



# Textbook Cost Survey

Prepared by:

Tim Green

Research Associate

Analytics & Institutional Research

Mt. Hood Community College

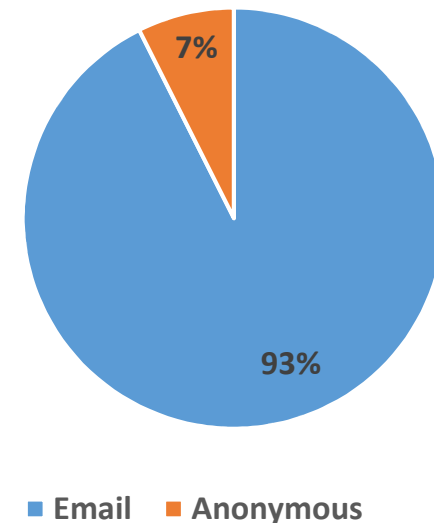
# Introduction / Methodology

- The Textbook Affordability Team (TAT) – in association with the Associated Student Government (ASG) – contacted Analytics & Institutional Research about doing a survey of students regarding textbook costs.
- The survey needed to focus on how much students were spending on textbooks and how the costs were impacting enrollment.
- An online survey was developed and data were collected using two separate methods.
  - All students who had accessed their MHCC “Saints” email account during spring term were contacted and invited to participate in the survey. An initial invitation and two reminder emails were sent out under the ASG President’s name.
  - An anonymous survey link was set up and students were recruited by ASG members to complete the survey.

# Survey Respondents

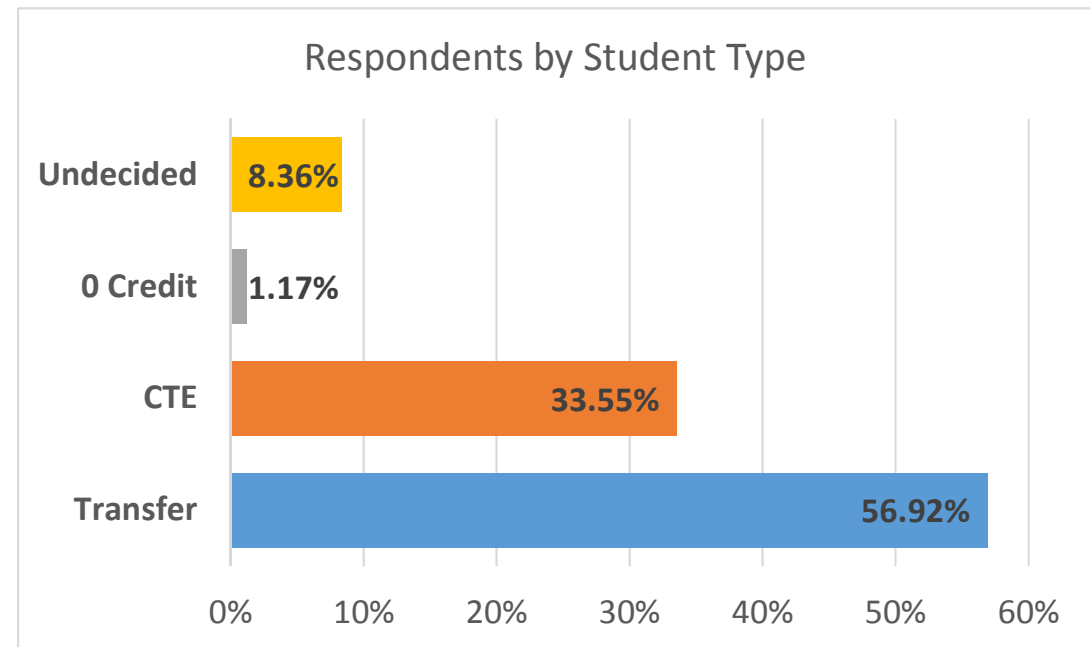
- A total of 783 students completed the survey; 12 students completed the survey twice (once via email and once through the anonymous survey link).
- The majority of students (93%) completed it through the email invitation.

