



includED<sup>®</sup>

**Access | Affordability | Student Success**

Follett Higher Education Group includED



# The Affordability and Achievement Challenge

## Students Are Not Purchasing Their Course Materials

### Faculty and students want this...



**77% of faculty** use required course materials in class



**3 in 4 students agree** having their own textbook helps them get better grades



**85% of students agree** they'd like to get course materials as a single reduced fee as part of tuition



# The Affordability and Achievement Challenge

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### But here is what is happening in the classroom...



**One in five** students has skipped or deferred a class due to material costs



**More than 1/3<sup>rd</sup> of students** decided to go without a required textbook



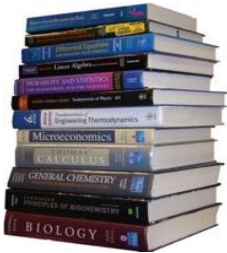
**Only 28% of students** have all required course materials on day one of class

# includED<sup>®</sup> Course Materials Catalog

Through its long-standing relationships with over 7,000 publishers and course materials providers (including OER), Follett delivers an unparalleled catalog of course materials

## Traditional Course Materials

*New, Used, Rental,  
Custom*



## Digital Course Materials

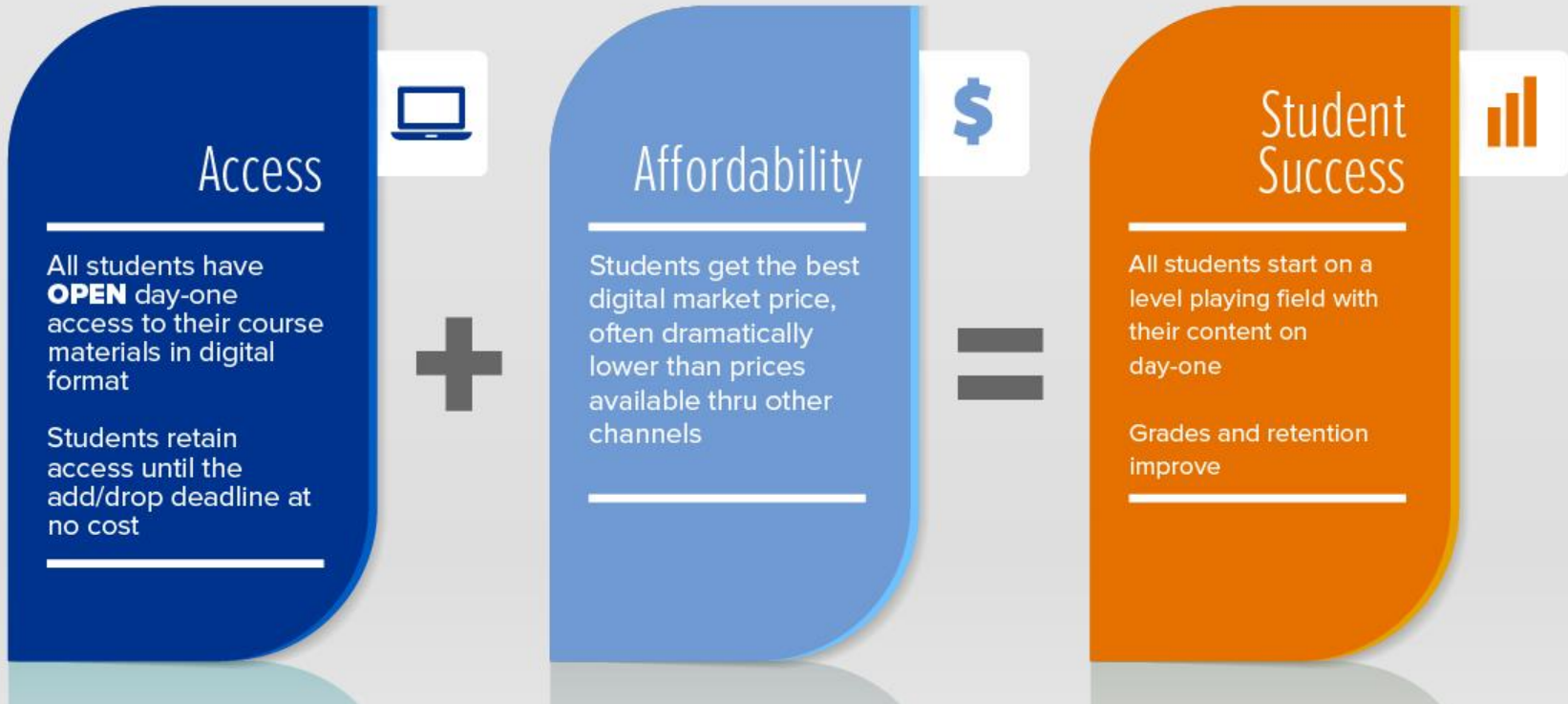
*(eBook &  
Personalized)*



## Supplements and Supplies



# includED: Overview





**MEMORANDUM**

**TO:** Illinois Community College Presidents

**FROM:** Karen Hunter Anderson, Ph.D.  
Executive Director

