




Pearson

Inclusive Access

Improving Student Affordability
at San Mateo County
Community College District

ACBO, Tuesday, October 24th, 2017





**Part 1:
The Problem
& Our Solution**

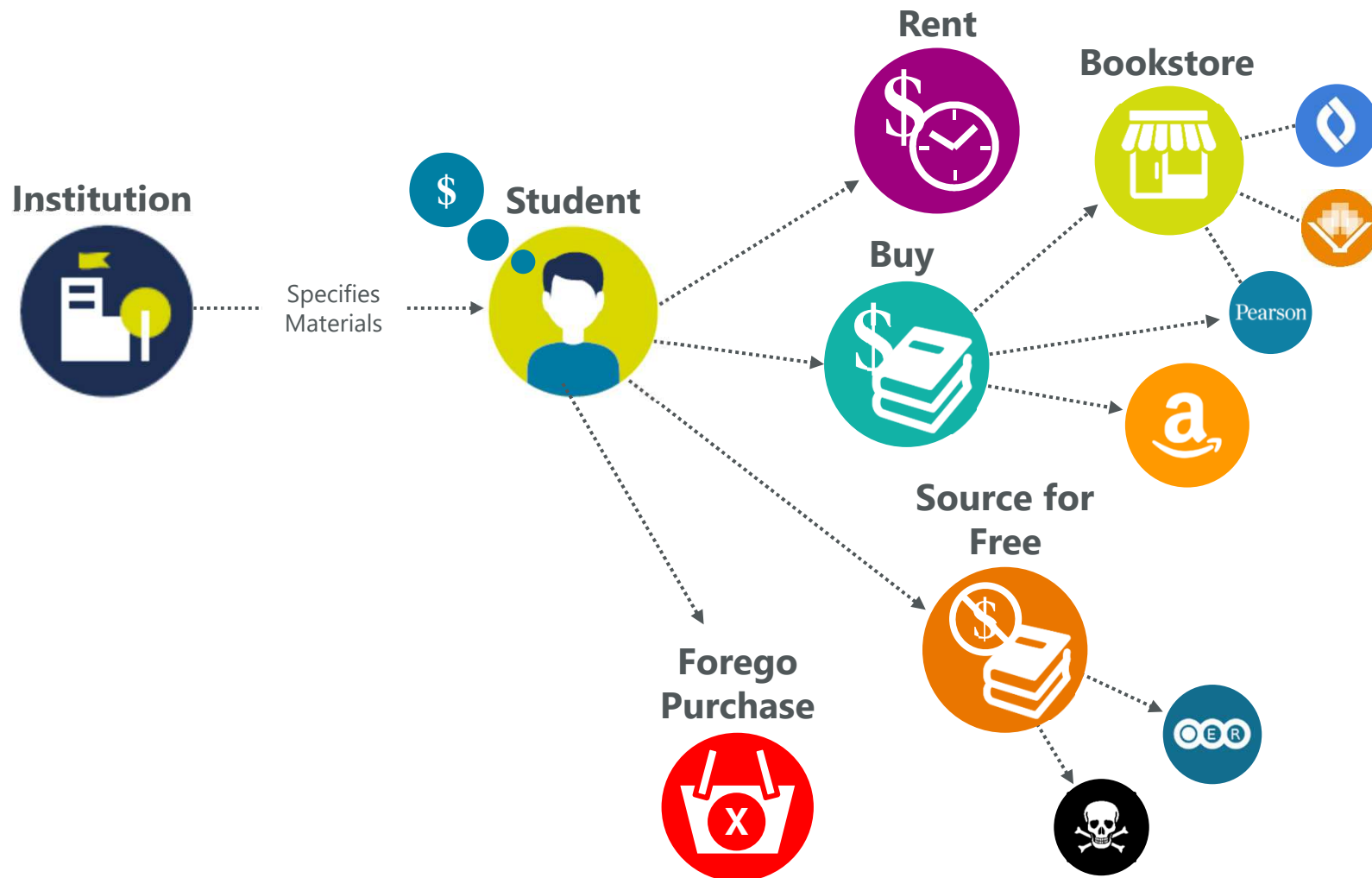
A Broken Business Model

Current State



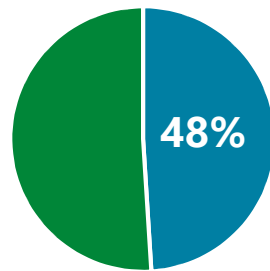
- Students aren't buying or using content, putting learning at risk
- Content providers are raising price of content to cover losses
- Institutional revenue stream is disrupted