Respondent Proportions by Distribution Method



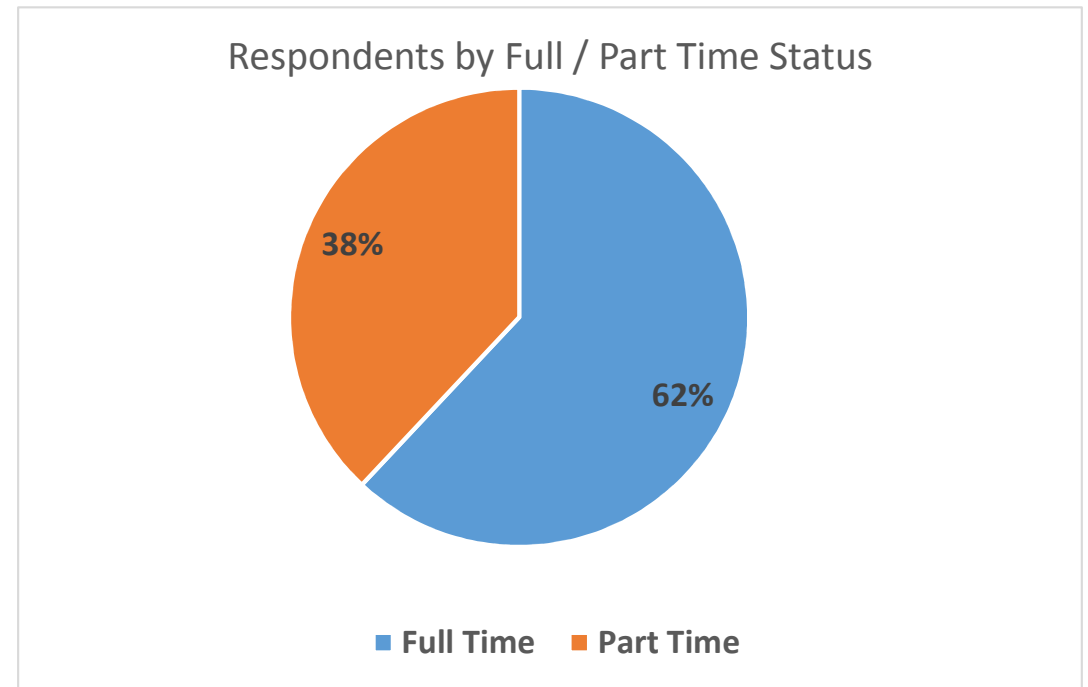
# Who Responded – Student Type

- The majority of respondents indicated they were Transfer Students (56.92%).
- A third of respondents indicated they were CTE Students (33.55%).
- A very small proportion of students indicated they were 0 Credit students (1.17%)
- Less than ten percent (8.36%) indicated they were “Undecided.”



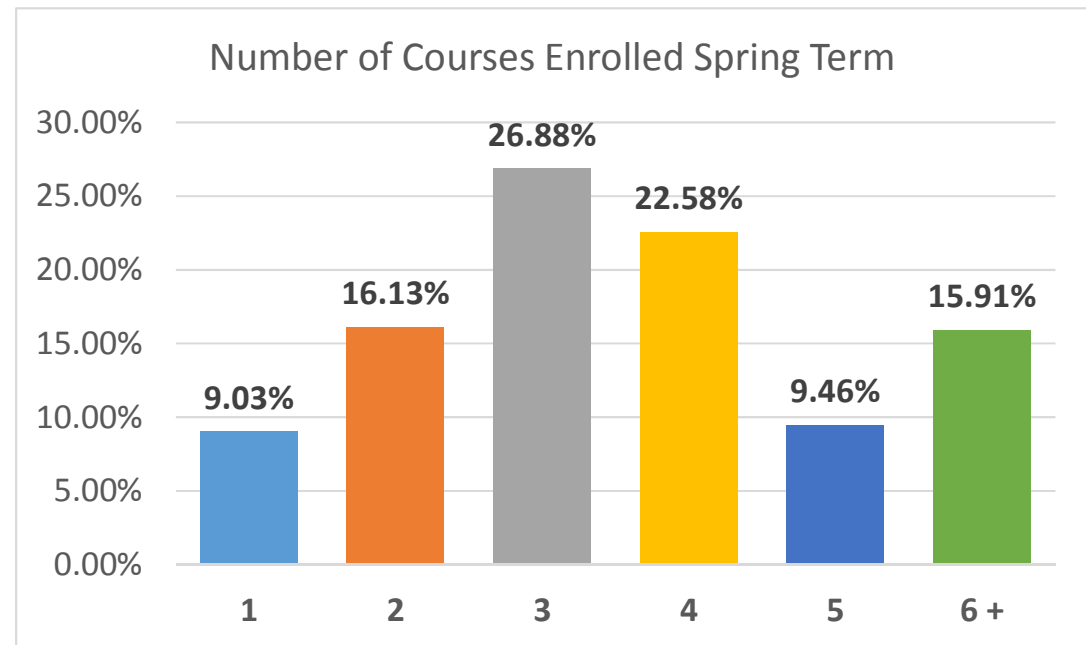
# Who Responded – Full / Part Time Status

