

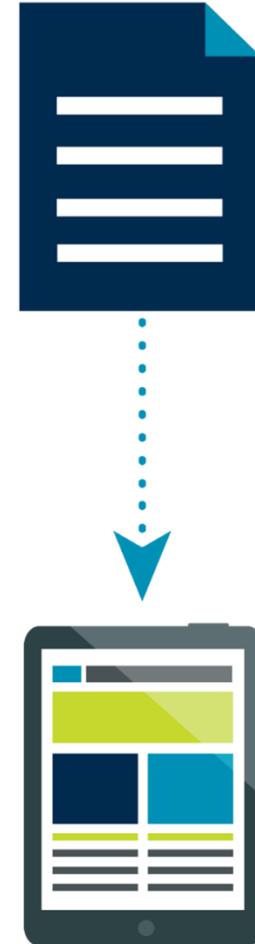


Pearson

# Inclusive Access

Improving Student Affordability  
at San Mateo County  
Community College District

ACBO, Tuesday, October 24<sup>th</sup>, 2017





## Part 1: The Problem & Our Solution

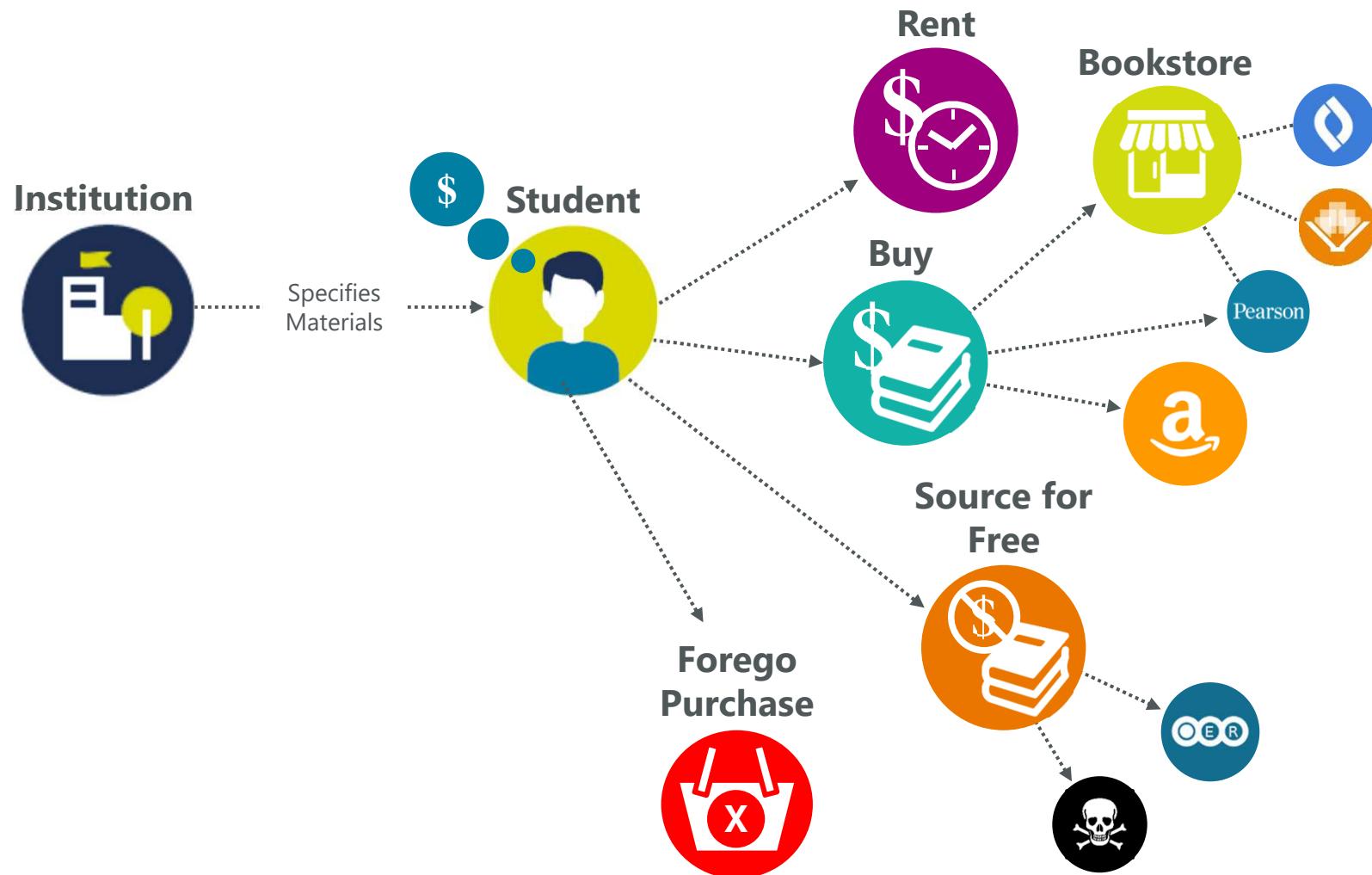
# A Broken Business Model

## Current State



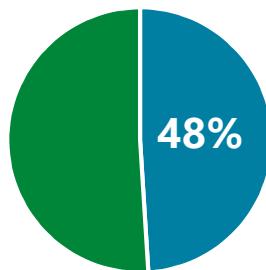
- Students aren't buying or using content, putting learning at risk
- Content providers are raising price of content to cover losses
- Institutional revenue stream is disrupted

# A Broken Business Model

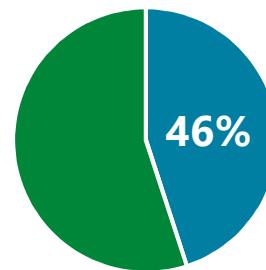


# A Broken Business Model That Costs Students Opportunity

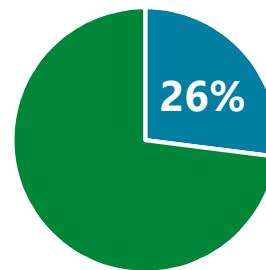
**Due to textbook costs,  
a student survey reported:**



