

# **CU Book Store** **Faculty Handbook**

## **Academic Resource**

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303-492-2506

800-255-9168

[www.cubookstore.com](http://www.cubookstore.com)

Located Lower Level  
University Memorial Center (UMC)  
36 UCB  
Boulder, CO 80309

Fall Hours  
Monday-Thursday  
8:00- 6:00  
Friday 8:00- 5:00  
Sat. 11:00 - 4:00

Spring Hours  
Monday-Thursday  
8:00 - 6:00  
Friday 8:00- 5:00  
Sat. 11:00 - 3:00

Summer Hours  
Monday-Thursday  
8:30 - 5:30  
Friday 8:30- 4:30  
Sat. 11:00 - 3:00

# Introduction

On behalf of the CU Book Store, we'd like to welcome you to the University of Colorado at Boulder. Our goal in Academic Resource department support is to serve the students and faculty by providing a comprehensive selection of course materials and aiding faculty in any way possible. We know that a great deal of consideration goes into choosing course materials and hope you will find the following information useful.

Communication is an important part of this process. The more we know about how and when a book is being used, the better we are able to accommodate your students' needs. If you need to submit your book adoption late for any reason, please call the textbook office.

If you have any questions about course materials please call one of the people listed below or consult with the textbook coordinator in your department.

**Department Manager:** Jason Katzman 2-3844  
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**Copyright Manager:** John Stovall 2-3648  
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The cost of course materials is a source of concern and dissatisfaction for the student body. We conduct customer surveys at the beginning of every semester and the single most common complaint is the price of textbooks. Please work with us to help mitigate this problem.

# Cost Saving Practices and Partnerships

By working together as a campus, we can help control and reduce the costs of course materials to students. Those most qualified to select textbooks are the faculty; those most qualified to provide the textbooks are the book professionals at the bookstore.

Some suggestions to better work together include:

**1. Adopt textbooks earlier** - this increases the probability of procuring used textbooks for students. It also improves the chance that textbooks will be on the shelves for students by the first day of class.

***Last year, only 14% of fall adoptions were received by the first day of spring textbook buyback .***

**2. Provide Textbook Information Early** - Many of the value packages or bundles available from publishers are great deals. **Some are not.** If the additional materials packaged with a textbook are not mandatory reading, the package may not be a value to your students. Bundles are not available in used form, but the textbook alone is often available as a used book at a lower price. If a bundle is ordered for a class, it restricts the bookstore's ability to buy the books back from students.

Sometimes, the fact that a book is in a bundle will change the ISBN number. Be aware of changes in ISBN numbers on textbooks that are packed with free inserts. These changes may prevent the bookstore from buying used books back from students.

If the supplemental materials are packaged free with the textbook, but are not required, you can arrange with the Book Store to make this title a choice between a used textbook (if available) and a new package.

If you would like information about the price of individual components of packages and/or the probability that the bookstore will be able to buy used books, please call the CU Book Store textbook office at 2-3421.

**3. Tell us if a book is optional** - Often a title is useful to your class, but will not be covered as mandatory reading (used for homework assignments, testing, etc.). If this is the case, indicate the book is optional in your correspondence with us. This gives your students a choice about this purchase.

***A required textbook is one which will be used for class assignments, lectures, and testing. Optional books supplement class materials and can expand a student's knowledge, but material is not necessary to receive a passing mark on tests. Generally optional books are only ordered for 10% of class size.***

**4. Help the CU Book Store control costs associated with ordering and distributing textbooks by:**

- Ordering texts as early during the prior spring or fall semester. This allows the bookstore to purchase books from students at end of semester buyback.
- Assuring that estimated enrollment is realistic. Notify the Book Store as soon as possible if there are increases or decreases in enrollment, so that textbook orders can be adjusted accordingly. Remember, not all textbooks can be returned, and over-ordering can be costly. Industry studies estimate it costs the bookstore \$10 per book for returns.
- Make sure that the bookstore and your students understand how a text will be used. If a student only needs to read a small amount of material from a book, place a copy of the book on reserve at the library or make the material available through a custom course package.
- Avoid costly cancellations. Last minute cancellations of books can be costly and increase operational overhead. If course materials or textbooks need to be cancelled, notify the bookstore as soon as possible. Cancellations cannot be accepted more than three weeks into a semester.
- Custom books and imported books require careful ordering because of the probability that overstock of these books will not be returnable to publishers. These titles require additional lead time, accurate enrollment estimates, and a commitment on the faculty's part to use the book.
- Remind your students to purchase textbooks before they are returned to the publishers. In order to prepare for next semester, we begin returning textbooks as early as 6 weeks into every semester. We try to notify faculty two weeks in advance through the Buff Bulletin and faculty emails. Please encourage your students to purchase textbook early. This eliminates the delay needed to re-order titles.