- Almost 2/3's of respondents (62%) indicated they were full time students.
- A little over a third of respondents (38%) indicated they were part time students.



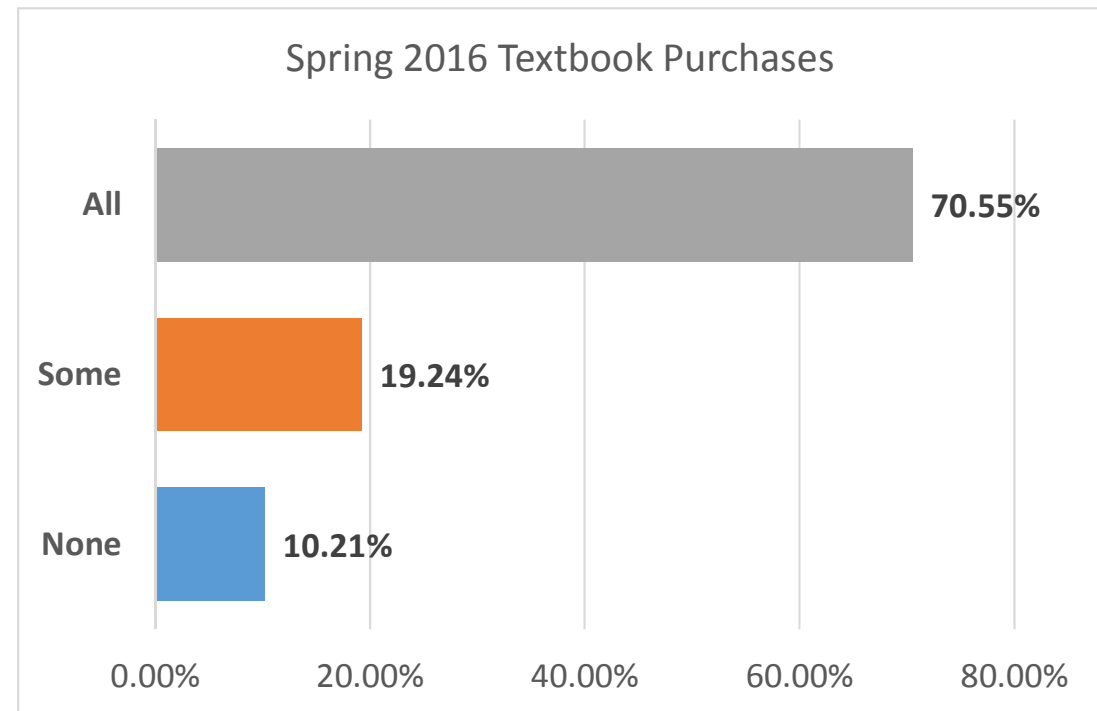
# Who Responded – Number of Courses

- Students were most likely to indicate they were enrolled in three or four courses Spring 2016 Term; these two levels of enrollment accounted for almost fifty percent of courses taken (26.88% and 22.58% respectively).
- Almost equal proportions of students indicated they were enrolled in one or five courses (9.03% and 9.46% respectively) and two or six or more courses (16.13% and 15.91% respectively).



