FULFILLING THE PROMISE OF DIGITAL TEXTBOOKS

How shifting to digital can lower costs for students and increase accessibility and engagement.

Presented by

THUZE™

Digital Solutions That Advance Learning.™

www.thuze.com

Kenneth C. Green, *moderator*
Founding Director
The Campus Computing Project & Digital
Tweed blogger @ Inside Higher Ed

www.campuscomputing.net

Kenneth C. Green
Moderator

OUR PANEL OF EXPERTS
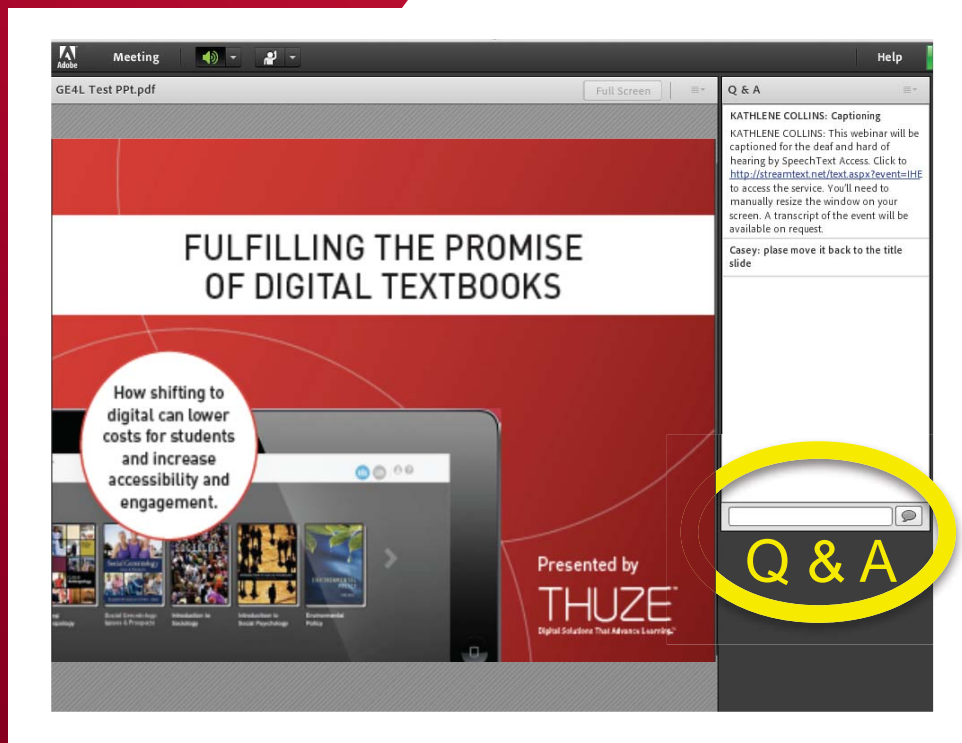
Rand Spiwak, Ed.D.
CEO,
eTextConsult, LLC.
www.etextconsult.com

Susan Cherup
Professor of Education,
Hope College
www.hope.edu

Andrew McCann
VP Business Development
Thuze Product Team,
Bridgepoint Education
www.thuze.com

BEFORE WE BEGIN

- We are using Adobe Connect. Please enter questions in the text field at the bottom of the Q&A window.

- We will not use the "raise your hand" feature.

- We are recording the webinar; the archive and slides will be available later today.

