



Frequently Asked Questions about Custom Course Materials

1. What are custom course materials?

Custom course materials are academic materials in print and/or digital formats that are fully customized to a specific course, teaching approach, and learning objectives. This concept has been pioneered by three leading academic publishers, Pearson Education, Cengage Learning, and McGraw-Hill in partnership with the UNM Bookstore and other college stores, to enable faculty members to create learning resources tailored to their needs and the needs of their students.

2. What makes these custom course materials different from what was called “custom” in the past?

Today’s custom course materials are complete solutions that combine print and digital content from multiple sources in a robust academic resource tailored to a specific class. Content can come from derivative, local, and third-party sources and include such supplements as study guides, lab manuals, and readers in a single, professionally published format.

3. How are custom course materials different from traditional textbooks and course packs?

The process of developing a custom solution usually begins with a core textbook. The instructor can rearrange or remove content to match the course syllabus as well as the add content in many formats from multiple sources, including digital content, third-party content, and original content developed by the instructor. The publisher manages all aspects of the process including clearing permissions for third-party content. Materials are assigned an ISBN and professionally printed and bound by the publisher. Custom materials also can bear the University of New Mexico’s identity.

4. What advantages do custom course materials provide to students?

When developed in collaboration between the college store, the instructor, and the publisher, custom course materials are highly relevant to the learning objectives of the course and are fully used in the class. They deliver high value for their purchase cost. Students are more engaged in the classroom because the content has been selected/created by their instructor to match the course curriculum and support learning. Course materials are easier to use and teach from because topics are organized in the exact sequence in which they’re covered. Costs are sometimes lower than the complete textbook and students may be able to sell back materials at the end of the course if the materials will be reused in a future academic term.

5. What advantages do custom course materials provide to faculty?

With custom course materials, instructors have the flexibility to custom-design academic resources to match their teaching objectives and approach. Instructors can blend existing and original academic content and add a variety of digital enhancements to create a one-of-a-kind learning experience for students. All materials can be combined together in a single resource and with content that is fully

current. Student engagement, comprehension, and success can be enhanced because materials are so closely aligned with the course.

6. What type of content and learning tools can be included in custom course materials?

Nearly any type of material or format can be included in custom course materials and options for adding content and learning tools are almost unlimited. Here are some examples:

Lab manual	Statistics
Study guide	Cases
Lecture notes and outlines	Readings
Worksheets	Music
Supplemental problems	Video
PowerPoint presentations	MP3 files and podcasts
Handouts	Simulations
Published articles	Educational games
Images and diagrams	Open source material

7. What kind of course or academic subjects are best suited for custom course materials?

Custom course materials are well-suited to all types of courses, from large, introductory classes to small, upper-level courses. Faculty in all academic disciplines, from math and science to the arts and humanities, can use this approach. Custom course materials also are being used successfully at all types of institutions of higher education: Community colleges, technical schools, private colleges, and public universities. Check with the publisher you are considering to determine the resources available for the courses you teach.

8. What is the lead time for producing custom course materials?

Production time varies based on the type and extent of modifications to existing materials and the volume of original and third-party content and other enhancements being added. The production time can be relatively short, as little as four to six weeks, or longer depending on the project's complexity. Consult with the publisher to determine a specific schedule.

9. Can custom course materials be produced in different formats? What does the finished product look like?

Many custom solutions combined printed materials and web tools. Like all academic materials produced by publishers, custom course materials based on a national text will be professionally typeset and printed and available in a variety of options suitable to the course. Binding can be soft cover or hard cover; materials can be produced in print or sometimes as e-books. Content and illustrations can be in full color and materials can be indexed. The instructor is involved in these decisions.

10. Will the University of New Mexico's identity appear on the custom course materials?

The University of New Mexico's name and logo can be applied to the finished product. The academic community often places a value on having the university's identity on the materials they use.

11. Is there a minimum order quantity for custom course materials?

Depending on the kind of publication you seek to produce, the initial order quantity can vary from as few as twenty to several thousand. Several of the major publishers have developed comprehensive libraries of textbook derivative and third-party materials, such as published cases and articles, which can

be combined online, quickly, accurately, and economically with faculty-authored materials. Check with the publisher to discuss the options and minimum quantity requirements for your materials.

12. How is the campus bookstore involved with custom course materials?

The UNM Bookstore supports this concept and will serve as a helpful planning resource for faculty and publishers. We can help faculty understand the concept and identify potential courses where custom may make sense. We will coordinate with publishers to ensure that custom materials are available for students in correct quantities when classes begin and make custom materials available to students on our website and in our store.

13. Can students sell custom course materials back to the campus bookstore?

Printed custom course materials may be sold back to the store if the text will be readopted without changes by the instructor for use in a future academic term. Materials such as lab manuals, study guides, and certain digital projects that are developed for one-time use usually cannot be sold back. The store will work with the instructor to determine if materials are suitable for future re-use; students should check with the store to find out what they can sell back.

14. What Credit will a faculty member receive as an author or editor of custom course materials?

Faculty members can receive credit for their involvement in the development and assembly of the content. Instructors should discuss this with their publisher and with the school administration.

15. Can custom course materials created for a class at UNM be marketed nationally?

Yes. Custom course materials developed for a class at the University of New Mexico can be marketed to other institutions. Frequently, many instructors will utilize custom publishing as a precursor to a national contract. We encourage instructors to work with publishers to discuss potential marketing opportunities.

16. Where can I get answers to additional questions?

Contact the UNM Bookstore or the local publisher's representative for the products you are considering for additional information about creating custom course materials.