# Textbook Purchases

- Students were asked if they had purchased all, some, or none of their textbooks for Spring Term 2016.
- The majority of students (70.55%) indicated they had purchased all their textbooks for the term.
- Just under twenty percent (19.24%) indicated they had purchased some of their textbooks.
- A small proportion of students (10.21%) indicated they had not purchased any textbooks for the term.



# Textbook Purchases

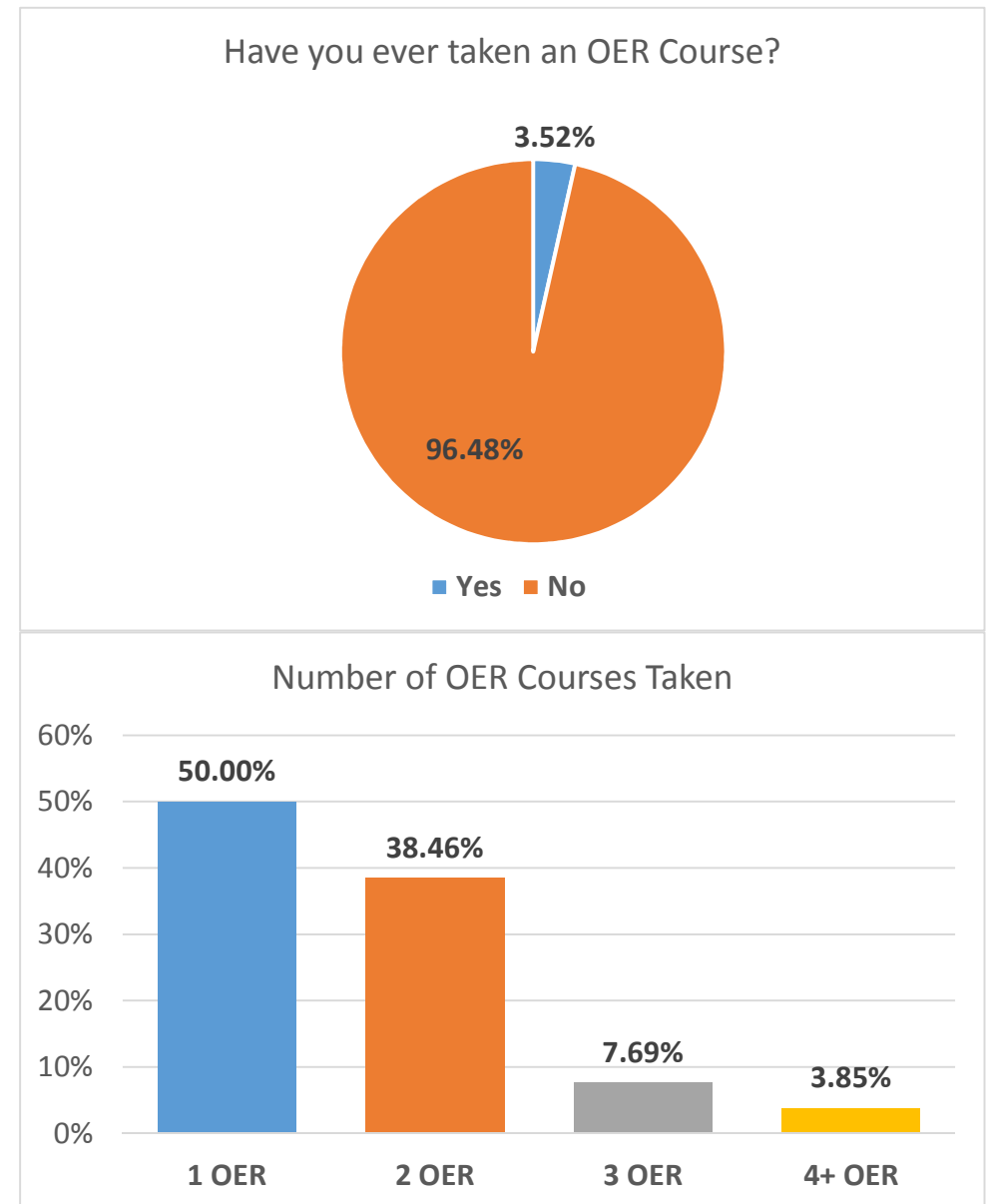
- Students were asked to indicate the number of textbooks purchased, the total cost of textbooks, and the cost of the single most expensive textbook purchased in Spring 2016. Data were reviewed and cleaned/deleted (e.g. respondent indicated most expensive textbook was more than total cost of textbooks).
- The average number of textbooks purchased was 2.68.
- The average cost of textbooks for Spring Term 2016 was \$251.90. The high standard deviation (\$278.93) indicates that a large number of students spent much more than the average.
- The average cost of the most expensive textbook purchased was \$128.49.

