Year One Evaluation 2009-2010
Rental Initiative Program Grant
P116Y090008 Seminole State College
Seminole, Oklahoma

Evaluation Process

In October of 2009 an evaluation plan was discussed with the Textbook Rental Program Director Katherine Benton, which included evaluation instruments, progress towards grant goals and objectives and recommendations in regard to grant management. During this time grant management guidance was also given by the consultant evaluator to the Textbook Rental Coordinator Angelina Wind, on the development of forms to track time & effort, as well as a grant procedures manual. Furthermore, grant files where evaluated for organization and completeness.

An evaluation plan was submitted to the program director in February 2010 by the consultant evaluator, after attending the Annual FIPSE Conference in Washington D.C. The evaluation plan was in turn submitted to the U.S Department of Education in March 2010 by the program director. Evaluations were administered to participant students (rental students), non-participant students (comparison group) and faculty during April and May 2010 in order to gather data for the first semester rentals in spring 2010.

There were two key projects 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. The first project goal being evaluated was how effectively the program has been implemented and the second goal was if the program is self-sustaining. The outcome of these goals was 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) program usage (was the program used), 2) program performance (did the program perform as expected and did the program save students money), and 3) program cost effectiveness (can the program be self-sustaining). The evaluation instruments and institutional data bases measured 1) who would change (students book purchasing habits), 2) what was going to change (campus bookstore percentage of selling to renting), and 3) how much change was expected (60% renting vs. purchasing).

**Baseline Data, First Semester Evaluations and Program Results**

The baseline data for spring 2009 included the average cost of books to students enrolled in the targeted courses which were $1,045.58 and 899 students’s purchased books from the bookstore. A total of 1,235 students were enrolled in the courses identified for baseline information in History 1483, History 1493, Math 0103, Speech 1143, HPER 1012, Psychology 1113, and Biology 1114 for spring 2009.

First year data (spring 2010) included a total student enrollment of 1,310 students. Evaluations were administered in a total of 33 course sections comprised of History 1483, History 1493, Math 0103, Speech 1143, HPER 1012, Psychology 1113, and Biology 1114 during April and May 2010. There were a total of 12 full-time and part-time instructors that taught these courses. The 8 full-time faculty involved in textbook selection completed the textbook rental program evaluation. There was one part-time faculty in Speech 1143 whose students did not participate in the evaluation process, with 3 sections of the course and 61 students enrolled. Evaluations were completed by 176
program participants in the textbook rental program as well as 174 non-participant evaluations were completed as a comparison group. By waiting until the last three weeks of the spring 2010 semester to administer evaluations, a smaller sample of students were present in the courses evaluated due to attrition. For this reason only 350 students responded to the evaluations of the 1,310 students actually enrolled in the courses.

Textbook rental student participants evaluations included data about rental program students current average textbook expenditures and textbook purchasing patterns past and present (campus bookstore, campus rental, online source, borrow, do without or other) (Evaluation 1), with the following results:

**Participant Group Classroom Evaluation Spring 2010 Questions & Results (Evaluation 1)**

1. Did you participate in the SSC Textbook Rental Program this semester?
   Yes (176)

2. If textbook rental is available in the future at SSC would you participate?
   Yes (176) or No (0)

3. How have you obtained textbooks in the past? (check any that apply)
   - Buy from campus bookstore (164)
   - Do without book due to cost (13)
   - Buy online (22)
   - Buy from an individual (22)
   - Rent from campus bookstore (99)
   - Borrow from someone (43)
   - Rent somewhere other than the campus bookstore (2)

4. If you chose not to obtain any textbooks this semester, why? (check any that apply)
   - To expensive (42)
   - Instructor did not require (29)
   - Borrowed from someone (27)
   - Personal decision (10)

5. Were there any courses this semester, for which you did not obtain textbooks?
   26 students responded yes in 14 different subjects
6. In total, how much did you spend on textbooks this semester?

Mean/Average textbook expenditures $420.00

Furthermore, textbook rental student participants evaluated the textbook rental program with a student satisfaction survey at the completion of the semester when they returned rental books to the campus bookstore with a mean of 4.75 on question 3 and a mean of 4.77 on question 4 (Evaluation 2), as well as the following results:

**Participant Group Textbook Return Evaluation Questions and Results Spring 2010 (Evaluation 2)**

1. Is this the first time you have participated in the Textbook Rental Program at Seminole State College?  
   Yes (134) or No (2)

2. If you rented from the Seminole State College Textbook Rental Program this semester, for which of the following did you rent textbooks?