***Please let us know if you want a title held!***

# Textbook Information

*Providing Textbook information is easy.*

## Textbook Information Deadlines

**Fall- April 1**

**Spring- Oct 1**

**Summer and Maymester- March 15**

1. Determine which materials you will use for your classes.
2. Textbook Information Forms are sent to every department three times a year. Looking at the form will help you gather necessary information. While we need all the information requested on the form, we are happy to take adoptions by e-mail, through campus mail or by pony express. You can also submit your information online at [www.cubookstore.com](http://www.cubookstore.com) or via fax to 303-492-0420.

# Completing the Textbook Form

Here are a few notes to insure the correct title will be available for your students.

Please refer to the adoption form for each of these parts.

**A. Title** - Self-explanatory unless the book is part of a series. In some cases, the book will be titled by series and volume number, other times by the subtitle. Be sure to include this information.

If a publication is a journal, periodical, or case study, please note the publication number along with the title. Also consider that providing such materials for sale can be challenging, at best.

**B. Publisher** - This information is helpful in tracking down titles that are not listed in Books in Print. If a book is not published in the U.S., please include the country of publication.

**C. ISBN** - This number drives the electronic ordering system of most bookstores. An ISBN is exclusive to a particular edition of a title. Instructor's copies, student editions, paperback, cloth bound, and software packages of the same title will all have different ISBN numbers. If a particular title is bundled, it will have a different ISBN number than that title alone. Be sure to provide the ISBN number for the bundle if you want a specific package.

***Need help determining the right edition or bundle? Call us at 2-3421.***

Custom versions of a book are assigned an ISBN number before going to the printer. If you are expecting a custom edition of a book, please do not give the regular book ISBN. If you do not have the ISBN, the bookstore will help you research it. Remember, if the bookstore orders the incorrect ISBN, the correct title will not be available at the start of class.

If a publisher's representative tells you that a text is changing editions, please don't assume the Book Store knows as well. Please let us know any other information you believe may be relevant to placing an order.

***Please call the Textbook Division at 2-3421 if you have any questions about finding textbook information.***

# Faculty Comments

This is a good place to give us extra information which will be helpful in locating the correct book, or information which may be of value to your students. This may include:

- **How the student will use the book**
- **Specific translation**
- **Edition**
- **Whether the book is a custom edition**
- **Whether the adoption is for a value package or bundle**
- **Whether the course is a continuation and most students will already have the title**
- **Whether you are knowingly ordering an older edition rather than the most recent**

## ***How will the book be used?***

At times, a title is useful to a class, but will not be covered as mandatory reading. Use the comment field to tell how a book will be used (i.e. for testing, class discussion, homework assignments, supplemental reading; how much of the text will they need to read –25%? 75%). This information helps students decide whether to purchase the book or check it out from the library.

# Desk Copies

Most publishers provide faculty with complimentary desk or review copies of textbooks. Many of these copies are now being provided in electronic form only. Although policies vary from one publisher to another, there are three avenues through which to obtain books.

1. Contact the publisher's sales representative.
2. Call the publisher to request a desk or review copy.
3. Write to the publisher on departmental letterhead.

For a listing of publishers, contact your departmental textbook coordinator, or call the Textbook Department at 2-3421. While the bookstore does not order desk or review copies, we can help by providing the names of publisher representatives or a toll-free phone number for the publisher. However, most of this information can be found with a quick internet search.

Some publishers request that an order be submitted prior to sending desk copies. If you have trouble obtaining a desk copy for this reason, call the Textbook Division. Staff will call you back when they have a purchase order number.

