - a) If so, what is the source and cost of this program?
  - b) What are the hardware requirements for using this program?
17. Do you have suggestions for (& answers to) other questions we should be asking?

## UW–System School Textbook Rental Survey Summary of Responses

### RESPONDENTS

<b>School: University of Wisconsin-Platteville</b> Person Completing Survey: Mary Larson Position: Manager, Textbook Center E-mail: <a href="mailto:larson@uwplatt.edu">larson@uwplatt.edu</a> Phone: 608-342-1265	<b>School: UW-River Falls</b> Person Completing Survey: Virgil Monroe Position: Manager, Textbook Services E-mail: <a href="mailto:virgil.w.monroe@uwrf.edu">virgil.w.monroe@uwrf.edu</a> Phone: 715-425-3106
<b>School: University of Wisconsin-Stevens Point</b> Person Completing Survey: Sally Reese Position: Text Services Manager E-mail: <a href="mailto:sreese@uwsp.edu">sreese@uwsp.edu</a> Phone: 715-346-3431	<b>School: UW-Stout</b> Person Completing Survey: Brenda Swannack Position: Director/Manager E-mail: <a href="mailto:swannackb@uwstout.edu">swannackb@uwstout.edu</a> Phone: 715-232-2617
<b>School: University of Wisconsin-Whitewater</b> Person Completing Survey: Terri Meinel Position: Director E-mail: <a href="mailto:meinelt@uww.edu">meinelt@uww.edu</a> Phone: 262-472-5632	

### SURVEY RESPONSES

#### 1. How long have you used a textbook rental system?

UW-Platteville	Approximately 137 years
UW-River Falls	Since about 1900
UW-Stevens Point	Since 1894
UW-Stout	Since the founding of the university, 1891
UW-Whitewater	Since founding of Whitewater Normal School (1800s)

#### 2. Who administers the textbook rental program? (bookstore, library, out-sourced, etc.)

UW-Platteville	Auxiliary service within OSA
UW-River Falls	Library
UW-Stevens Point	University Store
UW-Stout	Library
UW-Whitewater	Bookstore

#### 3. Number of staff devoted to textbook rental?

UW-Platteville	1FTE, 1LTE, 5 students (& 5LTE & 15 students @ peak)
UW-River Falls	1.5 FTE, 10-12 part-time students
UW-Stevens Point	2FTE, 6 students (& 12 LTE at peak times)
UW-Stout	3FTE, 1-2 students (& 18 LTE at peak times)
UW-Whitewater	1.25 FTE, 1.4 FTE students

#### 4. Do all students use the textbook rental program? (undergraduate, graduate, university special students)

UW-Platteville	All (U since 1866, G & special students since ~1995)
UW-River Falls	All U and special (G= ltd)
UW-Stevens Point	Required for U (G if in U/G class)
UW-Stout	All
UW-Whitewater	All U and special (No G)

#### 5. What is the fee for textbook rental?

UW-Platteville	\$5.67 per credit, maximum \$68 (12 to 18 credits)
UW-River Falls	\$9.00/semester for a full time student
UW-Stevens Point	\$5.05 per credit up to 12 credits. \$60.60 per semester
UW-Stout	U=\$123.36; G=\$92.52/ yr (pro-rated if not full time)
UW-Whitewater	\$103.44 per year based on FTE of 12+ credits

**6. Where does that fee come from (segregated fee, embedded in tuition)?**

UW-Platteville	Segregated fee based on credits taken
UW-River Falls	Segregated fee
UW-Stevens Point	U=segregated, G=per credit optional in U/G classes only
UW-Stout	Segregated fee
UW-Whitewater	Segregated fee

**7. What is the process used by students to pick up their books?**

UW-Platteville	<i>See below</i>
UW-River Falls	completes registration & pays fees, a printout of texts needed is available at Textbook Services by entering student I.D. number. Textbooks are checked out using an automated system
UW-Stevens Point	print out a rental book list on-line and then needs their campus I.D. card to bring up their student account and scan needed books out
UW-Stout	Self serve like check out library materials
UW-Whitewater	Self serve, scan ID

