A Collaborative Effort to Help #textbookbroke Students

**TIMELINE**

- **Fall 2013**
  - #textbookbroke social media campaign led by SGA
  - Libraries decide to pilot textbook reserves program

- **Spring 2014**
  - Top 50 Textbooks on Reserve pilot begins
  - Late start, selection of largest sections rather than courses, low circulation numbers

- **Fall 2014**
  - Textbook affordability website created
  - Multi-chmp emails to instructors
  - ILLiad routing rules make referrals
  - Circulation increases by more than six times previous semester’s total

- **Spring 2015**
  - Revised workflow, tightened timeline
  - 88% of books available by the first week of classes
  - Circulation increases by more than five times previous semester’s total

- **Fall 2015**
  - Launch UMD crowdfunding campaign
  - Second semester with improved workflow, improved circulation
  - Yearly total circulation a tenfold increase over previous year’s total

- **Spring 2016**
  - #textbookbroke social media campaign led by SGA
  - Libraries decide to pilot textbook reserves program
  - Top 50 Textbooks on Reserve pilot begins
  - Late start again, but better selection
  - MailChimp emails to instructors
  - ILLiad routing rules make referrals
  - Circulation increases by more than six times previous semester’s total

- **Fall 2016**
  - Revised workflow, tightened timeline
  - 100% of books available by first week of classes
  - Circulation increases by more than five times previous semester’s total

- **Spring 2017**
  - Donated drive collects 265 used textbooks; 44 will be added for Fall 2017
  - Began using Basecamp software for project management
  - Circulation continues at same high level; over 2,000 unique borrowers for the academic year

**ASSESSMENT**

<table>
<thead>
<tr>
<th>Semester</th>
<th>Number of Items</th>
<th>Number of Loans</th>
<th>Unique Borrowers</th>
<th>Average Number of Loans</th>
<th>% Zero Use Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2014</td>
<td>49</td>
<td>35</td>
<td>11</td>
<td>1</td>
<td>88%</td>
</tr>
<tr>
<td>Spring 2015</td>
<td>104</td>
<td>214</td>
<td>84</td>
<td>2</td>
<td>67%</td>
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<tr>
<td>Fall 2015</td>
<td>126</td>
<td>1183</td>
<td>357</td>
<td>9</td>
<td>44%</td>
</tr>
<tr>
<td>Spring 2016</td>
<td>141</td>
<td>1194</td>
<td>411</td>
<td>8</td>
<td>35%</td>
</tr>
<tr>
<td>Fall 2016</td>
<td>216</td>
<td>3186</td>
<td>980</td>
<td>16</td>
<td>25%</td>
</tr>
<tr>
<td>Spring 2017</td>
<td>253</td>
<td>3231</td>
<td>1031</td>
<td>13</td>
<td>30%</td>
</tr>
</tbody>
</table>

**NEXT STEPS**

- #textbookbroke crowdfunding campaign
- Increased cross-campus marketing
- 100% of books available by first week of classes
- Tripled circulation from previous fall semester

**FUTURE FUNDING?**

Launch/UMD campaign funds will be exhausted after Fall 2018

$438,221.28 Total potential savings to students

$39,299.79 Total spent on program (books, labor)

1015% Return on investment

$10.79 Potential savings - Expenditure - Expenditure

$13.67 Average cost per ILL item borrowed

421 ILL requests related to Top Textbooks program in academic year 2016-2017

Learn more about workflows at go.umd.edu/TTR. Poster available at drum.lib.umd.edu.