If your request for a desk copy is delayed and you need a copy of the book to prepare for your course, you may purchase a book from the bookstore with a departmental IN form. Once you receive your desk copy from the publisher, bring it to the CU Book Store along with the IN receipt, and the store will credit your department for the purchase. Desk copies marked complimentary copy-not for resale and books sent 4 weeks after the semester starts are not returnable.

# Why

**Q: Why is book information due so early?**

A: Each semester, we process about 5,200 book adoptions. A lot of things happen between the time when adoptions are due and when the orders are actually placed. Each title has to be “worked” (check editions, binding, etc.) and placed on the list in time for buyback. Students are paid a higher price for textbooks purchased for use in the up-coming semester. Early textbook adoptions also give us an advantage when purchasing additional used books from wholesalers. These measures help us to help our customers save money.

**Q: Why are textbooks sent back to the vendors so early?**

A: Many of our vendors and wholesalers accept the return of overstock books for only a short period of time. After that time, the books are no longer returnable and the result could be a costly overstock situation. If we don't have a new adoption of the overstocked title, it is returned. Help us keep student costs down by encouraging students to get their needed materials early.

**Q: Why doesn't the Book Store order the quantity of books I request?**

A: The number you give us is the number of students you think will be in the class. History tells us that not every student will buy the books. Order quantities are determined by using sales history for each course. We try to estimate as closely as possible the number of books we will sell, taking into account many variables such as the edition of the book, price, whether the text is required or optional, publisher's return policies and other data. If estimates fall short of the needed amount, we will bring in additional books as quickly as possible.

**Q: Should I send information to other bookstores?**

A: The yellow copy of each adoption form is made available to the off-campus Colorado Bookstore every semester. The Colorado Bookstore is owned and operated by Barnes and Noble; they choose to carry many, but not all, of the titles used here at CU. Course packs that we obtain copyright permission to reprint will not be available at the Colorado Bookstore due to copyright restrictions.

**Q: What does it mean when a title is not available from the publisher?**

A: Books are unavailable for a number of reasons. Out-of-Stock means the publisher has no copies available but will be reprinting. Out-of-Print means the publisher is not planning to print additional copies of the same edition. Out-of-Stock-Indefinitely means you shouldn't count on the book being available in the near future.

**Q: Since the CU Book Store is a service department, why do you mark up textbooks?**

A: The Book Store is an auxiliary department of the university, thus completely self-supporting. In addition, we contribute to the university in the form of General Administrative Infrastructure Recharge. The margin on most textbooks is 25%, out of which we pay freight in and out, salaries, rent to the UMC, and all operational expenses. College stores have an income of less than seven cents on every textbook dollar.

# Campus Publishing Service

The CU Book Store offers copyright and production support for the faculty at the University of Colorado at Boulder through the Campus Publishing Service. Requests for the use of copyrighted materials may be submitted to the Campus Publishing Service, which will obtain necessary copyright permission and arrange production of course materials, which is primarily handled by Printing and Copy Services at the University of Colorado. It is important to remember that clearing permission can be a lengthy process, taking as much as six weeks or more, so getting information to the Campus Publishing Service (CPS) as early as possible is important. Even if you have not decided on everything you wish to include in your reader, get information about what you have selected to date to the CPS as soon as possible. The information required to initiate a permission request includes:

Term for which material is to be used  
Course name and number  
Professor's name  
Estimated enrollment  
Author, Title, Publisher or name of journal, date of publication (include number, month of journal)  
Pages you wish to use  
A contact phone number or e-mail if we have questions

You must also provide original materials or copies of the items to be included in the readings.

Some deadline dates:

<u>Term</u>	<u>Due date at CPS</u>
Fall	June 30
Spring	November 30
Maymester	April 15
Summer	April 30

If you are unable to meet these dates, CPS will do its best to complete permissions and have your packet ready by the week before the first day of class.

The Campus Publishing Service will charge publisher fees as part of the package price. Included in the package price are production and overhead costs to the CU Book Store.

Campus Publishing Service: CU Book Store, UCB 36 Contact: John Stovall at 2-3648 or by email: [john.stovall@colorado.edu](mailto:john.stovall@colorado.edu)

# Copyright and Higher Education

The CU Book Store will work with you in copying materials for classroom use which will meet your student's needs and be in compliance with the copyright laws of the United States.