**UW-Platteville**

A student must present their I.D. card to the Textbook Center's clerk. [Books are not checked out to students without an I.D. card since the books are charged to student accounts. Those accounts are billed the full cost of the books they have checked out if they are not returned at the end of the session.] The I.D. card is scanned and two copies of the list of books a student needs are automatically printed for the student based on the Registrar's records. The student is then required to sign the Textbook Center's Policies & Procedures form [printed on the reverse side of the printed book list]. They must also verify local permanent addresses and their respective phone numbers and give one signed copy of the form to Textbook Center staff. A student then proceeds to the shelves to pick up their books. The books are presented to the Textbook Center personnel for checkout and scanned onto student accounts using the student's I.D. card. [Books are to be checked for damages BEFORE LEAVING the Textbook Center. If there is a problem, the Textbook Center's clerk should be advised of this fact at the time of checkout so the book can be stamped and marked accordingly.] If the supply of any text appears to be in short supply, the Textbook Center manager checks the registration records to ascertain if there will be enough copies of the text. If it is apparent that the text is in short supply, the Textbook Center will remove two texts and put them on reserve in the campus library so that students have the use of a textbook until additional books are received. During the first three weeks of classes, students are allowed to check out only those books designated for their registered classes. This ensures that all students are given a chance to pick up assigned books. After the first three weeks of classes, students may check out any other available books.

**8. What is the process used to return textbooks?**

UW-Platteville	Scan ID
UW-River Falls	Staff checks in, students stack
UW-Stevens Point	UWSP card required to check back in
UW-Stout	Check-in like returning library books, student reshel
UW-Whitewater	Staff scan in, students reshel

**9. What are the policies related to the maintenance of the rented textbooks? (can students write in the books, use highlighters, etc?)**

UW-Platteville	Minor highlight in yellow=okay, min. light pencil=okay
UW-River Falls	Discourage highlighting and writing in texts
UW-Stevens Point	"Be considerate" (students often seek pre-highlighted)
UW-Stout	Students may highlight and write in resources
UW-Whitewater	Discourage highlighting and writing in texts

**10. What is the penalty for books returned in poor condition?**

UW-Platteville	\$5 trim charge if ltd liquid damages, fine up to cost
UW-River Falls	Fine up to original cost if unusable
UW-Stevens Point	Fine up to original cost if unusable (& if lost CD)
UW-Stout	Fine up to replacement cost if unusable
UW-Whitewater	\$2-10 for marking or highlighting, ½ price if replacement

**11. How do faculty request textbooks?**

UW-Platteville	Department chair signs off & forwards to Dean. Dean is assigned textbook budget by Provost)
UW-River Falls	Via 3 part carbonless text order form.
UW-Stevens Point	Department secretaries order via website
UW-Stout	With department chair approval, fill out order form
UW-Whitewater	Order form for new texts, otherwise sent list of prior use

**12. Are textbook adoptions made by individual teachers, or by departments?**

UW-Platteville	Individual (tho some general courses are adopted by dept)
UW-River Falls	Individual, w dept chair approval (some general by dept)
UW-Stevens Point	By departments
UW-Stout	all orders require department chair signature/approval
UW-Whitewater	Varies by department, all signed by faculty and chair

**13. How long are faculty members obligated to use the same text for a particular course?**

UW-Platteville	Prefer 3 year use
UW-River Falls	2 years
UW-Stevens Point	100/200 (Freshmen/Sophomore) for 6 semesters 300/400 (Junior/Senior) 4 semesters
UW-Stout	All resources must be used more than once.
UW-Whitewater	Minimum of 3 years, unless the edition is superseded

**14. Are there any provisions for reducing the length of use of a particular text?**

UW-Platteville	No, deans make the final decisions (varies by dean)
UW-River Falls	Yes, especially new professors & areas rapidly changing.
UW-Stevens Point	Yes, written justification with approval by chair
UW-Stout	May withdraw with department chair approval
UW-Whitewater	Yes, new edition, new hire, appeal...