**DATE:** February 7, 2017

**SUBJECT:** Digital Textbook Discount Programs

Recently, I met with textbook publishers working to develop new models for purchasing digital textbooks and digital learning systems. These models are based on regulations issued by the U.S. Department of Education (34 CFR 668.164(c)(2)) which allow institutions of higher learning to charge students for books and supplies as part of tuition and fees. Coupled with the federal regulations, there are no provisions in state statute that would preclude Illinois community colleges from participating in digital discount programs.

I have included the attached information provided by the American Association of Publishers. If your college is interested in pursuing further, you may contact your textbook publisher.

***ILLINOIS COMMUNITY COLLEGE BOARD***

401 East Capitol Avenue - Springfield, Illinois 62701 - (217)785-0123 - [www.iccb.org](http://www.iccb.org)

# What is the student experience?



# Opening the Door to Digital



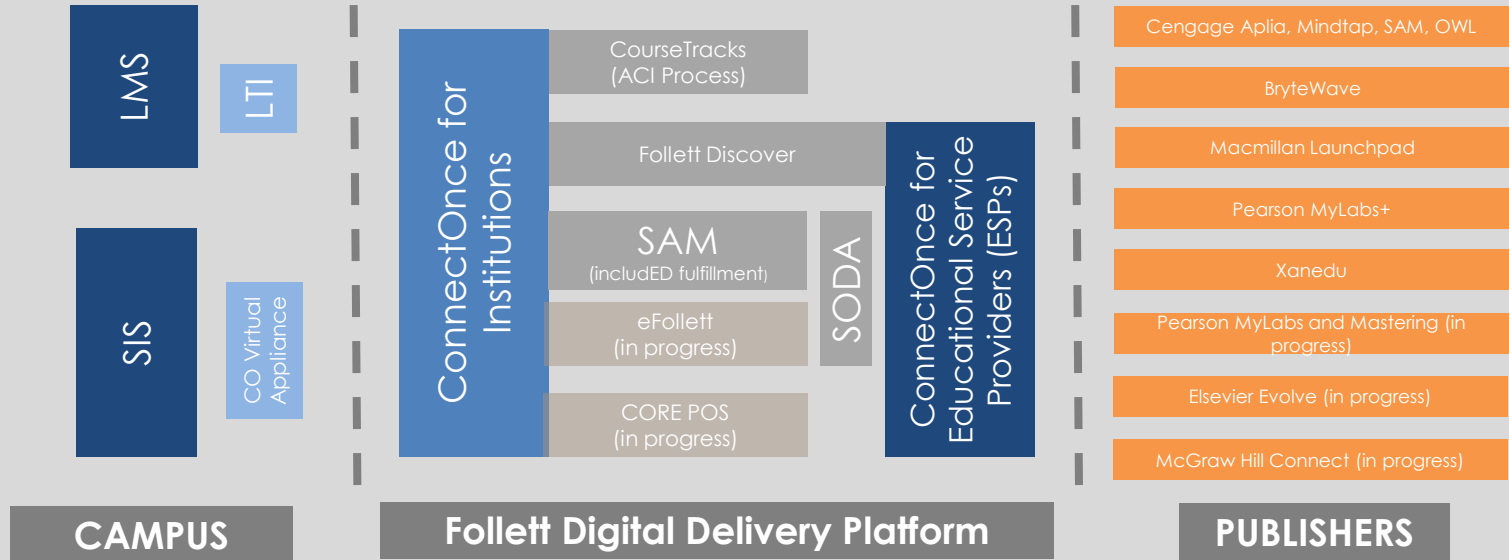
“After we provided our student enrollment list, Follett auto-enrolled students into the Pearson MyLab product. Students then simply logged into their LMS account where the course material was immediately available to them. Students were able to access their MyLab Plus content on the first day of class without worrying about access codes.”

