

Illinois College Course Materials Affordability and Equitable Access Taskforce

Presented by (in order of presentation):

- **Kelly L. Denson**, Vice President, Education Policy & Programs, Association of American Publishers
- **Laura Knox**, Director of Higher Education Policy & Programs, W. W. Norton
- **Alli Gentile**, Vice President, Pearson Higher Education
- **Jennifer Becker**, Vice President, Strategic Partnerships, McGraw-Hill Higher Education

May 12, 2022

Background

Association of American Publishers (AAP)

- ✓ Who are we? What do we do?

Education publishing over the last decade:

- ✓ Course materials today result in lower costs & positive outcomes
- ✓ Two major shifts: 1) print to digital 2) affordability & access

Shift 1: Print to Digital

The 21st Century Global Shift to Technology

- ✓ Resulted in publishers creating digital materials/digital textbooks to meet the needs of the 21st century student.
- ✓ This gave way to the creation of highly engaging digital learning tools for students and faculty-rich resources for teachers/faculty.
- ✓ Today publishers create courseware not just textbooks.

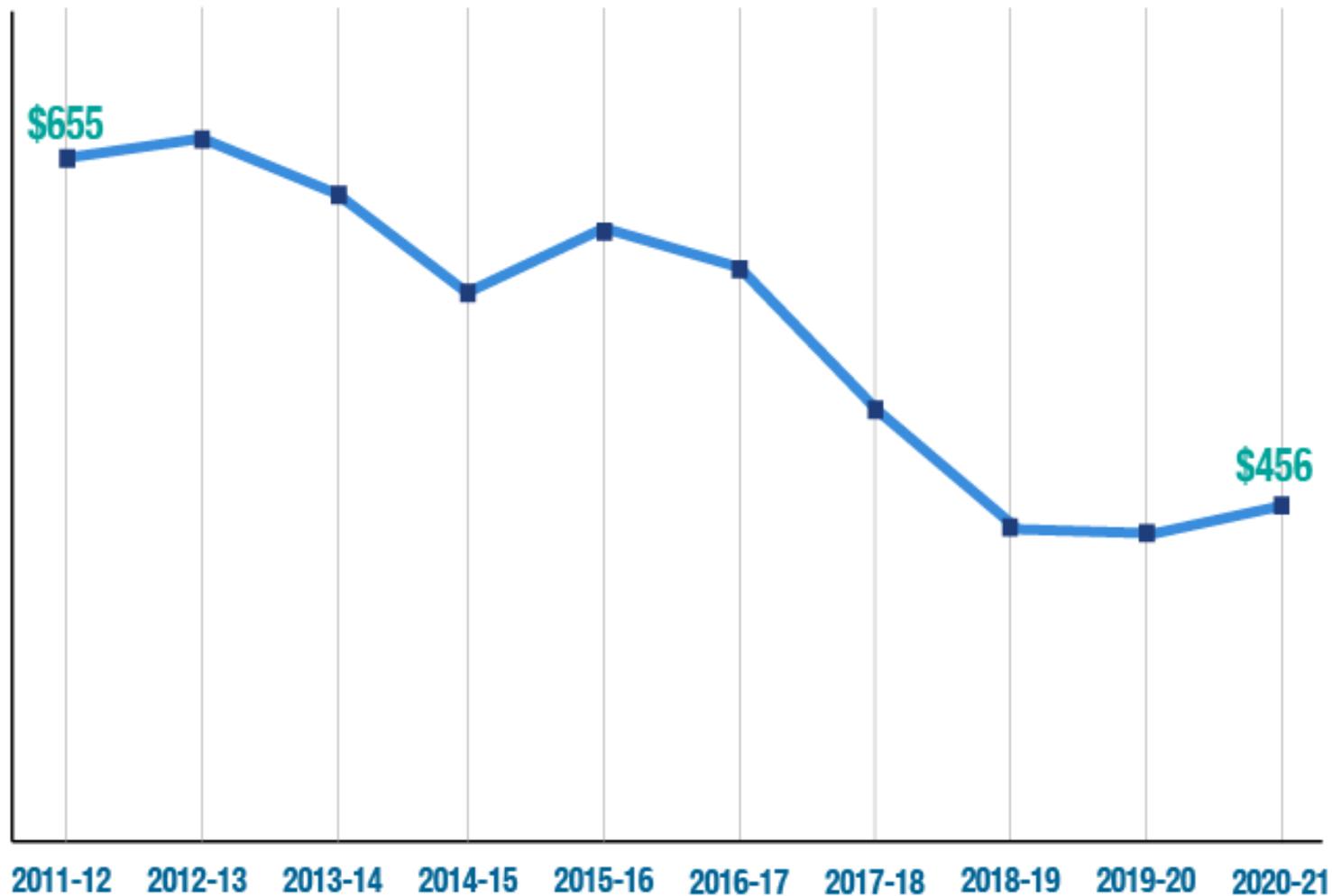
Shift 2: Affordability & Access

Publishers address affordability through innovation and options:

- ✓ Publishers develop options like e-books, looseleaf and custom print options, as well as course material delivery models like rentals or **inclusive access** that provide first-day access to course materials and at a low cost.
- ✓ These innovations and increased offerings give students more options to choose which learning modality works best for their individual academic and financial needs.
- ✓ As a result, student spending on course materials has dropped significantly in the past decade.

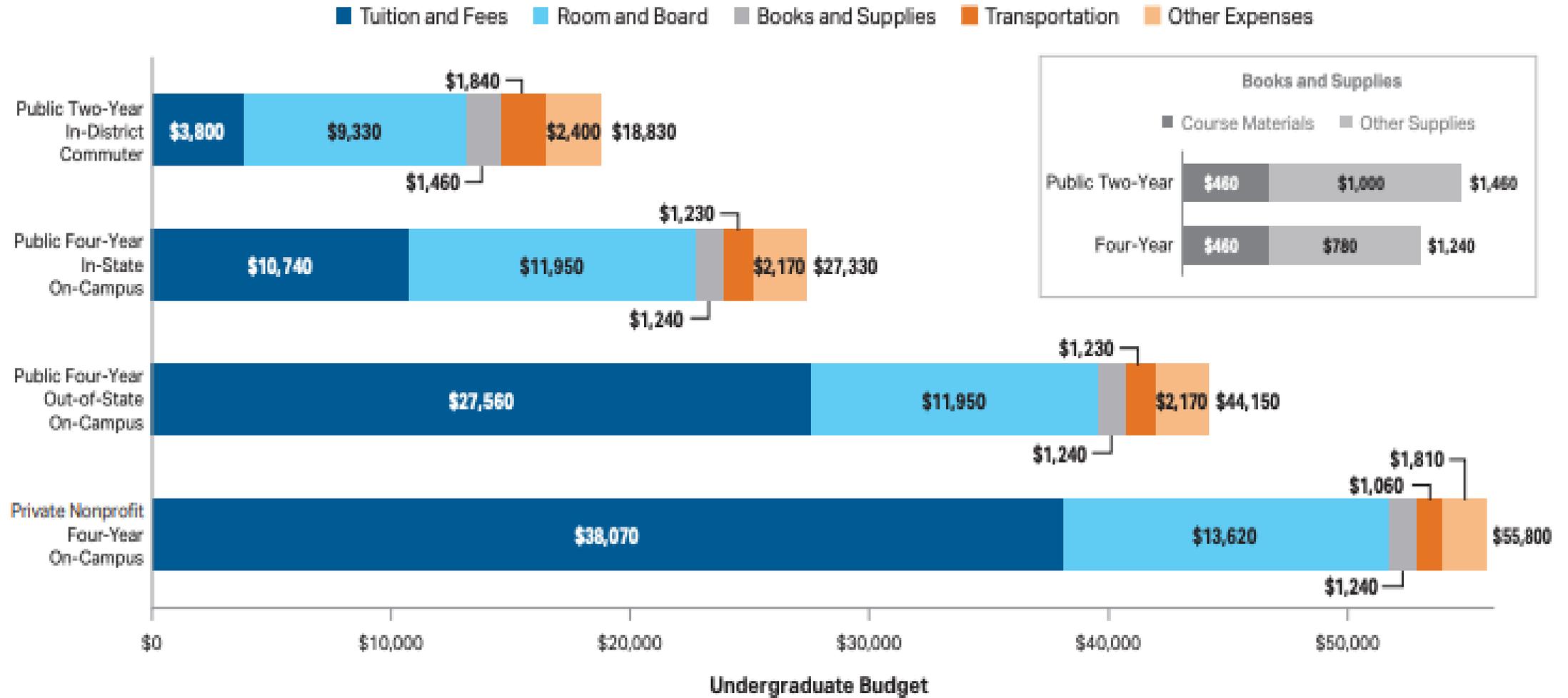
Student Watch
reported a
36%
drop in student
spending over
the last 10 years.

