

Hello Professor,

Welcome to the Claremont Colleges. My name is Andy Mills, and I am the Course Materials Manager at the Huntley Bookstore.

This letter and its accompanying material is intended to introduce you to our book adoption process as well as inform you of some of the options available to you in regards to your textbook choices. I understand that this material may not answer all of your questions, but I hope it puts you on the right path and gives you some rudimentary knowledge of what we can provide. For any further questions that do arise, my staff and I are always here and ready to help you in any way that we can.

Accompanying Material:

**Book Adoption Process:** Provides the basic steps needed to be taken so that we can ensure the books you need for your students are here and ready for the start of classes.

**Custom Printing Flyer:** More detailed information on custom printing options from one of Huntley's custom publishing partners.

**Affordability Brochure:** Provides information on the various options we provide regarding textbooks, including Digital, Rental, and Custom options, plus provides insight into the adoption and buyback processes.

Eventually, once your school email address is solidified and entered into my system, a large portion of the adoption request process will become automated and will allow the bookstore to reach out to you directly, inform you of which courses we have been told you will be teaching, and request your book adoptions.

Until that time, however, I hope that the information contained here helps inform and guide you through this process. As always, we are here to help in any way that we can, so please do not ever hesitate to contact us. The Textbook Department phone number is **909-607-9393** or **909-607-3783** and our email address is [huntleytextbooks@cuc.claremont.edu](mailto:huntleytextbooks@cuc.claremont.edu).

I look forward to working with you, and, again, welcome to Claremont!

Sincerely,

Andy Mills  
Course Materials Manager  
Huntley Bookstore of the Claremont Colleges

## **Book Adoption Process**

### **Contact Huntley Bookstore:**

**Email:** [huntleytextbooks@cuc.claremont.edu](mailto:huntleytextbooks@cuc.claremont.edu)

**Phone:** 909-607-9393

**Website:** [www.claremont.bkstr.com](http://www.claremont.bkstr.com) and use the Online Adoption Tool at the bottom of the screen. Instructions are available if needed. Please contact us for help.

**In Person:** 175 E. 8<sup>th</sup> Street, Claremont, Ca 91711

### **What we need to know:**

Your School, Department, Course Name, and Course Number

Author and Title of the books needed (If specific versions/ISBNs are needed, please provide that information, otherwise we will look to find the most readily available and cost efficient version)

“Required” or “Recommended” status for each book

### **Next Steps**

We will begin researching the titles you requested. If we run into any availability issues, we will contact you and work to find a solution regarding that text. If there are no issues, or once all issues have been rectified, we will email you a confirmation of the books adopted to your course for your perusal and records.

### **Things to Be Aware Of:**

Foreign titles can, possibly, have a long delay between ordering and arrival at the bookstore, so early adoption of these titles is extremely important. We typically ask that foreign title adoptions be submitted to us at least 3 months in advance in order to give us the best possible chance of having them here by the start of classes.

If you do not need any materials from the bookstore for your course, please let us know so that we can mark your course as such and prevent subsequent emails/attempts to contact you regarding that particular course.

Due to the growth in availability of eBooks, and our desire and dedication to providing our students with as many options as possible to fit their individual needs, we will automatically adopt any eBook, if one exists, that corresponds with an adopted print title. However, if you feel an eBook is not an appropriate choice for your students, please let us know and we will gladly remove it from your course.

We understand that you may not be 100% certain on your booklist right now, but it is very important that we begin work on your adoptions as early as possible. This time allows us to work through any issues that arise, and gives us the best possible chance on securing used copies, which offer the best savings options for our students. We will gladly work on partial lists as they are submitted, and add-ons are welcome. So please don't wait because you are unsure of one title. Send us what you are sure of, and we can work on the rest once you have made your decision.



## Have you considered Custom Publishing?

The Huntley Bookstore partners with LAD Custom Publishing to provide a service that makes it easy for you to create your own CoursePack.