A Broken Business Model

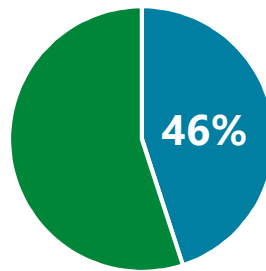


A Broken Business Model That Costs Students Opportunity

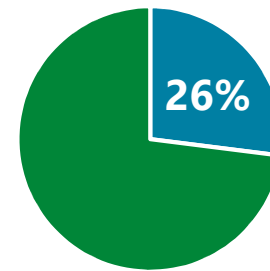
**Due to textbook costs,
a student survey reported:**



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

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

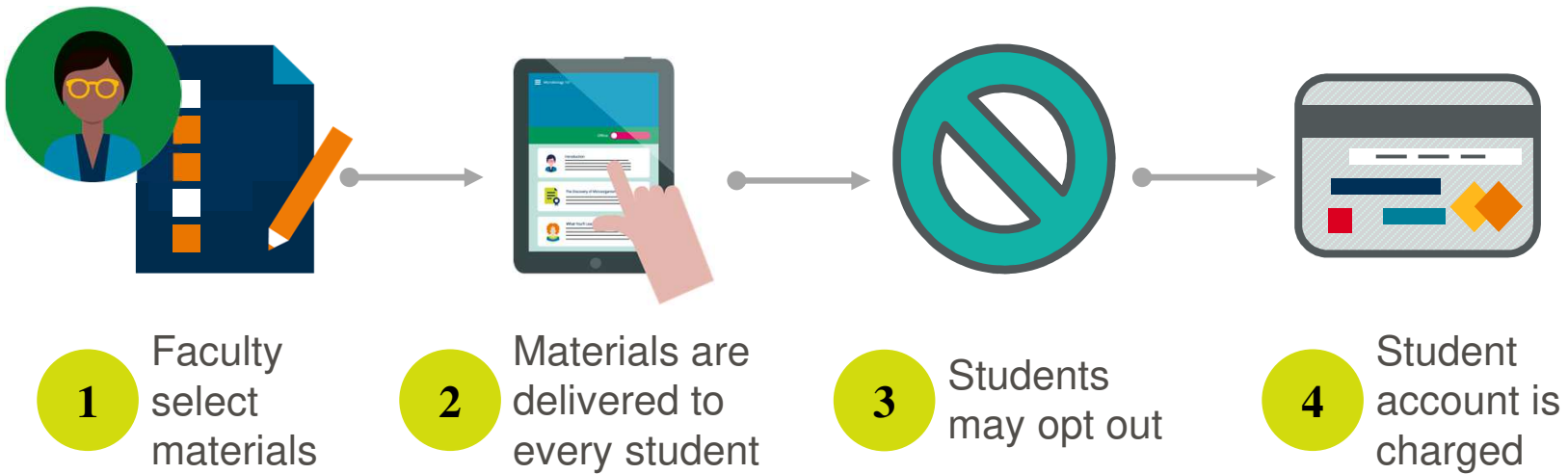


Deliver by 7th day of
payment period



Allow students
to opt out

