

## UT Austin / Wiley Publishers e-Book Initiative

**Goal:** Reduce the cost of textbooks to students by substituting digitized textbooks while maintaining and/or improving the classroom learning experience.

**e-Book Description:** An e-Book is a digitized version of the print textbook. e-Books are generally available in two forms, a textbook file that resides on a personal computer and a textbook file that is hosted on a third-party server and accessed by a student via the internet. An e-Book is fully searchable and can be highlighted, annotated and printed by the student.

**The e-Book Experiment:** Beginning in the spring semester of 2009, several courses taught by volunteer professors who agree to teach using e-Books. The University, using discretionary monies gifted to the President, will purchase the e-Books for all students taking e-Book taught courses (approximately 1,000 students per academic year). A low-cost (\$8-\$12) print copy of the textbook will also be made available to students. A textbook downloaded to a student's computer may be retained by the student for his/her personal use. An on-line accessed textbook may be accessed by the student for up to 18 months of initial licensing. Measurement and Evaluation experts will be involved during the experiment to ensure the necessary data is gathered to measure the use of e-Books and success of the experiment. If the experiment is deemed a success, the University will explore ways to offer e-Books from all publishers to the university community at large. The experiment could last up to two academic years.

**Student Economics:** Assuming a student taking 15 semester credit hours spends approximately \$550 per semester on textbooks, and assuming only one-half of the books purchased are repurchased at 50% of the original purchase price, the e-Book initiative might reduce the students cost by \$245.38 for a 54% reduction from today's net cost incurred to purchase physical copies of textbooks.

**Current textbook model:**

Purchase textbooks	\$ 550.00
Sales Tax @ 8.25%	45.38
Credit on resale	<u>(137.50)</u>
Net cost to student	<u><u>\$ 457.88</u></u>

**E-Book Model:**

Purchase e-books	\$ 200.00
Fulfillment cost	12.50
Sales Tax @ 8.25%	0.00
Credit on resale	<u>0.00</u>
Net cost to student	<u><u>\$ 212.50</u></u>

**E-Book Model:**

Savings to Students	\$ 245.38
Reduction	54%