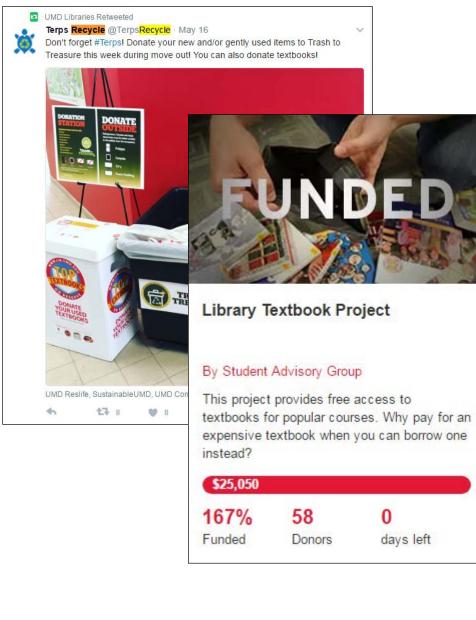


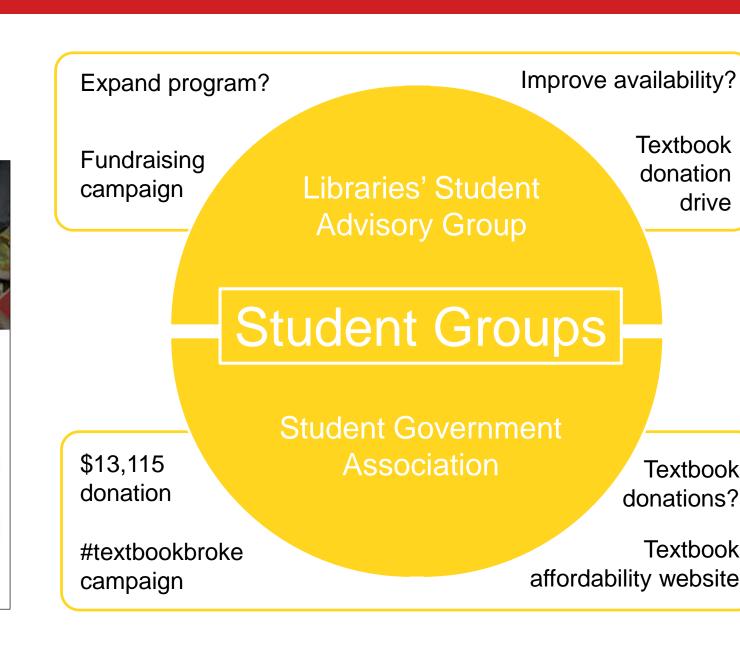
TOP TEXTBOOKS ON RESERVE: A Collaborative Effort to Help #textbookbroke Students

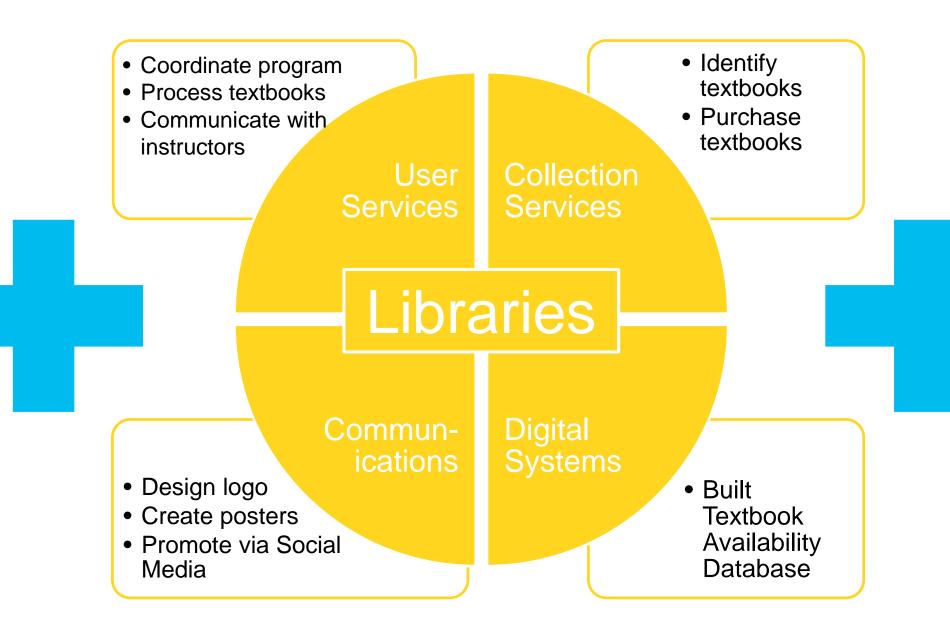
Hilary H. Thompson & Jennifer E. M. Cotton **University of Maryland** Libraries, College Park

