

Inclusive Access Success Stories

Inclusive Access is an innovative course material delivery model that helps institutions of higher education provide their students with access to course materials on the first day of class at a discounted price.

BACKGROUND

In 2015, the U.S. Department of Education issued regulations that permitted institutions of higher learning to charge students for books and supplies as part of tuition and fees. The regulations define Inclusive Access as an arrangement between the institution and “a book publisher or other entity” that makes books or supplies available “below competitive market rates.” The Inclusive Access model helps students obtain course materials on the first day of class and requires institutions to provide students the ability to opt-out of the program. Students on more than 1,000 campuses (and growing) throughout the United States participate in an Inclusive Access program. These programs deliver world class digital content and interactive platforms known to aid in improving student outcomes, on the first day of class at a significantly reduced price, increasing equitable access to course materials. Inclusive Access conveniently permits students to pay for the course materials through the accounts the educational institutions have set up for loans or grants under Title IV of the Higher Education Act.

Inclusive Access programs, which are easy for institutional leaders and faculty to set up, are known to be effective and affordable options for school administrators and students that have real results in the classroom. Below is a sampling of key findings from various Inclusive Access success stories throughout the country:

Auburn University

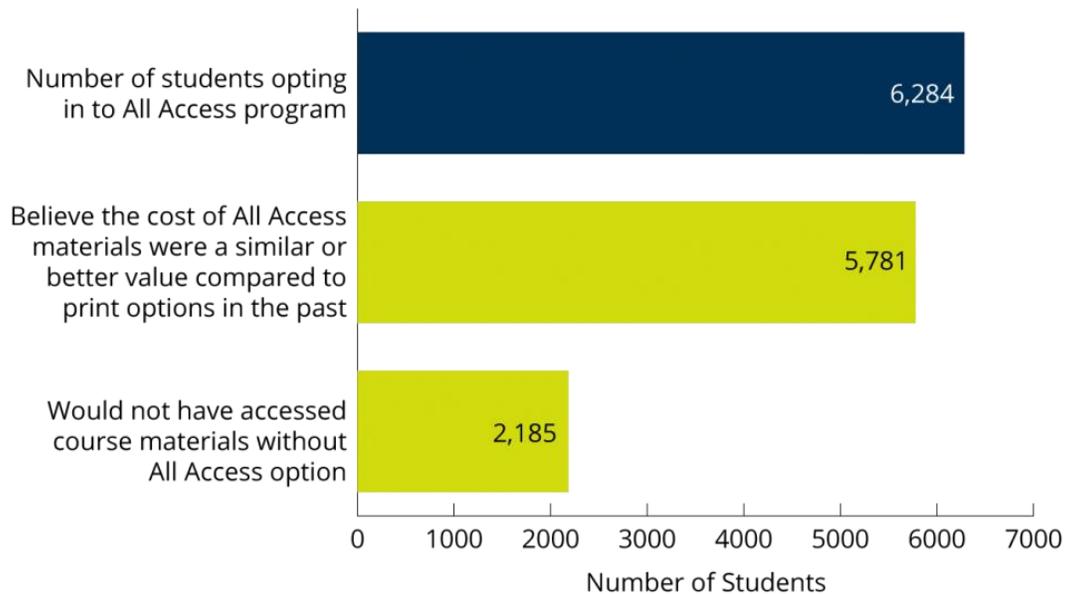
[Inclusive Access Study Tracks Student Access And Cost Savings](#)

Key Excerpt:

Over one-third of students surveyed reported that they were unlikely to purchase course materials at all if they were not offered digitally via the All Access program. This translates to 2,185 students (of the 6,284 students enrolled in the program during the Spring semester) who opted in and were able to access the course materials due to All Access. These 2,185 students would likely not have had any access to course materials during the semester without the All Access program.

78% of students who opted in to All Access agreed or strongly agreed that the digital course materials were easy to access.

Spring 2017 survey data projections



Credit: Pearson

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Austin Peay State University

[Austin Peay's First Day eBooks pilot program to reduce cost of textbooks](#)

Key Excerpt:

The First Day [Inclusive Access] program drives down the cost of course materials, and ensures students will have the right text for their class. This allows them to fully participate from day one and succeed in their course work. Students do have the option to opt out of the First Day program, but [APSU associate provost for research and dean of the College of Graduate Studies Dr. Chad Brooks] said those participating in this summer's pilot program will collectively save more than \$10,000, with estimated savings of more than \$120,000 for the fall semester. Next year, he hopes to make that number grow by expanding the program to the entire campus.

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Copiah-Lincoln Community College

[Pearson Inclusive Access Study Highlights Increased Outcomes At Copiah-Lincoln Community College](#)

Key Excerpt:

- *Graduation rates have increased eight percentage points and retention rates have increased ten percentage points after the implementation of Pearson Inclusive Access.*
- *Student success rates in gateway mathematics courses have increased 17 percentage points with Inclusive Access in place.*
- *A comparative analysis of traditional textbook package prices and Inclusive Access costs indicate that students save an average of 68% off traditional prices when using Inclusive Access course materials.*

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Cornell University

[Instant Access: An Affordable Course Materials Initiative](#)

Key Excerpt:

Since the Instant Access program's inception in fall 2016, over 29,000 participants have saved an estimated \$1,404,795 by using inclusive access digital course materials compared to the new print equivalent of the same material. On average, 84% of students enrolled in courses for which Instant Access is available have chosen to remain opted-in as participants of affordable, value-driven, inclusive digital course materials. Through Instant Access, Cornell undergraduate students pay on average 70% less for digital course materials compared to traditional new print equivalents

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North Carolina State University

[Students Saving Money Through All-In Digital Access Program \(Technician\)](#)

Key Excerpt:

According to [Director of NC State Stores Joe Halliburton] and Walsh, students saved thousands of dollars based off of results from this past fall 2018 semester alone.

