

Building Support to Win

Textbook Affordability and Beyond



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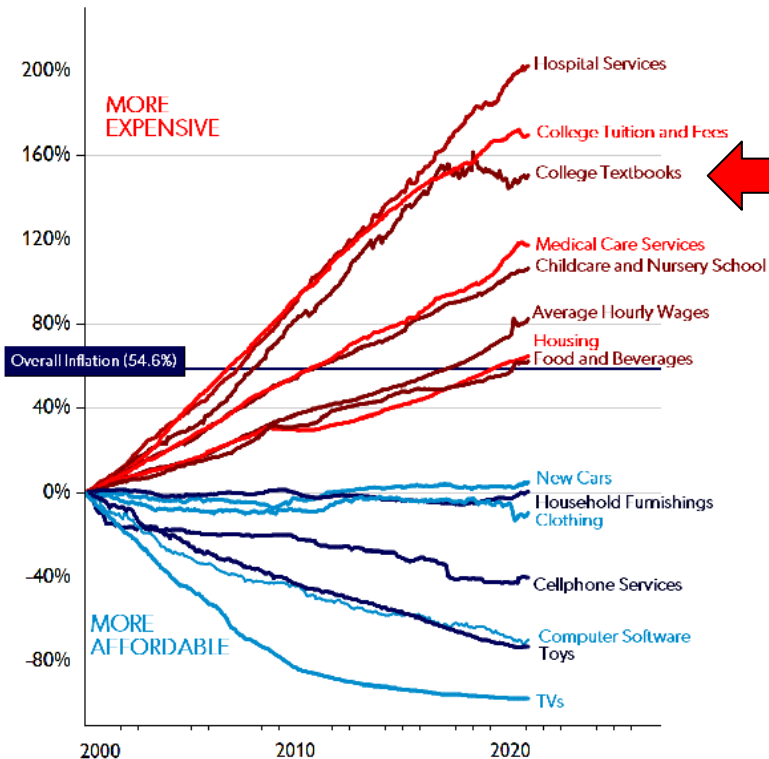
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Agenda

- Setting up our frame- talking textbooks
- Goals
- Strategy
- Tactics
- Case Study- UCF
- Case Study- UC

The Textbook Market is Broken

Price Changes: January 2000 to December 2020
Selected US Consumer Goods and Services, Wages



Source: Bureau of Labor Statistics

Carpe Diem

**Mc
Graw
Hill**

CENGAGE

Pearson



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Emerging Issues in Textbook Affordability

- Access Codes
- Automatic Textbook Billing (Inclusive access, First day access, XYZ Unlimited)
- Digital Divide (10% of students reported not having reliable access to the internet- *US PIRG*)
- Data Collection



It's not all bad news...

- Open Textbooks/Open Educational Resources (OER)
- Zero Textbook Cost Degree Pathways
 - Saved students \$42 million in 3 years
 - 3.1% boost to all student grades
 - 7.6% boost to Pell recipient grades



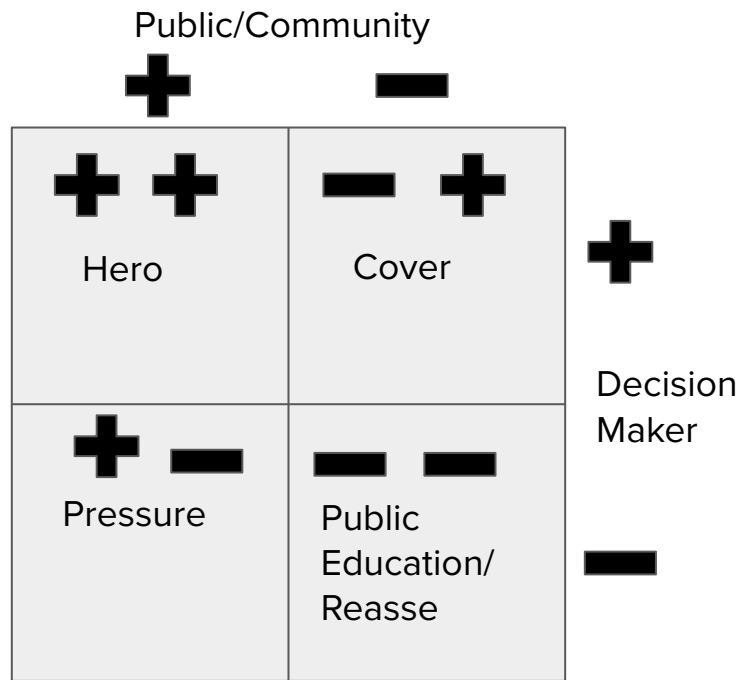
Setting Course - SMART Goals

- Specific
 - Measurable
 - Achievable
 - Relevant
 - Timley
-
- Create two new STEM ZTC pathways at CalState LA by Spring 2024.
 - Textbook costs added to the course registration page of Glendale City College by Spring 2023, including ZTC marker.
 - Increase ZTC recognition among students at Pasadena City College from 35% to 65% by Fall 2023.