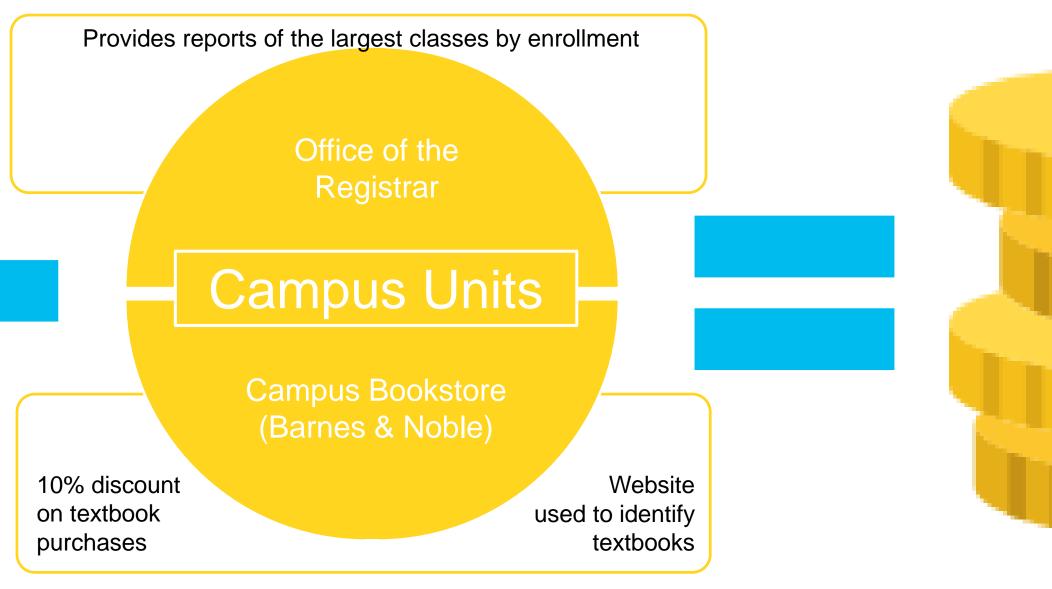
SMENT

S E







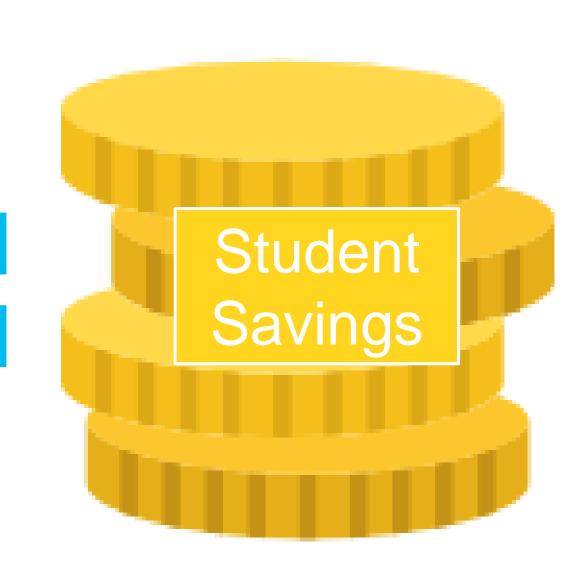


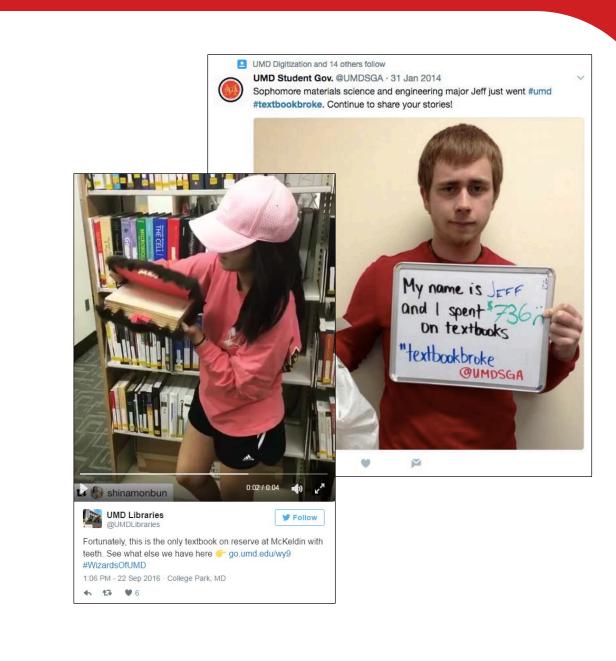
campaign

workflow, improved circulation

Yearly total circulation a tenfold

increase over previous year's total





Fall 2013

USMSC started Maryland Open

Source Textbook Initiative

textbook costs

#textbookbroke social media PIRG Survey on impact of high

 Libraries decide to pilot textbook reserves program

campaign led by SGA

Top 50 Textbooks on Reserve pilot

Fall 2014

 Late start, selection of largest sections rather than courses, low circulation numbers

begins

- Textbook affordability website created 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 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