### You choose the content and LAD does the rest

- Clear permissions to reprint- LAD is 100% copyright compliant.
- **LAD helps faculty manage the cost of content** by providing an itemized breakdown of copyright permission fees prior to printing (upon request). This process gives faculty an opportunity to edit content before printing, i.e., delete articles/chapters of books. Faculty decides what content to use at what price.

### Production Choices

- Custom readers are dynamic! Content can be easily changed and updated each semester!
- **Choice of content delivery:** Print only, Digital only, or Print/Digital combo pack
- Choice of binding: coil, three-hole punch/shrink wrapped, tape bind (120 pgs or less).
- Choice of color covers: custom content-specific cover or a standard campus cover.
- Content produced in digital format: CD or DVD, or encrypted online portal offering students a choice of downloadable PDF, Apple app, or HTML 5 delivery

### Superior Quality of Production

- LAD will scan and clean originals, making a digital file of content before it is printed.
- Create a Table of Contents and paginate the content (if requested).
- Faculty has the option to make extensive use of color photographs and/or diagrams in the content of their course pack.

### Royalties Paid on Original Works

- Paid directly to author for original work
- Or Paid to individual department to defray costs of lab supplies, software upgrades, etc.

### Out-of-Print Books:

- LAD works closely with publishers to reprint titles not currently in-print.

### Guaranteed Turnaround Times

- Orders without copyrighted materials, 5 -7 working days from receipt of originals.
- Orders with copyrighted materials can take 1-6 weeks. LAD will give a "guaranteed ship date" so faculty members and students will know when it will be available on our shelves.
- Reorders during back-to-school, 2 business days.

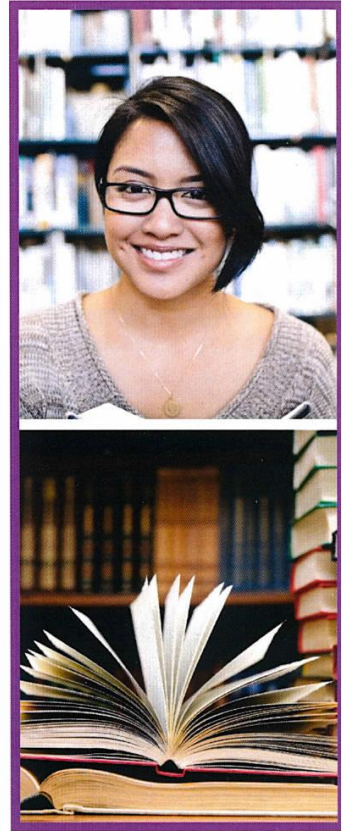
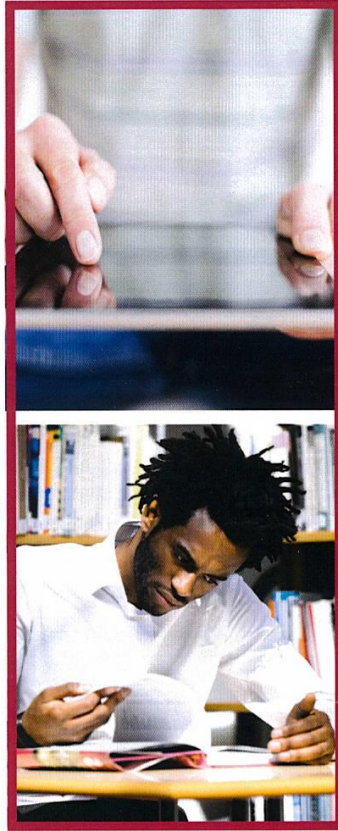
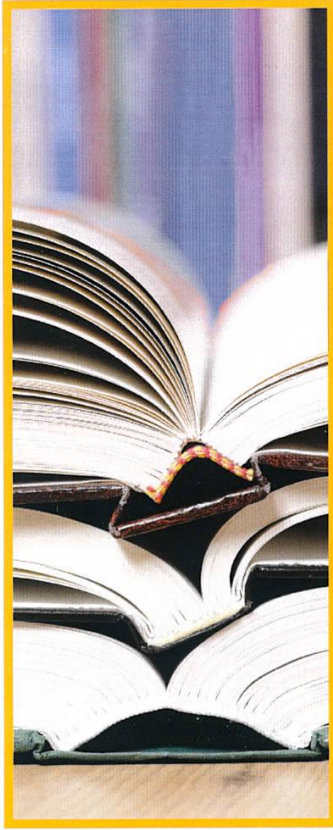
### What do you need to do to place an order?