Take fewer  
courses



Don't register  
for a course



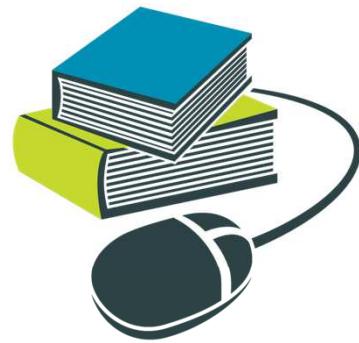
Drop, withdraw from,  
or fail a course

Source: Florida Virtual Campus. (2016). *2016 Student Textbook & Course Materials Survey*. Tallahassee, FL.  
[http://www.openaccesstextbooks.org/pdf/2016\\_Florida\\_Student\\_Textbook\\_Survey.pdf](http://www.openaccesstextbooks.org/pdf/2016_Florida_Student_Textbook_Survey.pdf)

# Seizing the Opportunity for Institutional Transformation



**Affordability**



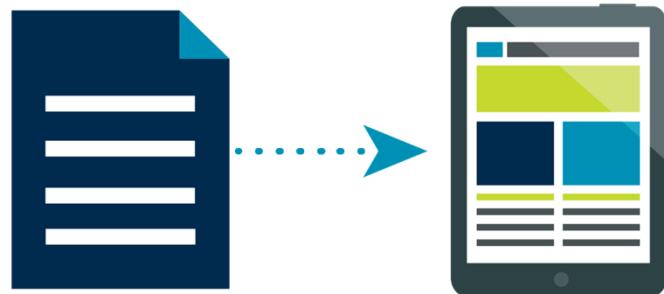
**Access**



**Achievement**

# A Better Model

## Future State



- All students have day-one access
- Students get best market price
- Institutional course materials revenue stream is preserved

