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CME 2014
COURSE MATERIALS EXPOSITION

Your Complete Connection

Your complete guide to the Algonquin College Campus Store








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AlgonquinCollegeBookstore

TABLE OF CONTENTS

	<u>Page</u>	<u>Notes</u>
Introduction	3	
Textbook Ordering Procedures	4	<u>Icon Legend</u>
- Ordering Course Materials: The Steps	5	
Ordering Information and Pointers	6	 Helpful Hints
1. Textbook Ordering Deadlines	7	 Earn/Save Money
What is a Textbook	7	
2. Submitting Your Adoptions	8	 Did You Know?
- Special Adoptions	8	
Establishing Course Requirements	8	 We Need to Know
- Required vs. Suggested	9	
- Enrolment vs. Buy Percentage	9	 Have a Look
4. Course Manuals	9	
3. Packages & Custom Editions	10	
- Special Pricing	11	
- Access Codes	11	
- eTextbooks	11	
4. Kits & Other Course Related Materials	12	
5. New Technology Store - Hardware/Software	12	
6. Used Books	13	
7. Alternate Formats	14	
8. Reference Materials	14	
9. Textbook Follow-up	15	
10. Textbook/Course Changes or Cancellations	15	
11. Student Information	16	
- Purchasing Options	16	
12. Textbook Returns	17	
13. Instructor Desk Copies	17	
14. Dead Stock & Non-Returnable Materials	18	
15. Departmental Charge Backs	19	
In Conclusion	20	
The Print Shop	22	
- Copyright	23	
- Requisitions for Manuals	24	
Vouchers	24	
- How they Work	24	
- Additional Information	24	
- More Print on Demand	25	

 Why read the entire document? Skip ahead to a section that interests you

TABLE OF CONTENTS

This
Booklet is loaded
with useful
information!

	<u>Page</u>
Returns: What do they really mean to Algonquin	25
Departmental Purchases and Returns	27
- Department Purchases – Orders	28
- Department Purchases – Discounts	28
- Department Purchases – Returns	29
Upcoming Events and Dates	30
Reference & General Interest Books.	31
- Trade Mission Statement	32
- Course Related	32
- Leisure & General Interest Reading	32
- Best Sellers	33
- Bargain Books	33
- Are You an Author?	33
- Or Want to be?	33
Social Media	34
- Facebook	34
- Twitter	34
Conclusion	35
Major Canadian Publishers and Agents	37
Publisher/Supplier Lists	43
Algonquin College Policy	47
- AD 04 Ordering Course Materials	47
Appendices	49
1) UPC codes for Kits	
2) Department Contacts for Course Material Adoptions	
3) Adoptions By Deadline Chart by School	
Credits and Acknowledgements	

INTRODUCTION

Notes

The Textbook Department at Connections: The Campus Store is proud to be an integral partner in the educational delivery process.

As YOUR College Bookstore, we are here to help you. Whether it is sourcing a new Textbook; ensuring the web-based component to your course is available on its own; supplying the name of your Publisher Sales Representative; stocking Used Textbooks so more student will have the book in class... I could go on but the point is – We Are Here To Help You.

In these changing times, it is important to ensure that we are aware of your growth and requirements so that we can continue to meet your needs as well as those of your students.

We must also hold true to our mandate as laid out by the College's Board of Governors. (See Policy: page 63)

Together we can improve availability, cost and perception of the value of your courses and their materials.



100% of
Bookstore profits
go directly back
into the College!

Textbook Ordering Procedures

ORDERING COURSE MATERIALS:

The Steps

Working together, and keeping in mind these simple points, we can ensure that every one of your students who want to purchase their Course Materials can.

- **What are Course Materials?** For our purposes, the term ‘course materials’ encompasses any item that the student should have to participate in their courses that will need to be purchased. This would include the obvious like their textbooks or course packs (manuals), but it can also be software; kits; special paper or pens; clickers or just about anything else you can think of.
- **Find the Right Materials:** For the most part, the Book Department is not involved in this step however, when an Instructor or Coordinator is looking for materials on a subject without something specific in mind, then we can still be of service.
We can:
 - Compile a list of titles on a subject from various Publishers.
 - Put you in contact with Sales Representatives from appropriate Publishers
 - Get pricing/availability information to compare books.
- **Submit your requisitions before the Deadlines:** We cannot guarantee that late orders will be in stock for the start of classes. Please supply as much information to ensure the correct materials are received. If you are part of the ETEXT initiative and your books are being delivered digitally – Then your materials will not be late.
- **Communicate the importance** of adopted materials to your students. You can ask your publisher’s Sales Representative if they will visit your class to explain the advantages of their Textbooks.
- **Keep the text office apprised** of any enrolment changes or other relevant information. Class size increases are the # 1 reason for insufficient quantity of textbooks in the Bookstore. Also let us know if your course has a start date different than the College’s standard semester start date.
- **Stay Informed.** By **checking on the status of your textbook order through our website**, about one month before classes begin, the less likely you and your students are going to be disappointed in the first week of classes. Again if you are in the ETEXT initiative, then you can rest assured that all your students will have all of their resources for your first class.

Notes



Early ordering helps to speed up delivery; facilitate used copies and reduce errors.



Updating your enrolment numbers will help ensure sufficient stock for your class; reduces the Returns expense to the College and provides a more accurate sell-through history for future orders

Ordering Information & Pointers

TEXTBOOK ORDERING DEADLINES

1. The ordering deadlines for the 2014 - 2015 school year are May 31st for the Fall; October 15th for the Winter & March 15th for next Spring. Why does Algonquin College have course material ordering deadlines? There are numerous reasons why the deadlines are in-place. To name but a few:
 - It takes time for the Book Department to process the adoptions, so the earlier they are in the better chance any orders that might require follow-up will still be addressed before it is too late. The later an order comes in after deadline, the greater the possibility that the books will not be here for the first day of classes.
 - The earlier we get the order, the better chance we have of getting the stock from the publisher (before some other school grabs the stock and puts us on back-order).
 - Used Books – if we know which books are being used early, we can both buy back stock for our students as well as get dibs on stock from the Used Book suppliers.
 - Buy having the adoptions in early, the textbook department can source and have available eTextbooks.
 - The earlier the stock is on the shelf, the easier it is for the Centre for Students with Disabilities (see page 19) to convert the student's textbook to a format they will be able to use.



**Do you
know the
Deadlines?
Fall: May 31st
Winter: October 15th
Spring: March 15th**

WHAT IS A TEXTBOOK?

The 'Textbook' is no longer (only) a printed and newly bound stack of paper! When we refer to a 'textbook' we are really talking about the information that those pages conveyed.