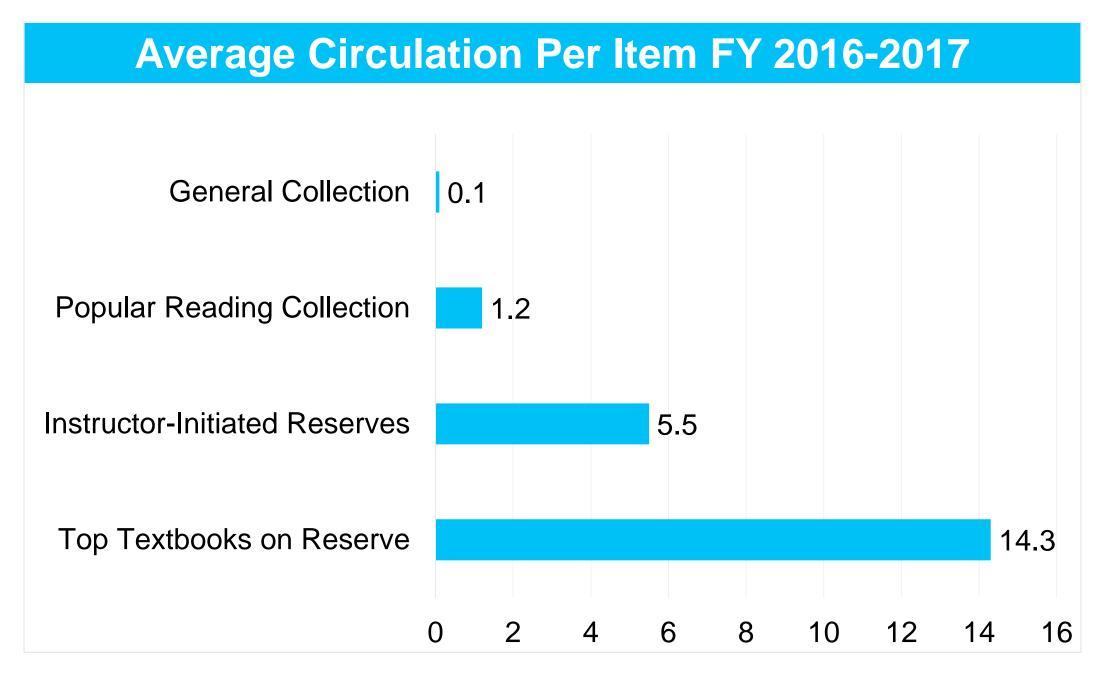
Fall 2016

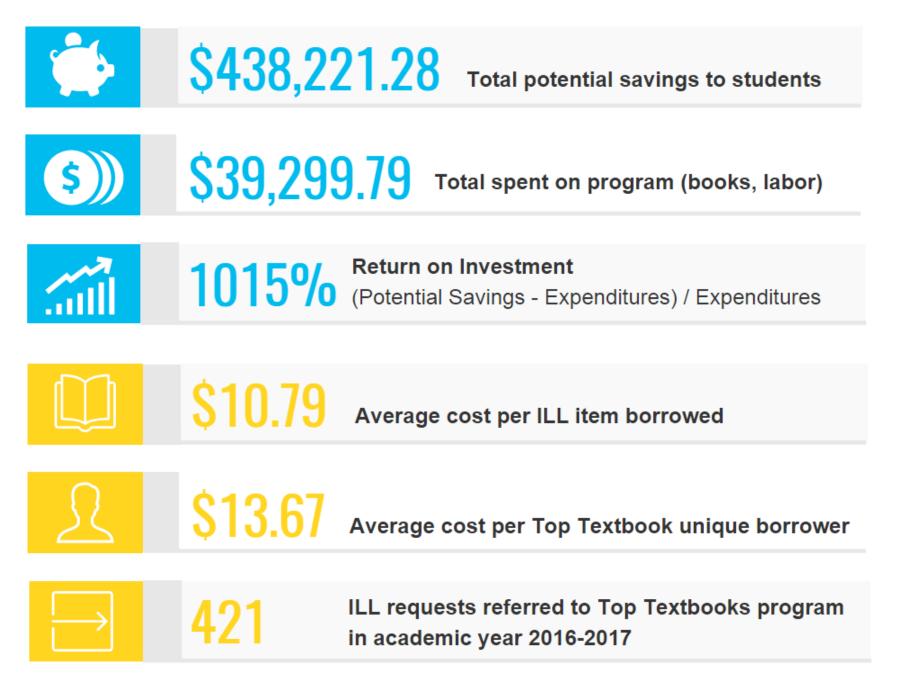
- Launch UMD crowdfunding Doubled program size, rebranded as Top Textbooks on Reserves Second semester with improved
 - Increased cross-campus marketing • 100% of books available by first week of classes
 - Tripled circulation from previous fall semester

- Donation 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

Top Textbooks Program Circulation Data

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





NEXT STEPS LaunchUMD campaign funds will be Joined March 31, 2017 → expanding exhausted after FY 2018 efforts to support OER adoption Textbook Availability Search Show: 25 ▼ Sort By: Course ↑ ▼ Check Availability Inderstanding Business (10th ed), 10th edition by Nickels, McHugh, & McHugh ISBN: 9780073524597 business X Check Availability Understanding Business, 11th edition, 2016 by Nickels, McHugh, & McHugh Search Filters Next Available: 9:56 PM, ISBN: 9780078023163 June 08, 2017 Check Availability Business Statistics: A First Course, 2nd edition, 2014 □ BMGT by Sharpe, De Veaux, Velleman ☐ BUAC Business Statistics: A First Course, 3rd edition, 2017 Check Availability ☐ ECON by Sharpe, De Veaux, Velleman