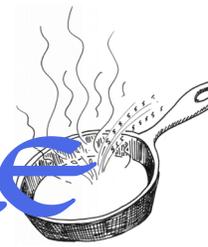




DATA IS THE NEW BACON!



Textbook Survey

This news letter presents data from a recent survey of AHC students regarding their experiences with textbook purchases and costs. Our survey results are consistent with national data indicating that students engage in efforts to mitigate textbook costs that are time consuming and lead to suboptimal outcomes. Furthermore, 60% of AHC respondents indicated that they were required to purchase a book that they did not actually use.

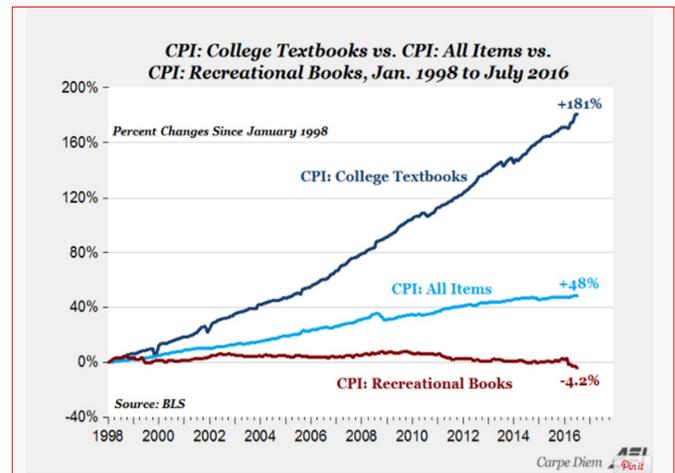
AHC survey respondents:

- 1,038 students participated in a convenience survey administered through student emails and Canvas during fall 2017.
- 82% indicated a goal to transfer or earn an AA degree (compared to 64% of enrolled students)
- 12% enroll online only (compared to 10% of enrolled students)
- 47% attend full-time (compared to 35% of enrolled students)

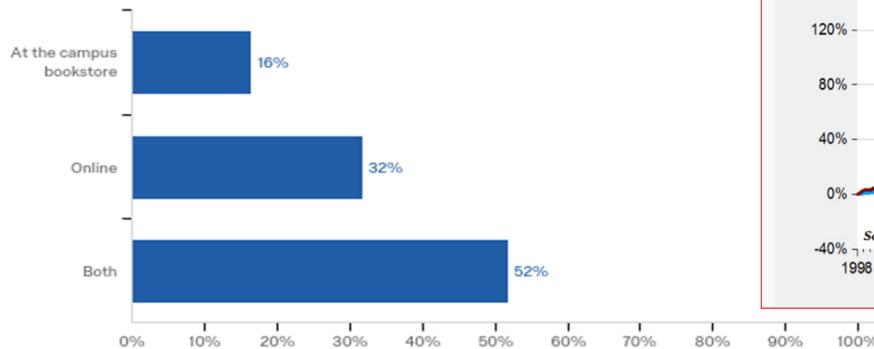
In This Issue:

- Textbook Survey results
- Fun Thanksgiving Facts

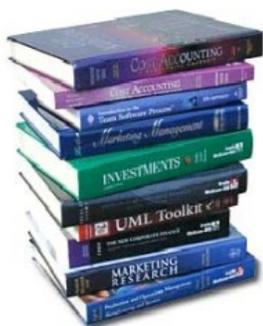
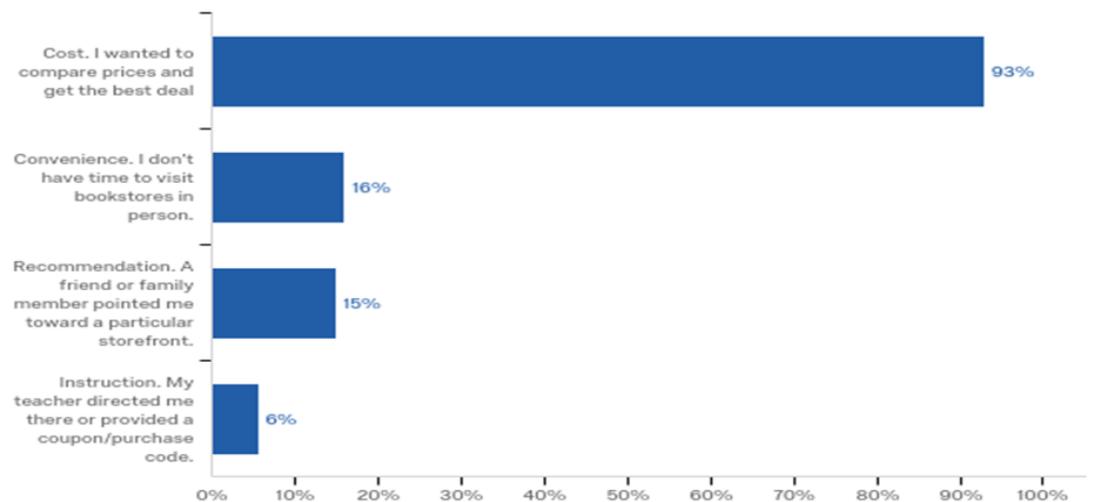
Data from the BLS show that since 1998, textbook prices have risen 181% compared to 48% for inflation and a 4.2% decline in the price of recreational books.