THE
PROBLEM

Class of 2013 shares its thoughts on student debt in a new Fidelity study

70% of this year's graduating class is leaving college with debt

2013

50% are surprised by how much debt they accumulated

57% think they could have saved more to cut debt

Graduates with debt average **$35,200**

56% think it will take 7 years or more to pay off their debt

39% would have made different choices had they known more

59% say they chose a major in order to have better job opportunities

CAP AND FROWN: GRADS FACE COLLEGE DEBT

RISING COSTS OF TEXTBOOKS
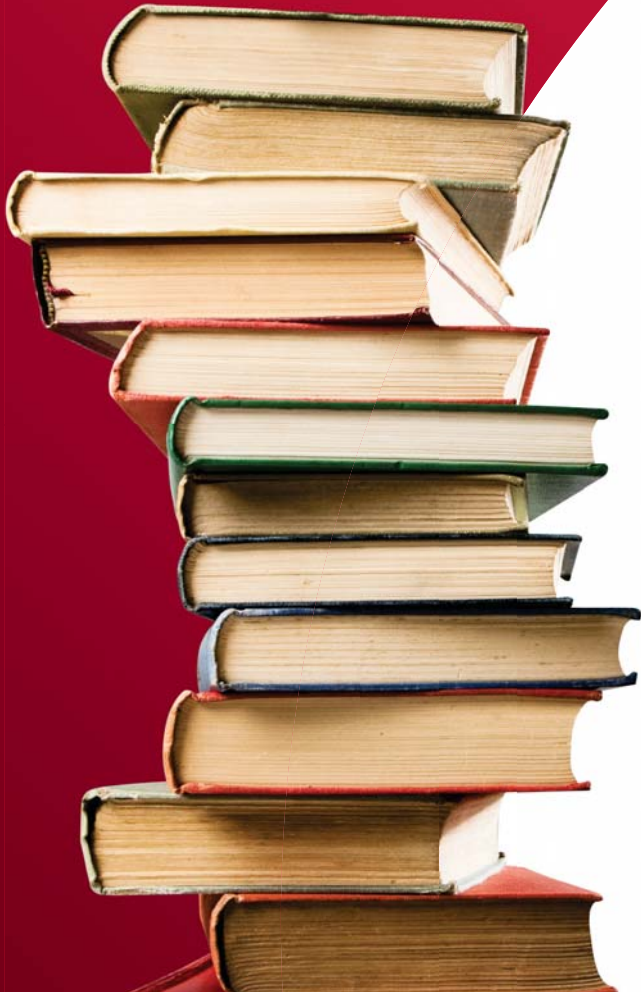
- Why are textbooks so expensive?

- What does an average college textbook cost?

- What does an average textbook cost to manufacture?

- What technology may have the most profound positive effect on teaching/learning and reducing the cost of education?
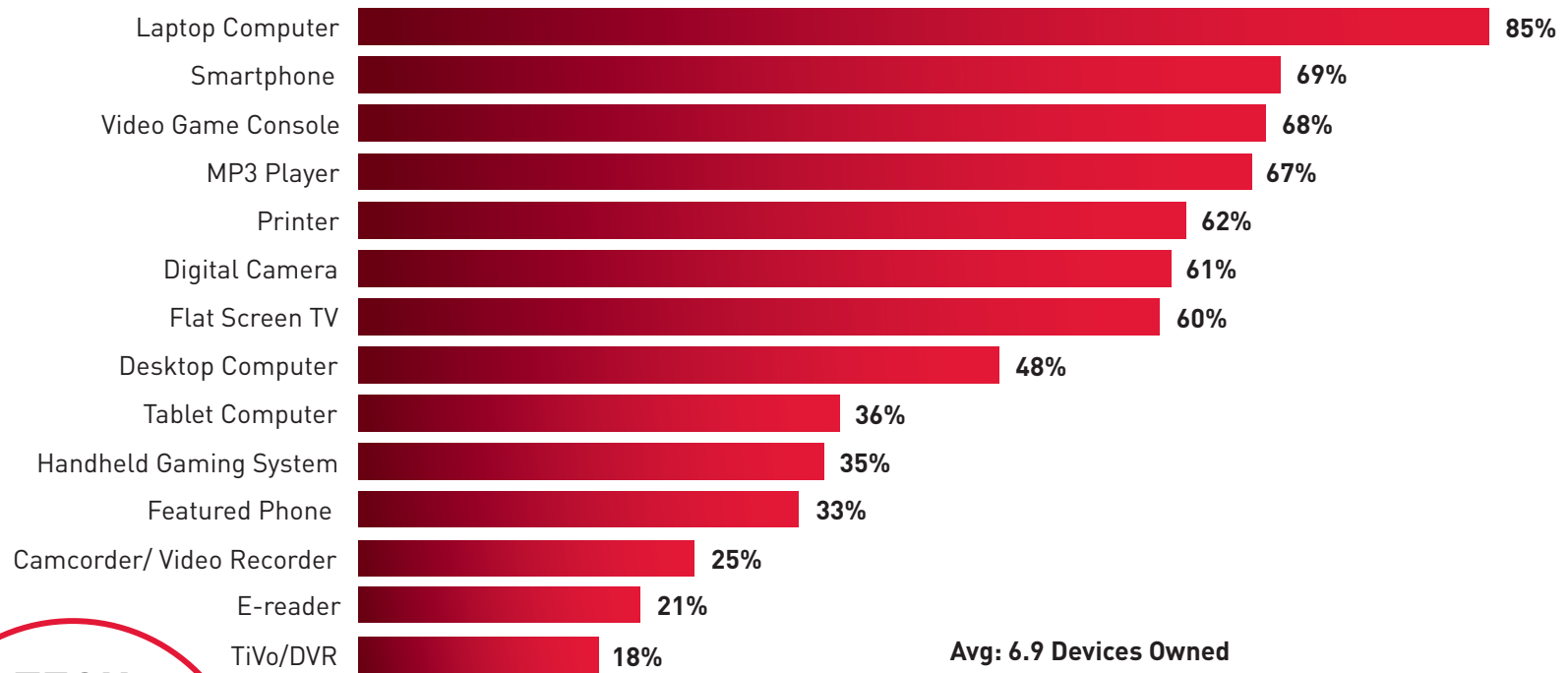
WHAT STUDENTS LIKE ABOUT eTEXTS