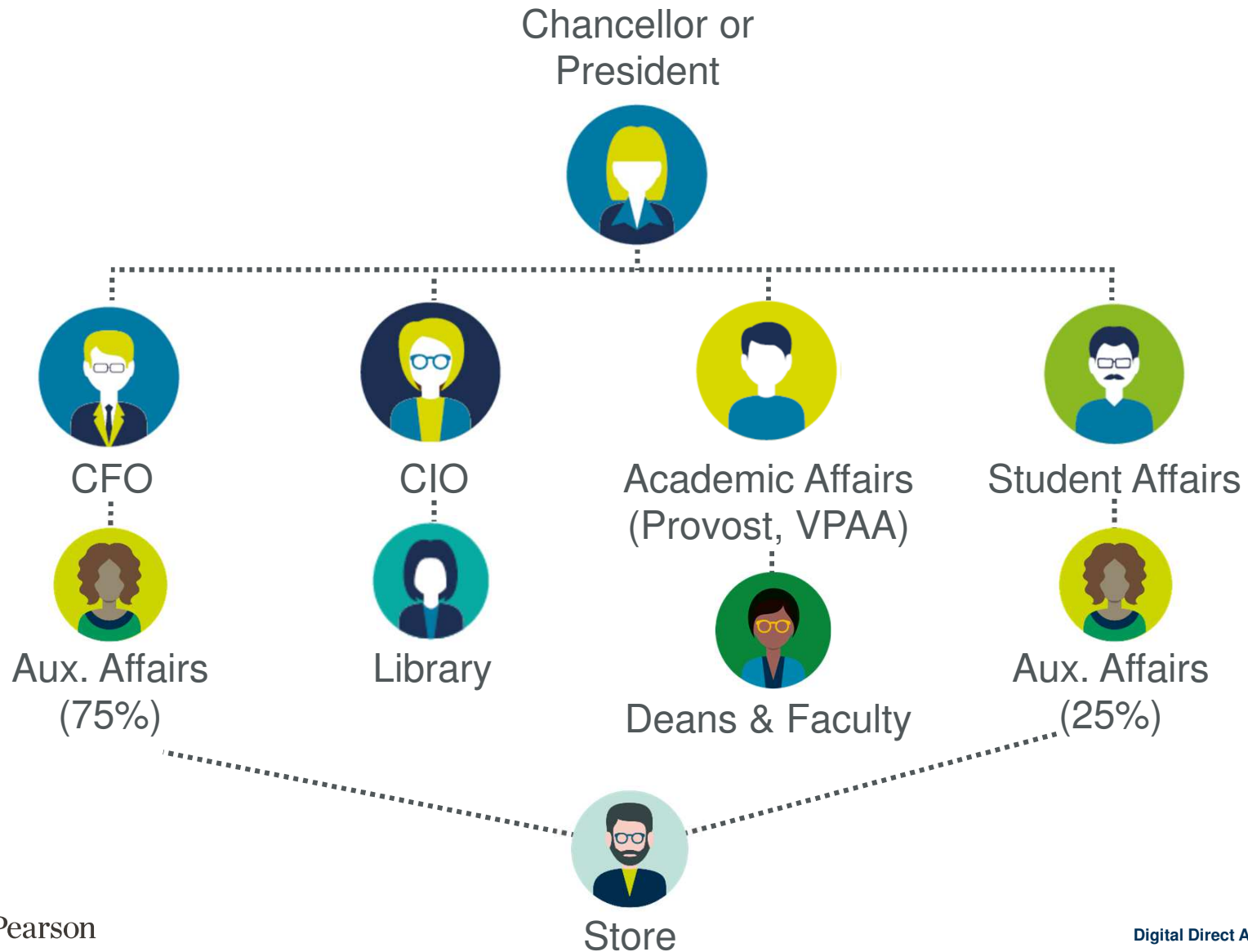
Digital Access to Course Materials For Every Student from Day One





**Part 2:
Implementing
a New Model**

DDA Institutional Stakeholders

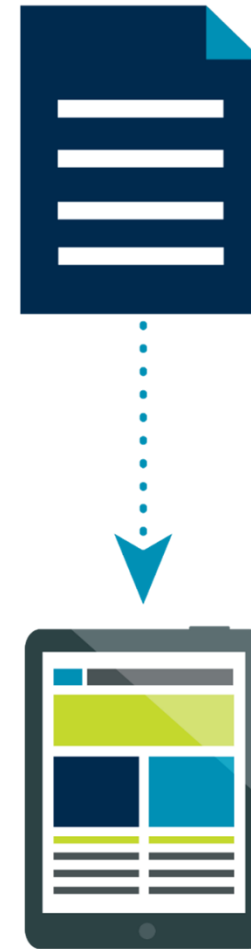




Inclusive Access

Adaptive Digital Content
at Cañada College

ACBO, Tuesday, October 24th, 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 select 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.