Textbook Purchases	Average	s.d.
Number of Textbooks	2.68	1.94
Total Cost of All Textbooks	\$ 251.90	\$ 278.93
Cost of Most Expensive Textbook	\$ 128.49	\$ 100.17



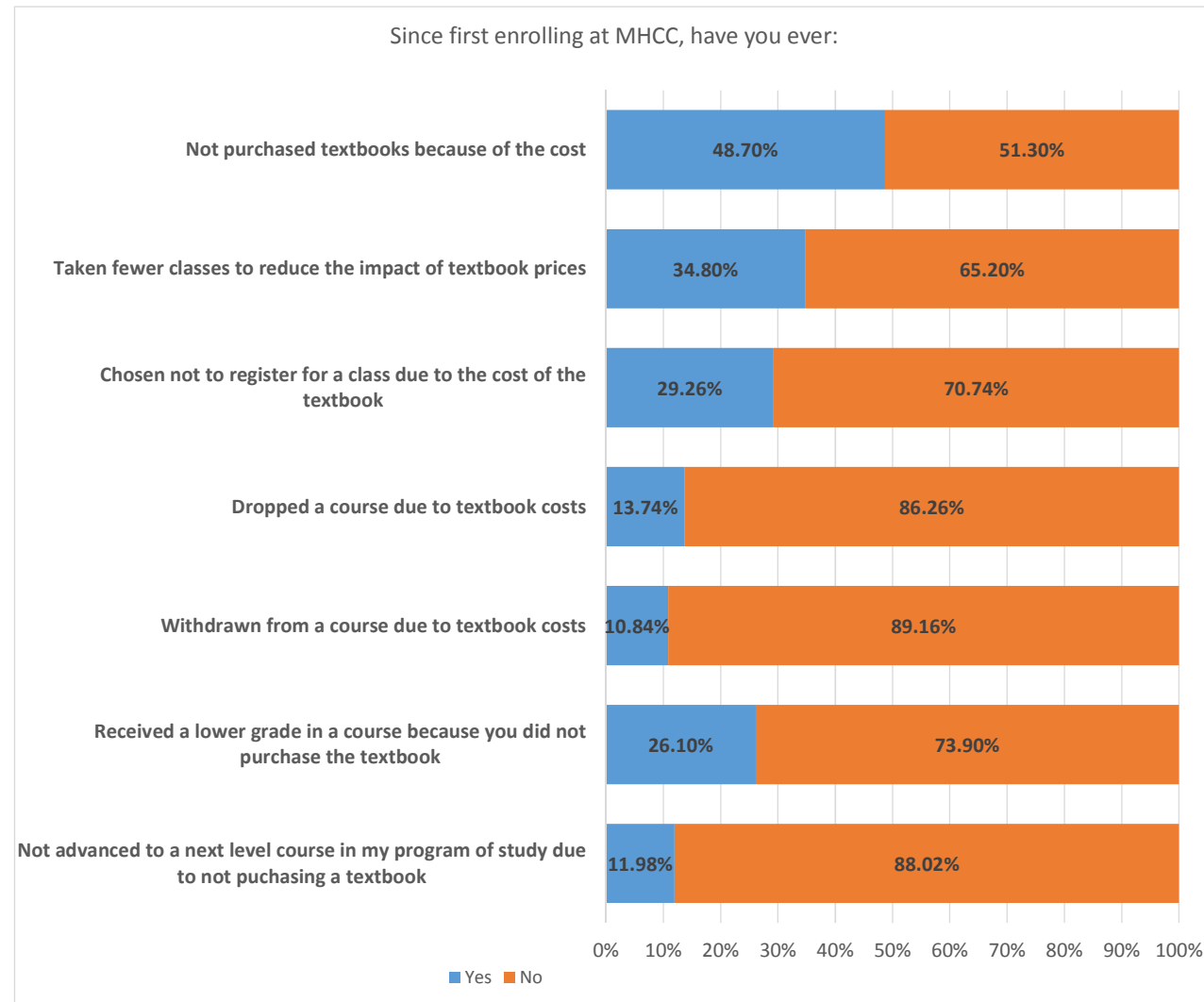
# OER Courses Taken

- A very small percentage (3.52%) of students indicated they had taken an Open Educational Resources (OER) course at any time.
- Of those that indicated they taken an OER course, half (50.00%) had taken one course. Just over a third had taken two courses. And over ten percent had taken three or more courses (7.69% had taken three courses and 3.85% had taken four or more courses).









# Purchase Behavior

- Students were asked to respond “Yes” or “No” to a series of questions related to textbook purchases.
- Almost half of the respondents (48.70%) indicated they had not purchased textbooks because of the cost.
- Over a third (34.80%) indicated they had taken fewer courses because of textbook prices.
- Over a quarter of respondents indicated they did not register for a course because of textbooks costs (29.26%) and received a lower grade because they did not purchase the textbook (26.10%)
- These data indicate that textbook costs do impact course registrations.



# Textbook Costs Impacts

- Students were asked to indicate their level of agreement on a 7-point scale (1=Strongly Disagree / 7 = Strongly Agree) with six statements related to the impacts of textbook costs.
- Three statements were directly related to the impact of costs on registration/enrollment: (1) If the cost of textbooks were reduced, I would enroll in more courses and (2) Textbook costs influence my decision to register for a particular course and (3) Textbook costs have resulted in my taking fewer courses in a term. These three items had the highest levels of agreement (Mean = 4.94, s.d. = 1.90, Mean 4.07, s.d. = 2.01, and Mean = 3.87, s.d. 2.02 respectively).