AAP ASSOCIATION OF AMERICAN
PUBLISHERS



Student Watch and Student Monitor (2021).

FIGURE CP-1 Average Estimated Full-Time Undergraduate Budgets (Enrollment-Weighted) by Sector, 2021-22



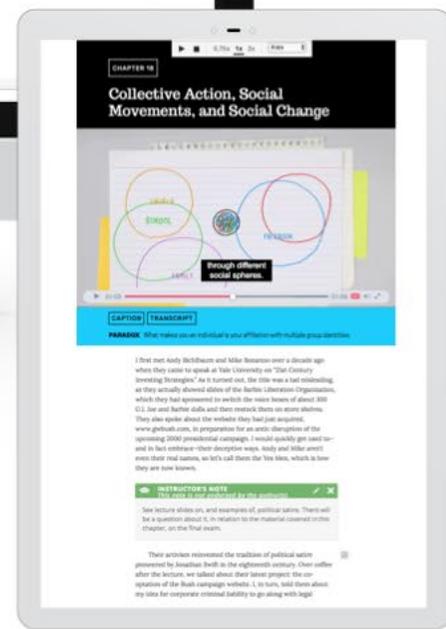
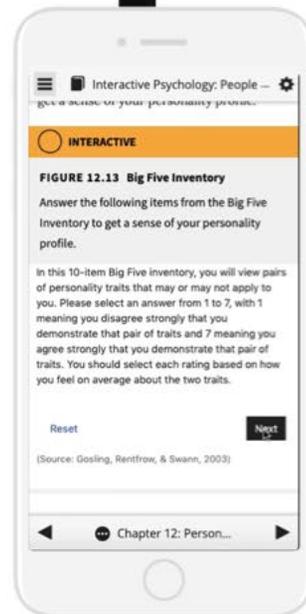
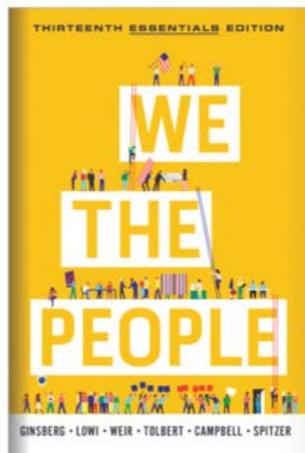
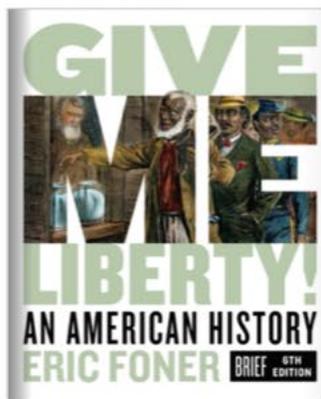
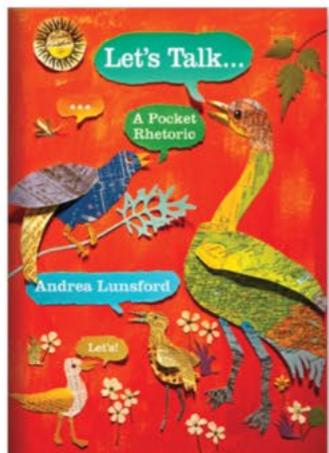
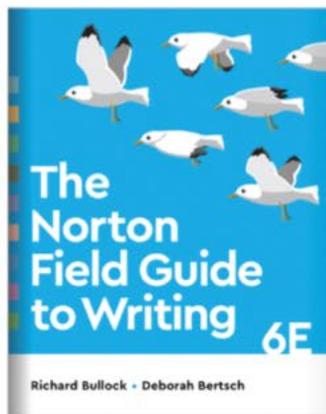
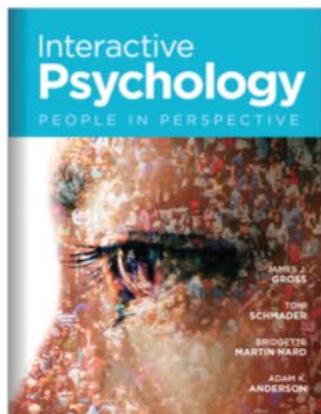
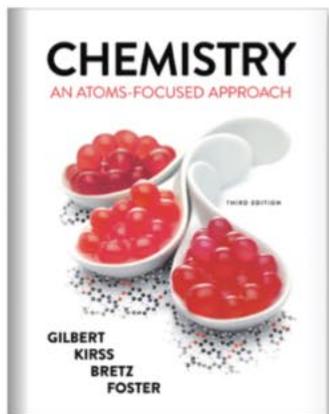
Commitment to Excellence

