

# Program Essentially Creates Half-Priced Textbooks

Believe it or not, some East Carolina students will be lucky enough to get half-price textbooks for their courses! It's not a sweepstakes, contest, or gimmick – it's called the "Half-Back Guarantee," and students have been enjoying the benefits of this program for the past year.

Since 2006, ECU Dowdy Student Stores has been involved with a campus task force to find ways to make textbooks more affordable. Student Store managers and faculty representatives participated in statewide meetings and numerous conference calls with constituent university representatives and general administration leaders about the topic. Discussions included the implementation of programs for the timely submission of textbook adoptions and a mandate of either a guaranteed buyback or rental program for introductory courses. ECU bookstore staff and administrators found the buyback option to be more favorable with faculty and more cost-effective to implement. The program was put into place in Fall 2007.

The Half-Back Guarantee at ECU Dowdy Student Stores guarantees the student purchasing specially marked textbooks can sell them back at the end of the semester for 50 percent of the selling price. Not all textbooks are suitable for this program, such as bundled packages that include a textbook, workbook,

CD, and/or an Internet access code. However, the bookstore met with faculty members and identified certain textbooks that will be used again in the next term. These books are labeled and put on schedule to be bought back at the end of the term for HALF the price the student paid for it. This initiative, in essence, cuts the cost of certain textbooks by 50 percent!

With PACE studies a top priority for the administration, the buyback program stands out as one with immediate, significant savings for students, with the potential for students to save even more money as program participation grows and faculty participation increases. After the first semester with the program in place, ECU students were paid back almost \$50,000 more than the previous fall semester, demonstrating its success. East Carolina has been recognized for its quick start-up and ability to gain the support of faculty to implement the cost-saving measure for students.

Faculty interested in learning how their students can save money with this program should contact the Dowdy Student Stores, 328-6731.

