eText that Empowers

Leading the way to greater affordability, access, and achievement with digital course materials

#TransitionToDigital

5 May 2016
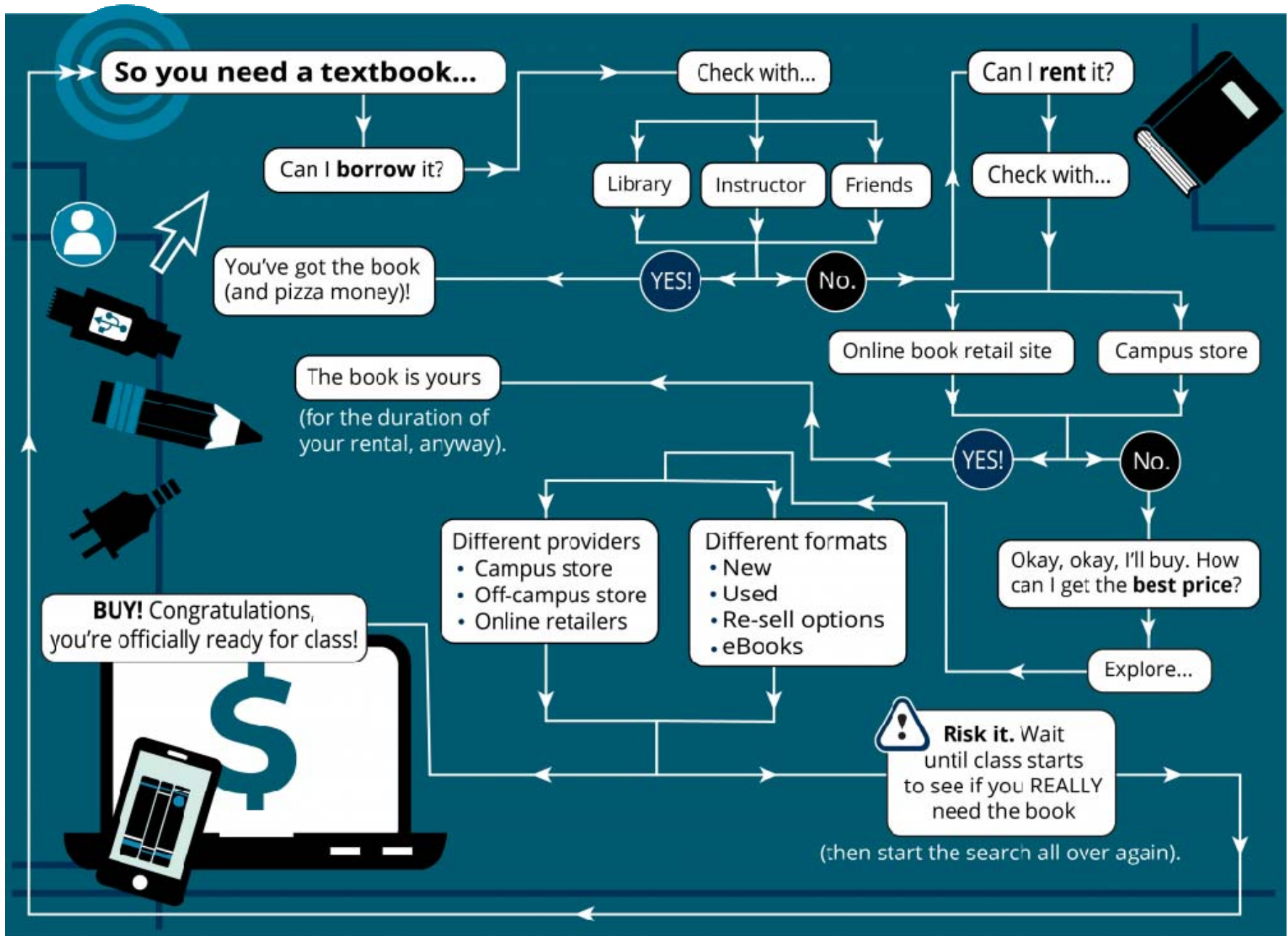
Meet Our Presenters

Anastasia Morrone

Associate Vice President of
Learning Technologies
Indiana University

Pearson

Meet Our Presenters

Tom Malek
Senior Vice President &
Head of Partnerships
Pearson

Pearson

So you need a textbook...