With this in mind, once the Textbook Department receives an adoption for a 'textbook', we set about sourcing the material in a variety of formats & prices. This provides your students with the options they are demanding.

Currently, the options we offer are:

- New Printed Book
- Used Printed Book (sell for about 70% of new)
- eTextbooks (sell for 50% - 60% of new)
- Print on Demand (reduces shipping costs & price)

SUBMITTING YOUR ADOPTIONS



Unsure who
your Department
Support person is?
Check the Appendix.

Each School here at Algonquin has slightly different methods for collecting their adoptions, but they all submit them to us in the same fashion. To take this to its most basic, the Instructor or Coordinator must supply to their designated Departmental Support personnel the following information (or as much of it as possible).

- The name/title of the product/book
- Is the product a custom textbook or a bundle with multiple components?
- The name of the supplier/publisher
- The product code/ISBN of the item
- The author's name (if appropriate)
- Whether the students will be required to have it or if it is a suggested item
- Whether the same product is being used on another course within the same program (2 courses but 1 student)
- The projected enrolment of the course
- A note if the item or course has a differing start date to the rest of the College
- A note if Used copies are unacceptable (and a reason why) – i.e. tear out pages, one use software etc.
- If for any reason the materials cannot be delivered digitally.

The facing page has a sample adoption form. This form is actually an editable document if you use the on-line version of this booklet. Please visit:

http://bookstore.algonquincollege.com/bookstore_staff_home.php

Your Department's personnel, who submit the information to Connections, will convey all of this information to us. Remember that they will not only have your request, but numerous others from other Instructors &/or Coordinators as well so please always so extra time for them to get the data entered by deadline.

SPECIAL 'ADOPTIONS':

When you have a course that does not require the student to purchase any course materials, we would like to know about these as well. You might ask why, but if you have ever seen a student purchasing their materials find out that one of their course will not cost them any money, you will have seen happiness. We can also inform the student at the time of purchase if they will be getting course notes handed out in class or if it is on-line for them. Please let us know and the start of the school year will run smoother for everyone involved.

ESTABLISHING COURSE REQUIREMENTS

3. **Please submit only one course per textbook requisition.**

That means that if two (or more) courses in the same program are using the same text, then submit the adoption for each separately. In the provided field under the textbooks information, please note that it is the same students using this book as in the other course. This will allow us to list the book on both courses without ordering twice as many copies as are needed.

This can, in following semesters when verifying sell-through by course number, indicate that the course had poor sales when it actually did not! Thus risking us cutting future requisitions, so we do not have a repeat of the apparent poor sell-through.

REQUIRED vs. SUGGESTED

The difference between course material being required for the student and being merely suggested can be huge, especially for the student with a tighter budget. Generally speaking, a required item is one that the student will refer to/use just about every class and will be needed to help with homework or assignments. A suggested item is one that will enhance the subject of the course but may only be referred to in passing as supplementary material, or perhaps a valuable study aid for students needing extra help.

From comments we hear in the Bookstore, there is little that students dislike more than paying for a required textbooks that was barely referred to in class.

It is important to note: for students in the ETEXT initiative, they are only charged and supplied with required materials. If the materials are suggested then Connections will order in some copies for Students to come in and purchase.

Notes



No
textbook
required for
your course!
Let the Text
Department
know, we will

ENROLMENT vs. BUY PERCENTAGE

It is widely believed that the Text Department automatically cuts the enrolment by 20% when we place the Textbook orders. This is **not** the case! For every adoption we receive, we review the books sales history; the courses sales history; availability of Used books; is the book available as an eTextbook; dependability of the supplier and the returnability of the book. Every book is different and many orders don't get cut at all!

College wide, the Bookstore orders about 85% (new books) of the submitted enrolment numbers. Historically, we sell about 75% of those new books. Where possible, we also try to get 10 – 20% as Used copies. And for the titles available as eTextbooks, it means that the 'textbook' is always in stock.

What happens to the left over books? And what impact do they have on the College? See page 26: Dead stock & Non-Returnable Materials.

If you have any questions on how we arrived at the number of copies to bring in for your course, please feel free to contact the Textbook Department and we will go through the numbers with you.

Again, for courses in the ETEXT initiative, since students have pre-paid for their required materials 100% of the students will have their materials from Connections.

COURSE MANUALS

4. The manuals produced here on campus are an integral part of many courses offered here at Algonquin. Unlike textbooks, however, manuals have some requirements that make their ordering a little more involved.

When placing your order for a manual, please remember the following:

- An adoption for the manual must be entered on-line at the Connections's website as well as submitted to the Algonquin Publishing Centre (APC) on a 'Request for Printed Material' (Green) form.
- Inform both recipients if any old editions of the manual are still useable or if they're now obsolete.
- Has the manuscript been forwarded to APC? If not, please inform them of an expected arrival date.
- Is the manual part of a series? If yes, having all the manuals in the series bearing all the same coloured cover has lead to some confusion among students.
- Are the students in your course **required** to have their copy of the manual for the 1st class? If the answer is yes, be sure to include this information when submitting your adoption. This will ensure that we do not cut your order (and supplement with vouchers). The down side to this is that the ordering Department is responsible for every copy of the manual selling. Any copies left unsold after two weeks from the 1st day of classes will be charged (at cost) and shipped to the Department.
- Can the manual be delivered digitally or does it have to be in print?

COURSE MANUALS cont.

Of all the course materials, the manual may signify the largest investment by the College. The College is acting as a publisher when printing these manuals and as a result there is no third party to return merchandise to. The College owns these manuals and any unsold copies negatively impact the bottom line. The drain on College resources can be minimized in a number of ways.

- Before declaring a manual obsolete, please review the content and determine if it would be appropriate to add an addendum rather than develop a new publication.
- Promote the use of the manual in class to ensure a strong sell-through of the publication.
- Obtain feedback from your students at the end of the semester about their course materials. Did they find them useful?
- With few exceptions, all manuals that are ordered are considered to be non-returnable product. This can have financial repercussions on the ordering department so please refer to both the sections on departmental charge backs and on vouchers. (see: Department Charge Backs – page 28)

PACKAGES & CUSTOM EDITIONS

1. Packages (or Bundles) are a common Textbook option offered by Publishers. At its best, a package can save the student a substantial amount of money. At the worst, they leave the student feeling ripped off, as they paid for books they did not need or use. There are 3 ways that packages get adopted.