-Samantha Birk  
Associate Director for Instructional Technology,  
Indiana University-Purdue University Fort Wayne



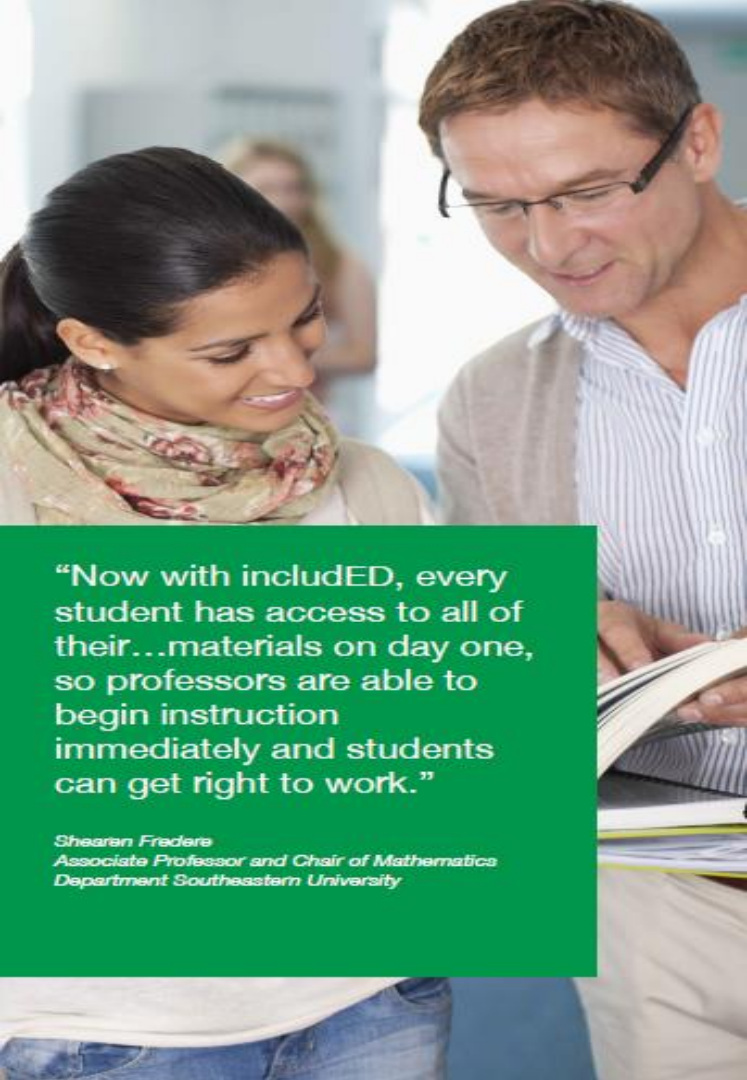
# Digital Content Expertise

Follett Has Invested In A Multi-Million \$ Digital Content Delivery Platform



# Institution Partners utilizing ConnectOnce technology and supported products





“Now with includED, every student has access to all of their...materials on day one, so professors are able to begin instruction immediately and students can get right to work.”

*Shearen Fredere  
Associate Professor and Chair of Mathematics  
Department Southeastern University*

# Textbooks includED at



**Danville Area  
Community College**

# Danville Community College includED Program Overview

- **Materials are a mix of Digital and Physical**
  - Low cost print available in bookstore
- **Program first implemented in Fall 2014**
  - 11 Courses
- **Expanded Fall 2015**
  - 19 Courses
- **Expanded Fall 2016**
  - 30+ Courses
- **Spring 2017 Implementation**
  - 30+ Courses
  - Served approximately 1140 Students
  - Average Regular Retail \$243,540
  - includED Student Retail \$156,146
  - **Danville Students Saved \$87,304 this term (36%)**

## Communication

- Email Campaign
- Info present at registration
- Orientation
- Signage

### Are You includED?



Introducing a groundbreaking initiative that delivers required course materials to students as part of their tuition or fees. By ensuring student access to all required course materials, includED drives engagement and academic success. And students can experience enhanced affordability, as well.