**15. What is the annual revenue received from textbook rentals?**

UW-Platteville	Varies, based on # students and credits taken
UW-River Falls	\$525,000
UW-Stevens Point	\$1,000,000 fees & sales (900,000)
UW-Stout	Segregated fees collected 01-02 was \$887,000
UW-Whitewater	Revenue budgeted for 2002-03 is just under \$1M

**16. Besides rental revenue, does the textbook rental operation receive any funding or subsidy from the university? (additional segregated fees or student fees)**

UW-Platteville	Segregated fees, and sale of discontinued books
UW-River Falls	No
UW-Stevens Point	self-supporting service through student text rental fees
UW-Stout	Sales; overdue fines; and interest
UW-Whitewater	No additional revenue is received

**17. Is the textbook rental operation charged by the university for any services? (rent, utilities, accounting, telephone, data processing, police, etc.) If so, what are the total amounts charged?**

UW-Platteville	Phone and postage (~\$50/month)
UW-River Falls	\$30,000 . to the University
UW-Stevens Point	\$28, 000. to the University
UW-Stout	Rent and utilities are provided
UW-Whitewater	Total S & S is approximately \$28,000, plus cost of book purchases or salaries and fringe.

**18. Regarding salaries & fringe benefits of the staff of the textbook rental operation:**

**a) Are they paid by the university, or from revenue generated by the textbook rental operation?**

UW-Platteville	Paid by the university and charged against the Textbook Center's account [account funded by revenue generated solely by the textbook rental operation].
UW-River Falls	From revenue generated by the rental operation
UW-Stevens Point	Revenue from rental operations
UW-Stout	Revenue generated by textbook rental operation
UW-Whitewater	Salaries and fringe are considered expenses which are covered by textbook rental revenues

**b) What are the total amounts paid?**

UW-Platteville	N/A
UW-River Falls	\$89,000
UW-Stevens Point	N/A
UW-Stout	01-02, including the purchases of resources \$1,113,000
UW-Whitewater	Salaries \$78,903; fringe \$27,758. Includes 1.0 classified staff; .25 academic staff; student help and seasonal (LTE); .25 custodian and .12 custodial supervisor; plus overtime and differential.

**19. What is the current cost or value of the entire inventory of textbooks used in your rental program?**

UW-Platteville	\$3 million, Depreciated Value: \$1 million [books are depreciated over a 5-year period].
UW-River Falls	2,000,000
UW-Stevens Point	\$2,800,000
UW-Stout	\$4,200,000
UW-Whitewater	approximately \$4M at retail

**20. Is there a limit to the number of titles allowed per course?**

UW-Platteville	No. decide by individual college deans.
UW-River Falls	No
UW-Stevens Point	1/course. Exceptions based on reasonableness
UW-Stout	No
UW-Whitewater	No, but max. \$80.00 total price (no matter # texts)

**21. Is there a limit to the cost of the books used per course?**

UW-Platteville	No
UW-River Falls	No
UW-Stevens Point	Not per se, but we do question/refuse to purchase books outrageously priced (\$150+) unless the Prof. agrees to use the book until it is paid for i.e. 13 semesters.
UW-Stout	No
UW-Whitewater	No, but lower limit of \$10 per book at retail (and \$80 total for multiple texts, as stated above). The rationale for the \$10 is that the small paperbacks do not hold up to multiple use and are affordable to students.

**22. Regarding space allocated for the textbook rental operation:**

**a) What is the square footage of the space allocated?**

UW-Platteville	7,302 square feet
UW-River Falls	6500 square feet
UW-Stevens Point	4200 sq ft
UW-Stout	5,973 sq ft
UW-Whitewater	approximately 6,550

**b) How do you divide the space allocated? (office, storage, etc.)**

UW-Platteville	5,000 for textbooks, 693.7 for BookNook [discontinued book sale area], 444 for Hold area [books not in use for a session and discontinued books awaiting disposition], 524.3 for textbook repair and storage [office records, new book arrivals, timeclock, etc.], 46.7 for bathroom, 322.1 for office, cash register, fax machine, barcode printer, laserjet printer, permanent records, etc., and 270.8 for reserve room [2 copies of each title in this room] if short, sent to campus library for students to use until additional books arrive or if 1 or 2 books short, we check them out to students
UW-River Falls	main stacks, 5,000 square feet, compact shelving 1000 square feet, Administrative area 500 square feet
UW-Stevens Point	office space 195 sq ft.
UW-Stout	Stacks 3,675 sq ft. Office, receiving, processing, storage, etc. 2,298 sq ft
UW-Whitewater	Book shelving 4,660; offices 510; checkout 900; shipping & receiving 480.