Can I **borrow** it? → Check with...

Library | Instructor | Friends

YES! / No.

You've got the book (and pizza money)!

Can I **rent** it? → Check with...

Online book retail site | Campus store

YES! / No.

The book is yours (for the duration of your rental, anyway).

Okay, okay, I'll buy. How can I get the **best price**?

Explore...

Different providers
- Campus store
- Off-campus store
- Online retailers

Different formats
- New
- Used
- Re-sell options
- eBooks

Risk it. Wait until class starts to see if you REALLY need the book

(then start the search all over again).

BUY! Congratulations, you're officially ready for class!

Textbook Costs and
Opportunity Lost

64% of students opt out of buying required materials for the first day of class

49% Took fewer courses per semester

45% Opted not to register for a course

27% Dropped a course

17% Failed a course

Clearing a Path for Innovation
DOE Course Fee Ground Rules
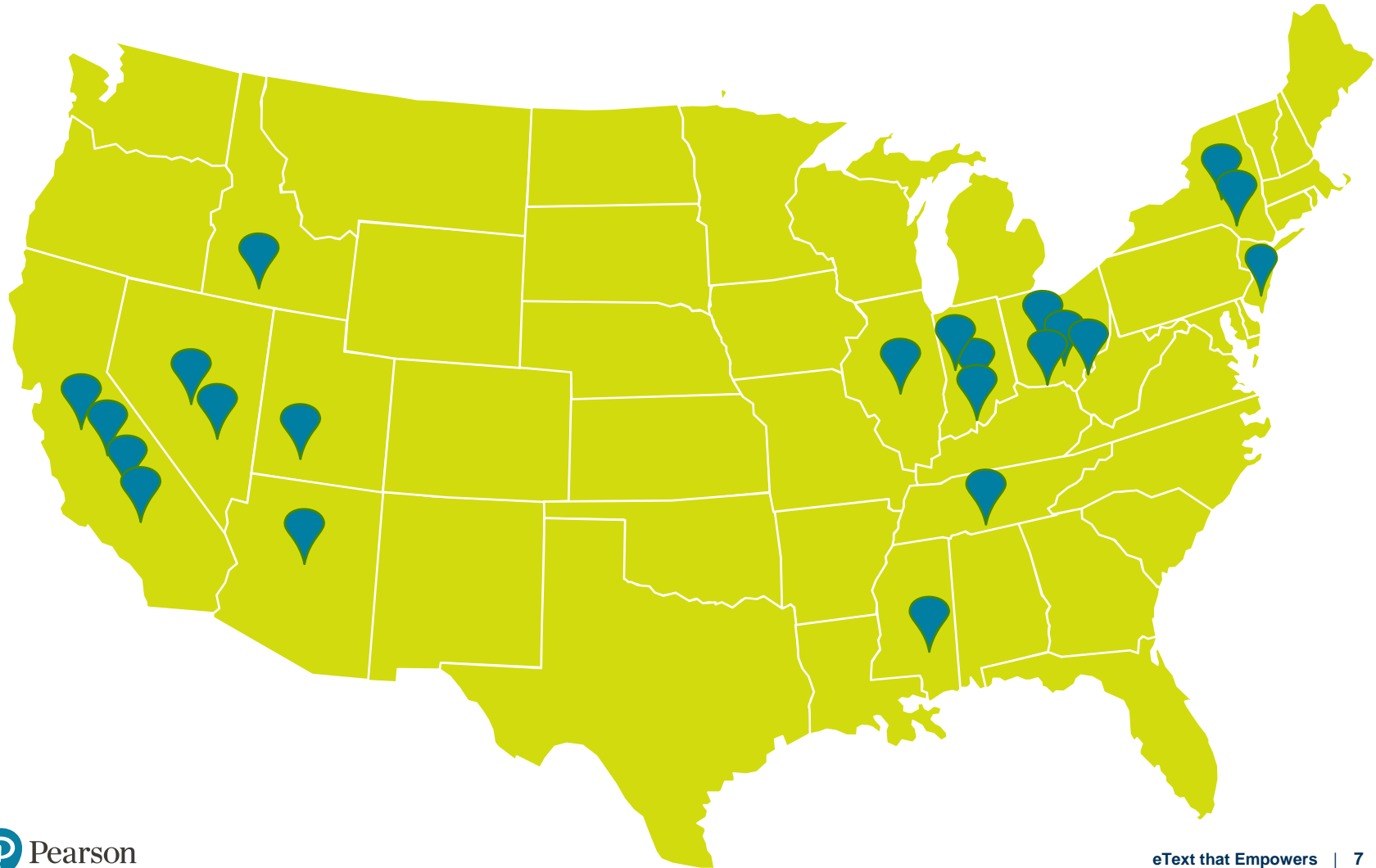
Offer pricing below competitive market rates