- (1) The Instructor wants their students to have 2 (or more) Textbooks from the same publisher. The Instructor requests their Sales Rep. to create a package so the students get all the books for a lower price than if they bought them separately.
- (2) The Instructor wants to use a particular Textbook on their course and the Sales Rep. offers to ‘throw in’ an extra book (usually a Study Guide) for just a few dollars more, or possibly at no extra cost.
- (3) The Instructor orders their Textbook. When the order is sent to the Publisher, the Publisher has a mandatory substitution on that book to a package. Again, this usually means a Study Guide and at no extra cost.
The main reason publishers create these third types of packages; is to limit the availability of Used Books by making it harder to source, as the ISBN of the Book is different than that of the package. This could mean fewer students actually buy their Textbook.

Custom books on the other hand, only contain the materials the Instructor wants to use. The cost of a Custom book is lower than the whole book, and at first glance this looks like a great way to save the students money. So what are the pluses and minuses of Custom books?

The pros are:

- The material from more than one book can be combined to make a text with only the chapters the Instructor requires for their course (for less than buying all of the books separately).
- The Instructor can eliminate unnecessary material from a single text to make a smaller less expensive version for their students.
- As only Instructor approved material is included in the text (and matched directly to the course), every student should buy a copy.
- Most of our major publishing partners now allow us to print their Custom textbooks here on campus. This means that for these books, the turnaround time has been reduced by weeks! It also, almost completely, eliminates the Dead Stock issue that these books used to incur, as we can print smaller quantities and do ‘Print on Demand’ (usually the next day!) for any possible shortages.

The cons are less obvious but just as relevant:

- As custom books are specific to a course, the Used Book demand for such books is very limited. Connections will only buy it back if we have a confirmed adoption for the next semester, and the Used Book companies will NOT buy them as it is a text unusable at any other school. In some cases, this means that the end cost to the Student may actually be higher than if the non-custom version of the book was used.
- As custom books are only usable at the school that originally required it, the publishers will only accept very limited returns (usually only 10% of the purchased quantity) on those books that did not sell. This can cost the College a significant amount of money as the books become obsolete. (See: Dead Stock & Non-Returnable Materials on page 26). This is NOT a concern for custom books delivered digitally.

SPECIAL PRICING

If you have negotiated a special price or packaging arrangement for your students with a publisher's sales representative, please inform the Textbook department of the details. Please include a list of all items in the package, the sales rep or contact name and the ISBN given by the sales representative, so that we may ensure publisher warehouse and accounting compliance as to packaging and/or invoice arrangements.

The easiest way of providing this information to the Text Department is to just 'cc' us when emailing the Publisher's Sales Representative.

E'TEXTBOOKS

Starting in September 2013, level 1 students included in one of the 35 selected programs switched from printed textbooks to e'Texts (life-time access in perpetuity on their device) for their required resources. Students involved in the e'Text initiative had immediate access to their e-resource materials on the first day of class. Students were also able to integrate their e'Textbooks into their laptops, tablets and mobile phones and save significantly compared to the cost of the traditional print-bound textbooks.

By Fall 2014, 124 programs at Algonquin College will have switched over from traditional printed textbooks to e'Textbooks, which are textbooks in a downloadable, electronic format. e'Textbooks are made available through a publisher platform called VitalSource. Once a student has downloaded VitalSource to their computer, they will be able to access their e'Textbooks offline on their choice of device. Their e'Textbooks can be downloaded on up to four devices – two computers and two mobile devices – so that they can have their resources available anytime, anywhere.

An e'Textbook fee is included in College fees, and will give a student access to all of the resources needed for each program at a significantly lower price than printed resources. The cost varies by program, depending on how many resources are required.

Students are able to print from their e'Textbook. This can be printed on campus, at home, or at any print shop directly from the VitalSource Downloadable app. Once your laptop is connected to the college network, you can connect to printers on campus and send your documents to print using those printers using your college print credit (PCounter). Students will enjoy benefits such as lifetime access, being able to highlight, take notes and search their e'Textbooks and much more.

ACCESS CODES

Many textbooks are now packaged with access codes. These codes provide students with access to web-based materials that are supplemental to your chosen textbook.

Most of these codes contain an electronic study guide and many even contain the complete text in e-format. Some also provide the Instructor with on-line grading capabilities as well.

Connections can supply your students with these codes separately from the package so if any student purchases a used copy of the text, they can still make use of this learning resource. We have most codes in an electronic format so we are never out of them. If you have any concerns, just ask your textbook's Sales Rep. or give the Textbook department a call and we can confirm the code's availability.

KITS & OTHER COURSE MATERIALS

6. Non Traditional Course Materials

The Campus Store provides Algonquin students with a number of course and non-course related materials to help students succeed in their programs. We offer Customized Program Kits, Uniforms, Art Supplies, Books, Stationery products, Clothing and Tea, to name a few

The list is extensive. To ensure that the items are here, and on time for the students, please follow these procedures.

The course numbers for which these materials are required must be supplied, as well as the UPC or Product code. For a list of the existing UPC codes, for Kits we have produced in the past, (see Appendix #1). These requests should be submitted to the Bookstore just as a Textbook request would be.

Wish to customize your own kits?

There is no limit to the materials or Kits we can produce. If an instructor needs course related materials for their course, we are available to help.

Please remember to include a list of components to be inserted in each kit.

If there are any questions, or if you require any assistance in sourcing materials for your course, do not hesitate to call either

Our fireplace lounge is a perfect place to hang out with friends to enjoy a cup of tea from our in house Tea Shoppe – a cup of Tea goes a long way to nourish our students and staff.

If you have any questions, or require assistance in sourcing materials for your course, please contact Kurt Goebel, goebelk@algonquincollege.com ext 5437 Or Kim Hamilton, hamiltk@algonquincollege.com ext 5438

We'll be in the lounge.....

NEW TECHNOLOGY STORE – Hardware & Software

Algonquin College's New Technology Store stocks such varied items for departments and Programs as Laptops, Tablets, microchips and USB Keys, as well as items you might not think of like Musical Instruments and High end Photography equipment. Our selection will surprise you, and if you don't see what you are looking for, ask our staff and we will source it for you.

When Departments are looking for these types of products that are required (or suggested) for the students in their Course or Program, we recommend that they include this information with their adoptions wherever possible. Please be sure to specify whether it is Required or Suggested. The New Technology Store, will make every effort to ensure that these products are available for student purchase each term.

Many of the products offered by the New Technology Store are educationally discounted, so they are available to students (and staff) for a lesser price than can be found at off campus retailers. This is especially true with Computer Software. Informing the students that they have the ability to purchase these programs at significantly cheaper prices than off campus retailers is just another way to better equip your students with the tools they have available to them to ensure that they succeed here at Algonquin College.

Notes



Submit your course kit adoptions at the same time as when you request your textbooks.



Ask about our discounted products for academics

USED BOOKS

Notes



Used Books have been shown to be the most cost effective method for saving students money.