Publishers have a longstanding track record of:

- ✓ Producing high-quality, highly interactive content and technology.
- ✓ Investing in the most up-to-date standards of excellence.
- ✓ Increased transparency for students/faculty to make informed decisions.
- ✓ Continued innovation to meet the needs of today's student.

W. W. Norton & Company

The only Independent and Employee-owned Education Publisher



We conducted a survey of 560+ adopters of Norton's digital learning tools



91%

of instructors moving online felt supported or very supported.



75%

of the 253 instructors who have used other publishers' digital tools said their experience with Norton's is superior.



65%

of instructors saw a positive change or big positive change in student learning after assigning Norton's learning tools.

"I wanted to have publisher materials that had excellent academic rigor and had good support for their materials at an affordable price..."

"I've appreciated Norton's willingness to work with us to be able to provide **a quality textbook for Introduction to Psychology at a more affordable price**. Students find course costs challenging these days, and having a publisher who is willing to make accommodations so that we can keep using our preferred textbook is incredibly helpful."

– **Northwestern University**



More Affordable Options, More Opportunities for Student Success

- ✓ Digital
- ✓ Inclusive Access
- ✓ Equitable Access
- ✓ Rental
- ✓ Custom
- ✓ Low-cost print





Who we are

As the world's leading learning company, we create vibrant and enriching digital learning experiences designed for real-life impact.

What we do

We use our knowledge, experience and technology to deliver high quality, digital learning products to more people around the world than ever before.

We do it because we know that when we demonstrate the value of learning, we transform lives.

Pearson's Higher Education Goals

Pearson partners with institutions to create personalized learning experiences for students. Our values drive our commitment to providing affordable, accessible, and effective solutions for the betterment of learners everywhere.

Our Commitments

To Educational Equity

- *Diversity, Equity & Inclusion*
- *Accessibility*
- *Affordability*

To Making an Impact

- *Learning Science*
- *Results & Efficacy*
- *Content & Authorship*
- *Customer Success*
- *Support*
- *Sustainability*

To Educator Enrichment

- *Digital Learning NOW*
- *Teaching Toolkits*
- *Online Teaching Strategies*

Inclusive Access

More than 1500 institutions trust Inclusive Access to help them drive down the overall cost of a college degree and improve student outcomes.