Deliver by 7th day of payment period

Allow students to opt out

Pearson

#TransitionToDigital

Improving Access & Affordability
Coast to Coast

Indiana University Empowering People

Empowering People is our comprehensive strategic plan for information technology designed to achieve resource efficiencies while enabling greater productivity for faculty, staff, and students.

Empowering People
Indiana University's Strategic Plan for IT

1 Sustain the foundations for IT leadership by providing efficient and pervasive availability of essential IT tools.

2 Enable a human-centric approach to IT to make systems easier to use and IT skills easier to acquire
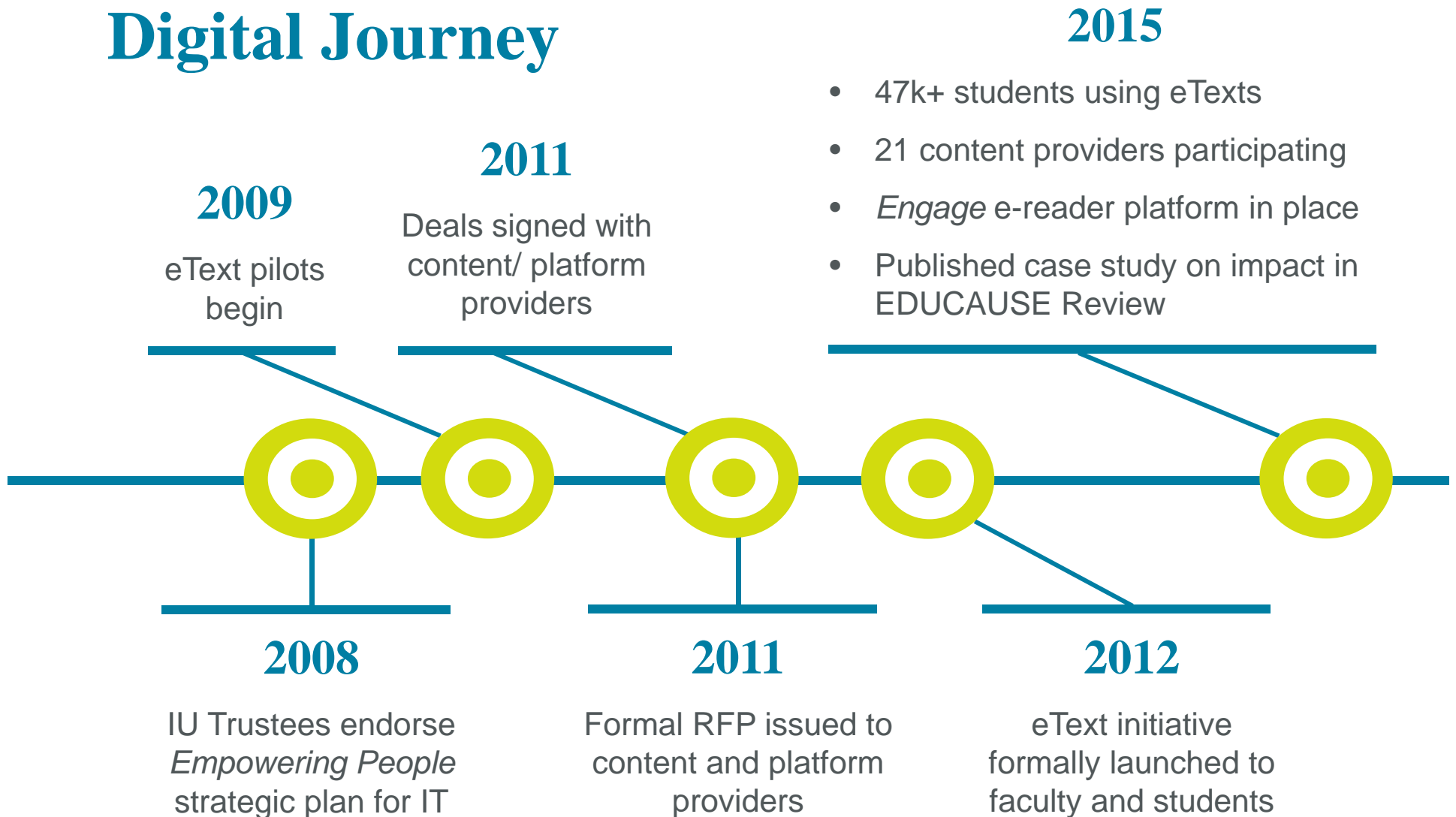
3 Tackle challenges and seize opportunities for IU to lead in its core missions of education and research