**23. Do you use a particular software program to administer this program?**

**a) If so, what is the source and cost of this program?**

UW-Platteville	MacTextbook. In the Fall of 2003, we will switch to PeopleSoft hook-in system that we are developing with the help of UW-Platteville
UW-River Falls	We currently use a locally developed system call
UW-Stevens Point	"in-house" windows-based text rental computer system. Six CIS student employees programmed the system over a three-year period. Centura SqlWindows 5.0 is the development language.
UW-Stout	UW-system Library's system, Endeavor; Microsoft Access is the system used to interface with Registration and Records (Datatel)
UW-Whitewater	custom program for the check-in/check-out; The text management program is FileMaker Pro.

**b) What are the hardware requirements for using this program?**

UW-Platteville	Current database: Oracle. Will be going to web-based program in May 2003. All users must have Internet Explorer 5.5 or higher. The Manager and Assistant Manger use Gateway Pentium 4 PC's; rest of staff use upgraded Gateway PC's with 196,020 KB Ram, Windows NT. Also would need a barcode printer, barcode labels, and barcode laser scanners [as well a wedge to tie the keyboard and the scanner together for each terminal].
UW-River Falls	It is online. Hardware is 4 public access terminals with 2 laser printers, 5 checkout terminals, 2 administrative terminals and one laptop for inventory
UW-Stevens Point	Originally designed for a PC running at least Win95/98, however, updates and upgrades have been made and we are running the system on Win2000 machines
UW-Stout	Telecommunications area has this knowledge
UW-Whitewater	This program was written for Apple computers before Windows and web based technology. We utilize 1 server which is an eMac, 1 G3 and 4 iMacs. One laser printer for barcodes, shelf tags, etc

**24. What were your startup costs?**

UW-Platteville	Don't know (operating over 137 years)
UW-River Falls	\$30,000.00 (1900)
UW-Stevens Point	Unknown (operating for over 100 years)
UW-Stout	Unknown
UW-Whitewater	Unknown (computer program added ~10 year ago=\$30.)

**25. Do you have suggestions (and answers) for other questions we should be asking?**

UW-Platteville	Student penalties; faculty text usage; independent study
UW-River Falls	N/A
UW-Stevens Point	N/A
UW-Stout	N/A (would like copy of UWM report)
UW-Whitewater	Incentives to purchase

## UWM Student Survey on Textbooks

The UWM Black and Gold Committee is conducting a feasibility study of implementing a textbook rental program at UWM. In an effort to gather preliminary data, we are asking for your help. Please complete the following survey, and return it to Aaria Troiano at [atroiano@uwm.edu](mailto:atroiano@uwm.edu)

Thanks very much for your feedback,

*UWM Black and Gold Committee, Textbook Rental Action Team*

Student Status: Freshman\_\_\_\_ Sophomore\_\_\_\_ Junior\_\_\_\_ Senior\_\_\_\_  
Graduate\_\_\_\_ Non-Degree\_\_\_\_ Other (specify) \_\_\_\_\_

1. How much did you spend on Textbooks this Semester? \$ \_\_\_\_\_  
a) Required textbooks \$ \_\_\_\_\_ b) Optional textbooks \$ \_\_\_\_\_  
c) Non-reusable written materials (manuals, workbooks, etc.) \$ \_\_\_\_\_
2. Do you buy all required texts for your classes? Yes\_\_\_\_ No\_\_\_\_
3. If you don't buy all required texts, why? Price\_\_\_\_ Interest\_\_\_\_ Other \_\_\_\_\_
4. Are required texts available elsewhere? Library Reserve \_\_\_\_ Friend\_\_\_\_ Other \_\_\_\_\_
5. Do you buy optional texts listed for class? Yes\_\_\_\_ No\_\_\_\_
6. Where do you prefer to buy textbooks?  
a) Campus Bookstore\_\_\_\_ Off-campus bookstore\_\_\_\_  
Mail order (Amazon.com) \_\_\_\_ Trade bookstore (Barnes & Nobles, Schwartz, etc.)\_\_\_\_  
b) Why? Price\_\_\_\_ Convenience\_\_\_\_ Other reason \_\_\_\_\_
7. Do you sell back all/most of your textbooks? Yes\_\_\_\_ No\_\_\_\_  
If not, what determines whether you keep a textbook? \_\_\_\_\_
8. Are you aware that you get more money for textbooks at certain times of the semester?  
Yes\_\_\_\_ No\_\_\_\_
9. Are you interested in having a textbook rental program here? Yes\_\_\_\_ No\_\_\_\_  
If you answered yes, what benefits do you anticipate?  
a) Cost saving \_\_\_\_ b) Convenience\_\_\_\_ c) Other benefit \_\_\_\_\_
10. Have you ever attended a campus that had a textbook rental program?  
Yes\_\_\_\_ No\_\_\_\_  
If you answered yes, we would appreciate your input. Please provide your name and contact information below.