Save Time & Money

Make students' lives easier with the lowest price — **up to 80% cheaper than print** — and no wait for financial aid or shipping.



Choose Flexible Options

Expanding our options to give institutions, instructors, and students more choices in formats, length of access, and price points.



Ensure Equal Access

Retention improves when everyone starts with you on day one, learns together, and has the same chance to succeed.



*"I'm excited to use the new version of chemistry now that we are in **Inclusive Access** because every student will have access to the **same content** on the **first day** for the first time since I started teaching. I **don't worry about price anymore** now that we are in **IA** because I know it's the lowest price for the content I want to teach with." -- Morton College Chemistry Instructor*



Pearson

The Cost of Failure to Complete

Shocking Statistics About College Graduation Rates

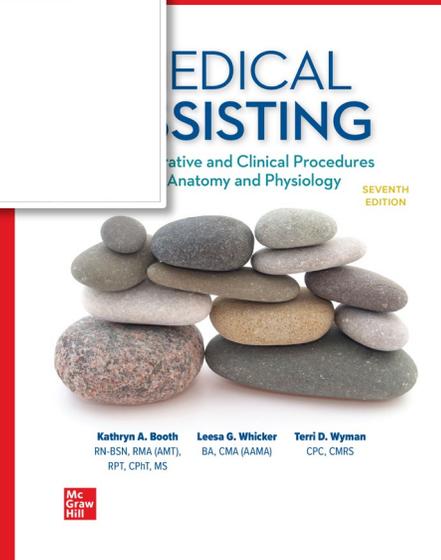
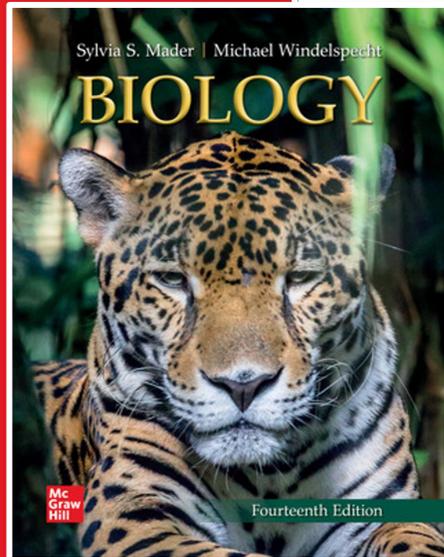
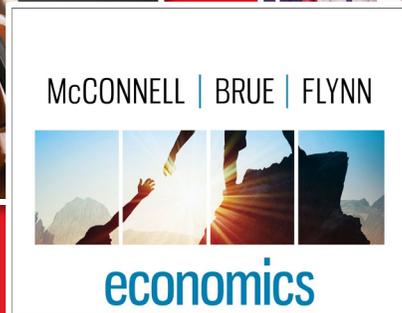
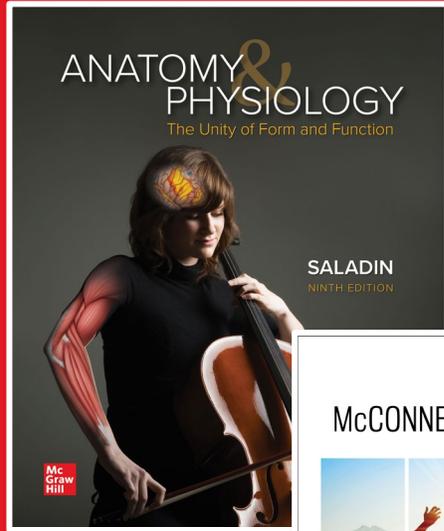
Mark Kantrowitz

Nov 18, 2021, 08:32pm EST

College is generally a good investment, but only if you graduate. Among students who are pursuing a Bachelor's degree, **students who drop out of college are almost 100 times more likely to default on their student loans than students who graduate.** College dropouts have the debt, but not the degree that can help them repay the debt.