Used textbooks offer the students a lower priced alternative to the rising price of new ones!

8. The price of textbooks is high; no one will argue this. The current average selling price of a single textbook in the Bookstore is just under \$90.00

Having used copies of textbooks can sometimes mean the difference between students purchasing their course materials or not. We are proud to offer the students of Algonquin College a Used Book alternative.

Used Books have been shown to be the most cost effective method for saving students money. Here at Algonquin College, Used Books can save the student, up to 1/3 off the initial cost of their new Textbook and they are tax exempt!

When a book has been ordered by an Instructor for the forthcoming semester, we source used copies. We do this by ordering from Used Book Suppliers and by holding in-store Buy Backs. Through the Buy Backs, students may get up to 50% of the current new price of their textbooks that they no longer want or require, back for CASH!

Used Books offer something to all concerned parties here in the College. Students get both cheaper alternatives for their course materials and the knowledge that they can sell it back for cash at the end of the semester; Instructors have more students in class with the required course material; the Bookstore sells more books and Algonquin College receives more revenue from Bookstore.

Our ability to offer Used Books is dependent on a number of factors.

- Instructor informing us, by order deadline, of which textbooks they will be using in the upcoming semester, the earlier we get the order the more time we have to create our Used Book Buy Back list and contact the Used Book suppliers.
- Do the Used Book suppliers have stock of the textbooks we require?
- Is this a textbook that has been used on campus before, and will any students who bought it in the past sell it back to us?

Often used books procured in a buy back no longer have some of the 'add-on' materials that publishers insert into their textbooks. This can range from CD-ROMs to website passwords. In some cases, the extra materials may actually be present but because they are made for one time use only, they might as well be missing as they may no longer work.

There is no way for Connections to know if the 'add-on' items have any bearing in class without departmental feedback. If we know that this material is needed then we can ensure that no used copies are bought back and thus not sold, by us, to the students. Please let us know if the used version of your textbook will cause any problem for your students as early as possible.

ALTERNATE FORMATS

Notes

10. When choosing your textbook; please ask your publisher sales representative if they can provide the Text in a digital format.

This is important, as Algonquin College has numerous students who may require these alternatives due to disability related reasons. The Centre for Students with Disabilities can convert digital content into any format that the disabled student may require, from Large Print to Braille or even Audio.

If there are any questions, or if you require any assistance in sourcing these alternate formatted versions of your text, do not hesitate to call [Christine Kelsey](#), (ext. 6170) in the Centre for Students with Disabilities. Christine has had lots of experience dealing with these types of requests and will be pleased to help.



Some students have special requirements. Can your text accommodate them?

REFERENCE MATERIALS

11. The term 'Reference Materials' include items such as laminated study aids (also called 'charts'), workbooks, pocket guides, dictionaries, study guides and other print materials. The Book Department is constantly looking for new, relevant & interesting products to support course materials.

When you walk the textbook aisles, you may notice these materials next to some course textbooks. These are the reference materials/study aids that we have identified as having relevance to those courses.

Due to space restrictions; we are not able to place all such reference materials on the textbook shelves, so we also maintain a wide selection of products that our staff can recommend to customers in the Reference/Leisure reading area of the store.

At any time, if an instructor feels that one of these items is inappropriate for their students, they should contact the Text Department. We will substitute something more appropriate or have the item moved away from the course materials.

Please contact [Joan Callaghan](#) at ext. 7298 to discuss any reference title addition or issue.

Notes



Feel free to contact us if you would like to recommend a Reference title, we appreciate both your time and your input.

TEXTBOOK FOLLOW-UP

12. The follow-up to the textbook requisition has become much easier for the Coordinator/Instructor. You can now check the status of your textbook order by computer from your home or office. Simply visit the Connection's Website.

With your Course Codes, you are able to check that your course is listed; if the correct texts are identified for each of your courses; is there a sufficient quantity in stock/on order? If there appears to be a problem, contact your departmental staff person responsible for the ordering of your course materials, or the Textbook Department immediately. The earlier we are notified about possible issues, the better positioned we will be to respond and thus have sufficient lead time to remedy most problems before the start of classes. As you know, once the semester has begun it is almost too late to get the textbooks in order for students to get any use from them.

TEXTBOOK/COURSE CHANGES OR CANCELLATIONS



Putting suggested reference material on your course helps assure the student gets the quality of education Algonquin College is known for.

13. Please notify the [Textbook Department](#) of enrolment changes or course cancellations, as well as any changes to the textbooks, as soon as they are known. This will keep Connections information current, and help us pass on the correct information to your students. It could also mean the difference between all your students having their course materials for the start of class or some of them needing extensions for assignments.

When submitting the updated information, the book buyers only require the new total enrolment, not the difference between new requirements and the originally requisitioned enrolment. This will prevent any confusion concerning course demand and prevent the return of required textbooks.



Does the Connections have your textbooks in stock? Check [on-line](#) to know for sure

STUDENT INFORMATION

Notes



Did you know that the Bookstore has dozens of textbooks that **sell for less** than the Publishers Suggested Retail Price?

14. **Please confirm textbook information received from Publishers' Sales Representatives with the Text Department, before passing it on to your students.**

This is particularly applicable to pricing & arrival/availability information. The final shelf price is determined in Connections, as it is in any retail sales operation. Pricing information available to Sales Representatives may differ up or down due to last minute publisher invoice changes; Sales Reps inadvertently reporting cost (net) prices rather than selling (retail) prices or failing to account for retail margins; price reductions due to College policy of passing on discounts to name a few possibilities.

Delivery/shelf availability times may change due to operational exigencies at the publisher warehouse/shipping department, courier times, or within Connections itself.

Only the Textbook department can give you accurate information as to actual price and current availability for sale of any particular course item.

PURCHASING OPTIONS

The student of today is not any savvier than the student of 25 years ago, but they do have access to better tools in which to 'shop around'. With the Internet, retailers from around the world are offering students textbooks that look like the one you have listed for your course. At first glance, many of these websites look to be bargains, but are they? Students must be armed with accurate information before they purchase their textbooks anywhere (including their Connections store!).

For the student to get full value for the money they pay for their textbooks, they should weigh a number of factors.

- Is the price shown in Canadian funds?
- What is the delivery time? Remember to include the time for the supplier to receive the product **AND** the time it takes to ship it?
- What does the supplier charge for shipping? Are the shipping costs in Canadian funds?
- Is the book listed the correct edition? If the course booklist does not include this information, your students may purchase out-dated material.



According to a survey ♦, when deciding to purchase their textbooks on-line, student are more concerned with getting the best price than having confidence that the edition they receive is the one required.

