



**BOOK  
RENTAL**

*why buy when you can rent?*

# By the numbers...

- 1,356 textbooks rented in the 2010-2011 school year.
  - Students saved more than \$65,000!
  - 96% of rental textbooks returned.
- 50 “Rental Friendly” titles – more than 3,000 books – available to rent for Fall 2011 classes.
  - 2,000+ rentals? Students save as much as \$150,000?
  - 265 books rented already for Fall 2011.



Funding for West's rental program is provided by The Fund for the Improvement of Postsecondary Education. Grant #P116T100007

# Survey Says!

- Initial data shows significant improvement in Student Achievement Outcomes for student renters!
  - 3% early drop for renters vs. 35% early drop for non-renters.
  - 68% successful completion for renters vs. 59% successful completion for non-renters.
- Student surveys indicate strong support for rentals:
  - 97% of Spring 2011 renters would rent from the Bookstore again.
  - 81% said renting a book helped them do better in class.
  - 91% of students want the option to rent textbooks.



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# What is next?

- Dramatic expansion of FIPSE “Rental Friendly” list.
  - FIPSE Grant provides leeway to test the concept aggressively!
  - 8 RFAAs for Fall 2010; 15 RFAAs for Spring 2011.
  - **50 Rental Friendly titles for Fall 2011.**
- Bookstore assuming responsibility for OE/OP rentals.
  - Working with the Foundation to continue to offer books to students at a very low cost.



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# What can you do to help?

- Take another look at rentals if you're not convinced.
  - Students *really* like textbook rentals.
  - Rental Friendly texts could save students \$150,000 in Fall 2011; student's savings could grow to \$600,000 annually!
  - Rentals support improved Student Achievement Outcomes.
- Tell us what we can do to make rentals work for you and your students!
  - Invite us to a meeting to answer questions and talk about rentals.
  - Give us a call, drop us an email or stop by the store.



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# Bookstore Contacts

- Nilhson Zelaya, Bookstore Buyer
  - [zelayan@wlac.edu](mailto:zelayan@wlac.edu) 310 287-4381
- Kenny Lawal, Bookstore Buyer
  - [lawalkt@wlac.edu](mailto:lawalkt@wlac.edu) 310 287-4381
- Olga Pech, Assistant Bookstore Manager
  - [pechol@wlac.edu](mailto:pechol@wlac.edu) 310 287-4425
- Larry Packham, College Enterprise Manager
  - [packhald@wlac.edu](mailto:packhald@wlac.edu) 310 287-4424



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