# Digital Direct Access Regulatory Issues

## Federal Department Of Education Course Fee Regulations



Offer pricing below  
competitive market rates

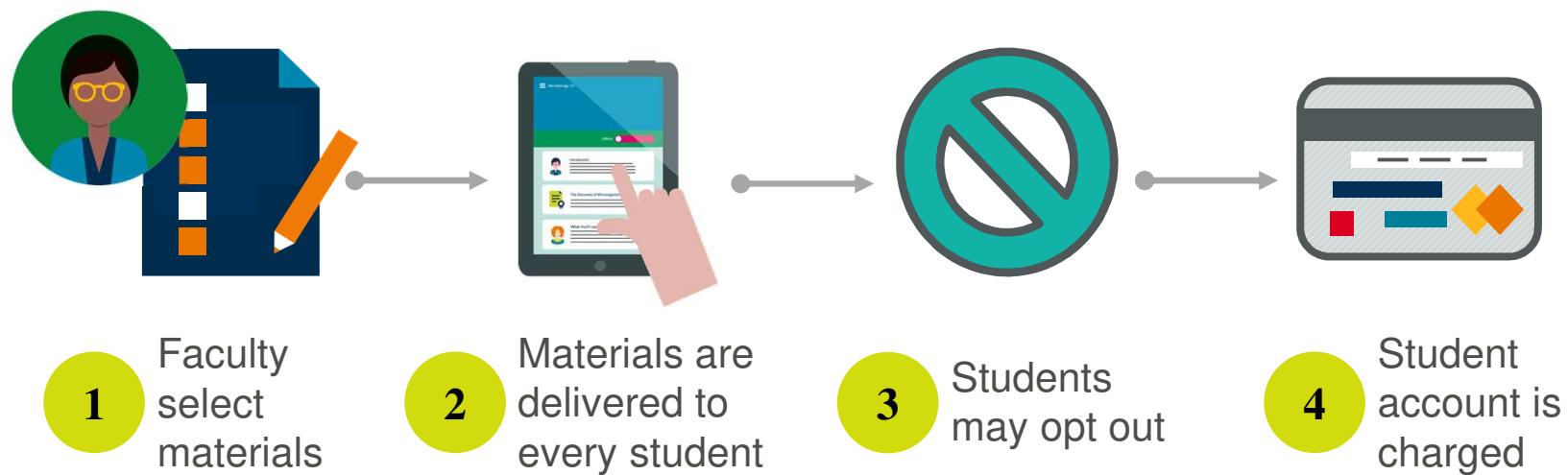


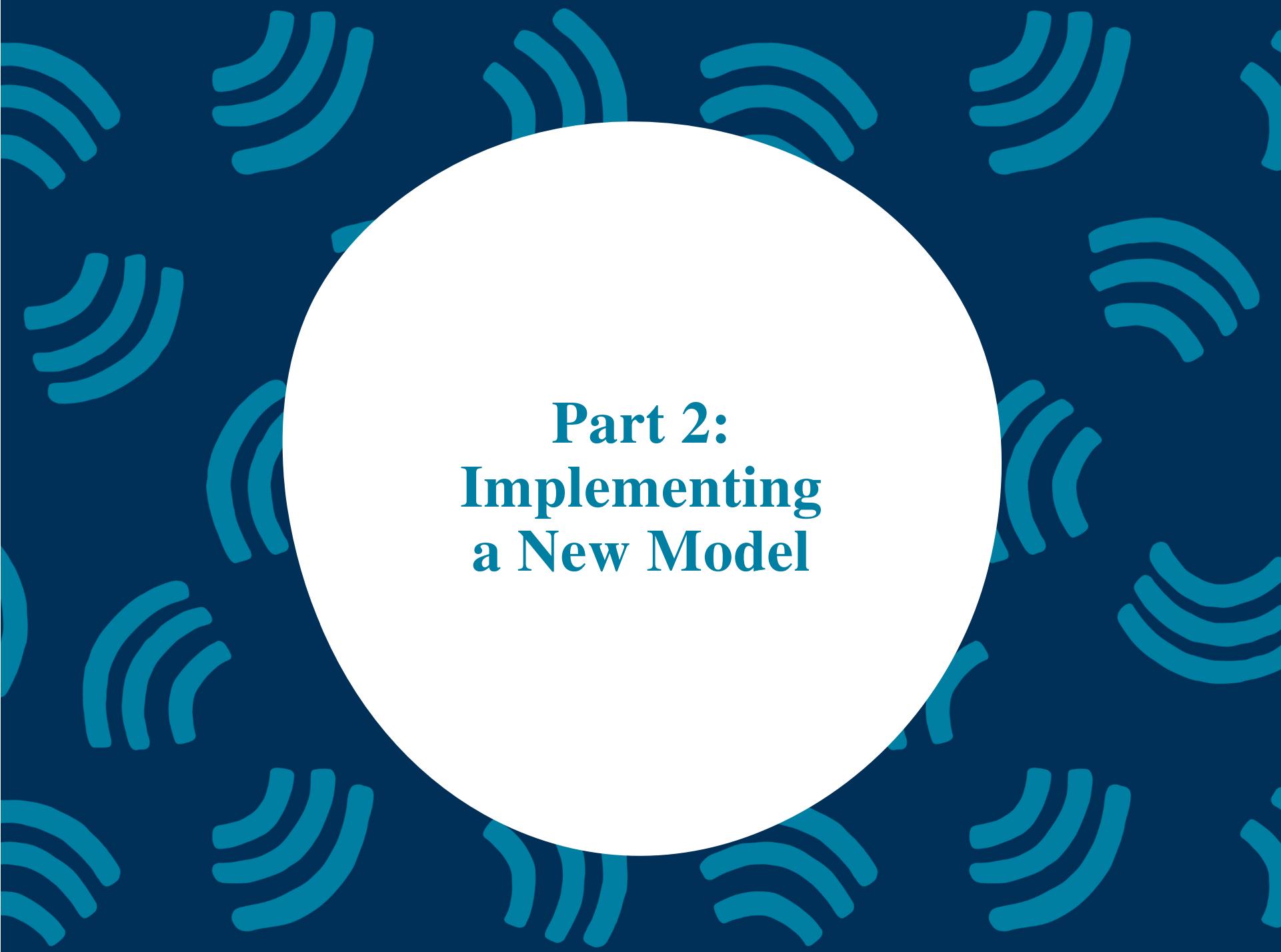
Deliver by 7<sup>th</sup> day of  
payment period



