

**Year Two Fall 2010 Semester Evaluation
Rental Initiative Program Grant
Seminole State College
Seminole, Oklahoma**

Evaluation Process

In accordance with the original evaluation plan submitted for the Seminole State College Rental Initiative Program Grant and with modifications and recommendations made after the spring 2010 evaluation, the following data has been gathered for the fall 2010 academic semester. This fall 2010 semester evaluation is in partial fulfillment of the original evaluation plan timeline. A completed final evaluation will be provided at the conclusion of the Rental Initiative Program Grant.

Evaluations were administered to participant students (rental students), non-participant students (comparison group) and faculty from October through December 2010 in order to gather data for the Year Two rentals in fall 2010. In the evaluation report that follows, data will be presented from the classroom evaluations and textbook return evaluations for both spring 2010 and fall 2010 for comparison purposes.

Evaluation Results

There were two key project goals that the evaluation plan targeted to study in order to document program outcomes. The evaluation process will determine if the project goals targeted for evaluation have met or exceeded the original grant applications expectations.

Project Goals:

1. *How effectively the program has been implemented*
2. *Is the program self-sustaining*

The outcome of these goals were measured by gathering data through evaluations from grant participants, non-participants, faculty participants, and institutional data bases in relation to the following:

Project Objectives:

1. *Was the program used? (program usage)*
The textbook rental program was used by 47% of the students enrolled in the targeted courses.

2. *Did the program perform as expected and did the program save students money? (program performance)*

The average savings reported \$190.00 by program participants over non-participants on the student evaluations for fall 2010.

3. *Can the program be self-sustaining? (program cost effectiveness)*

Yes, there was revenue rental reinvestment of \$89,163.19 as of December 1, 2010 for the fall semester of Year Two.

The evaluation instruments and institutional data bases measured: (see tables 1-3 below)

1. *Who would change (students book purchasing habits)*
2. *What was going to change (campus bookstore percentage of selling to renting)*
3. *How much change was expected (60% renting vs. purchasing).*

Textbook rental program evaluations included data for: (see tables 1-3 below)

1. *Rental program participants and non-participants current average textbook expenditures*
2. *Textbook purchasing patterns past and present (campus bookstore, campus rental, online source, borrow, do without or other)*

Year Two fall 2010 semester data included a total enrollment of 2,514 students in the targeted rental courses with 1,124 (47%) textbooks rented. Evaluations were administered in a total of 59 course sections. There were a total of 23 full-time and part-time faculty that taught these courses. Faculty evaluations were completed by the 5 faculty that were responsible for the textbook selection for fall 2010 (Table 4). Evaluations were completed by 421 program participants for fall 2010 and 176 for spring 2010 in the textbook rental program (Table 1). Additionally, 290 non-participant evaluations were completed as a comparison group (Table 2). Textbook rental return evaluations were also completed by 258 participants upon returning textbooks (Table 3).

Further, data was compiled from the institutional data bases on the comparison groups number of books purchased for the fall 2010 targeted courses through the campus bookstore. New textbooks sold for the targeted courses totaled 830. Used textbooks sold were 424 for a total of 1,254 textbooks sold in fall 2010.

**Table 1: Participant Group Classroom Evaluation
Fall 2010 and Previous Spring 2010**

Evaluation Questions 1, 2 & 5	Fall 2010		Spring 2010	
	Yes	No	Yes	No
Did you participate in the SSC Textbook Rental Program this semester?	421		176	
If textbook rental is available in the future at SSC would you participate?	419	2	176	
Were there any courses this semester for which you did not obtain textbooks?	30		26	

Evaluation Questions 3 & 4	Fall 2010	Spring 2010
<i>How have you Obtained textbooks in the past?</i>		
Buy from campus bookstore	349	164
Buy online	57	22
Rent from campus bookstore	256	99
Rent somewhere other than the campus bookstore	6	2
Do without book due to cost	29	13
Buy from an individual	42	22
Borrow from someone	94	43
<i>If you chose not to obtain any textbooks this semester, why?</i>		
Too expensive	66	42
Borrowed from someone	25	27
Instructor did not require	54	29
Personal decision	22	10