- Reduces cost to students by 75%
- No long lines, no searching for texts access anywhere
- Single sign-on
- Online and offline access
- Q&A via eText with professor
- Options for note sharing
- Not 30+ pounds of books
- Multiple print options
- Ease of use and intuitive

June 2013

Device	Percentage
Laptop Computer	85%
Smartphone	69%
Video Game Console	68%
MP3 Player	67%
Printer	62%
Digital Camera	61%
Flat Screen TV	60%
Desktop Computer	48%
Tablet Computer	36%
Handheld Gaming System	35%
Featured Phone	33%
Camcorder/ Video Recorder	25%
E-reader	21%
TiVo/DVR	18%

Avg: 6.9 Devices Owned
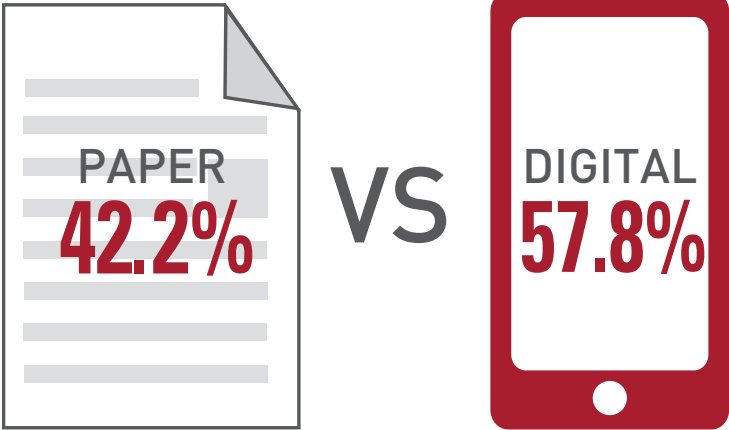
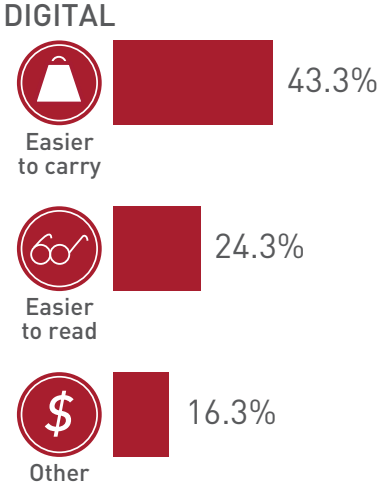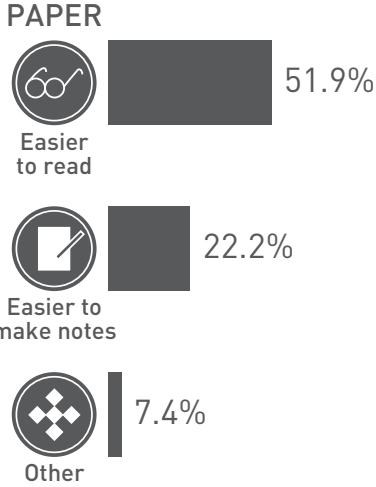## TECH DEVICES OWNED BY COLLEGE STUDENTS

Source: According to the 2013 re:fuel College Explorer study conducted by Crux Research

DO STUDENTS PREFER PRINT OR DIGITAL?

