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For Immediate Release

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**Association of American Publishers' Efforts to Put Student Education and Quality
First Receives Boost From the Student PIRGs and 1,000 Faculty**

WASHINGTON, D.C.— The Association of American Publishers (AAP) welcomed a recent “Statement to Make Textbooks Affordable” released by the Student PIRGs and signed by 1,000 faculty. PIRG’s endorsement of publishers’ longstanding belief in faculty’s right to choose the best course content for their students is an important step. For years, publishers have worked to provide a broad range of learning materials, while not limiting the academic freedom of faculty.

“Today’s colleges and universities must prepare students to compete in a global marketplace where they face increased competition for work in well-paying and interesting careers. To that end, publishers recognize the critical balance instructors must find between quality and cost,” said Bruce Hildebrand, executive director for higher education at the Association of American Publishers.

In fact, publishers have helped hold the average students’ annual expenditure for new textbooks to only a \$6 increase per year for the last five years, and they continue to increase their range of options to include e-books, no-frills editions, custom textbooks and books online by the chapter.

Digital content, in particular, is increasing flexibility and faculty’s ability to customize content. An example is the recent launch of CourseSmart, an online digital marketplace that offers several thousand e-textbooks and course materials in a common format on one Web site. Plus, students can opt to purchase materials a la carte online, furthering the shift toward digital materials and expanding choice.

“We also support the Student PIRGs’ opposition to students’ ‘undercut[ing] their own learning by forgoing the purchase of textbooks.’ We believe that students should purchase only those tools that will actually be used in the course to ensure success but strongly encourage them to maximize their investment of money and time in their courses.

“We welcome additional efforts to control costs and find new methods of delivery, as we continue to produce the learning materials that lead to student achievement in colleges and universities across the country. AAP and its member publishers urge faculty to

continue to demand high-quality educational materials that best serve America's students," Hildebrand said.

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The Association of American Publishers (AAP) and its member publishers understand college students' concerns about the cost of college, including textbook costs – and publishers have responded to these concerns by increasing both the number of lower-cost options available to faculty and students and the kinds of materials available, such as custom textbooks and course materials and e-books. More facts are available at www.textbookfacts.org.