Strategy- Theory for how to win

What you need to know:

- Who is the decision maker?
- Are they publicly accountable?
 - If not who is?
- Do they broadly agree with what we want?
 - If so, why haven't they done it yet?
- Who matters to them? What matters to them?
- What's their background and motivations?
- Are they moveable? If not, who is?



Power Mapping

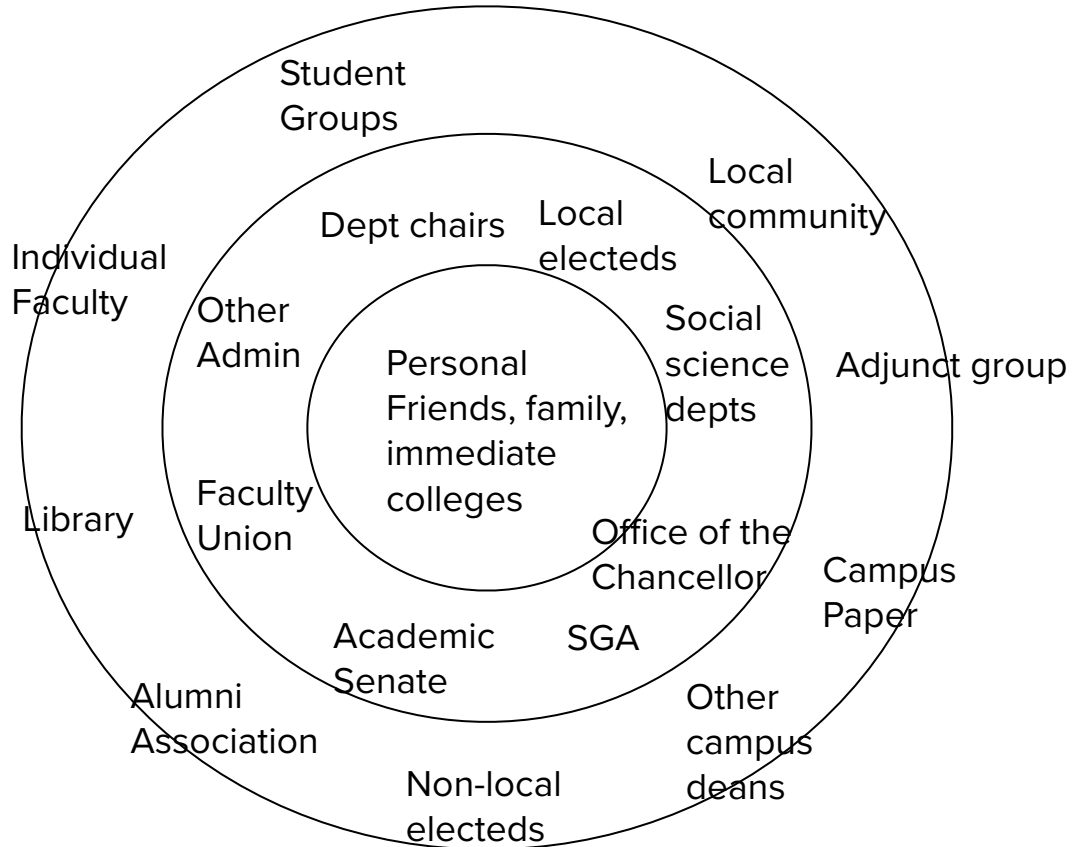
Cailyn Nagle- Fake Dean of Technology

- University of Georgia- Anthropology/ Archaeology Alumni
- Volunteered for feminist and economic justice issues as a student, student journalist
- Worked for Meals on Wheels, American Red Cross, Anti-War Nonprofit, and Consumer Protection Group
- On record supportive of open textbooks and skeptical of edtech companies
- Been in job for 3 years, young, visible
- From social media-Lives in NE LA, volunteers on local elections, irregularly attends St. Bernard parish, community garden member, attends LGBTQ events, posts history memes



Power Mapping

1. Who has access and influence to the decision maker?
2. Who do you have access and influence with?
3. How can you organize those you have access and influence with?
4. How can you do so in a way that sets you up for more wins down the road?