PAPER
42.2%

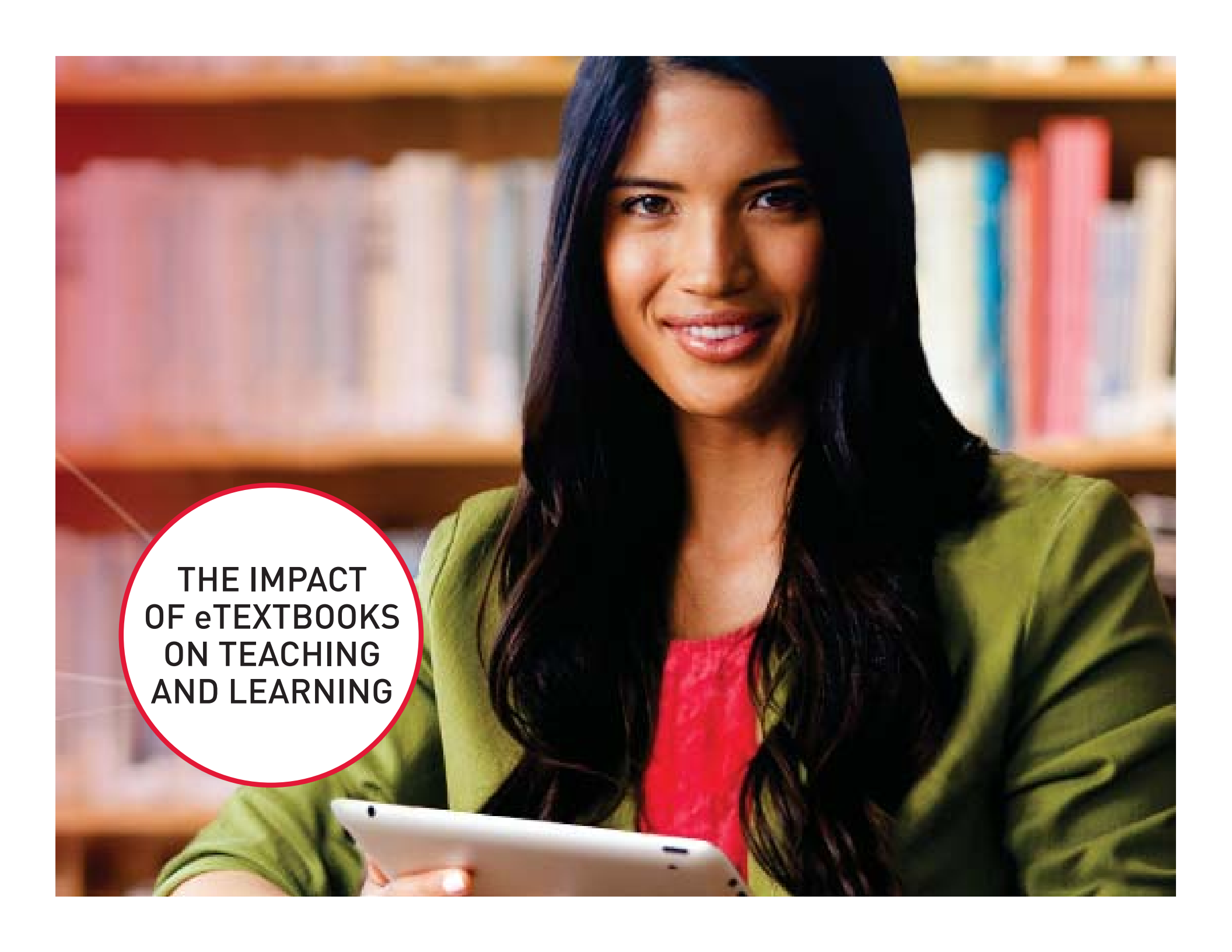**VS**

DIGITAL
57.8%

WHY?
(Top 3 reasons)

Sample: 2,164 U.S. college students

PAPER

Easier to read — 51.9%

Easier to make notes — 22.2%

Other — 7.4%

DIGITAL

Easier to carry — 43.3%

Easier to read — 24.3%

Other — 16.3%

WHAT FACULTY LIKE ABOUT eTEXTS

UP TO 75% COST REDUCTION FOR THEIR STUDENTS

- Day 1 access for their students

- Single platform, all content sources

- Up to 75% cost reduction for their students

- Content engagement analytics

- 2-way communications

- Can be used over many terms and sections

- Intuitive experience

- More than an eReader: an aggregator, reader, learning, and anlaytics platform

THE IMPACT OF eTEXTBOOKS ON TEACHING AND LEARNING

THE IMPACT OF eTEXTBOOKS ON TEACHING AND LEARNING – *Professor Comments*

- Appreciating professional best practices with pre-tests and post-tests

- Active class discussions

- Embedded websites, scenarios, study tools, etc.

- Projection for full class viewing and discussion

- Group work with iPads and computers

- UDL (Universal Design for Learning) modeled at the college level

- Paper, "Technology Use in the Educational Setting"