#### Summer 17 includED Classes at DACC

BACC 100WH  
BMGT 104W  
BMGT 114W  
BMGT 118W

BMGT 201W  
BMGT 212W  
CACC 101W  
CACC 105W

CBUS 104W  
CBUS 203W  
MATT 104W

If you are enrolled in one of the courses above, your digital book will be available via Blackboard. Don't worry if digital is not the answer for you, you can purchase a low-cost print of your digital textbook. Note: Bookstore only keeps 2-3 copies of each book above. You may have to special order it.



**Danville Area  
Community College**

**DACC Bookstore**

**217-443-8759 ~ [www.dacc.bkstr.com](http://www.dacc.bkstr.com)**

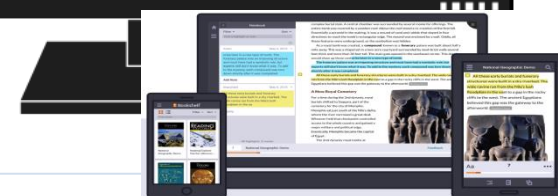
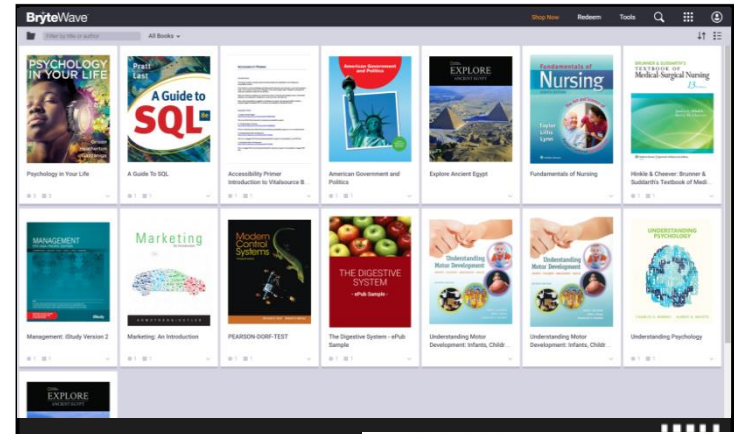
# Academic Tools & Technology

## BryteWave – Follett's Multi-Publisher Digital Reading Platform and Study Tool

- Digital Reader Platform Providing Over 500,000 Titles From Over 600 Publishing Partners All From One Device
- Sold at 1200+ stores and 90+ included programs
- Content Can Be Accessed Online And Offline On A Tablet, Smartphone, Laptop, Or Desktop
- Easily Organize Textbooks With BryteWave's Powerful Search, Sorting, And Bookmarking Tools
- Powered by the Industry Leading VitalSource platform, which includes robust accessibility features

Powered by **VitalSource™**

Follett  
**BryteWave™**  
Read. Note. Study. Share.



## Log in to Brightspace

Username \*

Password \*

[Forgot your password?](#)



### Content Browser |

Home

#### Course Materials

Biology Textbook

Biology Textbook

### News |

There is no news to display.