Just bring copies of articles, chapters of books or original work -along with citation information- To **Andy Mills** at the Huntley Bookstore (909-607-3783)  
All aspects of production will be handled by our custom publishing partner.

### If you have any questions, please contact:

**Andy Mills**  
Course Materials Manager  
909-607-3783  
0994txt@fhcg.follett.com

**Kent Brewster**  
Sales Manager, LAD Custom Publishing  
770-653-9792  
kbrewster@ladcustompub.com



## **A MESSAGE FROM YOUR BOOKSTORE:**

Huntley Bookstore of the Claremont Colleges is committed to providing our students with the highest quality education and the best opportunities for success. You can help ensure that our students have access to the textbooks and course materials they need at a more affordable price. The decisions you make about course materials make a difference to your students.

As you determine your course materials needs, you have the opportunity to consider options that can reduce the total student cost of your classes. We ask that you do two things to save your students unnecessary expense:

- Carefully review the information listed here on bundles, custom publishing, and loose-leaf versions of textbooks, and make the best choice for your course.
- Let us know your choice of textbooks as soon as possible. College bookstores compete for used books in the national marketplace, and you can help us by providing your book adoptions by the requested due date.

In addition to your classroom leadership, course materials remain fundamental to student academic success. It's vital that we all do our part to keep course materials as affordable as possible, ensuring our students will have the tools they need to achieve their academic goals.

Thanks for all that you do.  
Angus Macdonell  
Store Manager



## TEXTBOOK OPTIONS

*There are more course material choices than ever before, and the decisions you make have a tremendous impact on costs to students.*

### STANDALONE TEXTBOOKS



The traditional textbook can often provide the biggest savings to students because the book can be purchased and sold back multiple times throughout the life of the edition.

### TEXTBOOKS WITH PASS CODES AND BUNDLES (OR PACKAGES)



Bundles consist of a textbook with ancillary materials such as CDs, DVDs, pass codes, study guides or other items. The adoption of a bundle is typically the most cost-effective option when:

- The materials cannot be purchased separately; or,
- The purchase price of a bundle is lower than the cost of a used text and the separate purchase of the pass code and/or other components.

Bundles offer the best value to students when the content is integrated into the course and use of the ancillary materials is required by faculty.

### CUSTOM PUBLISHED PRODUCTS



Customized publications are versions of traditional course materials that are customized for a particular instructor or institution. Content can be reorganized and additional faculty-created content can be added.

The price is typically lower than traditional texts since students pay only for the content that is included and publishers can count on higher sales because of the uniqueness of the content.

When faculty is committed to using the custom publication for multiple terms, students can sell the book to the store, and the used book can be resold to future students. Customizing a text to a course can make it both more engaging and easier for the student to use. On the other hand, custom publications do not make sense when instructors are not involved in customizing the publication and when few pages are different than the original version.

### LOOSE-LEAF VERSIONS



Loose-leaf versions are sold at a lower retail price than traditional texts because they are unbound paper versions of the textbook. Although the student incurs less expense at the time of purchase, they also incur the cost of a binder, and most loose-leaf textbooks cannot be sold during buyback or purchased used. As a result, the total cost to students is often greater than the traditional text that is bought used and sold back.

### DIGITAL TEXTBOOKS (EBOOKS)



Digital textbooks, or eBooks, are digital versions of the printed textbook and could save students up to 60% off the cost of a new textbook. Some eBooks are simply a replica of the printed page, while others offer built-in study tools and multimedia features. For example, CafeScribe™ Digital Textbooks allow students to search, highlight, take notes, and create custom study guides. Inkling textbooks include study tools plus interactive quizzes, movies, 3D images and more. Many eBooks are accessible both on computers and mobile devices. Certain digital textbooks are available to rent, and others are available with partial book purchase options, creating savings in classes where the whole book may not be necessary. Follett offers faculty and students a wide variety of affordable digital learning solutions. If you find that your title is not available digitally be sure to talk with your textbook manager. We work closely with publishers and can often source and provide the digital content you require.