Less than half of college students graduate on-time. Even after six years, **less than 60% of students at 4-year colleges** have earned a Bachelor's degree. The track record for community colleges is even worse, with **less than 20% of community college students** earning an Associate's degree or Certificate. That's hardly a passing grade.

<https://www.forbes.com/sites/markkantrowitz/2021/11/18/shocking-statistics-about-college-graduation-rates/?sh=46b3a0e32b69#open-web-0>



QUALITY: Trusted content that works

- Evidence-based, peer-reviewed, and continually updated for relevancy - attention to DEI
- Written by 14,000 leading subject matter experts, authors, and educators
- Expertly curated with instructional design for teaching and learning

Workforce Readiness: Tools that build students success skills for the real world.

Catered to different career paths, our tools help set students apart from their peers as they enter the job market.



Building Problem-Solving & Critical Thinking Skills

Application-based activities, simulations, and case studies that assess decision-making and teach real-world cause and effect.



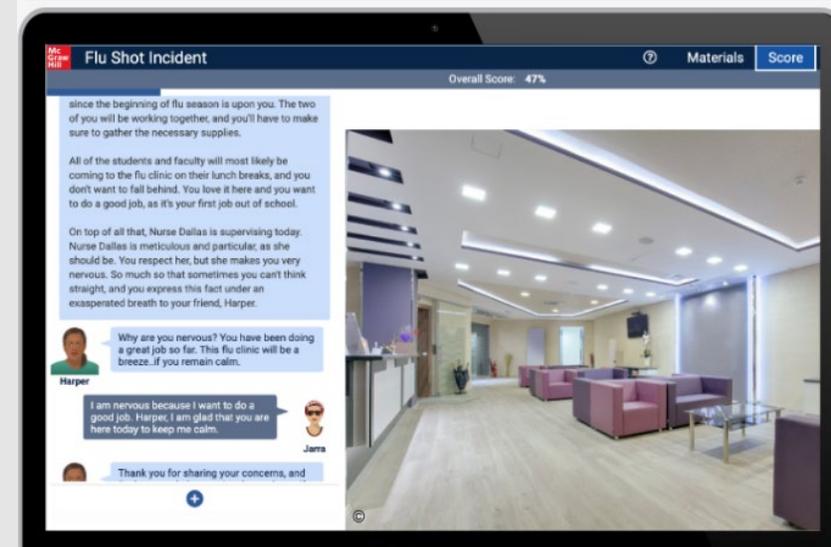
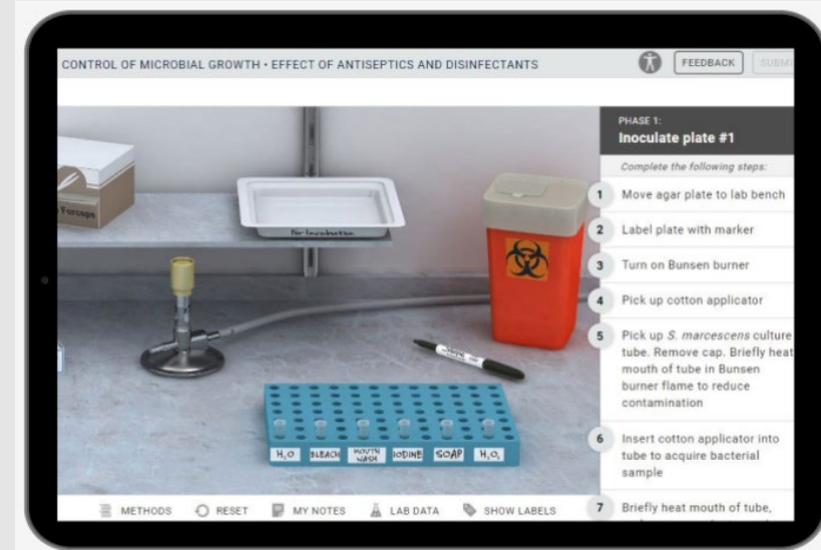
Developing Analytical Skills

Statistical software, data visualization, and excel tools, that help develop learners' ability to analyze and communicate data.