### My Courses

VitalSource Course 1

VitalSource Course 2

VitalSource Course 3

VitalSource Course 4

VitalSource Course 5

### Updates

There are no current updates for VitalSource Course 1





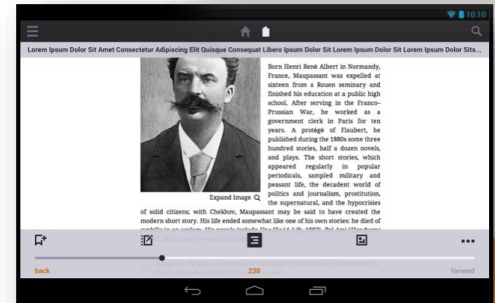
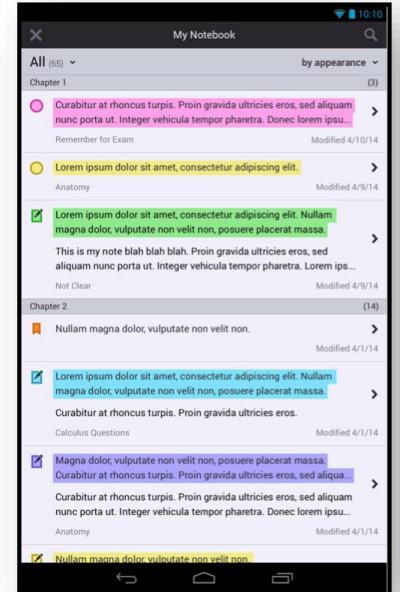
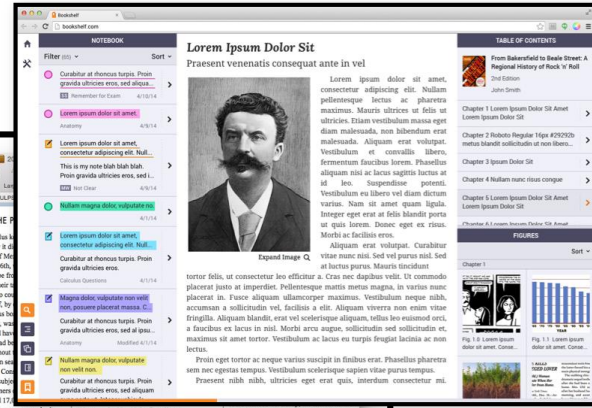
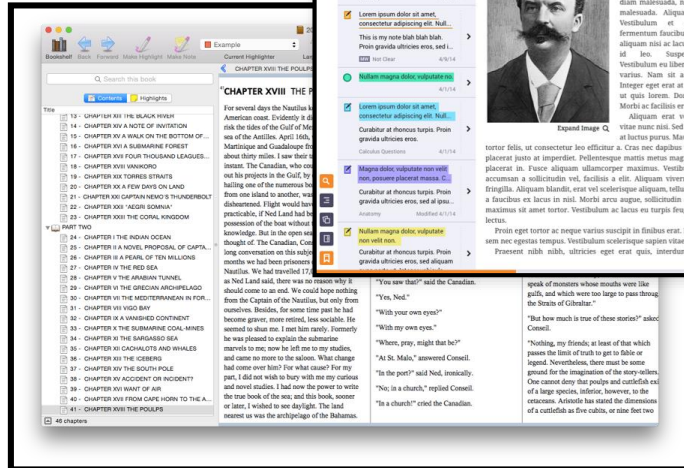
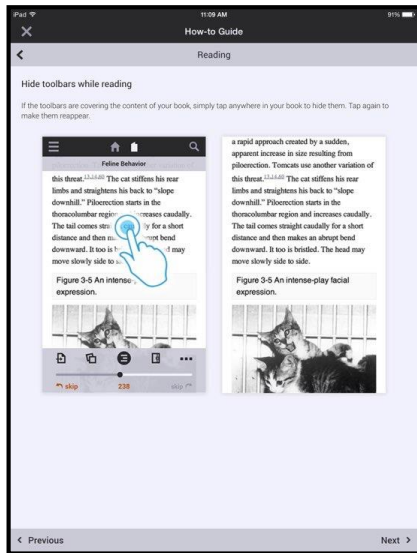
# 3 Consciousness

**THE SNOWBOARD CHAMPION KEVIN PEARCE**, the Arizona congresswoman Gabrielle Giffords, and many military personnel who have served in Iraq and Afghanistan—what do these people have in common? All have suffered traumatic brain injury, or TBI, a condition in which a person's brain is damaged by an external force, such as a violent blow or penetration by an object, such as a bullet. The consequences of TBI vary, but victims are often in a coma for varying lengths of



Table of Contents	
	<b>Psychology in Your Life</b> Grison, Sarah; Heatherton, Todd; Gazzaniga, Michael;
Cover	Psychology in Your Life
ii	Front Matter
2	Chapter 1 - Introducing the World of Psychology
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# • Fully-featured apps for Mac, Windows, iOS, Android, Kindle Fire, Chromebook and the browser



# What Institutions Are Saying About includED

**“Follett understood our challenge and helped us establish and implement a program that made it easier for our faculty to teach and for students to learn.”**