**Table 2: Comparison Group Classroom Evaluation
Fall 2010 and Previous Spring 2010**

Evaluation Questions 1, 2 & 5	Fall 2010		Spring 2010	
	Yes	No	Yes	No
Did you participate in the SSC Textbook Rental Program this semester?		290		174
If textbook rental is available in the future at SSC would you participate?	128	49	114	60
Were there any courses this semester for which you did not obtain textbooks?	25		29	

Evaluation Questions 3 & 4	Fall 2010	Spring 2010
<i>How have you Obtained textbooks in the past?</i>		
Buy from campus bookstore	247	82
Buy online	46	39
Rent from campus bookstore	15	5
Rent somewhere other than the campus bookstore	5	7
Do without book due to cost	19	25
Buy from an individual	23	27
Borrow from someone	54	41
<i>If you chose not to obtain any textbooks this semester, why?</i>		
Too expensive	71	39
Borrowed from someone	28	33
Instructor did not require	20	20
Personal decision	27	6

**Table 3: Participant Group Textbook Rental Program
Return Evaluation
Fall 2010**

Evaluation Question 1	Fall 2010		Spring 2010	
	Yes	No	Yes	No
Is this the first time you have participated in the Textbook Rental Program at SSC?	206	52	134	2

Evaluation Question 2	Fall 2010	Spring 2010
<i>For which of the following courses did you rent textbooks?</i>		
Psychology 1113	34	24
Mathematics 0103	39	15
Biology 1114	26	26
History 1483 & 1493	34	45
HPER 1012	16	30
Speech 1143	22	27

Evaluation Question 2 (New Courses)	Fall 2010
<i>For which of the following courses did you rent textbooks?</i>	
History 2223 & 2233	20
Business 1123	11
Sociology 1113	23
Art 1153	8
English 1113	56

Table 3: Fall 2010

Evaluation Questions 3 & 4	Bad (1)	Poor (2)	Fair (3)	Good (4)	Excellent (5)	Average
Overall rental experience was positive			2	42	181	4.7
Savings with the program was significant		1	13	54	154	4.5

**Table 4: Faculty Textbook Rental Program Evaluation
Fall 2010**

Evaluation Questions 1-5	Yes	No
Whether the faculty had the ability to select appropriate college course materials for the rental program?	5	0
Did the textbook selected have supplementary components?	1	4
Will the textbook selected be retained for a period of four to six semesters?	5	0
Is the course taught every semester	5	0
Is the course a general education course	5	0

Evaluation Questions 6-8	Almost Never Applies (1)	Rarely Applies (2)	Some- times Applies (3)	Usually Applies (4)	Almost Always Applies (5)	No Answer	Average
The program was a positive experience.					5		5.0
In your opinion, did more students obtain textbooks				1	2	2	4.6
The faculty agreement form was clearly stated.					5		5.0

Recommendations

The following specific modifications should be considered for implementation in spring 2011 with the design of the evaluation instruments, and textbook rental return procedures:

1. Inform faculty that future textbook selections with supplemental technology may limit student access and feasibility for the textbook rental program. This is due to lack of cooperation from publishers to allow access for additional semesters to the textbook supplemental technology without an addition cost to the textbook rental program or the individual students.
2. Changes should be made to the student textbook return evaluation instruments to include an item of clarification as to why students choose not to participate in the textbook rental program in order to gather useful data. This data could be used to address any concerns students have with the textbook rental program in order to improve the program before it is institutionalized.
3. With the modifications initiated in textbook reminder notifications and return procedures after spring 2010 the textbook nonreturn rate decreased from a final nonreturn rate of 13% for spring 2010 to a 6% nonreturn rate for fall 2010. This is an increase in returns of 7% with the instituted modifications. There is still room for growth on returns, as well as for more positive customer service and notification of the student's legal and financial obligation of textbook rental.

Dissemination

The written findings over Year Two fall 2010 semester of the textbook rental program will be ready for the public by February 2011. Dissemination of the fall 2010 findings will be posted on the institutional website at <http://www.sscok.edu/Bookstore/RentalPg.html> The textbook rental website is updated on a regular basis and was updated after the December 2010 FIPSE meeting.

Conclusion

In conclusion, the program has been very successful with 1,124 student rentals for fall 2010. Year Two of the rental grant is off to an excellent start and with the positive support of the students, faculty and administration the rental program is becoming a part of the institutional culture at Seminole State College and is in a very favorable position for institutionalization.