

1096-H5-1557      **Nicole Allen\*** (textbooksnicole@gmail.com), 21 Dupont Circle NW, Suite 800, Washington, DC 20036. *Open Textbooks and Solving the Textbook Cost Crisis.*

The average U.S. college student spends more than \$1,000 per year on textbooks and supplies, a significant expense on top of already burdensome college costs. Textbook prices continue to skyrocket faster than inflation, and textbooks in introductory subjects frequently cost over \$200 a piece. The U.S. market is estimated at \$8.8 billion, with just five publishers in control of the vast majority of sales.

Open textbooks offer a compelling and common-sense solution to these challenges. With today's rapidly changing student preferences, open textbooks could revolutionize the way textbooks are bought and sold - the full text is offered free online, affordable hard copies can be sold in the bookstore, and a wide range of print and digital formats are available online. This virtually eliminates affordability concerns while enabling all students to have unfettered access to the text starting the first day of the course.

This session will provide an overview of the issue of textbook affordability and the need for open textbooks as a solution: what the latest research shows, who the biggest players are, where the market is likely to go, and how it could improve mathematics education. (Received September 16, 2013)