If your students have compared the costs of their textbooks from a variety of sources, they will be more comfortable and confident in their purchase. Seeing the student with the required (and correct) course materials for their classes is the ideal for the instructor.

If you or your department provides a booklist to your students, please have a copy sent to the Bookstore. It should be dated, list the appropriate course code with each title and clearly indicate whether each item is 'Required' or 'Suggested'. This would be a tremendous help both to Connections front-line staff and to your students requiring assistance locating their textbooks.

♦ 2003 Student Watch Survey, Student Buying Habits: Textbooks and Course Materials.

TEXTBOOK RETURNS

15. Each term, Connections orders and receives quantities of textbooks to meet the needs of course requirements. The quantity ordered based on Department's enrolment projections, sales history and Used Book availability.

These factors, plus when did the order arrive, influence the sales of each text and the hence the number of textbooks that remain unsold. Surplus items must be returned in a timely fashion in order to receive credit from the publishers as well making much needed shelf space for the books of the next term. This process takes weeks to complete, so to ensure that we will have enough space for the following semester's books, returns commence six (6) weeks after the start of the term. Before we start, an e-mail reminder of the culling will be sent to each department.

This means that the student who does not purchase their textbooks at the beginning of the term may find the shelves empty prior to a final exam.

Therefore, we ask that you encouraged your students not to delay the purchase of their course materials, or they may find themselves in danger of losing their semester

If your course has a late intake or one of your texts is not used until a number of weeks into the semester, please inform the Text Department when placing your order. By providing this information, we will be able to ensure that your textbooks are not returned prior to when they are required. This is a process that must be completed every semester; please do not assume that the text department can remember every exception.

INSTRUCTOR DESK COPIES

16. Most Instructor Desk Copies can be obtained by the Department Contact (see Appendix # 3) or Coordinator through the Publisher's Sales Representatives. You will find most Publisher Representative Contact information starting on page 45 of this booklet. If you are not sure which representative to contact, please call the Text Department.

In the case where desk copies cannot be obtained through a publisher (not all do this); or a copy is needed immediately, please email [Joan Callaghan](#) in the Text Department with the course code, book title and ISBN. You must also include the Department's budget and objective codes as well as the name of the person who will be picking up the book. When the person picks up the book, they will be asked to sign for it. The Department will have their budget charged for the book, on the code provided. If the Department receives a desk copy from the publisher, we will reverse the charge to the Department when they bring us the replacement copy.

FYI – More & More publishers are supplying instructors with digital versions of the course material rather than print.

Notes



Is your course Booklist current?



Even though the Text Dep't reduced many courses' adoption quantities, we still returned over \$2.1 million dollars' worth of unsold textbooks last year! See page 38 to learn what returns cost the College.

Notes

DEAD STOCK & NON-RETURNABLE MATERIALS

One of the most common questions we hear in the Textbook department is 'Why do you cut textbook orders?'



Don't have your textbooks returned prematurely. Inform Connections about all late usage.

Cutting an order is not something we do lightly, and if the truth were to be told, not cutting orders would make our jobs much easier. However, as mentioned above (see Textbook Returns), ordering too many copies of course materials is a huge financial drain on the College. This drain is made worse when the material is over ordered is 'Non-Returnable'. When Non-Returnable material is ordered, stock now belongs to the College. So if we have any stock after the textbook has stopped being used, it just sits in inventory tying up College funds.

Non-Returnable material, while it is being used on a course is no different from returnable stock. It is when it is no longer used that it becomes 'Dead Stock'.



Last year, between charge backs and write offs, this amount was lowered by over \$10,000.

Dead Stock is Textbooks or Course Packs that are no longer being used on campus, either because the material is:

- Out of Print/Obsolete;
- The course no longer runs or
- The publisher of the material will not accept the product back

How big a problem is Dead Stock? We currently have about \$50,000 worth of stock that falls into this category. Every year we work at reducing this amount via 4 different methods:

- Department charge backs (this does not actually save the College any money);
- Securing special permission from the vendor to take back the product (faculty support in this can make all the difference);
- Write offs (again it is still a College expense) &
- Re-adoptions (the best solution as the books are sold to and used by students),



Fiscal responsibility is everyone's job. Working together, we can ensure that Algonquin remains the leader in Canadian College education.

When the adopted course material is non-returnable, the ordering Department will be deemed liable for all unsold materials and will be charged for the costs of the materials. The remaining 'Dead Stock', will at that time, be shipped to the Department or recycled.

When an adoption comes into the Text Department for Non-Returnable product, we will inform the ordering Department that they have done so. This gives the Department a chance to re-evaluate their adoption and may decide to change the book they want to use.

Should the Department endeavour to re-adopt this material for a subsequent term, inventory will be held for that term in order to facilitate sell through and the topic of charge backs will be broached at the end of that selling period.

*If you are part of the ETEXT initiative you will never have to worry about your order being reduced.

DEPARTMENTAL CHARGE BACKS*



Continued use of left over 'Dead Stock' makes sound financial sense.

18. As in all areas of the College, the resources available to Connections are at a premium and it is critical to optimize the use of our resources to ensure a smooth adoption cycle and seamless delivery to the students.

In this SPSP era of fiscal accountability, where the College wants to know each service and program's revenues & costs to gauge their Return on Investment, the Book Department continues to monitor the situations that are a drain on College resources that we can have some impact on, and in these instances Departmental charge backs may be applied.

Examples of instances where Departments will be charged for the return of adopted course materials are:

- Where a text has been indicated as 'Required' and the instructor informs students that it is only reference material and does not need to be purchased.
- It is brought to our attention that an Instructor is purposely circumventing Connections by encouraging their students to buy the course materials elsewhere.
- The Department will be responsible for the shipping charges (and any publisher restocking fees) incurred when inventory greater than 50% of the requested quantity is returned to the publisher due to lack of sales.
- Where a text has been ordered, and without informing the Book Department of any changes in required course materials, the instructor indicates to students to purchase an alternative textbook.
- When returns are caused by the estimated enrolment submitted to Connections is greater than 25% more than the actual enrolment of the course, and the Department has not informed the Text Department of this enrolment change.
- When a course orders a Text or Course Pack that is non-returnable has remaining stock at the end of a semester and the product is no longer going to be used by the course.

Departments will be charged the shipping costs (approximately \$10/box) to return the merchandise as well an administrative fee of \$30.00 per title.

When a Continuing Education classes is cancelled due to low registration, the costs associated with the return of adopted materials will be covered by Connections. This is not the case where the stock is non-returnable however.

As stated above, when an adoption for a non-returnable product is received, the Text Book Department will inform with the ordering Department to discuss possible alternative textbooks and/or the disposition of the material should it not sell through.