Goals for IU eText Initiative

Address digital delivery of course materials within strategic plan to reduce cost, offer materials of choice, enable new tools, and create sustainable models

Indiana University's Digital Journey

2015

- 47k+ students using eTexts
- 21 content providers participating
- *Engage* e-reader platform in place
- Published case study on impact in EDUCAUSE Review

2011

Deals signed with content/ platform providers

2009

eText pilots begin

2008

IU Trustees endorse *Empowering People* strategic plan for IT

2011

Formal RFP issued to content and platform providers

2012

eText initiative formally launched to faculty and students

Burning
Questions

Academic Freedom

- Making the concept of choice clear
- Focusing on academic value

Burning
Questions

Garnering Support

- Ongoing, open communication

- Providing strong support
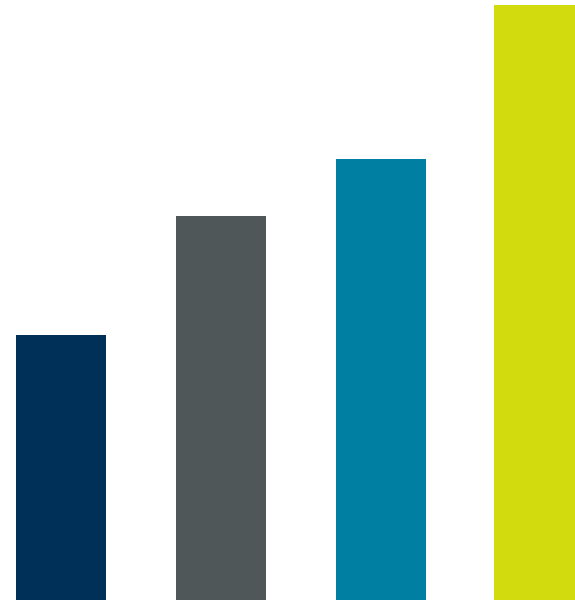
Burning
Questions

