

UNIVERSITY *of* WEST FLORIDA

Metric 3

October 3rd, 2017

Textbook Costs

Work Group

Dr. Steve Cunningham

University of West Florida

Background

- On November 3rd, 2016, BOG approved the changes for Metric 3 to be “Net Tuition & Fees per 120 Credit Hours”
 - 4 variables:
 - University Fees -> incentive to keep fees low
 - **Textbook Costs** -> **incentive to reduce costs**
 - Financial Aid -> incentive to lower a student’s cost
 - Hours to Degree -> incentive to graduate in lesser time
 - 3 variables implemented -> Textbook Costs still a constant

Background

- BOG staff recommended a work group from Universities to develop models for the textbook costs to be implemented in Metric 3.
- Work group co-chaired by Dr. Ralph Wilcox (USF) and Dr. Steve Cunningham (UWF).
- Conference calls convened and two different models emerged:
 - USF-UWF-FIU-FAU joint model – Option 1
 - UNF model – Option 2

Joint model – Option 1

- Model methodology considerations:
 - Undergraduate courses only
 - Required books only – not recommended
 - Fall to Fall comparisons – most representative
 - No equipment included that can be used in multiple courses (clickers, calculators)
 - Excludes zero-credit courses

Joint model – Option 1

STEP 1 National Average per Sch 15-16 is 40.83 as currently reported on Metric 3.

| | | STEP 2 | | | | STEP 3 | STEP 4 | | | | |
|------------------------------|---------|------------------|-----------------|-------------------|---------------|----------|---------------|------------|----------------------|--------------|--|
| A | B | C | D | E | F | G | H | I | J | K | |
| | | AVG(C,D,E)*(1-F) | | | | | | | G * I | H * I | |
| Section | Course | Avg. New Price | Avg. Used Price | Avg. Rental Price | Open Access % | AVG Cost | Course Credit | Enrollment | Course Total Cost | Schs | |
| 80328 | EEL4744 | 425.8 | 319.5 | 210.6 | 10% | 287 | 3 | 31 | 8,890 | 93 | |
| 80329 | EEL4744 | 425.8 | 319.5 | 210.6 | 10% | 287 | 3 | 9 | 2,581 | 27 | |
| 80201 | CHM2211 | 191 | 144.6 | 102.6 | 10% | 131 | 3 | 55 | 7,230 | 165 | |
| 80007 | ACG3082 | 366.3 | 274.8 | 181.2 | 20% | 219 | 3 | 49 | 10,745 | 147 | |
| 80284 | EDF2085 | 164.1 | 123.1 | 81.2 | 20% | 98 | 3 | 32 | 3,144 | 96 | |
| 80285 | EDF2085 | 164.1 | 123.1 | 81.2 | 20% | 98 | 3 | 33 | 3,242 | 99 | |
| 81865 | EDF2085 | 164.1 | 123.1 | 81.2 | 25% | 92 | 3 | 33 | 3,039 | 99 | |
| 80311 | EEL3211 | 324.5 | 243.5 | 160.6 | 25% | 182 | 3 | 12 | 2,186 | 36 | |
| 80312 | EEL3211 | 324.5 | 243.5 | 160.6 | 100% | - | 3 | 15 | - | 45 | |
| 80193 | CHM2210 | 221.6 | 179.6 | 156.1 | 100% | - | 3 | 81 | - | 243 | |
| 80194 | CHM2210 | 221.6 | 179.6 | 156.1 | 100% | - | 3 | 41 | - | 123 | |
| 82296 | HFT4295 | 160.9 | 118.1 | 77.9 | 100% | - | 3 | 16 | - | 48 | |
| 80155 | CEN4400 | 248 | 234 | 154.4 | 100% | - | 3 | 30 | - | 90 | |
| 80324 | EEL4712 | 297.8 | 223.5 | 147.3 | 100% | - | 3 | 23 | - | 69 | |
| 81822 | ACG2021 | 210.8 | 158.1 | | 30% | 129 | 3 | 39 | 5,035 | 117 | |
| 82135 | AMH2010 | 88.5 | 66.5 | | 30% | 54 | 3 | 57 | 3,092 | 171 | |
| 82275 | CJE4110 | 134.9 | 127.5 | 72.6 | 30% | 78 | 3 | 19 | 1,485 | 57 | |
| 82308 | HLP3300 | 56 | 46.5 | 24.8 | 40% | 25 | 3 | 37 | 942 | 111 | |
| 82353 | GEB3213 | 95 | 71.4 | 26.2 | 40% | 39 | 3 | 25 | 963 | 75 | |
| 82570 | AMH4990 | 17.6 | 13.3 | 5.6 | 50% | 6 | 3 | 28 | 170 | 84 | |
| 82633 | COM3003 | 206 | 186.1 | 110.25 | 50% | 84 | 3 | 22 | 1,842 | 66 | |
| 82791 | EME3410 | 51 | 38.3 | | 75% | 11 | 1 | 16 | 179 | 16 | |
| 80898 | ENG4013 | 265 | 198.8 | 131.1 | 75% | 50 | 3 | 14 | 694 | 42 | |
| 80226 | CLP4314 | 261.8 | 196.5 | 129.5 | 70% | 59 | 3 | 53 | 3,115 | 159 | |
| 80273 | ECT4560 | 160.6 | 193.5 | 127.5 | 0% | 161 | 3 | 29 | 4,655 | 87 | |
| 80350 | EGM2500 | 255.5 | 191.8 | 126.4 | 0% | 191 | 3 | 18 | 3,442 | 54 | |
| 80351 | EGM2500 | 255.5 | 191.8 | 126.4 | 0% | 191 | 3 | 2 | 382 | 6 | |
| 82536 | EGM2990 | 255.5 | 191.8 | 126.4 | 0% | 191 | 2 | 19 | 3,633 | 38 | |
| 82537 | EGM2990 | 255.5 | 191.8 | 126.4 | 0% | 191 | 2 | 3 | 574 | 6 | |
| 80669 | MUH3211 | 126.8 | 95.1 | 62.7 | 0% | 95 | 3 | 32 | 3,036 | 96 | |
| 80575 | MAN3802 | 201.2 | 190.3 | 125.4 | 0% | 172 | 3 | 19 | 3,274 | 57 | |
| 80048 | ANT3101 | 250.8 | 188.3 | 124.1 | 0% | 188 | 3 | 31 | 5,820 | 93 | |
| 80728 | PHC4340 | 242.9 | 182.3 | 120.2 | 0% | 182 | 3 | 26 | 4,727 | 78 | |
| 80132 | BSC2311 | 241.5 | 181.3 | 119.5 | 0% | 181 | 3 | 33 | 5,965 | 99 | |
| 80499 | HSC4120 | 239 | 179.3 | 118.2 | 0% | 179 | 3 | 28 | 5,007 | 84 | |
| 80409 | EVR4035 | 114.2 | 87 | 57.3 | 0% | 86 | 3 | 25 | 2,154 | 75 | |
| Totals: | | | | | | | | | \$ 101,244.75 | 3,051 | |
| Average Cost per Sch: | | | | | | | | | \$ 33.18 | | |