Refining Communication Skills

Tools supporting students in writing efficiently and improving their presentation skills, both individually and in teams.



Personalized learning technology to address varying levels of student preparedness.

Phlebotomy Exit Assignment

Progress 2% 1 40

Multiple Select Question
Select all that apply

Which of the following diseases or disorders of the integumentary system can be assessed with antibody titers blood tests?

- Chickenpox
- Rubella
- Shingles
- Seasonal allergies
- SLE

Confidence Level
Rate your confidence to submit your answer.

High Medium Low

5.2 Skeletal System

The skeletal system consists of bones (*oste/o*), associated cartilages (*chondr/o*), ligaments, and joints (*arthr/o*, *articul/o*). The skeletal system provides the body with protection and support. The ribs protect the heart and lungs. The bones support the soft tissues of the body and provide a place for muscles to attach. They produce blood cells and store minerals and fat. The bones can also store excess calcium (*calc/i*). See Figure 5-2 for the locations of several major bones of the skeletal system.

To Questions

© 2019 McGraw Hill Education. All Rights Reserved. Privacy | Terms of Use

Performance dashboards highlighting areas of needed intervention.

Fundamentals of Psychology: Perspectives and Connections Exit

Overall Class Performance as of 1 Aug 2019

How many learners have completed?

42%

Many learners have not completed the assignment.

How long did learners take to complete?

On average, learners took less time than estimated.

How aware are learners of their knowledge?

Many learners are unaware of their knowledge.

How many concepts were challenging?

Many concepts require remediation.

How did this learner do?

Challenging Concepts	Accuracy
Define descriptive designs	50%
Identify the definition of research designs	55%
Identify how logic is a powerful tool but can only tell us how the world should work	58%



Technology powered by AI works individually with each student to fill knowledge gaps, create personalized paths, and pace learning.



Differentiated instructional approaches, active learning, and engagement tools that tailor to the different ways of learning.

Maintaining the highest security and privacy standards in the industry

- 

1 — **Highest** security grade in the educational publishing industry according to SecurityScorecard.com
- 

2 — **Top** email protection score in the education industry according to Agari Protection Index Score
- 

3 — **Compliant** with the National Institute of Standards and Technology (NIST) cybersecurity framework
- 

4 — **AES-256 encryption** is used to protect data-at-rest and data-in-transit
- 

5 — **Best-in-Class** cybersecurity team and incident response using robotics and data science to thwart attacks

For more about how we are committed to keeping your information safe, visit our data privacy center.

➤ Best-in-class LMS integration

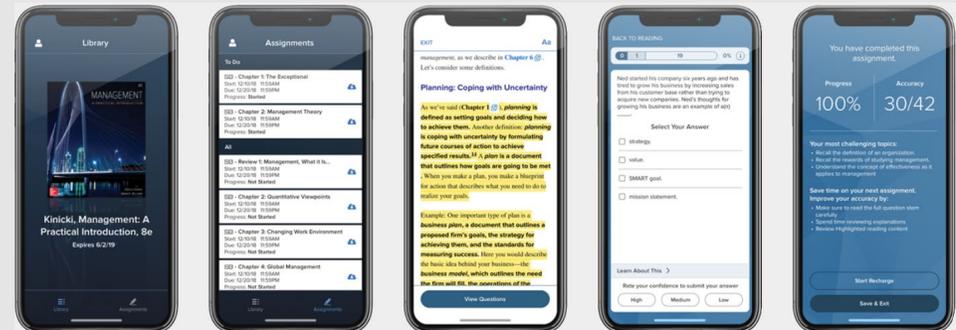


McGraw Hill's LTI Advantage Integration is certified by IMS Global Learning Consortium and reviewed positively by independent consultants at Unicon.

