

# 2017 Best Practices Proposal Form



**CACUBO**  
Central Association of College  
& University Business Officers

Completed proposals are to be submitted to  
Donna Rohlfer, Coordinator, CACUBO Best Practices Awards, [rohlfedm@miamioh.edu](mailto:rohlfedm@miamioh.edu).  
The deadline is May 1, 2017.

**Best Practices Program Submission:**

**Title:** Improving the Student Textbook Experience

**Primary\* Contact Information:**

*The primary contact must be a CACUBO member institution of higher education.*

Institution: Lansing Community College

Address1: 309 N. Washington Square, Suite 203

Address2:

City: Lansing State/Prov: MI Zip Code: 48913

Salutation:  Prof.  Dr.  Mr.  Mrs.  Ms.

First Name: Lisa Middle Name/Initial: L

Last Name: Mazure Suffix (Jr, III, etc.)

Professional Title: Controller

Email : pratt6@star.lcc.edu

Phone: 517.483.1865 Fax: 517.483.9876

\*Additional team contacts may be listed at the bottom of this form.

**Institution Information:**

Institution:  Research  Comprehensive/Doctorate  Small Institutions  Community College

Year Founded: 1957

Geographical Location: Lansing, Michigan

Number of Students: 9,570 FYES Academic 2015-16

Website: www.lcc.edu

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## **Statement of the Problem:**

*Provide a brief statement identifying the challenge your institution encountered that benefited from your best practice.*

Lansing Community College had never had its own bookstore for students and the growing cost of textbooks was of big concern to the President and the Administration to find options for textbooks that were affordable for students, provided faculty with flexibility in adopting textbooks, and providing a service absent from Lansing Community College students.

Additionally, because Lansing Community College did not have a bookstore, the distribution of an advance of student's financial aid for the purpose of obtaining textbooks was not successful with ensuring students had textbooks on the first day of class. Moreover, the College saw outstanding student account balances and uncollected accounts from students receiving the financial aid advance and never attending classes. This resulted in no distribution of financial aid to the student and no recovery of the advance by the College.

## **Identify the Solution (250-words maximum):**

*Describe how you identified and developed your best practice solution including those involved with the process, impact on the organization, finances and resources.*

President Knight gave the Chief Financial Officer and the Financial Services Division the directive to find lower cost textbook options for students. The project was discussed with the College's Academic Senate and options, industry practices, and possible solutions were researched. A cross-functional team from Finance, Information Technology, and Academics did the research work and evaluated responses from the RFP process. MBS was selected as the vendor.

Lansing Community College was the first MBS customer to develop and implement a real-time electronic system to verify a student's financial aid status and availability and allow financial aid student to purchase books using their expected financial aid award. Through LCC's urging, MBS opened the ability to use financial aid to all content sources including new, used, digital, rental, and MarketPlace.

As the College did not have a bookstore, the College waived its commission and had that amount put back into textbook pricing to further reduce the cost of textbooks for the students.

MBS also gave faculty members more tools and resources to research textbook adoptions, create custom text, and/or incorporate Open Educational Resources.

The College's ordering process for internal textbook use was not uniform and an onerous process for the Purchasing Division. MBS allowed LCC to develop in internal process to make ordering for internal departments centralized and more streamlined.

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## **Implementation Timeline:**

*Provide a bulleted list of the steps and implementation timeline of your best practice solution.*

1. April 2014 – Directive from President to find for lower textbook options for students.
2. May 2014 – Meeting with Academic Senate to present project and obtain faculty feedback.
3. January 2015 – RFP for an online bookstore service issued.
4. February – April 2015 – proposals received from 8 vendors and interviews of 4 prospective vendors held.
5. July 2015 – MBS selected as the contractor to provide online bookstore services.
6. July – October 2015 – Work to record faculty adoptions and programming for real-time financial aid verification completed.
7. October 2015 – Online Bookstore for Spring 2016 semester opened. At this time, financial aid could be used for new, used, and digital content.
8. November 2015 – Implemented process for departments to order textbooks for internal use directly from MBS.
9. July 2016 – Programming completed to allow for use of financial aid for Fall 2016 semester when purchasing textbooks through MBS's MarketPlace.
10. October 2016 – Programming completed to allow for use of financial aid for Spring 2017 semester when purchasing textbooks through all content by adding rental.

## **Benefits & Retrospect:**

*Provide a brief statement of the benefits achieved by implementing the best practice solution.*

### **Usage and Savings to Students:**

- Spring 2016 – 2,104 orders for 5,008 books totaling over \$451K with savings of over \$60K
- Fall 2016 – 2,396 Students ordering 5,551 books totaling over \$503K with savings of over \$95K
- Spring 2017 – 2,548 Students ordering 5,524 books totaling over \$482K with savings of over \$135K
- Total savings for students to date including Summer 2016 over \$353K

### **Impacts:**

- Extensive choices for students from new, used, digital, rental and marketplace providers showing all pricing options and, if applicable, guaranteed buyback amounts.
- More students with books on the first day of class.

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- Significantly reduced collections and outstanding receivable balances from student's receiving \$600 book advance and leaving school without repayment.
- Bookstore partner providing ability to adopt OER resources and publish adoptions.
- Streamlined process for internal ordering of textbooks saving departments and purchasing significant time.
- Compliance with Textbook Affordability Provision of HEOA
- On campus book buyback for convenience of students. Two days at Downtown campus & one day at West campus each semester.

## **Additional Team Contact Information:**

### **Additional Contact #2:**

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Institution:  Research  Comprehensive/Doctorate  Small Institutions  Community College

Salutation:  Prof.  Dr.  Mr.  Mrs.  Ms.

First Name: Don Middle Name/Initial:

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*updated Feb 2017*