"Overall we have reported savings of about 470,000 to 500,000 dollars," Halliburton said. "That represents about 50 percent savings overall for one semester only. You are looking at an 80 percent discount all the way up to probably the most expensive would be 20 percent."

Walsh described how the program makes the cost of course material less expensive.

"We have contracts [with] three of the big publishers — Cengage, McGraw-Hill and Pearson — that give discounts off of inclusive access price, which is going to be less than the other list price we were paying before," Walsh said. "Therefore, we are passing that savings onto the student."

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Rowan-Cabarrus Community College in North Carolina

[Community College Improves Retention With Digital Curriculum](#)

Key Excerpt:

Since the launch, said Billings Beaver in a prepared statement, the college's retention rate specifically for the Developmental Reading and English III course has grown by 18 percentage points, from 77 percent to 95 percent. Similarly, the pass rate has risen from 69 percent to 77 percent.

Satisfaction with digital resources has also grown among students from 78 percent in fall 2015 to 85 percent in fall 2016.

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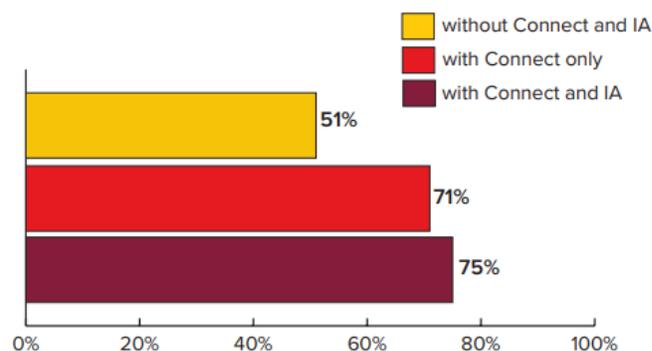
Somerset Community College

[Inclusive Access And Connect® Reduce Financial Burden For Students While Improving Course Grades](#)

Key Excerpt:

Earlier access to course materials has improved pass rates and grades. Since implementing Connect and Inclusive Access in the online BIO 212 course, students who earned passing grades (A, B, C) climbed from 51% without Connect to 70% with Connect, to 74% with Connect and Inclusive Access. Consequently retention rates jumped by 20%.

Figure 1: Percentage of A's, B's, and C's



Credit: McGraw-Hill

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University of Arizona

[UA BookStores Program Helped Students Save \\$3M](#)

Key Excerpt:

Inclusive Access has grown exponentially since it began in fall 2016. Back then, the program was used in only three courses. But by the end of fiscal year 2017, it had grown, helping students save more than \$300,000. Now, UA BookStores has partnered with 12 publishers this semester to offer the electronic materials and more than 100 faculty have adopted the program. As of late August, Inclusive Access was available in more than 150 courses – a number that is expected to grow over the course of the semester.

Though saving students money is the primary goal for Inclusive Access, [assistant director of the bookstore's book division Cindy Hawk] said she has heard positive feedback from faculty about the program's convenience.

"I think they really like it because students have automatic access the very first day of class," she said. "So, it's not a matter of saying, 'This is the book you have to acquire, you can find it at the bookstore or search for it wherever.' Students have it."

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University of Arkansas

[Inclusive Access Provides Students Savings, Convenience](#)

Key Excerpt:

This year, the university piloted a digital textbook program, known as inclusive access, with several major publishers, providing students in participating classes their textbook in eBook format on the first day of classes at a significantly reduced cost. In the fall semester, the U of A piloted the program with 266 students, resulting in student savings of \$31,913. In the spring, the university expanded the pilot to 3,714 students, resulting in savings of \$219,096.

Those savings, combined with the convenience of having the book on the first day of class, makes the initiative a "win-win," according to textbook manager Ricky Carney.

"Sometimes, students may not have the money to buy their books for the first week or two of classes, and this can put students behind in their coursework if they aren't able to complete reading assignments or homework," Carney said. "Inclusive access not only guarantees they'll have those materials by the start of classes but saves them money in the process."

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University of California – Davis

[Inclusive Access: Bringing Course Content into the Twenty-first Century](#)

Key Excerpts:

Why It Works

- *Inclusive Access delivery models break that cycle by consolidating purchases to achieve lower prices.*
- *Because of lower overall logistical and production costs, digital course content is by nature less expensive than the ever-escalating prices of printed textbooks. It can be provided without quantity restrictions, with zero shipping and storage costs, and can be updated easily, guaranteeing every student access to the latest academic content.*
- *Through the Inclusive Access program, each participating course essentially becomes a buying group acquiring the content through a single source, so publishers are willing to negotiate much lower prices than they can for print materials.*
- *Deferred payment also allows students to use their financial aid instead of credit cards and ends the educational disenfranchisement of waitlisted students waiting to purchase their course materials.*
- *In just its first year, the program saved UC Davis students **over \$1 million** while providing them day-one access to adaptive and interactive course content which has been shown to improve educational outcomes.*

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University of New Mexico

[UNM Bookstore saves students money: Various initiatives, Inclusive Access program total \\$4.2 million in student savings](#)

Key Excerpt:

"The UNM Bookstore is the only course materials provider that works directly with the UNM Faculty to ensure we have exactly what the professor wants for the course," said UNM Bookstore Director Carrie Mitchell. "Our staff work very hard to find several options of the books such as used texts, eTexts and loose-leaf editions for our students. We are excited that more faculty and publishers come on board with the IA program every semester. It's the right material, at a great price, negotiated through collaboration between the instructor, the publisher and the UNM Bookstore. The overall savings is tremendous for our students. Over \$2 million in savings last year alone."

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