➤ Attention to Accessibility

McGraw Hill is making every effort to ensure that all new educational content and technology follows the WCAG (Web Content Accessibility Guidelines) version 2.1 AA guidelines and best practices.

➤ Mobile Ready



Inclusive Access – Improving Student Outcomes



- Working with over **1,400** institutions to deliver course materials through **Inclusive Access**, resulting in over **\$500M** in student savings on McGraw Hill materials between 2018 and 2021.
- Having access to **critical learning resources** on the first day of class helps improve retention and overall success in the course by **20%**.

Key Findings

- Launched Inclusive Access in 2012 in 14 courses
- Expanded to 144 courses across nearly every division
- Students save on average \$1400 each per year; a combined \$4 million annually
- Retention rates have improved 21 percentage points since inception
- Graduation rates have improved 14 percentage points since inception
- Students now expect to have digital resources and first-day access

INCLUSIVE ACCESS LESSONS LEARNED

Empower faculty to drive Inclusive Access
Dr. Duguid says Co-Lin decided early on that they would take a faculty-led, student-focused, administration-supported approach to Inclusive Access implementation. "We empowered faculty to lead the effort and request the shift from traditional materials to Inclusive Access. That process allowed faculty to have a voice, develop their own buy-in, have departmental discussions to untangle around specific material and identify their own advantages and disadvantages of the program."

Start small, with eager participants
Faculty teaching developmental courses and college-level mathematics were the driving force behind the initial rollout. Because of their advocacy, these faculty made every effort to ensure a smooth implementation and also were prepared to identify and address potential hurdles.

Set goals and expectations
Co-Lin's early Inclusive Access goals were to reduce costs and improve access for students in developmental courses. Says Dr. Duguid, "We set out to measurably impact the percentage of students who were ready to engage in course material the first day of each semester. As we expanded the program, we continued to focus on equitable instructional material access and student success in each program and each course transitioning into Inclusive Access." Co-Lin also acknowledged there would be unexpected hurdles, which helped pave the way to overcoming them with publisher and distribution partners.

Communicate, communicate, communicate!
All stakeholders should have a clear understanding of what Inclusive Access is, how it works, and why and how the college is implementing it. This requires early and frequent communication to inform and support students, faculty, staff, administration, the business office, bookstore, IT, LMS administrators and Enrollment Services. Even after a decade of Inclusive Access, Co-Lin offers regular training on how the materials interact with classes, how to adjust and maneuver assignments, and how to help guide students through the process to access course materials.

McGraw Hill
Because learning changes everything.™

A Decade of Inclusive Access at COPIAH-LINCOLN COMMUNITY COLLEGE
Case Study

About Copiah-Lincoln Community College
Copiah-Lincoln Community College (Co-Lin) is an open admissions institution located in rural Southwest Mississippi. The college was established in 1928 as an outgrowth of the agricultural high school. On its three campuses, the college offers academic transfer programs leading to the Associate in Arts Degree, Career and Technical Education (CTE) programs leading to the Associate in Applied Science Degree, and certificate programs. Co-Lin has an annual enrollment of approximately 2,500 students: 41% African-American, 54% Caucasian and 64% female. Ninety-two percent of students receive some type of financial aid in the form of grants, scholarships, and student loans. The main campus in Wesson provides residence halls for 600 students with a substantial waiting list each semester. More than 100 students receive veterans' services.

Key Findings

- Launched Inclusive Access in 2012 in 14 courses
- Expanded to 144 courses across nearly every division
- Students save on average \$1400 each per year; a combined \$4 million annually
- Retention rates have improved 21 percentage points since inception
- Graduation rates have improved 14 percentage points since inception
- Students now expect to have digital resources and first-day access

Benefits: Fact vs Fiction

Choice

- **Academic Freedom**
- **Student Opt-Out**
- **Print options**

Savings

- **Lowest competitive market rate DOE regulation**

Access

- **Financial aid eligible**
- **Delivered through LMS**
 - **Day 1 of class**
- **Faculty and student support**

Privacy

- **FERPA Compliant**