Allow students  
to opt out

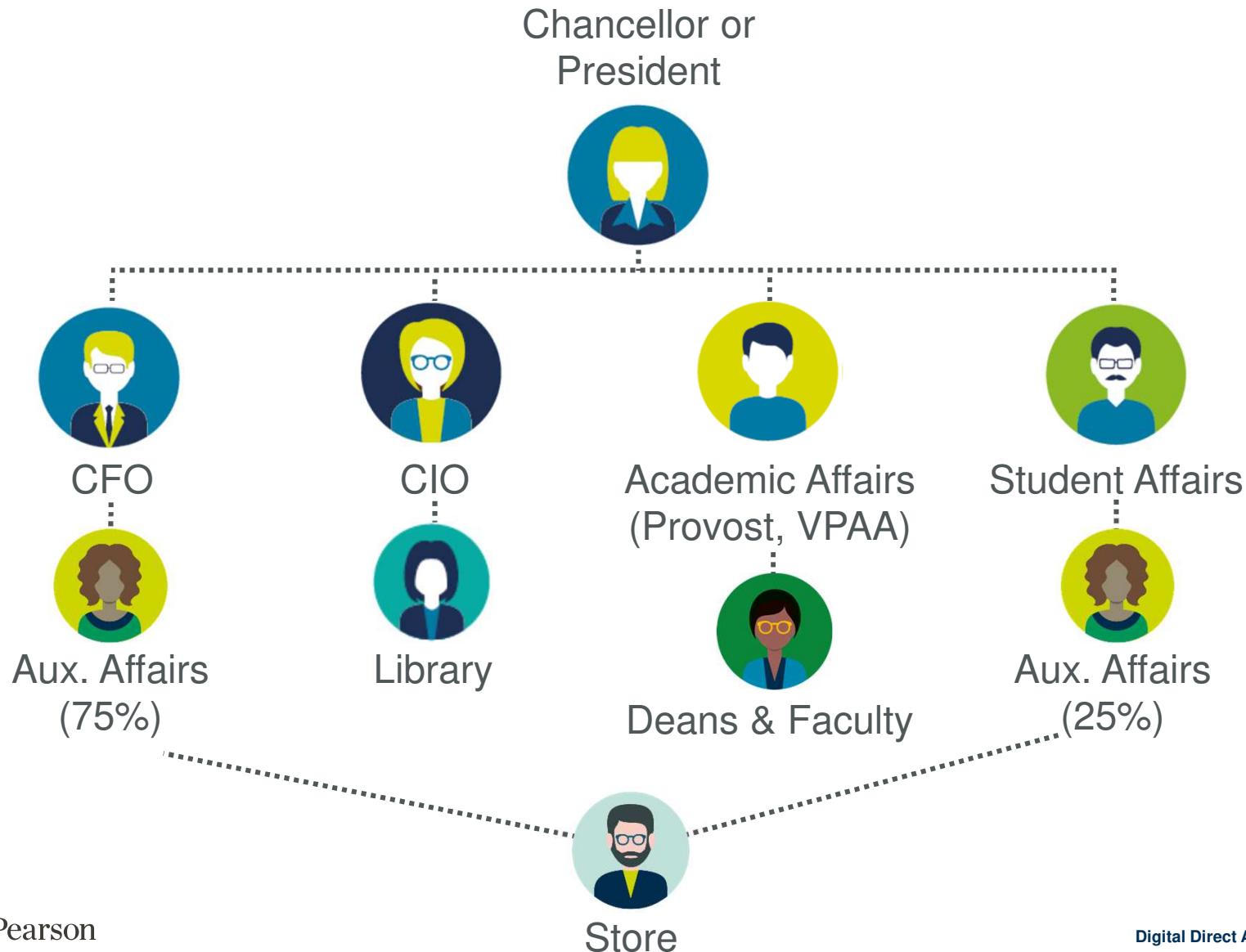
# Digital Access to Course Materials For Every Student from Day One





## Part 2: Implementing a New Model

# DDA Institutional Stakeholders





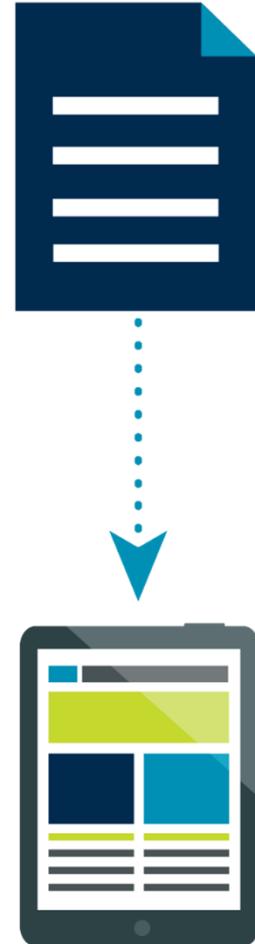
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# Inclusive Access

Adaptive Digital Content  
at Cañada College

ACBO, Tuesday, October 24<sup>th</sup>, 2017



# What is Inclusive Access?

**Inclusive Access is our alternative course materials delivery model with two main goals:**

- 1. Reducing the cost of course materials**

The program provides faculty members choices of course content as well as academic freedom.

- 2. Improving educational outcomes for students**

The program provides students course content access on 1st day of class as well as lower price over print.