The following material includes information from Questions and Answers on Copyright for the Campus Community, copyright 1977, Association of American Publishers, National Association of College Stores, and Software Publishers Association. Copies are available from the CU Book Store, UCB 36.

*“Reproduction of copyrighted material without prior permission of the copyright owner, particularly in an educational setting, is an issue of concern for the academic community. Unfortunately, the impropriety of much unauthorized copying is often overlooked by users in an educational setting.*

*Although copying all or part of a work without obtaining permission may appear to be an easy and convenient solution to an immediate problem, such unauthorized copying can frequently violate the rights of the author or publisher of the copyrighted work, and be directly contrary to the academic mission to teach respect for ideas and for the intellectual property that expresses those ideas.”*

Copyright is a right granted by law to an author or other creator to control use of their work. It allows copyright owners to control reproduction of all or part of a work; control the distribution of copies; control preparation of new or derivative versions based on the original; and to perform and display the work publicly. Copyright protection covers both published and unpublished materials, whether or not they are registered with the Copyright office in Washington, D. C. In the electronic age this includes both e-mail and internet items. Copyright protection generally lasts for 50 years after the death of the author for works created after January 1, 1978 and 74 years for works created prior to that date, while copyright in works created by businesses prior to 1978 can last 75 years. The courts can impose penalties for the violation of copyright up to \$100,000 per infringement plus attorney's fees, injunctions against future infringement and the impounding and destruction of infringing copies.

Limited use of copyrighted materials without permission is allowed under the doctrine of “Fair use.” Fair use is determined based on four factors:

- A. The purpose and character of the use, including whether such use is for commercial or non-profit educational;
- B. The nature of the copyrighted work;
- C. The amount and substantiality of the portion used in relation to the work as a whole;
- D. The effect of the use on the potential market for or value of the copyrighted work.

No one factor determines the right to use a work without permission, and **there is no blanket exemption from liability for infringement by educational institutions or for educational use.** In fact, case law has held that faculty and institutions are liable for infringement of copyright when materials are for classroom use.

There are some specific guidelines for fair use which allow educational copying without permission, although it is important to remember that these are guidelines and not law.

1. A single copy may be made of the following by or for a teacher at his or her individual request for scholarly research or use in teaching or preparation to teach:
  - a. A chapter from a book;
  - b. An article from a periodical or newspaper;
  - c. A short story, short essay or short poem, whether or not from a collective work;
  - d. A chart, graph, diagram, drawing, cartoon, or picture from a book, periodical or newspaper.
  
2. Multiple copies (not more than one per student) may be made by or for the teacher giving the course for classroom use providing that:
  - a. The copying meets the following criteria for brevity
    - i. poetry: a complete poem if less than 250 words and if printed on not more than two pages or from a longer poem an excerpt of not more than 250 words;
    - ii. prose: either a complete article, essay or story of less than 2500 words, or an excerpt of not more than 1000 words or 10% of the work, whichever is less, but in any event a minimum of 500 words;
    - iii. illustration: one chart, graph, diagram, drawing, cartoon or picture per book or per periodical issue.
  - b. The copying meets the following criteria for spontaneity
    - i. the copying is at the instance and inspiration of the individual teacher; and
    - ii. the inspiration and decision to use the work and the moment of its use for maximum teaching effectiveness are so close in time that it would unreasonable to expect a timely reply to a request for permission. (Note: spontaneity is a one-time grant for one class and one semester.)

- c. the copying meets the following cumulative effect test:
  - i. copying for one course;
  - ii. no more than one short poem, article, story, essay or two excerpts from the same author, nor more than three from the same collective work or periodical volume during one class term;
  - iii. there shall not be more than nine instances of such multiple copying for one course during one class term.

Specific prohibitions for multiple copying for classroom use include:

1. Copying shall not be used to create or to replace or substitute for anthologies, compilations, or collective works. Such replacement or substitution may occur whether copies of various works or excerpts are accumulated or are reproduced and used separately.
2. There shall be no copying of or from works intended to be “consumable” in the course of study or teaching. These include workbooks, exercise, standardize tests and test booklets and answer sheets, and like consumable material.
3. Copying shall not:
  - a. Substitute for the purchase of books, publisher’s reprints or periodicals;
  - b. Be directed by higher authority;
  - c. Be repeated with respect to the same term by the same teacher from term to term.