- An "old dog" or "veteran teacher" can learn new tricks

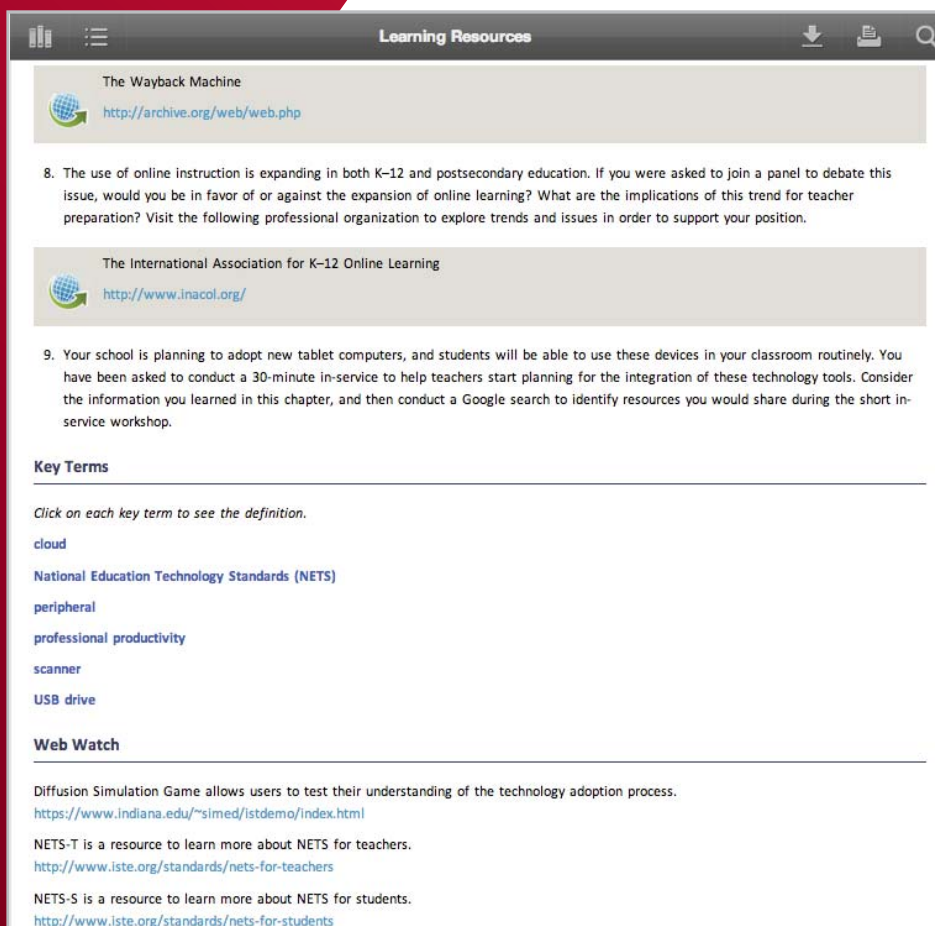**PRE– AND POST–KNOWLEDGE CHECKS**

☑ **Knowledge Check**

Take the assessments and use the results to help guide your study and review of course material. Results for these tests will not affect your course grade.

Ch 1: Diverse Students and Academic Performance

PreTest

40%

Review Results
Review your pre-test results for recommended sections to study.

PostTest

100%

Review Results
Review your post-test results for recommended sections to study.

Retake Test

Review Guide

THE IMPACT OF eTEXTBOOKS ON TEACHING AND LEARNING
Professor Comments

Learning Resources

The Wayback Machine
http://archive.org/web/web.php

8. The use of online instruction is expanding in both K–12 and postsecondary education. If you were asked to join a panel to debate this issue, would you be in favor of or against the expansion of online learning? What are the implications of this trend for teacher preparation? Visit the following professional organization to explore trends and issues in order to support your position.

The International Association for K–12 Online Learning
http://www.inacol.org/

9. Your school is planning to adopt new tablet computers, and students will be able to use these devices in your classroom routinely. You have been asked to conduct a 30-minute in-service to help teachers start planning for the integration of these technology tools. Consider the information you learned in this chapter, and then conduct a Google search to identify resources you would share during the short in-service workshop.

Key Terms

Click on each key term to see the definition.

cloud

National Education Technology Standards (NETS)

peripheral

professional productivity

scanner

USB drive

Web Watch

Diffusion Simulation Game allows users to test their understanding of the technology adoption process.
https://www.indiana.edu/~simed/istdemo/index.html

NETS-T is a resource to learn more about NETS for teachers.
http://www.iste.org/standards/nets-for-teachers
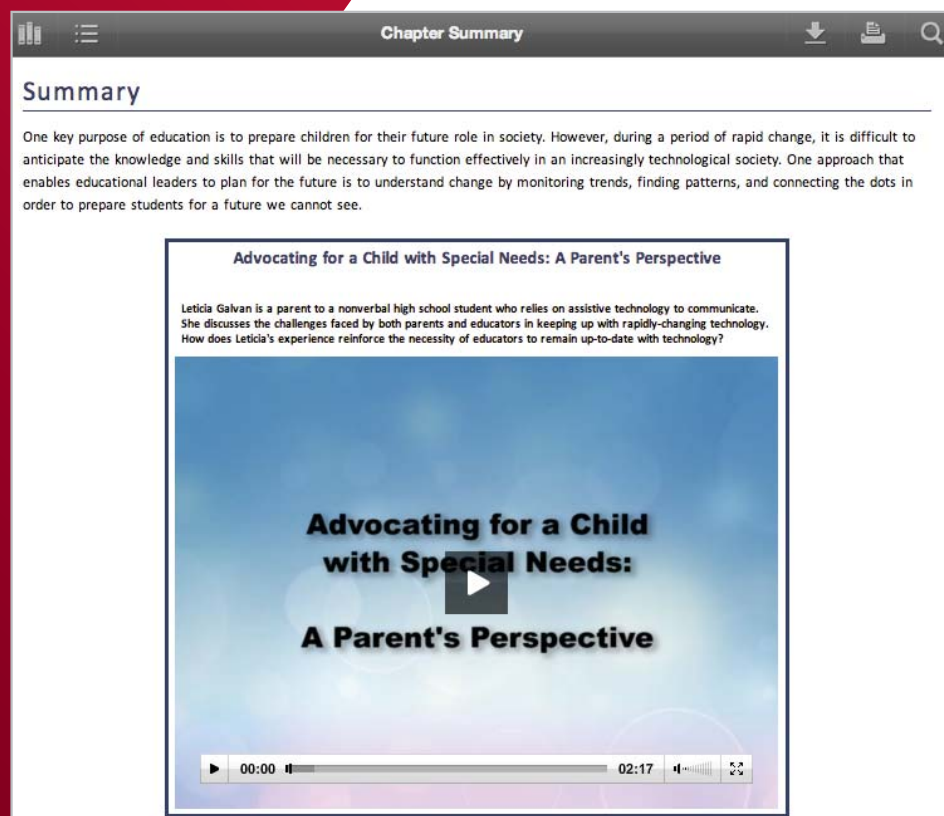
NETS-S is a resource to learn more about NETS for students.
http://www.iste.org/standards/nets-for-students