**Please note any suggestions/questions about textbook rental or purchase programs on the back of this survey.**

----- Tear Here -----

**I would like to participate further in the work of the Textbook Rental Action Team.**

**Please contact me.**

Name \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

## UWM Student Survey on Textbooks Summary of Responses

### Student Status: (139 total)

Freshman: 14 Sophomore: 20 Junior: 58 Senior: 30 Graduate: 6 Non-Degree: 3  
Other: 8 (6 post bacc. & 2 not specified)

### 1. How much did you spend on textbooks this semester? \$323.00

Required textbooks \$278.00 Optional textbooks \$54.00

### 2. Do you buy all required textbooks for classes?

Yes: 114 No: 24

### 3. If you don't buy all required texts, why?

Price: 18 Interest: 3 Other: 5

### 4. Are required textbooks available elsewhere?

Library Reserve: 37 Friend: 25 Other: 22

### 5. Do you buy optional textbooks for class?

Yes: 42 No: 87

### 6. Where do you prefer to buy your books?

a) Campus Bookstore: 96 Off-campus Bookstore: 121 Mail Order: 8 Trade Bookstore: 12

#### b) Why?

Price: 58 Convenience: 121 Other: 4

### 7. Do you sell back most or all of your textbooks?

Yes: 93 No: 44

#### If not, what determines whether you keep a textbook?

Further reference; Not worth it; Don't get a lot of money back; Bookstore won't buy back

### 8. Are you aware that you get more money for your textbooks at different times in the semester?

Yes: 56 No: 72

### 9. Are you interested in having a textbook rental program at UWM?

Yes: 124 No: 11

#### If you answered yes, what benefits would you anticipate?

Cost saving: 120 Convenience: 48

### 10. Have you ever attended a campus that had a rental program?

Yes: 14 No: 122

## Textbook Rental Feasibility: Teacher Survey

In 2001-02, the University of Wisconsin-Milwaukee Black and Gold Commission reviewed data and heard testimony regarding student satisfaction and success at UWM. To perpetuate the work of the Commission, and implement its recommendations, the UWM Black and Gold Committee established several action teams. The Textbook Rental action team was charged with conducting a feasibility study of implementing a textbook rental program at UWM. In an effort to gather preliminary data and assess the financial benefits of a rental program for our campus community, we are asking for your help, and request that you complete the following survey.

Thanks very much for your feedback,  
*UWM Black and Gold Committee, Textbook Rental Feasibility Action Team*

Instructor Status: Faculty \_\_\_\_\_ Lecturer/Academic Staff \_\_\_\_\_ Other (specify) \_\_\_\_\_  
Department: \_\_\_\_\_ E-mail/Phone: (optional) \_\_\_\_\_

Please base your answers to the following questions with one specific course in mind.

1. Who selects new textbooks for this course in your Department?  
a) Instructor   b) Department Chair   c) Committee   d) Other \_\_\_\_\_
2. How often do you adopt new required text(s) for this course?  
a) Every semester   b) Every 2 semesters   c) Every 4 semesters   d) New Edition   e) Other \_\_\_\_\_
3. What is the modal cost of required texts, workbooks, etc. for this course?  
a) \$25.00 or less   b) \$25.01-\$50.00   c) \$50.01-\$75.00   d) \$75.01-\$100.00   e) Other \_\_\_\_\_   f) Don't Know \_\_\_\_\_

Please read the following before answering the last two questions.