Item	Average s.d.	Distribution
Textbook costs have resulted in my taking fewer courses in a term.	3.87 2.02	
I regularly choose not to purchase textbooks because of their cost.	3.85 1.99	
It has taken me longer to finish my degree because of the cost of textbooks.	3.49 1.90	
Textbook costs influence my decision to register for a particular course.	4.07 2.01	
I have considered dropping out of college because of the cost of textbooks	2.86 1.78	
If the cost of textbooks were reduced, I would enroll in more courses.	4.94 1.90	

# Conclusions / Recommendations

- Respondents indicated they had purchased an average of 2.68 textbooks for Spring Term 2016; they spent an average of \$251.90 (a high standard deviation indicates that some had spent substantially more); the average cost of the most expensive textbook purchased was \$128.49.
- Very few students indicated they had enrolled in an Open Education Resources (OER) course – less than five percent of respondents (3.52%). This likely indicates that there are relatively few OER options available for students at this time.
- Textbook costs do appear to have an impact on registering for classes. Respondents indicated the cost of textbooks impacted the likelihood of registering for a specific class and that they took fewer classes. Conversely, respondents indicated they would enroll in more classes if textbook costs were reduced.
- Almost half the respondents indicated that they had not purchased a textbook because of the costs.
- Even if students had not purchased a textbook, it appears to have little impact on dropping or withdrawing once they're enrolled.
- Data indicate that the Textbook Affordability Team (TAT) should continue pursuing adoption of OER and MHCC Library Resources as curricular options for faculty.