In order to identify publishers that have less than optimum returns privileges, We have provided a listing for each of our major publisher in the Sales Representative section of this booklet.

When a chargeback is in order, the Book Department is happy to discuss options to help offset the full amount and may also have solutions that can proactively add funds to Departmental budgets!

* As presented to and agreed upon by the Academic Services Management Committee (ASMC).

IN CONCLUSION

Notes

Please remember, our sales floor staff are there to help your students find their books. They are not Textbook Buyers. Should there be questions or concerns about the status of your orders, please direct your inquiries to the [Textbook Department](#).

Thank you for your cooperation.



Did you know that Connections had about a dozen custom textbooks printed right here on campus? This saves time and your students' money.



Superior Culinary Master®

Product's we offer at the Algonquin College Bookstore:

Uniform Kit with embroidered Chef Jacket

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Baking Kit

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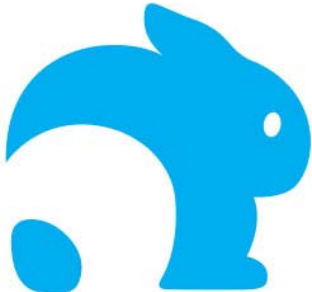
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COLLEGE

Course Materials Exposition 2014
Wednesday, April 09, 2014

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THE Print SHOP

THE PRINT SHOP ORDERING PROCEDURES



Are the copies of your course manual that were left over from previous semesters still usable?

To order a Manual from the Print Shop (APC), a requisition must be submitted to the Bookstore through the on-line system in the same manner as for a textbook order. The deadline for APC manual requisitions is the same as it is for textbooks. The variations to the procedure and some other relevant facts are covered below.

When Manuals are required for courses, a manuscript or e-file needs to be sent to the Print Shop where they are matched with purchase orders from Connections. Should there be any discrepancies between the two; the department placing the order will be contacted for clarification.

Any unused copies remaining in Connections will be maintained in their inventory until such time that the manual is deemed obsolete or the course requiring it has not run in more than one academic year. Since this product is wholly owned by the College, these 'dead' copies will be invoiced (at cost), and the stock shipped to the department. This process will be automatic for the obsolete copies. For the dated stock, the department will be contacted to confirm its future use. Connections will continue to hold these copies in their inventory if the department provides a written confirmation of their intention to continue to use this manual and when they expect to do so. If the manual is not used by this date, the department will then be invoiced and shipped the remaining copies.

At the Print Shop's discretion, large orders (100+) to Connections maybe split. This will allow Connections to maintain a sufficient number of copies on-hand without creating a surplus situation. All copies will arrive in a timely manner as needed.

The Print Shop has available a listing of all the manuals that are currently on file. Copies can be forwarded upon request.

COPYRIGHT

This continues to be a topic of concern & confusion. What are the rules for reproductions used as overheads in a class; in an exam paper; posting a document to a website or on Blackboard? The possibilities are many and the rules more so:

If a staff member wrote the material no permission is required. However if the article was produced by any other person/organization, copyright permission is required. **For information on any and all copyright issues, please check with the College's Copyright Contact: [Mary Anne Reinhard](mailto:MaryAnne.Reinhard@algonquincollege.com) (ext. 7690) in the Learning Resource Centre, or you can access www.algonquincollege.com/lrc/research/copyright.htm**

For production of manuals that include non-College copyrighted material(s), provisions must be made both for the cost of the royalties (included in the price to the student) and more importantly, for the time required to obtain copyright permission. Some copyright permission can be obtained on-line and relatively quickly, however many others may be quite time consuming. As always, have your manuscripts to the APC and your requisitions to the Book Department at the earliest possible date.

REQUISITIONS FOR MANUALS

Have your on-line The Print Shop (APC) manual requisitions **entered** and submitted by the deadline date for each semester.

When ordering any Print Shop material from the bookstore, please ensure that the following information is provided to the text office:

- The course number,
- ISBN/UPC code of the manual to be printed for your course. If this is not known, contact the text office and they will find it for you.
- Number of copies for expected enrolment. **Do not** consider any stock that may already be in the Bookstore.
- Notify the Textbook Department of enrolment changes or course cancellations as soon as they are known. You can use the note section in the on-line requisition form.
- Whether the stock we have on-hand is useable or obsolete. Again, use the note section in the on-line requisition form.

VOUCHERS*

We are now using vouchers for almost all** APC manuals as well as on some Custom Textbooks, and have been doing so for more than eight years. We introduced this program in conjunction with the Print Shop as a means of reducing the chronic over printing of manuals. The over printing can be a large financial drain on the College, but it is one that we are now controlling. Since the start of the voucher program, the amount of unusable manuals left over after the course has finished has been reduced by more than 50%.

* The Voucher Program only runs at the Woodroffe campus.

** For courses that require the student to have their manual for the first class, please indicate this in the note field of the on-line order form. We will not use vouchers in this situation.

HOW THEY WORK.

Once the initial printing of a manual has sold out; vouchers will be made available. They are placed in the same spot as the manuals, and are for the students to purchase. The students will then receive their manual within 1-3 business days.

We may not initially bring in 100% of your requisitioned quantity, however; the vouchers will ensure that anyone requiring a manual will have one available for pick-up within a maximum of 72 business hours of their purchase.

ADDITIONAL INFORMATION FOR YOU & YOUR STUDENTS.

1. The whole process takes less than 72 hours from time the voucher is purchased to the material being available for pick up. Although the store has the customer name and phone number, we will **not** be phoning the student to tell them their purchase is in, during the first three weeks of each semester. We will contact all students who have not picked up the course material after that time.
2. We require that all students must have their receipt **&** their half of the voucher to redeem their purchase. This ensures that the student collecting the 'print-on-demand' item is the correct one who made the purchase, as sometimes more than one student could be looking for the same material at the same time.

Notes



Unsure who owns the copyright on the material you wish to use. Contact APC and be properly informed



When placing your order, let us know if the old stock is obsolete or not. We don't want your students to buy out-dated material!



Some courses require students to have their manual for the first class. If this is the case, please inform the Text Department of this fact.

MORE PRINT ON DEMAND

Notes



Print on Demand reduces the financial drain on the College caused by

Connections has been working with Canadian Textbook suppliers to improve the delivery time of adoptions as well as reduce the amount of Dead Stock carried in inventory. To this end, we have successfully made arrangements with some of them to print their books here at Algonquin College. This means that on an ever growing number of titles, we will be able to print them as we need them without the worry of Dead Stock hanging over us all.

RETURNS:

WHAT DO THEY REALLY MEAN TO ALGONQUIN?