**About Rental Programs:** Until 1956, all the UWM predecessor institutions used a textbook rental system or textbook library. Currently, UW-Platteville, UW-River Falls, UW-Stevens Point, UW-Stout, and UW-Whitewater have some form of textbook rental programs. However, these campuses are all small or medium in size, and mostly liberal arts orientated. If implemented, UWM would be the largest university in the UW-System to have a rental program, and likely the largest in the United States.

### **The Advantages**

Students at UW-campus with textbook rental programs save up to 50% per semester on books!  
The entire class will have the required material; no student will choose not to buy a textbook due to high costs.  
Students can still purchase books for their own professional libraries if desired.

### **The Disadvantages**

Students will still be required to purchase 'supplementary material' (i.e. manuals, workbooks, CD's, etc.), adding to their costs.  
Faculty may be limited in their choice of course material because texts must be re-used 4-6 semesters for a rental system to work.  
Initial capital outlay is high: \$10 million inventory.  
Bookstore, (or University) would need to borrow money, creating extra debt overhead which would inevitably be passed on to students.

4. In order to facilitate a textbook rental program, would you be willing to  
a) Use a book chosen by someone else? Yes \_\_\_\_\_ No \_\_\_\_\_  
b) Limit the cost of required course texts and materials to under a certain dollar amount? Yes \_\_\_\_\_ No \_\_\_\_\_  
c) Limit the number of textbooks required for a certain course? Yes \_\_\_\_\_ No \_\_\_\_\_  
d) Continue to use the same book even after a new edition or better book was published? Yes \_\_\_\_\_ No \_\_\_\_\_
5. In order to reduce the cost to students for purchasing required course materials, would you be willing to  
a) Place orders for texts during the previous semester, one month prior to exam week? Yes \_\_\_\_\_ No \_\_\_\_\_  
b) Remind students that they can get more money by selling back texts during Bookstore Buyback Week? Yes \_\_\_\_\_ No \_\_\_\_\_  
c) Reject publishers' incentives that drive up costs (free examination copies, money, etc.)? Yes \_\_\_\_\_ No \_\_\_\_\_  
d) Support legislative efforts to establish textbook cost controls, tax breaks, etc.? Yes \_\_\_\_\_ No \_\_\_\_\_

More questions or comments? Please attend the Spring Forum on Textbook Rental: **March 10, Union Fireside Lounge, 1-2 p.m.**

## Textbook Rental Feasibility: Teacher Survey Summary of Responses

**Instructor Status:** Faculty: 24 Lecturer/Academic Staff: 11  
Department: SW, ED PSY, ED POL, NUR, GEO SCI, CHM, SOC, ECON, COM, POL SCI, PSY, FICL  
ENG, BUS, ENV CON, ENG, HST, OT, HEALTH SCI, FR ITAL

**1. Who selects new textbooks for this course in your Department?**

Instructor: 25 Committee: 2 Other: 8

**2. How often do you adopt new required text(s) for this course?**

Every semester: 2 Every 2 semesters: 3 Every 4 semesters: 6 New or better edition: 16

**3. What is the modal cost of required texts, workbooks, etc. for this course?**

\$25.00 or less: 2 \$25.01-\$50.00: 4 \$50.01-\$75.00: 16 \$75.01-\$100.00: 5 \$100+: 2 DK: 1

**4. In order to facilitate a textbook rental program, would you be willing to**

a) Use a book chosen by someone else?

Yes: 2 No: 30

b) Limit the cost of required course texts and materials?

Yes: 17 (8 faculty/ 9 instructor) No: 15 (13 faculty/ 2 instructor)

c) Limit number of textbooks required per course?

Yes: 19 (9 faculty/ 10 instructor) No: 13 (12 faculty/ 1 instructor)

d) Continue to use the same book even after a new edition or better book was published?

Yes: 4 No: 27

**5. In order to reduce the cost to students for purchasing required course materials, would you be willing to**

a) Place orders for texts during the previous semester, one month prior to exam week?

Yes: 30 No: 2

b) Remind students they can get more money by selling back texts during Bookstore Buyback Week?