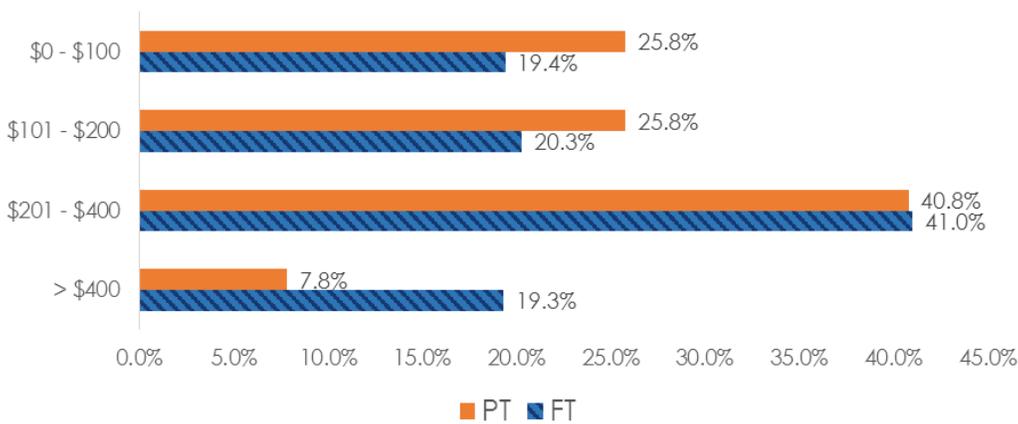
How do you currently shop for course materials?



Why have you chosen to shop online for your books in the past? (Check all that apply)



How much out-of-pocket expense (costs not covered by financial aid) did your course materials (textbooks, handbooks, guides, course packets, and other print and digital learning materials) cost you this semester?



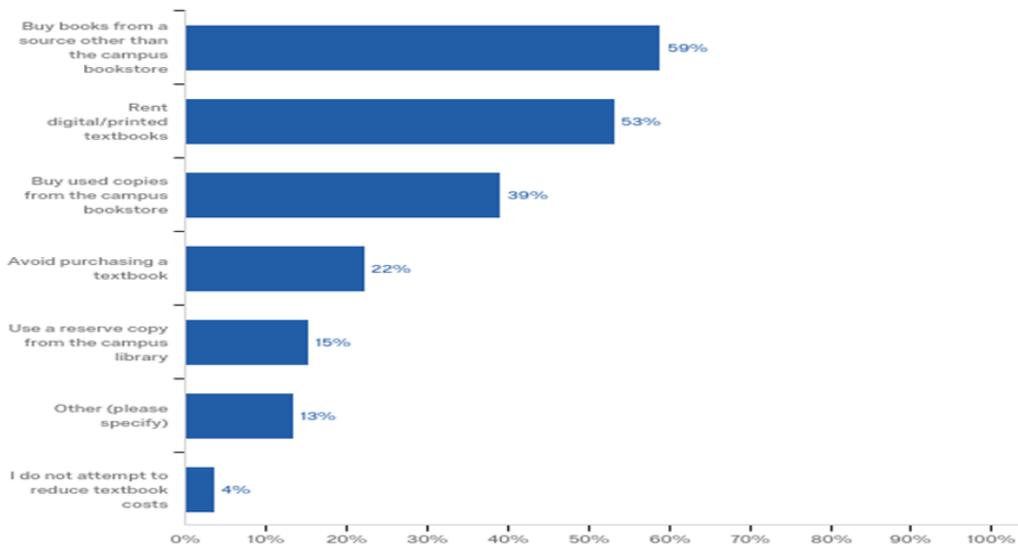
Contact Us
 Institutional Effectiveness
 Bldg. A-400
[Webpage](#)
[Data Request Form](#)
 (805)922-6966 ext.3045

What measures have you taken to reduce your required textbook costs? (Check all that apply)



Thanksgiving Day Statistics

- ◆ 46 million turkeys are eaten.
- ◆ 4,500 calories are consumed on average per person.
- ◆ The largest pumpkin pie on record was 3,699 pounds!
- ◆ The heaviest turkey on record weighed 86 pounds!
- ◆ Only male turkeys gobble.
- ◆ 46.9 million Americans travel more than 50 miles.



In your academic career, has the cost of required textbooks caused you to:		
Response	Sometimes or More Frequently*	Never
Not purchase the required textbook	53%	47%
Take fewer courses	54%	45%
Not register for a specific course	45%	55%
Choose one course over another	54%	46%
Drop a course	35%	65%
Withdraw from a course	30%	71%
Earn a poor grade because I could not afford to buy the textbook	33%	68%
Fail a course because I could not afford to buy the textbook	20%	80%

*Responses included sometimes, about half the time, most of the time, always.