Student Choice

- Providing print options

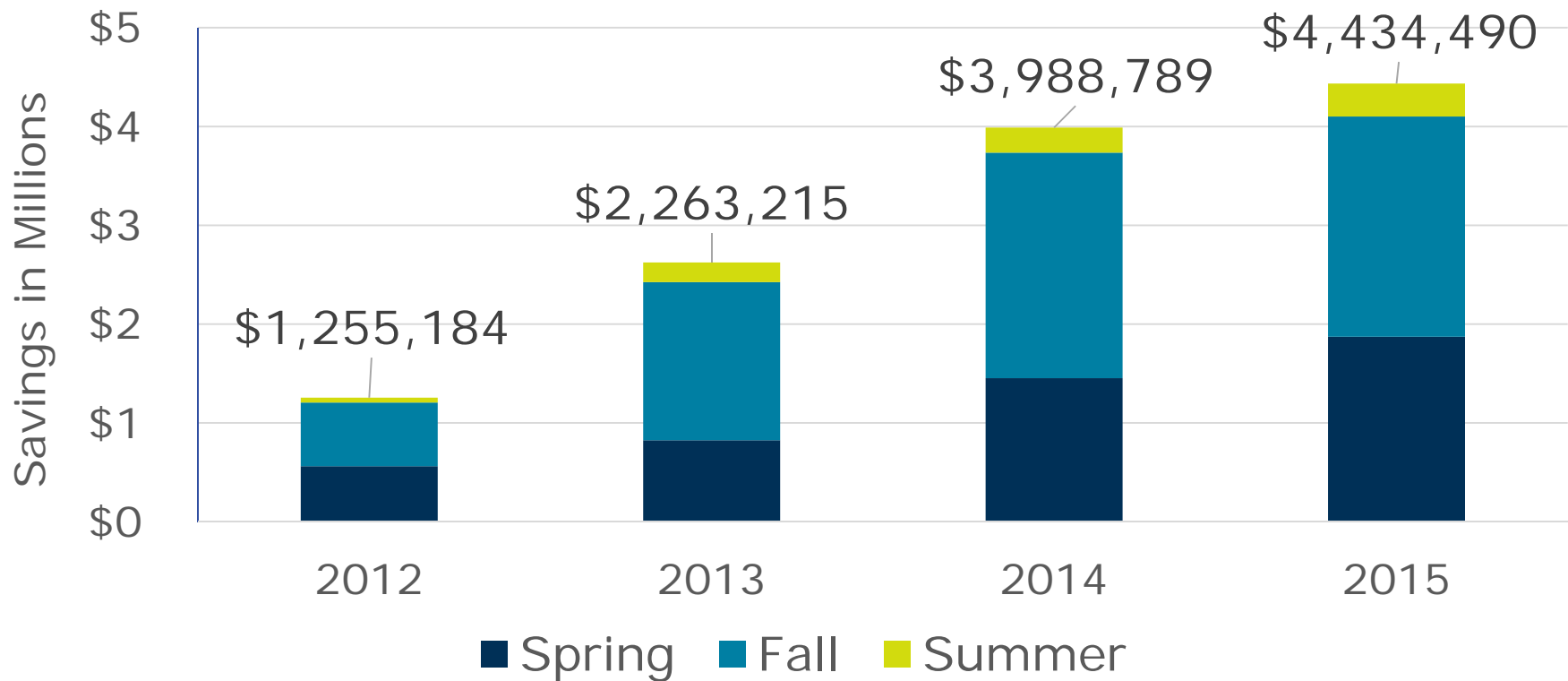- Going from consumption of information to interactivity
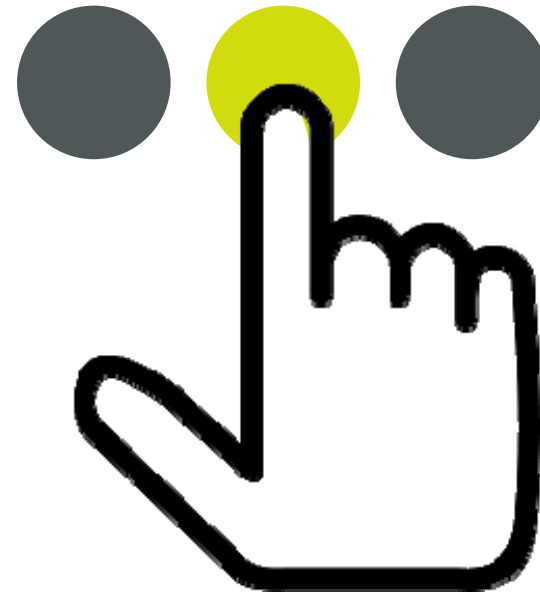
Burning
Questions