Yes: 26 No: 5

c) Reject publishers' incentives that drive up costs (free examination copies, money, etc.)?

Yes: 20 No: 12

d) Support legislative efforts to establish textbook cost controls, tax breaks, etc.?

Yes: 19 No: 11

## ADDITIONAL FACULTY & INSTRUCTOR COMMENTS

- I would have a hard time giving up desk copies. If I am using the book as the instructor, if I do not get a desk copy, I would expect the university to purchase it for me.
- I already strive to make considerate choices about textbooks (not changing books each semester, not assigning more than one textbook per course, etc). I do not want to have any mandates placed on me as to how often I can change textbooks or what those books should cost. I absolutely do not want someone else to tell me what textbook to use. When students complain about courses, they will not consider whether the instructor has control over course materials. I do not make textbook decisions lightly and wish to consider all aspects (cost as well as ACADEMIC value) of texts. Students in our major should expect to purchase all of their textbooks and have them as a reference. Our department members have agreed on introductory textbooks and consistently use them for non-major courses, so there are regularly used copies available both at the bookstore and over the internet.
- It seems particularly cynical that this campus can talk about "life-long" learning on a regular basis while doing everything it can to say to students that books are an evil part of their experience here. It would be fabulous to have a policy in place to prevent publishers using add-ons to eliminate the ability to buy used books. But efforts to make it easy for students to not buy and keep books are in direct opposition to what I consider to be the spirit of higher learning. I kept 90% of the books I used as an undergraduate (even in classes outside my discipline) and I still have over half of them. Thank goodness my college didn't send me the message that a book is only good so long as you have some specific utilitarian driving force that makes it so.
- In general, I like the idea of a textbook rental program, and I think it could work reasonably well. I am very concerned, however, about mandating participation in such a program, and I would be very hostile to any efforts to constrain faculty from making their own best judgments about the materials that will best educate their students. Some additional thoughts: 1. "Publishers' incentives"...I would have agreed except for the part about examination copies. Examination copies are an essential part of textbook selection--really the only way to know what the choices are. But the test banks and PowerPoint presentations and whatnot are, to me, worthless. Still, I would not begrudge faculty the right to use them if they found them helpful. 2. You are correct in saying that "new editions" often involve only minor changes. In many cases, I would be happy to let students use older editions, and I often tell them that. Unfortunately, there doesn't seem to be any way to indicate that to the bookstore, so it might be a useful addition to their order forms. 3. The last comment should support the viability of a textbook rental program. However, I do think it should be up to the individual instructors if they want to use a new edition or not. In many cases, I am sure they will express an indifference between editions, but in the less common cases where there are significant updates, it would be contrary to educational interests to require the use of out-of-date materials. 4. Likewise, sometimes new books are a major improvement upon what has been offered before. I would thus also be against any restraints on switching to entirely new texts. 5. The idea of legislated cost controls is a truly awful, horrible idea. The surest way to subjugate educational interests is to impose even greater bureaucracy and restrictions.
- The rental program is nonviable and unrealistic if it requires texts to be used for four or more semesters.
- The survey is biased in some ways. For example, the question "reject publishers' incentives that drive up costs is a question that links cause (i.e. free examination copies, test banks, power points) to effect (i.e. higher costs). In some cases, I certainly agree that these "instructor services" drive costs up for students, but this relationship is not proven in all cases. My driving motivation behind textbook adoptions is to facilitate student learning. Furthermore, the sciences are constantly changing, evolving, and it is my responsibility to keep students current on their chosen field. If I need to change the textbook because a new one will better integrate the skills and foundation my students need to compete for a job, I do not want to be limited to do so.
- One of the reasons lecturers cannot place early book orders is that we often don't know until shortly before a semester begins whether we will be hired. This has improved somewhat in English at least, but we all have to use the same text. Again, as regards English, publishers often use the same readings in their textbooks, from one edition to the next.
- One step that I have taken is to write my own lab book and have the bookstore reproduce it. This saves students about \$10-15 each.