Step 1

- Start with the national average of **\$40.83** per credit hour (column C in current Metric 3 methodology)

| 1. STICKER PRICE | | | | |
|------------------|---|---|---|---|
| A | B | C | D | E |
| UNIV | 2015-16 UNDERGRAD RESIDENT TUITION & FEES (per CREDIT HR) | 2015-16 BOOKS & SUPPLIES SYSTEM AVERAGE | 2015-16 MEAN TOTAL CREDIT HOURS FOR 120 HR PROGRAMS | 2015-16 STICKER COST PER DEGREE ((B*C)*D) |
| FAMU | \$194.24 | \$40.83 | 157.10 | \$36,929 |
| FAU | \$206.41 | \$40.83 | 130.49 | \$32,263 |
| FGCU | \$203.94 | \$40.83 | 133.12 | \$32,583 |
| FIU | \$218.41 | \$40.83 | 136.82 | \$35,470 |
| FSU | \$216.88 | \$40.83 | 122.81 | \$31,650 |
| NCF | \$192.10 | \$40.83 | 135.52 | \$31,566 |
| UCF | \$212.28 | \$40.83 | 126.10 | \$31,917 |
| UF | \$212.71 | \$40.83 | 123.03 | \$31,194 |
| UNF | \$213.13 | \$40.83 | 127.89 | \$32,478 |
| USF | \$209.90 | \$40.83 | 125.94 | \$31,577 |
| UWF | \$211.98 | \$40.83 | 127.62 | \$32,265 |
| SUS | \$211.97 | \$40.83 | 128.29 | \$32,432 |

Step 2

- Universities to report:
 - costs of required textbooks by course section for Fall terms collected from their official on-campus bookstore by the following price categories:
 - Average new price
 - Average used price
 - Average rental price
 - % of students who have open access to materials (either electronically or in the library)

| STEP 2 | | | | | |
|---------|---------|----------------|-----------------|-------------------|---------------|
| A | B | C | D | E | F |
| Section | Course | Avg. New Price | Avg. Used Price | Avg. Rental Price | Open Access % |
| 80328 | EEL4744 | 425.8 | 319.5 | 210.6 | 10% |
| 80329 | EEL4744 | 425.8 | 319.5 | 210.6 | 10% |
| 80201 | CHM2211 | 191 | 144.6 | 102.6 | 10% |
| 80007 | ACG3082 | 366.3 | 274.8 | 181.2 | 20% |
| 80284 | EDF2085 | 164.1 | 123.1 | 81.2 | 20% |