### RENT-A-TEXT TEXTBOOK RENTAL



Follett's Rent-A-Text program gives students the ability to save more on their textbooks—without compromising your ability to choose what works best in your classroom.

Follett has developed a national database of rentable titles, which we refer to as "The List." We've applied our expertise to the title assortment, taking into account textbook usage across the hundreds of bookstores we operate. The List is dynamic; titles are added or removed as needs and usage change. With thousands of titles across a wide-range of disciplines, adopting a rentable textbook is a great option to help lower student education costs. Our program was built with faculty freedom in mind—allowing you to request any title to be added to Rent-A-Text at your specific campus with a simple multiple-term commitment. For more information about making your titles rentable, contact your textbook manager.



## TEXTBOOK ADOPTION

*Sending us your selections early ensures that we can pay students more money during buyback and charge lower prices during the back to school seasons.*

### TIMING IS EVERYTHING!



Providing your textbook requests by the bookstore due date benefits our students in so many ways:

- More used books are available for students to purchase, from on-campus student book buyback and the national wholesale markets.
- Our bookstore managers have sufficient time to understand, research, and acquire the exact materials that you have requested and to communicate with you if there are issues acquiring them.
- Students finishing a course receive the best possible price during buyback.
- The total student cost is reduced when students are able to sell books to the store during buyback and purchase used copies for their upcoming courses.



**Your textbook adoption information is inexorably linked to how much students receive for their books at buyback. To offer students the best possible price for their books, we need to know that they will be used again next term.**

**Last spring 48% of adoptions were complete before the start of book buyback.**

### ENSURING TEXTBOOK VALUE:



Here are additional steps that you can take to ensure that students get the most value out of their textbooks.

Adopt what you'll use...and use what you adopt. When adopted books are not utilized:

- Students incur unnecessary expense and feel frustrated at having to spend money on materials they haven't used. Even if they were "free" from the publisher, students believe not including them would have lowered the cost.
- Students may be less inclined to purchase materials for future classes.

Educate your students on the value that course materials bring to their education and demonstrate how to get the most from their textbooks.

Consider using a specific text and edition for a number of years so that books can be bought back and resold.

As you make adoption decisions ask your publisher sales representative:

- What is the total cost of various format options? (Standalone text versus bundle.)
- Are those student costs or bookstore costs?
- Are the ancillary materials available for the bookstore to purchase separately or only directly from the publisher?
- When is the next edition expected to be released?
- Are there substantial differences between the old and the new editions, and what are those differences?



### THE HIGHER EDUCATION OPPORTUNITY ACT

The Higher Education Opportunity Act is designed to reform the higher education system so that it operates in the best interests of students and families in an effort to make college more affordable and accessible.

The Act contains a specific provision on textbooks, which went into effect on July 1, 2010. This provision requires publishers to provide faculty with the price of a book, copyright date history, substantial content revisions, and alternate formats, along with the prices of those alternates. These things are required by the act to support the ability of faculty to make informed decisions about their course materials.

The Act also requires institutions, to the maximum extent possible, to disclose the cost of course materials to students via course schedules.

More information about the Act is available at [www.ed.gov/heoa](http://www.ed.gov/heoa).

## **SUPPORT THE HUNTLEY BOOKSTORE OF THE CLAREMONT COLLEGES**

Your bookstore offers one-stop shopping for all course materials, as well as the following benefits:

- Assurance of right materials for your course
- Multiple payment options: Cash, check, credit card & financial aid
- Immediate buyback
- Industry leading customer service
- Employs local residents on campus
- Supports our campus student and academic programs

Need more information about textbooks or the services provided by your Huntley Bookstore of the Claremont Colleges?

Contact the bookstore at:

Phone: 909-607-3783 or

Email: [huntleytextbooks@cuc.claremont.edu](mailto:huntleytextbooks@cuc.claremont.edu)

