

ADVICE FOR FACULTY: WHAT YOU CAN DO TO HELP STUDENTS SAVE MONEY (COMPILED BY AAUP-KSU)

Because of the current contract between KSU and the university bookstore, we advise that you not print information on alternative sources for textbooks in your syllabi, with the exception of items available in the KSU Libraries. AAUP-KSU is not bound by this contract; we have therefore collected tips for students which can be found in the document “ADVICE ON LOWER-COST ALTERNATIVES FOR OBTAINING TEXTBOOKS” at aaupksu.org.

Faculty shared the following suggestions for colleagues:

DO YOU NEED A TEXTBOOK?

- If students can do equally well by simply attending class and keeping good lecture notes, **either eliminate the textbook or make it recommended** rather than required.

KSU LIBRARIES CAN HELP

- Place multiple copies of your textbooks **on reserve** in the library. To do so, visit <http://www.library.kent.edu/about/departments/course-reserves> or contact Reserves@kent.edu. KSU has a Core textbook reserve program especially for Core courses.
- Check to see if the **KSU Libraries or the OhioLINK consortium** have copies of your textbook available.
- **Review the KSU Libraries’ subscriptions** to publishers such as Springer (science and technology books) to see whether your text is available as an e-book. Contact your subject area librarian for more information.
 - Note that the vast majority of library-owned e-books are single user e-books. Please contact your subject librarian before using a KSU Libraries e-book as your textbook, as the Libraries may be able to purchase additional simultaneous users.

OLDER AND NEWER EDITIONS

- Consider **supporting more than one edition** of the textbook (for example, the most recent edition as well as its immediate predecessor). This way the

student need not incur a risk when purchasing an older edition. Note in your syllabus which editions are acceptable.

OPEN ACCESS ALTERNATIVES

- When selecting textbooks, look for **open access books** at openstax.org or <http://libguides.wustl.edu/ebooks/opentextbooks>. Alternatively, use lower-cost texts via Flatworldknowledge.com and similar companies.
- When selecting textbooks, check to see whether your choices have a **lower-cost e-book version** and/or a **paperback version**.

READINGS VS TEXTBOOK

- **Compile readings** from a number of sources, **staying within the Fair Use Guidelines (see below)**, and post these on Blackboard for your students, or assign **open access online resources**, or assign readings from **electronic journals** to which KSU has licensed for use. Articles from KSU-licensed resources can either be linked directly from Blackboard or can be placed on Reserves.

STUDENT-BASED EFFORTS

- Encourage students to **pass on, donate or sell their used textbooks directly** to fellow students in the same major, minor, or graduate program. Some programs have organized venues to increase these opportunities.

NEGOTIATION, BUNDLING AND THE PROS AND CONS OF CUSTOM TEXTS

- If you are considering **custom book options from publishers**, check the savings relative to purchasing a used text, which will no longer be an option. Also note that the student will not be able to sell the book after use.
- For bundled textbooks and online codes, **negotiate lower-cost packages** with the publisher. **In appropriate cases, avoid bundling** so that students have the option of buying a used textbook and purchasing the online code direct from the publisher.
- If your department or program currently locks students into an expensive bundle (particularly one that commits the student to multiple semesters), **research options and lobby for changes**.

FAIR USE GUIDELINES FOR CREATING YOUR OWN ONLINE COURSE ASSIGNMENTS

Fair Use, Section 107 of the U.S. Copyright Law, allows you to use portions of copyrighted works without permission. However there are no exact numbers or percentages, no minimum and no maximum, in fair use. Rather, there are four factors to consider when evaluating a use:

1. Purpose and character of the use – Is the use for education, by a non-profit institution, or does it bring the user a commercial advantage?
2. Nature of the copyrighted work itself – Think of the work itself: is it fact-based or is it highly creative, such as a novel or poem?
3. Amount and substantiality of the portion used – Use only the amount needed, and no more, to achieve your purpose. This can at times comprise the entire work, taking the other factors into consideration.
4. The effect of the use on the potential market or value of the copyrighted work – Is the item readily available for sale or for license? Could the use result in lost sales? If the work is out-of-print, can it still be licensed for use?

In years past, only one chapter from a book or one article from a journal issue, for one academic term, has been considered fair use for classroom purposes; however, this traditional concept is not broad enough for a full fair use evaluation. Using less could be deemed an infringement, and more could be ruled a fair use. Experts recommend evaluation using an instrument such as the one linked from this page: <http://libguides.library.kent.edu/copyright>. Keep fair use evaluations on file for three years, as they demonstrate a good faith effort to follow the law. Please refer to the University Policy Regarding Use of Copyright-Protected Works (3-10) <https://www.kent.edu/policyreg/university-policy-regarding-use-copyright-protected-works>.