

## Custom Books - Targeted Content for Less Cost

Sam Ajlani, an instructor within the Industrial Systems Technology Department at the Oakwood Campus of Lanier Technical College, sought to consolidate as many as four individual textbooks for the Fluid Power program that he taught. The driving force was to streamline the instructional process and reduce the cost of books for his students.



### **PROBLEM:** TEXTBOOKS UNALIGNED WITH CURRICULUM & TOO COSTLY

One of the main problems with the existing instructional material was that the textbooks did not completely support the curriculum for the Fluid Power program. Students were required to buy as many as four textbooks for the program. These standard textbooks had their own organization and structure that required the students to jump around from lesson to lesson using various books. Even worse, only half of the textbook content supported the instructor's curriculum. Students were essentially paying for content that they did not need in class. What the school needed was a single, targeted textbook that more closely reflected the curriculum from beginning to end.

Mr. Ajlani was also empathetic to the financial burden placed on his students as a result of having to purchase the required books. Many students had to spend well over \$100 or more to obtain the required textbooks for the program. In addition, the institution's bookstore had the added burden of ordering and stocking four times as many books as necessary. What he wanted was a way to reduce the cost burden for his students - and the institution - with a more focused set of content. He knew his students would appreciate any reduction in cost if only he could find a solution.

### **Highlights:**

Enhanced Student Learning

Custom Content:  
Pertinent Lessons Only

Significant Cost Savings

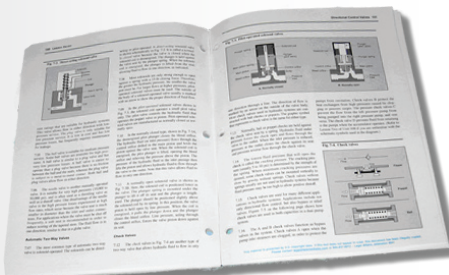
Curriculum Matching

Branded for Your Institution

### **SOLUTION:** CUSTOM BOOK PROGRAM

Already familiar with Schoolcraft Publishing's industrial skills training material, Mr. Ajlani was pleased to learn of the Custom Book Program and the fact that there was no setup fee associated with the program. He immediately sought - and received - approval through the Book Committee to proceed. He simply provided his program curriculum to the experts at Schoolcraft and they took care of the rest. Because of Schoolcraft's extensive inventory of course offerings in industrial skills training, they were able to compile a targeted textbook that contained only the lessons and topics relevant to the curriculum.

The result was a single, neatly organized custom textbook that not only supported the curriculum requirements of the classroom, but also supported lab activities. The section numbers helped facilitate homework assignments and served as targeted study guides. However, the real benefit was that the custom book delivered exactly what was needed and saved each student about \$30 in the cost of required material. Mr. Ajlani was thrilled to discover such an effective means for overcoming both the content and cost challenges that he and his students faced.



## **BENEFITS: TARGETED COURSE CONTENT AT A FRACTION OF THE COST**

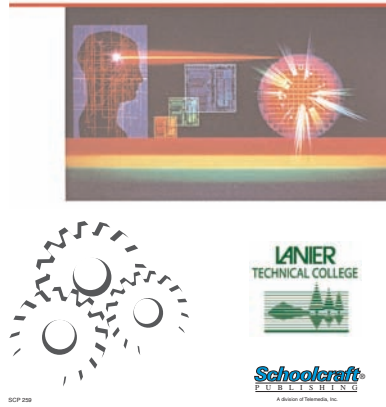
Schoolcraft Publishing's Custom Book Program benefited the institution, instructor, and students. The instructor appreciates that the textbook used in his program supports 100% of his course curriculum. He is now able to teach his course end-to-end with a single textbook.

The institution enjoys the fact that they not only have a custom book branded with the logo for their institution, but that they only have to order and stock one textbook to support the program.

The real benefit, however, is that the students appreciate the reduced cost and focused course content that supports classroom and lab activities. The instructor has noted that his students appear to be more knowledgeable with respect to the lessons and topics taught.

Lanier Tech is currently looking to procure more custom books from Schoolcraft Publishing to support the needs of other programs.

*Industrial Fluidpower*



## **GET STARTED TODAY!**

Contact Schoolcraft Publishing today to learn how easy it is to create a custom textbook for your programs. Just supply us with your current curriculum, and we will compile the necessary course content to address your needs.

*"I was thrilled to learn that I could order a customized textbook that fits my specific course curriculum. I couldn't believe I could do that! Not only could I consolidate the content and reduce the overall cost for my students, the book was branded with the logo of our institution.*

*Schoolcraft made life easy for me because the process was so simple. All I did was provide my curriculum and Schoolcraft took care of the rest. We are now in process of targeting the creation of more custom books for other programs at the institution.*

*With such an extensive array of technical skills training courses available, I'd recommend their custom book program for any industrial skills training program."*

*Sam Ajlani  
Instructor  
Industrial Systems Technology  
Lanier Tech - Oakwood Campus*