As mentioned earlier, Connections returned over \$1.5 million in unsold textbooks last year, but what does this mean to the College?



Did you know that more paper is dropped in each of the recycle boxes of the Print Labs than the Print Shop tosses in 2 weeks!

Connections is owned and operated by Algonquin College. This means that every dollar of profit we make is re-invested back into Algonquin College. So every expense that lessens our profit is a drain on the College as a whole, while every sale increases it.

Even using the most conservative of calculations, \$1,500,000 is over \$185,000 in processing, shipping and handling expenses! So anything that can reduce the amount of returns increases our contribution to the College.

So why are the returns so high? This past year we began analysing why books were being returned. What we found was:

- Almost 80% were adopted books that students did not purchase. This could be from overestimating enrolment to the availability of used textbooks. Of real concern is the almost 15% of these that sold less than 50% of the submitted enrolment.
- About 7% were books that had to be returned after the original adopted textbook was changed to another book.
- About 6% were books that Connections had held on to, to sell in the next semester that the publishers recalled (usually do to an edition change).
- Over 5% were unsold adopted textbooks used in either Perth or Pembroke.
- The remaining returns were caused by have received damaged/defective books; duplicate shipments from the publishers or course cancelations.

So what can be done to reduce this expense?

- Connections now works with Canadian Publishers to have their custom textbooks printed here on Campus as demand dictates, so no extra copies are left over to return.
- We have also successfully negotiated with International Publisher to have their textbooks printed here as with the same outcome.
- The Textbook Department will be looking at getting access to Registration Maximum enrolment numbers earlier so we can catch any adoption inaccuracies and order accordingly.
- We also review the sales history of the course and/or the textbook to see any sell through trends and the availability of Used and eTextbooks.
- Faculty who use the required textbooks in class have a higher sell-through rate.



Every student who purchases their course materials from Connections helps the College, while everyone who does not actually costs the College money!



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Education

We take pride in our 100 years of engaging with students and educators to develop K-12, Higher Education, and Professional Learning solutions. In an ever-evolving world of technology and new learning trends, we are motivated by these same students and educators to deliver excellence in what we do.

Inspiration

We are inspired by our students and educators to explore the boundaries of leading edge thinking and innovation. We embrace and are driven by the challenge of producing better educational resources to support learning.

Engagement

We are active in our community and support the initiatives of local organizations. We are proud to sponsor Free the Children and their We Day events to nurture tomorrow's leaders, which is at the heart of what we do. We also care for our local communities through multiple Second Harvest & Adopt-a-Family initiatives throughout the year & especially during the holidays.

We value our Nelson family of both employees and the educator community, and we are excited to celebrate our 100th anniversary in Canada together. Join in our celebrations by sharing your educator story with us!

Share your spark: www.nelson.com/spark



Departmental Purchases & Returns

DEPARTMENTAL PURCHASES - ORDERS

Notes

College Departmental orders are to be directed to the attention of our Purchasing Officer, **Joan Callaghan**. This can be done by Email callagi@algonquincollege.com

Please insure that your order includes a 'Required By' date and both the 'Object' and 'Budget' codes as well as a contact name and number.



Discounts & no GST on internal College orders, PLUS 100% of Connections profits being re-invested in the College! It doesn't make sense to shop anywhere else!

DEPARTMENTAL PURCHASES - DISCOUNTS

We **DO** offer discounts to all Departments when they make book purchases. These purchases are **NOT subject to GST and multiple copy purchases will be discounted** according to the schedule listed below.

For titles categorized as **Textbooks**, the following discount schedule will apply:

5-19 Copies of a single title: 5% off of our regular Retail Price

20-49 Copies of a single title: 10% off of our regular Retail Price

50 + Copies of a single title: 15% off of our regular Retail Price

For **titles** designated as **Trade Books** the following discount schedule will apply:

1-19 Copies of a single title: 20% off of the regular Retail Price

20-49 Copies of a single title: 25% off of the regular Retail Price

50+ Copies of a single title: 30% off of the regular Retail Price

If you are unsure whether the book you want is considered a Trade or a Textbook – contact Joan and she will be happy to help you.

DEPARTMENTAL PURCHASES – RETURNS

Notes

Most books ordered through Connections are returnable. The following criteria must be met for the books to be so.

- 1) The Publisher must accept returns.
- 2) Books must be in Saleable/New Condition. (This means no stamps; ‘dog-eared’ corners; ‘broken’ spines or any other markings/damage.)
- 3) Books must be returned to Connections within two (2) weeks of the invoice date of the order.

The procedures for returning surplus books are as follows.

- 1) Return the books to Connections clearly marked “Attention: Book Returns” and with a copy of the original bookstore invoice enclosed.
- 2) The Department is responsible for all pertinent shipping charges to the publisher.
- 3) Return quantities greater than 20 of a single title, are subject to a restocking fee of 15% of the returned books value.
- 4) Connections will issue a credit against the original invoice for all returned books. A separate invoice will follow for any applicable shipping costs and/or restocking fees.

Notes:

- 1) It is the responsibility of the requisitioning department to ensure that books are returned within the two-week deadline.
- 2) All sales of non-returnable books are final and are the property of the department once ordered.

UPCOMING EVENTS & DATES

***Watch our Social Media for more information.**

APRIL: Sustainability Week 7th-11th, Me to We Day 9th, GAS Showcase 17th

MAY: Customer Appreciation Day 9th, Mothers Day 11th

JUNE: Fathers Day 15th, Summer Solstice 21st

JULY: Canada Day 1st, Summer Giveaway July 25th

AUGUST: Civic Holiday 4th

SEPTEMBER: Labour Day 1st, 2015 Classes begin 2nd, Fall Equinox 22nd

OCTOBER: Breast Cancer awareness month, National Student day 9th,
Thanksgiving 13th, Candy Fair 29th, Halloween 31st

NOVEMBER: Remembrance Day 11th, Customer Appreciation Day 21st,
Movember, Black Friday 28th

DECEMBER: 12 Days of Xmas sale starts 5th, Winter Solstice 21st, Christmas
day 25th, Boxing Day 26th, College Closed 25th – 5th Jan

JANUARY: New Years Day 1st, Back to School 5th, Winter Carnival 28th

FEBRUARY: Valentine's Day 14th, Reading Week 16th-20th, Family Day 16th,
Mardi Gras 17th, Chinese New year 19th, National Cupcake Day 25th,
Oscars Movie lounge 23rd-27th

MARCH: March Madness Sale starts 2nd, St Patrick's Day 17th, Inventory
30th/31st

Reference & General Interest Books



We encourage and welcome faculty feedback in the building of both Course Related and Student Resource subjects.