Impact to Date

- Cost savings for students

- Impact on teaching and learning

Indiana University eText Initiative
Cost Savings for Participating Students

Indiana University eText Initiative
Impact on Teaching & Learning

- Day one student access is a preference factor for faculty

- Student-reported engagement and perceived learning increased with active use of eText by instructor

- Learning insights enabled by digital delivery

EDUCAUSE Review Article:
http://er.educause.edu/articles/2015/2/instructor-engagement-with-etexts

Transitioning to Digital
Recommendations

✅ **Socialize the program** with students, faculty, administration, and trustees.

✅ **Pursue equivalent/more favorable pricing** than the net cost of buying and selling a used textbook.

✅ **Provide an excellent e-reader platform** for reading/annotating, online/offline use, and LMS integration.

✅ **Ensure faculty are well supported** in their use of the eText and e-reader platform.

Learn More
PearsonEd.com/digital-delivery

 Information on transitioning to digital delivery

 Success stories and blog posts

 Resources and support for making your move

Transform education
by changing the way learning happens

TRANSITION TO DIGITAL

Digital Delivery of Course Materials

For Institutional Leaders

For College Resellers

Transition to Digital

It's more than changing the way information is delivered and consumed. The transition to digital transforms education by making it more affordable, accessible, personal, and effective.

Explore this site to learn how transitioning to digital can have a positive impact at your institution, read about other institutions' successes, and find out how Pearson can help you chart your digital future.

We're here to help.

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Appendix A: Research References

Research Sources:

Hilton III, J. L., & Laman, C. (2012). One college's use of an open psychology textbook. *Open Learning: The Journal of Open, Distance and e-Learning, 27*(3), 265–272.

Feldstein, A., Martin, M., Hudson, A., Warren, K., Hilton III, J., & Wiley, D. (2012). Open textbooks and increased student access and outcomes. *European Journal of Open, Distance and E-Learning.* http://www.eurodl.org/index.php?article=533

Pawlyshyn, N., Braddlee, D., Casper, L., & Miller, H. (2013). *Adopting OER: A case study of cross-institutional collaboration and innovation.* http://www.educause.edu/ero/article/adopting-oer-casestudy-crossinstitutional-collaboration-and-innovation

Fischer, Lane, et al. "A multi-institutional study of the impact of open textbook adoption on the learning outcomes of post-secondary students. *"Journal of Computing in Higher Education* 27.3 (2015): 159-172.

Survey Source:

Florida Virtual Campus. (2012). *2012 Florida Student Textbook Survey*. Tallahassee, FL. http://www.openaccesstextbooks.org/%5Cpdf%5C2012_Florida_Student_Textbook_Survey.pdf

Appendix B: Curated Resources

Smartest Book on the Shelf

Dr. Stacy Morrone, Associate Vice President - Learning Technologies, Indiana University

Dr. Morrone talks about the eText initiative at Indiana University and how it stands out from many other e-textbook programs.

>>Read more.

Indiana University – Purdue University, Fort Wayne

University increases access and affordability of course materials through an opt-in digital delivery program

>>Read more.

Algonquin College

Visionary college moves toward 100% etextbook usage to improve access and affordability

>>Read more.

Appendix B: Curated Resources (*Cont'd.*)

SUCCESS STORIES

Texas Southmost College

Innovative college implements a 100% digital learning platform to increase accessibility and affordability
>>Read more.

TOOLS

Digital Direct Access: A Considerations Guide for the Institutional Leader

This guide outlines the key considerations that successful institutions have found important to address as part of putting digital course materials delivery models into action on their campuses.
>>Download the guide.

HELP

Helping You on Your Digital Journey

You're looking for innovative ways to simplify access to course materials and improve affordability for your students. We'll help you develop a customized plan to move your digital journey forward.
>>Get help.

ALWAYS LEARNING