   Psychology 1113 (24) Biology 1114 (26) HPER 1012 (30)  
   Mathematics 0103 (15) History 1483, 1493 (45) Speech 1143 (27)

3. My overall rental experience was positive.

   5 = Almost Always Applies (117)  
   4 = Usually Applies (12)  
   3 = Sometimes Applies (3)  
   2 = Rarely Applies (1)  
   1 = Almost Never Applies (0)

4. My overall savings with the textbook rental program was significant.

   5 = Almost Always Applies (110)  
   4 = Usually Applies (21)  
   3 = Sometimes Applies (5)  
   2 = Rarely Applies (0)  
   1 = Almost Never Applies (0)
Data was compiled from the institutional data bases by the Text Rental Co-
Director Edith Cathey on the cost of books to rental participants enrolled in the spring
2010 targeted courses. The total cost to rental students was $281.56. The total savings to
the textbook rental participants was $657.29.

The comparison group evaluations by non-participant students included data
about non-textbook rental student’s current book expenditures and purchasing patterns
past and present (Evaluation 3), with the following results:

**Comparison Group Classroom Evaluation Spring 2010 Questions and Results**
(Evaluation 3)

1. Did you participate in the SSC Textbook Rental Program this semester?
   No (174)

2. If textbook rental is available in the future at SSC would you participate?
   Yes (114)    or    No (60)

3. How have you obtained textbooks in the past? (check any that apply)
   - **Buy from campus bookstore** (82)
   - **Do without book due to cost** (25)
   - **Buy online** (39)
   - **Buy from an individual** (27)
   - **Rent from campus bookstore** (5)
   - **Borrow from someone** (41)
   - **Rent somewhere other than the campus bookstore** (7)

4. If you chose not to obtain any textbooks this semester, why? (check any that apply)
   - **To expensive** (39)
   - **Instructor did not require** (20)
   - **Borrowed from someone** (33)
   - **Personal decision** (6)

5. Were there any courses this semester, for which you did not obtain textbooks?
   29 students responded yes in 17 different subjects

6. In total, how much did you spend on textbooks this semester?
   Mean/average textbook expenditures $484
Further, data was compiled from the institutional data bases on the comparison
groups total cost of books for the spring 2010 targeted courses through the campus
bookstore. New textbooks for the targeted courses totaled $938.85. Used textbooks were
$499.88 and the total number of textbooks purchased for the targeted courses in spring
2010 was 1,006.

Information related to faculty participating in the textbook rental program
included gathering data about whether the faculty had the ability to select appropriate
college course materials for the rental program, did the textbook have supplementary
components, how many semesters the textbook will be retained, is the course taught
every semester, is the course a general education course, and did the number of students
using books in class increase with the rental program. The mean for question 6 was 4.87
and the mean for question 7 was 3.25. The mean for question 8 was 7.75 with the
following results for the remainder of the evaluation:

**Faculty Program Evaluation Results-Spring 2010 (Evaluation 4)**

1. Did you have the ability to select appropriate college textbooks?  
   **Yes (8) or No (0)**

2. Will the book selected be retained for a period of four to six semesters?  
   **Yes (8) or No (0)**

3. Is the course a general education course?  
   **Yes (8) or No (0)**

4. Did the book selected have supplementary components?  
   **Yes (4) or No (4)**

5. Is the course taught every semester (both Fall & Spring)?  
   **Yes (8) or No (0)**
6. The Textbook Rental Program was a positive overall experience.

5 = Almost always Applies (7)    4 = Usually Applies (1)
3 = Sometimes Applies (0)        2 = Rarely Applies (0)
1 = Almost Never Applies (0)

7. In your opinion, did more students obtain textbooks with the rental program?

5 = Almost always Applies (1)    4 = Usually Applies (4)
3 = Sometimes Applies (3)        2 = Rarely Applies (0)
1 = Almost Never Applies (0)

8. The faculty agreement form for the Textbook Rental Program was clearly stated?

5 = Almost always Applies (6)    4 = Usually Applies (2)
3 = Sometimes Applies (0)        2 = Rarely Applies (0)
1 = Almost Never Applies (0)

The evaluation instruments and institutional data bases measured 1) who would change (students book purchasing habits), 2) what was going to change (campus bookstore percentage of selling to renting), and 3) how much change was expected (60% renting vs. purchasing), in relation to project goals and objectives.

Data from the first semester (spring 2010) of the Seminole State College Textbook Rental Program is very encouraging in regard to the outcome of the following project goals 1) how effectively the program has been implemented, which is reflected by the positive student and faculty evaluation results and the program is well on the way to becoming 2) self-sustaining with a revenue rental reinvestment of $32,062.49 at the completion of the first semester.
The successful outcome of these goals was measured by gathering data through evaluations from textbook rental participants, non-participants, faculty participants, (see evaluations 1-4) and institutional data bases for proof of project objective completion.