# Why Adaptive Learning?

- Digital adaptive technology responds to individual student interaction in real time. It can often change content, sequence and even immediate assessment based on how students respond. For example, if a student does particularly well with a subject, the adaptive tech may ask fewer questions about it. If a student does poorly the adaptive tech may ask more questions, walk the student through the answer or make a note to review that topic more in the future.
- One hallmark of adaptive tech is backend assessment for the benefit of the instructor. Instructors can see things such as, how much time a particular student spends reading the material or answering questions, which sections give students problems, etc. Thus leading to faster identification and reaction to students who need support.

# Digital Content

- Day-one access to course materials for students.
- Adaptive and interactive content.
- Full academic freedom for faculty to choose content.
- Faculty ability to tailor content. Unlimited practice with feedback for students. Scores report automatically to gradebook (if utilized).
- Significantly cheaper than printed version



# Inclusive Access Benefits

- Reduce price of textbook for all students.
- Day one access to course content.
- Most current information provided to students.
- Adaptive and interactive content (beyond EBook) included
- Academic freedom for faculty members to select content.
- Content available to students beyond the classroom
- Currently target courses that require Adaptive Learning products for course.

# Adaptive Learning Benefits

- Faster and higher quality student progression
- Adapts to different abilities
- Improves understanding
- Engages students
- Allows students to work at different paces
- Frees up time for one-on-one instruction

# Inclusive Access Benefits

- Content is same for all students
- Access standards and content are clearly defined by the instructor.
- PROVIDES EQUITY FOR ALL STUDENTS
- Support and help services (some tutoring) available to students struggling with content via email or live support.

# Inclusive Access

## How it Works for Faculty Members

- Faculty member expresses interest in the program
- Bookstore will work with the faculty member and publisher to verify use availability of is adaptive learning solution for the text selected.
- Negotiates a lower price than print for students.
- Distributes digital content to students on or before 1st day of class.



# How it Works

- Digital Access for most books is based in 4 pricing tiers. Our current partnership with Cengage, Pearson, Macmillan has reduced price to a maximum of \$89.00.
- Finalizing IA agreement with Wiley and McGraw Hill
- Faculty member can selected materials based on content and not price.

# Considering Inclusive Access?

- Will digital platform selected required for course?
- Do you plan to use the platform for the entire semester?
- Will readings and assignments be part of the platform?
- Will you use Canvas?

# Inclusive Access

## How it works for Students



- Content delivered to Canvas shell.
- Faculty member decides when to open digital access (including eBook) to students.
- Students have access to content 1st day of class (or earlier).
- Students account gets billed for IA access on 1st day of class.
- If student drops class, Inclusive Access charges are refunded.
- If opting out, students will need to submit their request via link.
- In most cases, print books will be available for students at a substantial discount (limited to 1 copy per student).

# Logistics

- Faculty member notifies Campus Bookstore of interest in Inclusive Access.
- Bookstore and/or faculty member will notify Publisher of the adopted content/book.
- Faculty member notifies campus Canvas coordinator of their adoption request.
- Publisher's team will work for campus Canvas coordinator to link content access to CRN.

# Student Access



- Inclusive access delivers content to students via Canvas.
- With single sign-on content is accessible to enrolled students.
- Students don't need to access another website or have access code, separate sign-on's and password.
- Most platforms are device agnostic. Students may access content on their smart phones, tablets, laptops or PC's.

# How Can Faculty Members Assist?

**By submitting your book orders early or by due date so your Bookstore has adequate time to research and advise you on available options.**



- Notify if digital option is available for text.
- Acquire used books early before it runs out
- Inform you of potential new editions or titles being out of print.
- Negotiate with publishers on a lower priced options,
- And above all, students can plan to expected cost of taking course.

# Why Inclusive Access Works

- It's convenient
- It's priced lowest compared to all other version of content.
- It's no risk to students who may not be sure of staying in class.
- Day 1 access to all students.
- Students can access content anywhere.
- For the first time, course material charge may be added to payment plan.
- And students do have the flexibility to opt by official add/drop date.

# What's Our Goal?

- Increase access.
- Reduce cost.
- Where possible, provide resources to identify and intervene early for students who maybe struggling.
- Work with faculty, students and administration to bring emerging resources and technology.
- And to see our students succeed.