- Any classroom instructor (faculty, lecturer, academic staff) should try their best to select books that are worthy of study, not just worth looking at. But any external controls that would limit the ability of the instructor to make decisions about what instructional elements students need, based solely on cost-cutting measures, is ridiculous. This is short-term thinking writ large. Students may save a dollar or two under a rental system, but their overall learning experience will be lessened. Course text decisions need to be based on what a qualified instructor believes the students need to know, not what the University's rental contract will allow them to know.
- I teach mostly non-intro level literature courses (200-level and higher), and none of my classes use conventional "textbooks"--that is, books designed primarily for teaching purposes. Books for my class are simply literary texts or critical/theoretical texts... so I'm not sure to what extent my experiences will meet the broader experiences of the university. There are also relatively few courses that I teach every semester, or even every year.
- I support our looking more extensively at this option for students. I am only reluctant to say that I would use a text chosen by someone else. I want to at least be in on the decision-making. But this may be a function of my being the primary developer and instructor for a key course.
- This is not a good idea. The thing that drives up costs is not supplementary materials. Gimme a break. It is the fact that students sell their books back! Or rent them. If those practices were eliminated, book costs would be cut in half. Of course, students are quite confused about this -- they are so convinced that the \$5 they get in selling back is a god send that they don't realize they've added \$20 to the initial cost. So, basically, some students get an advantage from this rental scheme, but you're actually making the problem worse overall. How can you possibly legislate textbook prices? Each book sold has to cover the cost of reselling -- that is the 3-4 books that don't get sold b/c of buy-back programs.
- I am quite dubious about the rental idea. Electronic reserve seems a much better cost-saving approach to me.
- I rely on the free examination copies to provide students with supplemental materials--if the library or department had the copies (reducing the number of them sent to our department), I'd be happy to share them, but our school ran out of space to store them where everyone could share.
- For new fall courses, it is very difficult to properly think about and choose a textbook one month before the end of the previous spring semester. In addition, many instructors don't know what they will be teaching that early. It is not clear to me why the bookstore cannot find a way to buy back books later -- that is, after books have been adopted for a course, the bookstore should be willing to buy back used copies from students.
- One issue that I didn't see explored in the report is the use of online used textbook web sites. Obviously, this strategy has pros and cons. However, it represents an important trend that is changing the economics of campus textbook sales. A related issue focuses on where in the curriculum textbooks are used. As a result, more sensitivity must be devoted to textbook acquisition in first year overview courses vs. upper level courses which are abandoning textbooks in favor of e-documents (e.g., web sites, e-reserve, downloadable pdfs, etc.). One factor associated with the concept of textbook rental is that assumes to minimize depreciation. While such a model is common in the K-12 environment where curriculum decisions are held in place for several years and the textbook has a longer lifespan, such a model has dubious application in higher education because of the economics associated with the shelf-life of a textbook. As noted above, the economics of college textbooks is an critical variable. I believe your report should examine this issue in greater detail.

Did you know that ordering course books early  
makes a BIG difference?

***Q: What's the difference?***

**A:** Early orders are a key factor in ensuring that  
Texts you select will be available for day 1 of class,  
Additional time exists to search for less expensive used books,  
Out-of-stock situations are reduced, & the  
Bookstore can retain unsold copies from the previous semester.

Early orders are a key factor in reducing the cost of  
course books to students.

***Q: How does it reduce cost?***

**A:** During Final Exam/Book Buy Back Week, if the instructor has told the Bookstore that the  
book will be readopted for the next school term, the Bookstore will pay 50% of the current new  
price, regardless of whether the book was bought new or used, (unless the store already has an  
adequate supply). For example, the Bookstore will pay a student \$20.00 for a book with list price of  
\$40.00, regardless of whether the student originally paid \$40.00 (new), or \$30.00 (used).

The best time to order, especially if reusing a textbook,  
is before Final Exam Week of the preceding semester.

For Summer & Fall 2004, order anytime (do it now), up through the week of  
May 3-8, 2004.

***Q: So how should I place my order?***

**A:** There are several ways to order course books.  
You can order online [http://www.aux.uwm.edu/bookstore/cba\\_form.html](http://www.aux.uwm.edu/bookstore/cba_form.html)  
by email [books@aux.uwm.edu](mailto:books@aux.uwm.edu)  
by phone 229-4900 (or fax 229-6988)  
by campus or U.S. mail, or  
in person @ the UWM Bookstore  
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