

PARENTS' ASSOCIATION GRANT PROPOSAL

Program Title: Library Textbook Section

**Submitted by: Associated Students of the University of
Arizona**

Jim Drnek, Associate Dean

520.621.2782

Bookstore 325W

drnek@u.arizona.edu

Bldg 19, Suite 325W, Tucson AZ. 85721

Adam Schuman, ASUA Senate Aide

Mark Adams, ASUA Senator

623-385-6490

Bookstore 325W

Aschuman@email.arizona.edu

Bldg 19, Suite 325W, Tucson AZ. 85721

UA Foundation Account Number: 02 – 11010 – 1103

**OVERVIEW OF THE ASSOCIATED STUDENTS OF THE UNIVERSITY OF ARIZONA:**

Since 1914, the Associated Students of the University of Arizona (ASUA) has represented the interests and needs of the student body. Working with the University Administration, the Arizona Board of Regents, state and local officials, and the Arizona State Legislature, ASUA ensures the voice of students is effectively heard. ASUA offers a wide variety of programs and services that students utilize including reducing textbook costs, raising funds for scholarships, and free evening motor vehicle transportation.

GRANT PROPOSAL SUMMARY:

The Library Textbook Section provides free access to course textbooks for students, which students may use with the library complex. The program reduces the out of pocket expenses students must pay for textbooks and maximizes students' academic success by ensuring students have access to all necessary resources.

STATEMENT OF NEED:

_Nationally, higher education costs continue to drastically increase for the American students and families. The inflation on textbooks represents a significant portion of this increase. Since 1994, textbook prices have increased at four times the rate of inflation. A recent survey done by the Public Interest Research Groups (PIRG) shows the average student pays an annual \$900 for textbooks. Specific to the University of Arizona, those textbooks' costs are approximately a fifth of the in-state tuition. The high costs of textbooks creates a significant financial burden on students, prohibiting many potential students from attending the University due to these 'hidden costs' or limiting the academic success of students by requiring students to obtain outside jobs for income. Ultimately high textbook costs inhibit an academically robust and diverse student body from developing. The high cost of textbooks if further complicated by the fact that many "required" textbooks are sparingly used by students. Significant need exists for convenient, affordable access to textbooks, especially infrequently used textbooks.

PROGRAM OVERVIEW:

The Library Textbook Section is a program dedicating space within the UA Main Library where course textbooks will be freely available for student use. These textbooks will be determined by data collected from student surveys and bookstore information. The textbooks will be integrated into the library systems for easy access for students and security purposes. Security will be maintained by implanting security devises (tattle-tape). These designated textbooks will not be allowed to be check out of the library. This ensures that the textbooks will be available for use continuously throughout the year.



Noted that this initiate program is a piloted project, where its outcome data will be used to help acquire corporate sponsors, private and public donations, and other accessible funds. For the success and stability of this pilot program, the following needs are to be met:

- Establishment of initiating funds
- Convenient, dedicated Main Library space
- Negotiated discounts for textbooks

The above three criteria are expected to be met before the end of Fall '06 to have the program operational for Spring '07. In the mean time, data shall be collected from the bookstore in order to prioritize purchasing. For the first academic year, '06-07, determinates on which textbooks are to be purchased are as follows: Undergraduate course textbooks, number of enrolled students in the course, required verses optional textbooks, bundled packages, mass scale student survey.

Once textbooks are purchased by ASUA, they shall be given to the Library for immediate cataloging and placement.

Marketing of this pilot program will be through mass listserv e-mailings and WildCat advertisements. A large-scale sign shall be purchased for the placement in the dedicated library section labeling the section. All library maps will be updated with the new textbook section.

Face-to-face marketing will be headed by two other organizations on campus; Orientation and UA Ambassadors. Orientation leaders will be informed of the newly added section within the library. During orientations, they shall inform incoming students of this section. The UA Ambassadors is an organization dedicated to give out campus tours to incoming and perspective students. Their standard tour travels through the Main Library, and during that specific portion of the tour, they shall point out the textbook section and explain its value.

The pilot program will have resulting, measured data to determine successfulness. Data shall be compiled by continuous surveys of students, and monitoring of library section. The survey will determine the scale of awareness, usefulness, and usage. Library monitoring allows direct observation of textbook section usage. This continuous flow of data will constantly be compiled and used to obtain corporate sponsorships, public and private donations, and other funds in order to sustain this program for years to come.

BENEFITS TO STUDENTS:



- 🌐 Free access to rarely used textbooks
- 🌐 Saved hundreds of dollars by not purchasing infrequently used textbooks
- 🌐 Convenient, dedicated location for use of library textbooks
- 🌐 Enhances academic success by ensuring convenient access to necessary academic materials
- 🌐 Elimination of added stresses within the academic career

PROJECTED BUDGET:

Projected Expenses:

ITEM	ESTIMATED COST
Purchase of 1,000 Textbooks	\$10,000*
Year Long Marketing	\$1,000
Integration into Library Systems	\$500
Library Shelving	\$400
Miscellaneous (Card Catalogue, Shelf Separators, Labels)	\$100
Total:	\$12,000

*Approximation pending prices of textbooks and potential discounts from the ASUA Bookstore. The average textbook price is assumed to be \$100.00 based on prior research and an assumed 35% from the ASUA Bookstore.

Potential Revenue:

With compiled data containing the usage, student valued, and successfulness of pilot program, ASUA will continue to research new ideas for funding support of the library textbook section. ASUA shall focus acquiring funds from corporate sponsorships, public and private donations, and other funds. In conjunction to fund development, ASUA shall also continue close relationship with other partners participating in the pilot program.

Grants – ASUA is actively pursuing the following grants:

- Ikon Grant
- University of Arizona Foundation Board of Directors Grant
- Xerox Grant

Partnerships: ASUA has secured partnerships with the following organizations:

UA Library will allow integration of textbooks into their software systems including their security program. The Main Library staff shall maintain the organization of the dedicated section. If so, the proposed space no longer is large enough for the program, UA Libraries shall research possible donations of more space.

ASUA Bookstore will provide data valuable to the purchases of textbooks. There shall be a compiled data set of the uses, purchases, and prices of course



textbooks to determine priority purchasing. Discounted textbook negotiations will be sought after during each purchasing period, for the good of saving funds.

PROGRAM OUTCOMES:

- 🌐 Provide students with free access to textbooks
- 🌐 Allow students to fulfill required readings, assignments, and other necessities for courses
- 🌐 Save students money

ASSESSMENT:

The pilot program will provide extensive data compiled by student surveys and library observations. Student surveys will have resulting, measured data to determine successfulness. The data will be collected before operation, during, and at the end of the semesters. The data shall measure awareness, usefulness, and student academic successes related to use of the section through the surveys. This constant flow of data will be compiled each semester and used to obtain corporate sponsorships, public and private donations, and other funds in order to sustain this program for years to come.