Tactics- The things you do

Visibility

Postering

Media

- Opinion
- Earned
- Social

Flyering

Tabeling

Symbolic demonstrations

Public Support

Petitions

Group sign on Letters

Targeted phonebanking

Letter writing/emailing

Large scale events

Large demonstrations

Inside Game

Direct lobbying

Grasstops sign ons

Endorsements

Speaker events

Coalition building

Common Pitfalls

- Lack of specific and timely goal
- Starting with tactics
- Escalating too quickly
- Lack of numerical tactical goals
- Not just asking before starting a campaign - they might just say yes and save everyone a ton of time
- Overuse of pressure campaigns- ideally these are last resort as they are usually not conducive to long term relationship building

Case Study- University of Central Florida- Won

UCF Keeping 'Opt-In' Model for Digital Course Materials

Students who want discounted course materials can choose to 'opt-in' if they'd like to participate.

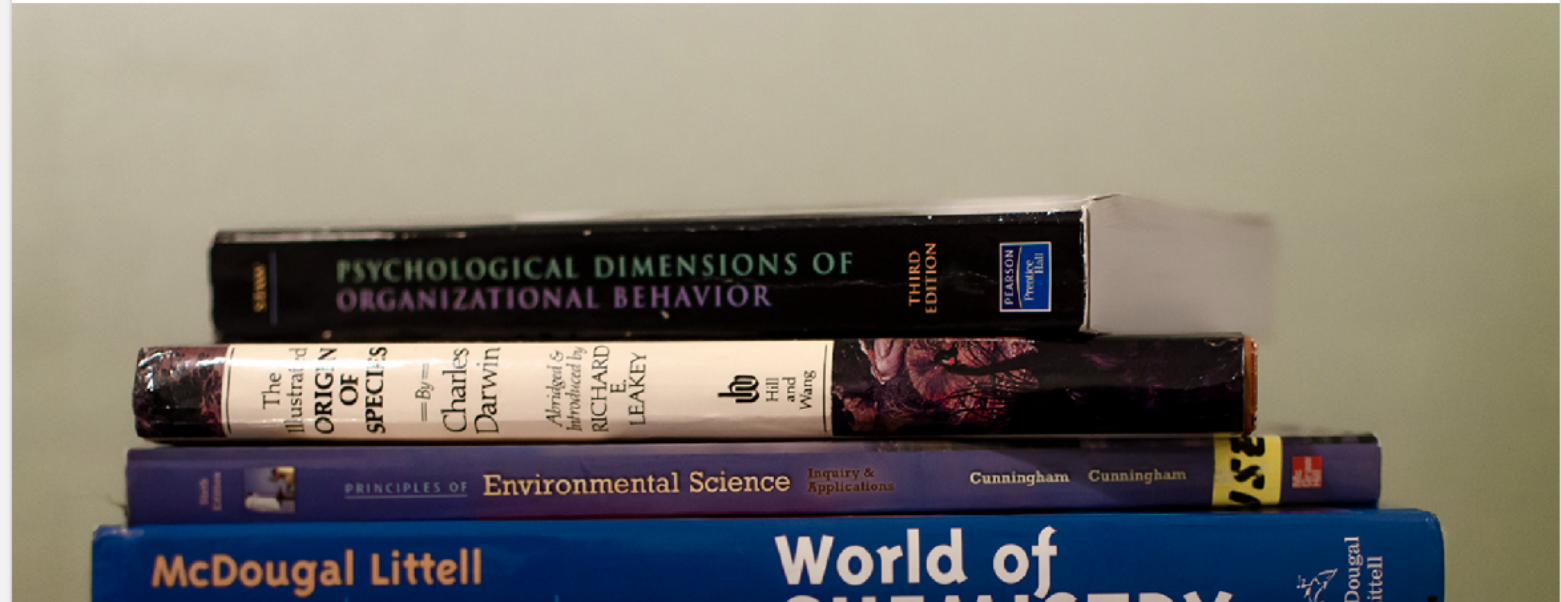
BY MARK SCHLUEB '93 '21MA | APRIL 9, 2021



Case Study- UC Open Campaign - Ongoing

HIGHER EDUCATION, NEWS, UC

CALPIRG leads push for UC-wide open textbooks grant plan



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