TRADE MISSION STATEMENT

The Trade Department is constantly working to develop and maintain a comprehensive collection of reference materials to support and enhance the learning experience at Algonquin College.

We are achieving this through the solicitation of information from our primary (staff and students of Algonquin College) and secondary (associations and individuals whom work in or serve professions relevant to the curriculum of the College) customers.

The development of curriculum based reference materials allows us to offer continued support and education for Algonquin College's Alumni. The availability of this material also helps us to serve those students who are committed to their career path and wish to increase their depth of knowledge by supplementing regular course materials.

COURSE RELATED & STUDENT RESOURCES

Having this type of support material is not only good customer service but, as you have read, it is one of our goals. Since these supplementary materials are stocked separately from the textbooks, why are they so important?

Other than the reasons stated above, they provide a good source of potential text materials for instructors and resources for Students. As well, they offer the instructor the freedom to suggest additional readings without formally adding them to their course requirements.

Some of the subjects we cover in our book selections are:

- Animation & Illustration
- Arts & Design
- Business & Management
- Food & Drink
- Language
- Nursing & Allied Health
- Exam Guides
- French/English Dictionaries
- Food Preparation
- Career planning
- Study Aids

LEISURE & GENERAL INTEREST READING

Being able to provide reading material for staff and students of a more leisurely nature is something we recognise is a service our customers really appreciate. Whether they are looking for a gift, non-course related reference or just something to escape into – Your First Class Bookstore has something for everyone.

We maintain a wide selection of titles on varied topics at competitive prices; here are some of the subjects you can grab when you are looking to escape:

- Fiction, Mysteries, Fantasy etc.
- Graphic Novels
- Arts & Crafts and much more

BEST SELLERS

We offer a selection of current paperback fiction & non-fiction bestsellers taken from the Globe and Mail bestseller list. These titles are always 30% off the regular retail price and are updated regularly.

BARGAIN BOOKS

Connections Now carries a wide selection of bargain books for all ages and interests. Being able to provide books at deeply discounted prices, 50-90% off, is something that we really enjoy doing and hope that the selection is what you are looking for. Check our bargain books often as the stock is constantly changing. In need of a gift? Bargain books are perfect as they are generally \$15.00 or less.

ARE YOU AN AUTHOR?

Are you a published Author looking for stores to sell your book? The First Class Bookstore is looking for local (and specifically Algonquin) authors for a new section in our Reference & General Interest Reading area of the store.

Let us know who you are published by and we will add your book to our database as well as bring in a couple of copies. Self-published? We can still help; we can add your book to our database and stock it on a consignment basis. Either way, you will be given a place that you can send friends and colleagues to purchase your book as well as a website that they can order online from. We can also help you promote the book with Website and Social Media features.

OR WANT TO BE!

The First Class Press; A Connections initiative can also help you get your book into print. If you are in the process of writing a book and are looking for some advice or feedback, or have a finished book that needs a publisher, come in and see us. Our experience and contacts can help you avoid some common pitfalls; print copies at competitive rates and get your book into readers hands.

As above, when your work with the Connections, we can also get your book on to both our shelves, website and Amazon.ca



With your input, Algonquin students will be able to find more relevant and varied materials in their field of study.

SOCIAL MEDIA

FACEBOOK

Yes, you read that right; Connections the Campus Store at Algonquin College has a Facebook page. Our site keeps you up to date on in-store specials, sales, new products and upcoming events.

In this past year we have seen the number of people who like us grow from just over about 250 to 350+ and still growing.

It features topical & informative videos, fun photos of products, events & Thor, as well as contests that only those who 'like' us will be able to participate in. Don't miss out, We'd like you to Like us!



Do you like to stay current on the happenings at the Bookstore? Well, if you are Algonquin staff, alumni or a student and on Facebook, like us!

www.facebook.com/AlgonquinCollegeBookstore



twitter.com/#!/ACshopping



TWITTER

Do you give a tweet? We do! Stay up to the minute current by following Algonquin shopping on Twitter. There you will receive the Facebook feeds as well as updates from the sales floor and even some un-announced 'quick' sales notifications.

Start Following us @ACshopping today!



CONCLUSION

Course materials play a critical role in a College student's education. They supplement and enhance classroom instruction, provide a student with additional references and points of view and serve as excellent review tools to advance student academic success.

The partnerships between Connections, the faculty and the publishers are essential to ensure that the correct course materials arrive in the right quantities for the start of classes. Together, we can work to achieve the common goal of having all course materials available digitally or on the shelves when the students need them. By doing so, we are supporting the academic mission of Algonquin College.

With this in mind, we hope that you have found, and will continue to find, this Booklet a useful reference tool in all your current and future dealings with both Connections and your textbook publishers.

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Notes

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HARPER COLLINS - □**(800) 387-0117*****Rosalyn Steele***

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Appendices

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UPC Codes for Kits

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Basic Carpentry	88880049124
Basic Drawing Skills	88880041425
Building Construction	88880026257
Cabinetmakers	88880027112
Cook Culinary	88880026970
Drawing Techniques	88880045509
Graphic Design Portfolio Kit	88880042938
Interior Design BAA	88880026971
Introduction Operating Room	88880056348
Landscape Graphics	88880027183
Landscape Graphics Con. Ed.	88880032279
Marker Supply Kit	88880052750
Nursing BScN Year 2	88880046120
Nursing BScN Year 3	88880041199
Nursing BScN Year 4	88880045508
Pembroke Nursing BScN Yr 2	88880051570
Pembroke Nursing BScN Yr 3	88880056347
Perth Drafting	88880027113
Practical Nursing Year 2	88880046038
Pre- Animation	88880051580
Skills for Success (RET2201)	88880045727
Visual Dynamics	88880046032

Please include a list of components to be inserted in each kit.

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Continuing Education: School of Business	CEBU	Shelly Pond (Program Specialist) Margaret Cayen	5392 7430	ponds@ cayenm@
Continuing Education School of Health & Community Studies	CEHC	Erin Sample - Health Shelly Pond (Program Specialist) - Community Erin Sample - Community Studies	5971 5392 5971	samplee@ ponds@ samplee@
Continuing Education: School of Hospitality & Tourism	CEHT	Shelly Pond (Program Specialist) Margaret Cayen	5392 7430	ponds@ cayenm@
Continuing Education: Language Institute	CELI	Roxane Helie (Program Specialist)	6515	helier@
Continuing Education: School of Media & Design	CEMD	Lori Driscoll	5301	driscol@
Continuing Education: Police & Public Safety Institute	CEPP	Lori Driscoll	5301	driscol@
Continuing Education: School of Transportation & Building Trades	CETB	Lori Driscoll	5301	driscol@
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