Step 3

- Compute the average of all price categories
- Apply percentage of open access material

| STEP 2 | | | | STEP 3 |
|----------------|-----------------|-------------------|---------------|------------------|
| C | D | E | F | G |
| | | | | AVG(C,D,E)*(1-F) |
| Avg. New Price | Avg. Used Price | Avg. Rental Price | Open Access % | AVG Cost |
| 425.8 | 319.5 | 210.6 | 10% | 287 |
| 425.8 | 319.5 | 210.6 | 10% | 287 |
| 191 | 144.6 | 102.6 | 10% | 131 |
| 366.3 | 274.8 | 181.2 | 20% | 219 |
| 164.1 | 123.1 | 81.2 | 20% | 98 |
| 164.1 | 123.1 | 81.2 | 20% | 98 |
| 164.1 | 123.1 | 81.2 | 25% | 92 |
| 324.5 | 243.5 | 160.6 | 25% | 182 |
| 324.5 | 243.5 | 160.6 | 100% | - |
| 221.6 | 179.6 | 156.1 | 100% | - |

Step 4

- Multiply the average of price categories by the enrollment to obtain total cost per course
- Divide total cost by student credit hours
- Calculate the % difference from previous Fall term

| STEP 3 | | | STEP 4 | |
|-----------------------|---------------|------------|-------------------|-------|
| G | H | I | J | K |
| AVG(C,D,E)*(1-F) | | | G * I | H * I |
| AVG Cost | Course Credit | Enrollment | Course Total Cost | Schs |
| 287 | 3 | 31 | 8,890 | 93 |
| 287 | 3 | 9 | 2,581 | 27 |
| 131 | 3 | 55 | 7,230 | 165 |
| 219 | 3 | 49 | 10,745 | 147 |
| 98 | 3 | 32 | 3,144 | 96 |
| 98 | 3 | 33 | 3,242 | 99 |
| 92 | 3 | 33 | 3,039 | 99 |
| 182 | 3 | 12 | 2,186 | 36 |
| - | 3 | 15 | - | 45 |
| - | 3 | 81 | - | 243 |
| - | 3 | 41 | - | 123 |
| - | 3 | 16 | - | 48 |
| - | 3 | 30 | - | 90 |
| - | 3 | 23 | - | 69 |
| 129 | 3 | 39 | 5,035 | 117 |
| 54 | 3 | 57 | 3,092 | 171 |
| 78 | 3 | 19 | 1,485 | 57 |
| 25 | 3 | 37 | 942 | 111 |
| 39 | 3 | 25 | 963 | 75 |
| 6 | 3 | 28 | 170 | 84 |
| 84 | 3 | 22 | 1,842 | 66 |
| 11 | 1 | 16 | 179 | 16 |
| 50 | 3 | 14 | 694 | 42 |
| 59 | 3 | 53 | 3,115 | 159 |
| 161 | 3 | 29 | 4,655 | 87 |
| 191 | 3 | 18 | 3,442 | 54 |
| 191 | 3 | 2 | 382 | 6 |
| 191 | 2 | 19 | 3,633 | 38 |
| 191 | 2 | 3 | 574 | 6 |
| 95 | 3 | 32 | 3,036 | 96 |
| 172 | 3 | 19 | 3,274 | 57 |
| 188 | 3 | 31 | 5,820 | 93 |
| 182 | 3 | 26 | 4,727 | 78 |
| 181 | 3 | 33 | 5,965 | 99 |
| 179 | 3 | 28 | 5,007 | 84 |
| 86 | 3 | 25 | 2,154 | 75 |
| Totals: | | | \$ 101,244.75 | 3,051 |
| Average Cost per Sch: | | | \$ | 33.18 |

Step 5

- Apply the % difference calculated in step 4 to the national average to obtain the plug in value for Metric 3

STEP 5

Method to relate to National Average:

| | | | |
|---------|--------------|----|-------|
| Actual | Fall 16 | \$ | 35.00 |
| Average | Fall 17 | \$ | 33.18 |
| Costs: | % Difference | | -5.2% |

| | | | |
|--------------------------------|----|--------|---|
| National Average per Sch 15-16 | \$ | 40.83 | As currently reported on Metric 3 |
| Improvement | \$ | (2.12) | Percentage Difference applied to National Average |
| Institution Sch Cost | \$ | 38.71 | Plug in Value for Metric 3 |

Joint Model – Option 1

- Embraces 5 of the 7 strategies outlined in section 1004.085 7(g); whereas, providing incentives to the universities to be in compliance with the statute
- Provides incentive to effectively reduce textbook costs
- No disadvantage to institutions with curricular profiles heavy in STEM, Business, Engineering, and medical fields (i.e. programs in strategic emphasis and higher textbook costs)
- Auditable and verifiable