

# KENNEL BOOKSTORE

## Improve Faculty Adoption

### HERO Adoption Platform

HERO is an adoption platform that displays open market conditions, enabling faculty to determine if what a publisher recommends is indeed the optimal choice.

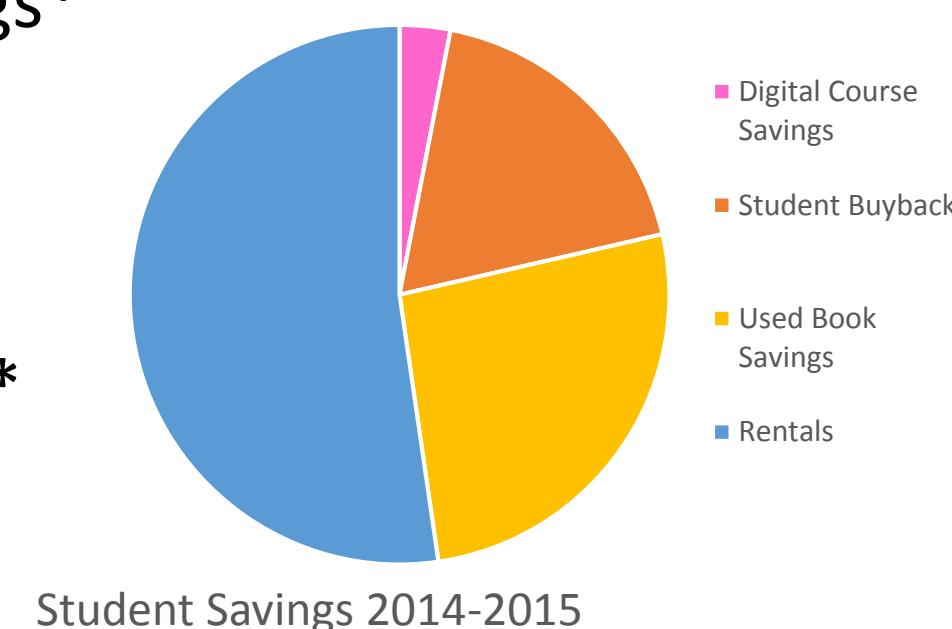
- Full transparency into content decisions between faculty, students, and Kennel Bookstore – resulting in more content to choose from, and reduced prices to students.

### Higher adoption rates allow us to

- Buyback books from students – cash in their pockets.
- Late adoptions + late orders= higher costs for new books.
- Goal is to get USED books before availability runs out and costs go up.

## Student Savings - Fiscal Year 2014-2015

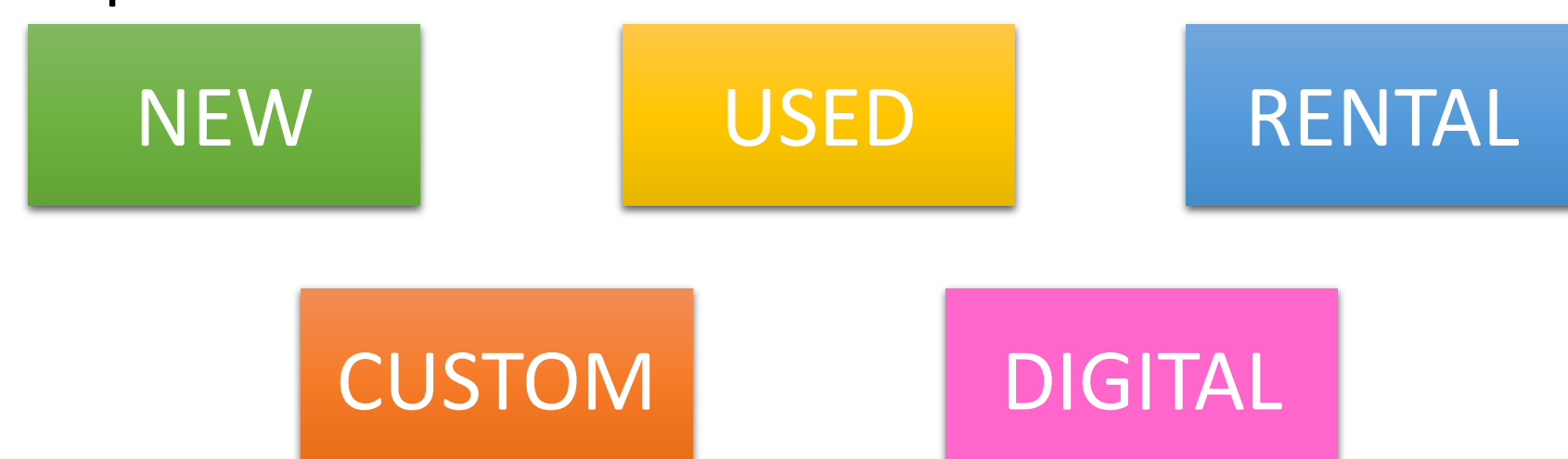
- \$30,000 in Digital Course Savings\*
- \$181,555 in Student Buyback
- \$260,000 in Used Book Savings\*
- \$517,141 in Rental Savings\*



**Almost \$1 Million last year alone!**

\*Savings based off the cost of a new textbook price.

Student Savings at Kennel Bookstore on a variety of formats – SAVE up to 70%



## Good Faith Course Materials Campus

### Good Faith Purpose

*“Student success is the ultimate goal of college stores, publishers/content providers, faculty, academic department staff, and campus administrators. To help students succeed, these stakeholders must work together to improve communication, provide service and support, and select, deliver and implement effective, affordable, and accessible course materials.”*

-NACS Course Materials and Academic Resources Council



## Affordable Learning Solutions at Fresno State

### What is Affordable Learning Solutions (AL\$)?

Affordable Learning Solutions is a program that enables faculty to choose and provide quality educational content that is more affordable for their students.

It has been promoted by the CSU Chancellor’s Office for all CSU campuses. The Affordable Learning Solutions program builds on the rapid emergence of high quality, digitally delivered content, and on the CSU’s long history as a national leader.

The campaign will deploy a multi-pronged approach to ease the financial burden for students by leveraging access to high-quality online instructional materials that are free or low cost through its projects such as Digital Library Services, MERLOT, and the Digital Marketplace. These resources and tools will be integrated into customized campus campaigns that will help provide CSU faculty and staff with the information, training, and support to choose more affordable academic content.

The goal of the orchestrated campus campaigns will be to make a CSU degree more affordable for students while protecting quality learning experiences for students.

## Price Match Guarantee

Our price match guarantee assures our customers the lowest price on new and used textbooks for the current semester. Purchase your new or used textbook from Kennel Bookstore, and if you find a lower price at a qualifying competitor we will match it. See store for details.



## Kennel Bookstore’s Mission to the Campus

- Our mission is to fulfill the academic needs of students, faculty and staff of Fresno State.
- We are nonprofit, independent bookstore where surplus dollars stay on campus.
- We are a partner with the Chancellor’s Office Affordable Learning Solutions Initiative, and are part of the Fresno State AL\$ Committee to assist in offering lower price alternatives to our students.
- Keep students and faculty informed about all available course material choices.
- Ensure timely availability of required or recommended course materials in all formats.
- Build relationships with other stakeholders in the digital course materials arena such as library staff, campus IT staff, and academic deans.
- Offer students as many options as a practical (e.g., purchased, rented, new or used; digital content, open educational resources (OER’s), online learning systems; hardcover, paperback, course packs, publisher-custom, or loose-leaf).
- Provide support and maintain transparency to students by accepting multiple forms of payment, providing information of course materials, and offering price comparison tools.