The eTextbook met the learning styles of all students.

For the highly motivated college student, the eTextbook provided an array of opportunities to delve deeper into topics of interest.

THE IMPACT OF eTEXTBOOKS ON TEACHING AND LEARNING
Professor Comments

For the college students with learning disabilities, the eTextbook provided opportunities for them to access their preferred learning mode.

THE IMPACT OF eTEXTBOOKS ON TEACHING AND LEARNING
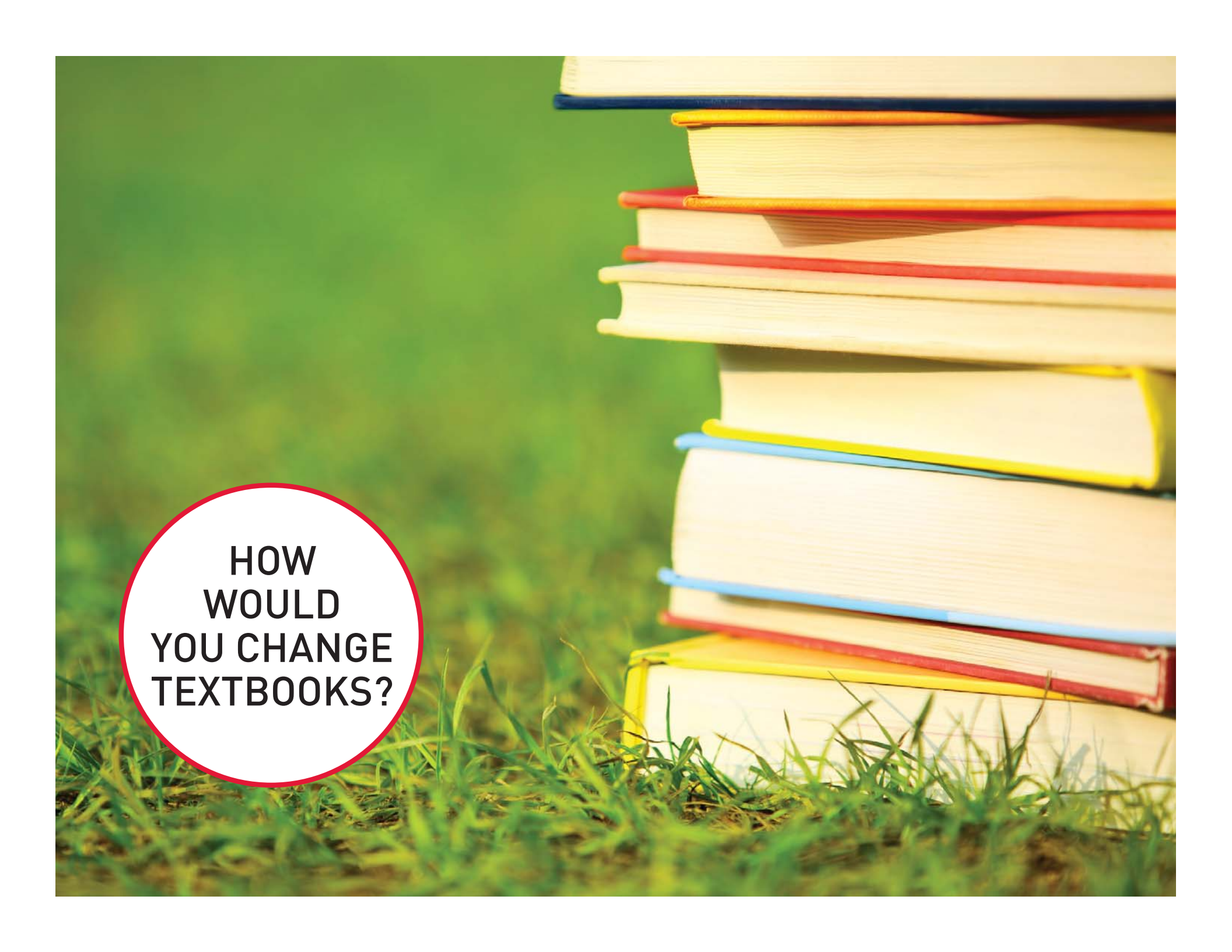*College Students' Comments*

- "I liked how the text can be read aloud to you. It is great for diverse learners."