Project Objective 1: Was the program used? (program usage) The textbook rental program was used by 57% of the students enrolled in the targeted courses. This was a significant percentage in this first semester of the program considering it is only slightly lower than the 60% projected in the grant objective. Project Objective 2: Did the program perform as expected and did the program save students money? (program performance) The Textbook Rental Program did save students money. There was a savings of $60.70 for History 1483, $60.70 for History 1493, $124.85 for Math 0103, $92.19 for Speech 1143, $109.06 for HPER 1012, $97.30 for Psychology 1113, and $112.49 for Biology 1114 for a total savings of $657.29. Project Objective 3: Can the program be self-sustaining? (program cost effectiveness) Yes, with a revenue rental reinvestment of $32,062.49 in the first semester and the continued support of the faculty and administration to keep the cost of selected general education textbooks low the program can be self-sustaining. One unexpected outcome was the savings passed on to nonparticipant students due to textbooks selected by faculty for courses targeted in the textbook rental program.

Recommendations

The following specific modifications should be considered for implementation in fall 2010 with the evaluation procedures and timing, the design of the evaluation instruments, and textbook rental return procedures:

1. In order to increase the number of students completing evaluations the
evaluation timeline should be changed. By gathering data earlier during the semesters future modification could be made in a timelier manner. In addition, by conducting evaluations earlier in the semester faculty will have fewer class room time constraints and will be more accessible to assist with the evaluation process. All evaluations should be completed by the first half of each semester as opposed to the last three weeks of the semester which was the timeline for spring 2010, except for the textbook return program evaluation. The textbook return program evaluation will still be administered at the end of each semester when students return rented books to the campus bookstore.

2. Changes should be made to the student class room evaluation instruments to include an item about scholarship students and clarifications to the evaluation question on overall self reported student expenditures on textbooks and on the evaluation question regarding students not purchasing textbooks.

3. The faculty textbook rental agreement and evaluation should include an explanation of the supplementary materials used by faculty in a rental course.

4. Changing the timing and number of mailed return reminder notifications from one reminder to two reminders in successive semesters should cut down on the total number of non-returned books. The first reminder notifications should be sent to students two weeks prior to finals week and a second notice should be sent a week after the return date has passed in order to allow for a higher return rate in comparison to the first semester. As of the date of this report, 6 weeks after the return date, out of 176 participants, 72 students have not returned 98 books. This would equate to a non-return rate of 15.53%. A goal for future semesters would be to have a non-return percentage of less than 10%.
Dissemination

The written findings over the first semester of the textbook rental program will be ready for the public by July 2010. Dissemination of the spring 2010 findings will be emailed to the campus community, posted on the institutional website and presented to the Council of Student Affairs for Oklahoma Institutions of Higher Education-Report on rental programs summer 2010. Furthermore, information will be disseminated to the Oklahoma Association of Community Colleges when the organizations web site is up and running. In addition, information will be shared with the National Association of College Stores and the Southwest College Bookstore Association. With the completion of each phase of the grant evaluation process findings will be disseminated through similar methods.

Conclusion

In conclusion, the program has been very successful with 57% of the students renting. As well the positive support of the students, faculty and administration, so positive that now the majority of the students evaluated want to rent textbooks rather than purchase (evaluation 1 & 3, question 2). This evaluation process will be helpful in determining the self-sufficiency and long term affect of the textbook rental program.
Seminole State College Text Book Rental Program
Faculty Program Evaluation

1. Did you have the ability to select appropriate college text books? Yes or No

2. Will the book selected be retained for a period of four to six semesters? Yes or No

3. Is the course a general education course? Yes or No

4. Did the book selected have supplementary components? Yes or No

5. Is the course taught every semester (both Fall & Spring)? Yes or No

6. The Text Book Rental Program was a positive overall experience. (circle one)
   5 = Almost always Applies, 4 = Usually Applies, 3 = Sometimes Applies
   2 = Rarely Applies, 1 = Almost Never Applies

7. In your opinion, did more students obtain text books with the rental program?
   5 = Almost always Applies, 4 = Usually Applies, 3 = Sometimes Applies
   2 = Rarely Applies, 1 = Almost Never Applies

8. The faculty agreement form for the Text Book Rental Program was clearly stated?
   5 = Almost always Applies, 4 = Usually Applies, 3 = Sometimes Applies
   2 = Rarely Applies, 1 = Almost Never Applies
Seminole State College Text Book Rental Program
Text Book Return Program Evaluation

1. Is this the first time you have participated in the Text Book Rental Program at Seminole State College? Yes or No

2. If you rented from the Seminole State College Text Book Rental Program this semester, for which of the following did you rent text books?
   Psychology 1113 ______ Biology 1114 ______ HPER 1012 ______
   Mathematics 0103 ______ History 1483, 1493 ______ Speech 1143 ______

3. My overall rental experience was positive.
   5 = Almost Always Applies, 4 = Usually Applies, 3 = Sometimes Applies
   2 = Rarely Applies, 1 = Almost Never Applies

4. My overall savings with the text book rental program was significant.
   5 = Almost Always Applies, 4 = Usually Applies, 3 = Sometimes Applies
   2 = Rarely Applies, 1 = Almost Never Applies