*- Jean Wisuri,  
Director, Distance Education,  
Cincinnati State Technical and  
Community College*

**“includED has solved so many problems for us by simplifying and streamlining the process of students accessing their required course materials. The start of each semester typically included hundreds of potential problems with students accessing their materials. Now with includED, every student has access to all of their math materials on day one, so professors are able to begin instruction immediately and students can get right to work.”**

*- Shearen Fredere, Associate Professor and Chair of Mathematics Department,  
Southeastern University*

# Delivering Positive Outcomes – A Student Perspective



- 76% of students received the same or **greater level of value** with the includedED program
- 69% of students agree that the includedED method to access course materials **made life easier**
- 79% of students agree that getting course materials with includedED is the same or **better than other methods**
- 66% of students believe includedED **prepared them better for class.**

# includED<sup>®</sup> Benefits

## Access, Affordability and Success

1. Students have access to course materials on or before first day of class
2. Follett works with publishers to provide best pricing. Typical discounts up to **20%** off regular digital access and up to **60%** below purchase of new print
3. Print on demand available at low cost
4. Follett manages implementation and support
5. 90+ includED campuses and growing

# includedED Student Savings Overview

## **Southwest Tennessee Community College**

**5 Courses**

**1600 Students**

**Spring includedED Savings = \$151,266**

## **Volunteer State Community College**

**16 Courses**

**1900 Students**

**Spring includedED Savings = \$111,641**

## **Northeast State Community College**

**145 Courses**

**9000 students**

**Spring includedED Savings = \$606,510**

- Access to all required course materials on day one of class
- Any course material title and format can be provided at significantly lower price (publisher and OER)
- Students can opt-out prior to purchase commitment date
- Follett manages implementation and support

**Access + Affordability = Student Success**

# includED®

## Let's Get Started!

**Access | Affordability | Student Success**

Follett Higher Education Group includED





## Appendix

## VCCS Case Study (2014 – 2015)

Grades	W/O includED	W/includED	Net Change
A/B/C	66.32%	77.01%	10.69%
D/F	22.93%	15.64%	-7.29%
W	10.74%	7.35%	-3.40%
Grand Total	100.00%	100.00%	

Results from a 12-month pilot at five campuses of the Virginia Community College System. The only difference year over year was giving students access to the content on the first day. The content delivered was the same.

## University of Florida All-Access Program

- **Fall 2016 Semester: 28 courses in Business Services Division**
  - **\$1.7 million in savings to students**
  - **90% student participation rate**
- **Spring 2017 Semester: 36 courses**
- **Fall 2017 Semester: 100+ courses**

<http://news.hr.ufl.edu/2017/02/uf-all-access-textbook-program-an-effective-way-to-save-students-money/>

# includED<sup>®</sup> The Student's Opt-out Experience

01



Student Evaluates and  
Uses Course Materials  
Prior To Add/Drop  
Deadline

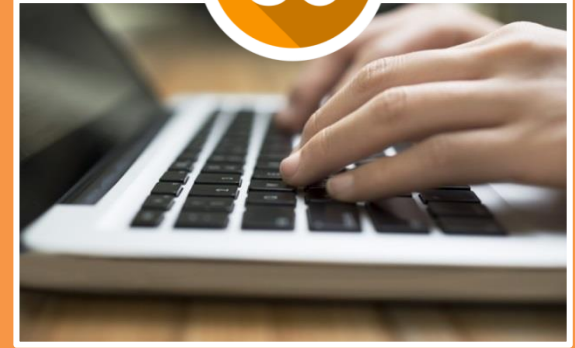
02

Classes with eBooks						
CRN	Subj	Crse	Sec	Title	eBook Cost	
80046	BIOL	1010	A02	Intro to Biology I	\$78.34	<input type="button" value="Opt Out"/>
82414	BUSN	2380	A01	Principles of Marketing	\$54.94	<input type="button" value="Opt Out"/>
82414	BUSN	2380	A01	Principles of Marketing	\$56.35	<input type="button" value="Opt Out"/>
81248	INFS	1010	A09	Computer Applications	\$99.95	<input type="button" value="Opt Out"/>

**RELEASE: NES8: 1.0**

Student Decides To  
Opt-out

03



Student Purchases Own  
Materials

Follett Does Not Charge  
Campus For This Student