- "I appreciated being able to print the text."

- "I loved the eText and being able to access it on my iPad. It also stopped me from focusing on the number of pages I had to read because there were no page numbers."

- "Having it on my laptop was so much easier than carrying a textbook!"

THE IMPACT OF eTEXTBOOKS ON TEACHING AND LEARNING

College Students' Comments

- When asked if the students would recommend using Dr. Edyburn's eTextbook, one student replied, "Yes, yes, yes. The text was so useful and thorough. It is a great resource that I will use again."

- Finally, another student commented that, "It has a lot of good resources that I can see myself using in my classroom."

HOW
WOULD
YOU CHANGE
TEXTBOOKS?

COLLEGE TEXTBOOK PRICES HAVE RISEN MORE THAN 3X THE AMOUNT OF THE AVERAGE INCREASE FOR ALL GOODS AND SERVICES.

Percent Change
from 1978 to 2012:

Consumer Price Index
250%

New Home Prices
325%

Medical Services
575%

College Textbooks
812%
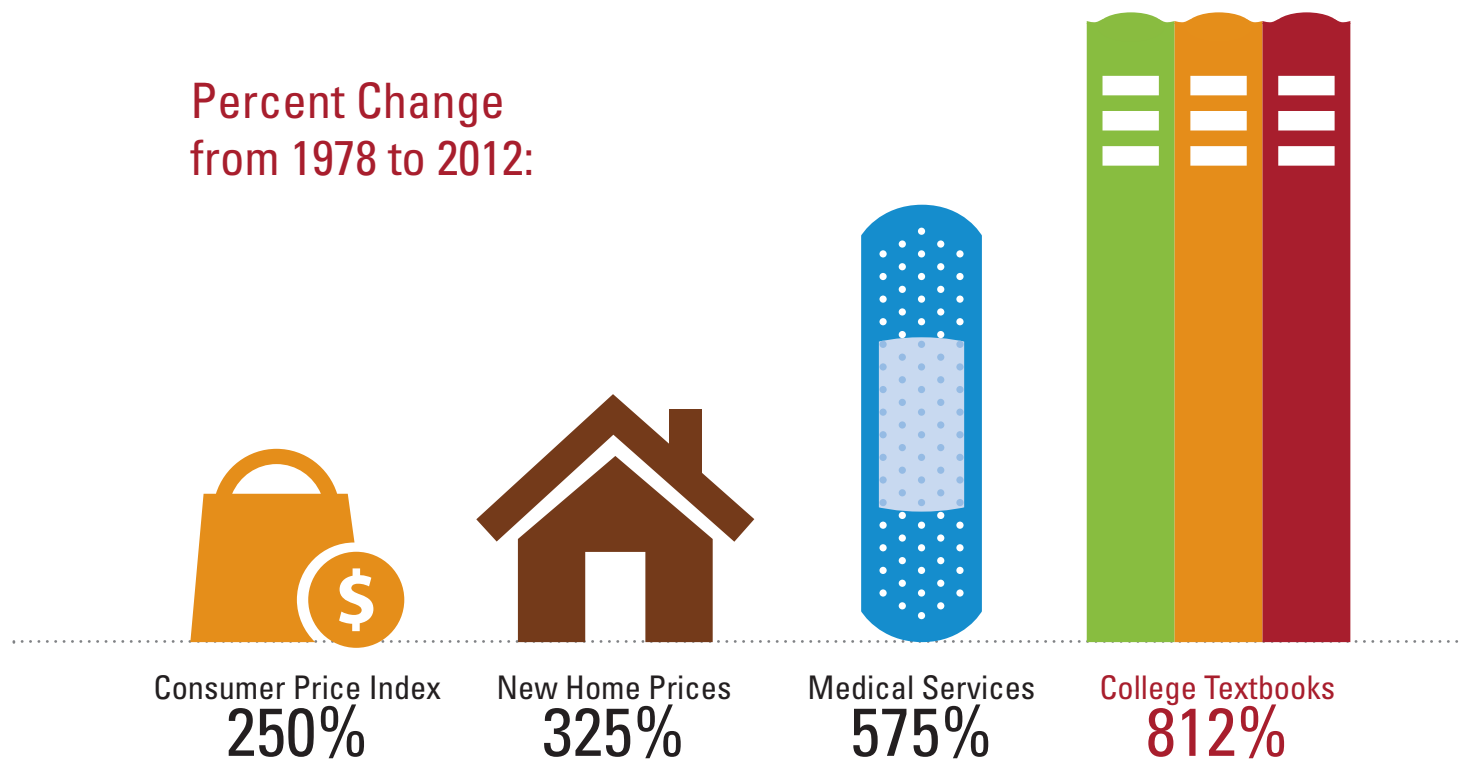
Sources: BLS, Census Bureau
Eightegrity for Thuze™

WHAT IS THUZE?

