

Key Information *on College Textbooks*

Today's students are increasingly diverse. To meet their learning needs—from advanced to remedial—publishers and professors are working hand-in-hand to challenge and maintain the interest of the highest achievers, while supporting students who are less prepared for college courses, and meeting the needs of nontraditional students, who now are the norm.

New innovations in publishing are giving students and instructors more choices, new ways to save and, increasingly, more customized materials suited to meet individual learning styles and needs.

Students are Unprepared

- 55% of all instructors say entering freshmen are not ready for college courses, and 75% of instructors from 2-year colleges say incoming freshmen students are unprepared, according to a Zogby International study.
- Only 21% of entering freshmen are fully prepared for college-level courses in all four major subject areas: English, reading, math, and science, according to ACT, the college admissions testing service.
- At least 30% of the nation's college students are enrolled in some type of remedial program, more than 50% in numerous states.
- 46% of students do not graduate from college in 6 years, according to the U.S. Department of Education. Many drop out with no degree to help their job prospects and are saddled with tuition debt.

Publishers are Responding to Help Meet Students' Needs

- Publishers are providing a broader range of learning materials for students and faculty.
- These include low-cost texts, such as split editions, electronic books, black-and-white editions, custom books and abbreviated editions.
- More price options are available
 - *Introductory Psychology*: 216 titles—\$23.50 to \$120.50
 - *Introductory Algebra*: 234 titles—\$40.75 to \$126.50
 - *Introductory Biology*: 116 titles—\$22.00 to \$138.50
- The General Accountability Office report about college textbooks states, “publishers are assuming roles that have traditionally belonged to postsecondary institutions.”

Cost and New Editions

- An average 4-year undergraduate student spent **\$650** on textbooks during 2007, according to **Student Monitor**, a student research organization.
- The average textbook costs just over \$52, and **textbook** costs account for *an average of less than 5%* of direct higher education costs.
- The average length of time between new editions is **four** years, a number that has remained constant for more than 10 years.

Use of New Technology and Learning Materials

- New learning materials include online practice exams and homework, tutoring, podcasting, video clips, 3-D graphics, Web sites, topic videos, animations, interactive activities, language labs, online tutoring support, and audio presentations.
- Many schools are lowering per-pupil cost of instruction by using publisher-produced technologies that students purchase as a part of their course materials.
- Students' pass rates, retention rates and grades improve when they employ supplemental materials in addition to their textbooks, according to research on these materials.
- 79% of instructors say less prepared students would do better using these supplemental materials, according to a Zogby International Study.
- Integrated learning materials employed in today's college classrooms are an extension of the materials students became accustomed to in their K-12 years.

Impact on Student Success

Faculty, Textbooks and Academic Freedom

- Faculty are the experts we trust to select the learning materials they believe best suit the needs of their students.
- 80% of college instructors say it is important that the material in texts used for their courses be as current as possible, according to a Zogby International study. The same survey found that 62% of instructors prefer texts with the most recent copyright date that come with the best available learning technologies.
- By a 17 to 1 margin, faculty place more importance on educational effectiveness of class materials than price, according to the same Zogby survey.

Success in Beginning Mathematics Courses

The combination of new integrated learning tools is leading to improved grades and pass rates and lower per-student cost of instruction, helping to hold down tuition. Research shows that these tools are also making a difference for students who had previously failed classes. The chart below shows the impact a single learning tool, MyMathLab, is having on students.