- A catalog of over 100 eTextbooks designed, from the start, for digital use; available via web, mobile, and print.

- An editorial development team that can modify texts or create new content to spec.

- An eTextbook platform, branded to your institution, that supports web and tablets, and that can power distribution of OER content.

- A disruptive approach to creating and licensing high-quality educational content, whether licensing-driven, revenue share, or student-purchased.

THUZE TITLES

- General Education: 50+ Titles

- Business and Economics: 20+ Titles

- Education: 15+ Titles

- Criminal Justice: 10+ Titles

- Healthcare Administration: 10+ Titles
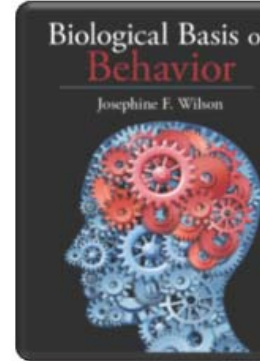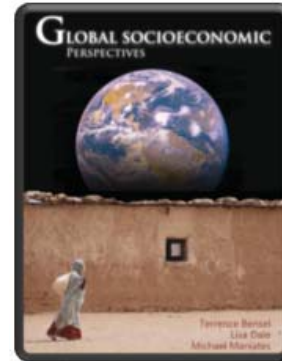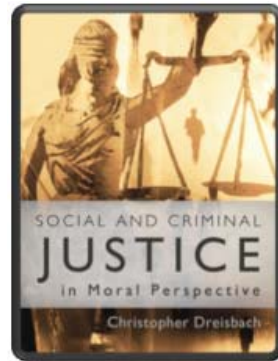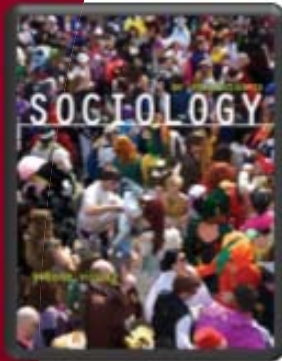
FACULTY / INSTITUTIONS USING THUZE eTEXTBOOKS IN 2013

University of Wisconsin, La Crosse

Ashford University

Oakton Community College

SUNY Buffalo State

Rasmussen College

Columbia College, Chicago

Ithaca College

Gonzaga University

Hope College

William Patterson University

Metropolitan College of New York

California State University, Northridge

New Jersey City University

University of North Carolina at Greensboro

Los Angeles Valley College

University of North Carolina at Chapel Hill

Alliant International University

College of Charleston

Georgia Institute of Technology

University of the Rockies

Indiana University, Bloomington

Georgia State University

John Brown University

Auburn University

University of Alberta

Mount Royal University

INSTITUTIONS IN ALBERTA, CANADA

PURCHASE OPTIONS:
FLEXIBLE AND STUDENT-FOCUSED

DIRECT TO STUDENTS	INSTITUTIONAL LICENSING	PILOT LIBRARY LICENSE
$35 per title Audio book optional	Volume discounts OR Unlimited license to one or more titles	Unlimited use of all 100+ titles

PARTNERS

CourseLoad
CourseSmart
VitalSource

A DISRUPTIVE FORCE IN PUBLISHING

NON-PROFIT PILOT LICENSE

- 12-month pilot. Fee based on total enrollment (or individual college).
- Unlimited use of 100+ eTextbooks.
- EPS access.
- Content accessible via Thuze (web & tablet).
- LTI integration with LMS for deep linking of content.
- Additional integration/ development work may incur additional costs.

FTE	< 2,500	2,501–5,000	5,001–10,000	10,001–15,000	15,001–30,000	30,000+
TOTAL LICENSE FEE	$7,400	$9,400	$13,400	$16,400	$19,400	$24,400

PILOT PROGRAM

Traditional, campus-based institutions can license the entire Thuze eTextbook catalog, including the Thuze platform, for one fixed fee.

CURRENT ISSUES & SOLUTIONS— eTEXT

- Hardware

- Content

- Connectivity / access

- Platform software

- Cost

- Functionality

- Accessibility

- Evaluation / piloting / adoption

- National initiatives

RESOURCES —
CONTACT
INFORMATION

- **Rand Spiwak,** *Ed.D., CEO,*
  eTextConsult, LLC.
  386-212-7123 (phone)
  Rand@eTextConsult.com
  www.etextconsult.com

- **Susan Cherup,** *Professor of Education,*
  Hope College
  cherup@hope.edu

- **Andrew McCann,** *VP Business Development,*
  Thuze Product Team,
  Bridgepoint Education
  215-575-0764 (phone)
  andrew.mccann@bpiedu.com
  www.thuze.com

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