



CourseSmart

**Digital Book 2008**

May 14, 2008



# WHAT IS YOUR CUSTOMER USE CASE?



- **NEWS**
- **REFERENCE**
- **REVIEW**
- **COST SAVINGS**



# **OPPORTUNITIES IN HIGHER EDUCATION**

- AFFORDABILITY**
- PROFESSOR REVIEW &  
ADOPTION**

# A Variety of Studies All Lead to Similar Conclusions



- **STRATEGIES FOR REDUCING STUDENTS' TEXTBOOK COSTS, MINNESOTA OFFICE OF HIGHER EDUCATION, FEBRUARY 2007**
- **TURN THE PAGE: MAKING COLLEGE TEXTBOOKS MORE AFFORDABLE, ADVISORY COMMITTEE ON STUDENT FINANCIAL ASSISTANCE, MAY 2007**
- **ARIZONA BOARD OF REGENTS TASK FORCE ON TEXTBOOK COSTS, JUNE 2007**



# From The ACSFA Report



## ACSFA GENERAL CONCLUSIONS

- IN THE SHORT TERM, STEPS MUST BE TAKEN TO INCREASE AFFORDABILITY FOR ALL STUDENTS...
- IN THE LONG TERM, ...MARKET MUST BE TRANSFORMED INTO A DEMAND-DRIVEN, COLLEGE- AND STUDENT-CENTRIC MARKET.

## ACSFA SOLUTION #8: UTILIZE 21ST CENTURY TECHNOLOGY

- ELECTRONIC TEXTBOOKS
- E-BOOKS ARE THE REPLICATION OF TRADITIONAL TEXTBOOKS IN DIGITAL FORMAT MADE AVAILABLE TO STUDENTS THROUGH CODED, ONLINE ACCESS.
- E-BOOKS COST APPROXIMATELY 50 PERCENT OF THE RETAIL PRICE OF A NEW HARD COPY TEXTBOOK. THESE SAVINGS ARISE BECAUSE PUBLISHERS DO NOT INCUR PRINTING OR PRODUCTION COSTS.
- OTHER BENEFITS INCLUDE EASIER UPDATING, AND THE ABILITY FOR STUDENTS TO MAKE ELECTRONIC NOTES IN SOME TEXTS, AS WELL AS SEARCH, PRINT, AND BOOKMARK
- (A VARIETY OF PUBLISHER...) SITE(S) ALSO OFFER ..... (THE) MOST POPULAR TITLES ELECTRONICALLY.

# From the Minnesota Task Force



## **STRATEGIES FOR PUBLISHERS**

- EXPAND THE RANGE OF LOWER-COST OPTIONS, INCLUDING DIGITAL AND CUSTOM TEXTS
- INVEST IN NEW DELIVERY METHODS, PARTICULARLY THOSE THAT RESPOND TO ADVANCES IN TECHNOLOGY, CHANGING LEARNING METHODS, AND THE DESIRE OF PROFESSORS AND STUDENTS FOR CHOICES THAT MITIGATE COSTS FOR STUDENTS

## **STRATEGIES FOR STUDENTS**

- CONSIDER OPTIONS SUCH AS E-BOOKS OR USED TEXTBOOKS.
- BE CERTAIN THAT A TEXTBOOK PURCHASED ONLINE IS AN ACCEPTABLE VERSION FOR CLASS, AND FOLLOW GUIDELINES FOR CONSUMER PROTECTION ONLINE.



# WHAT DID ORBITZ DO FOR THE AIRLINES?



**THERE MAY BE SOME  
COMPELLING USE CASES  
A PUBLISHER CAN'T  
SUPPORT ON THEIR OWN**

# What is CourseSmart?



## A JOINT VENTURE OF SIX LEADING HIGHER EDUCATION PUBLISHERS

- COURSESMART BRINGS TOGETHER THOUSANDS OF THE MOST COMMONLY-USED TEXTBOOKS, FROM ALL OF THE MAJOR PUBLISHERS, IN ELECTRONIC FORMAT
- COURSESMART IS AN ONLINE MARKETPLACE FOR DIGITAL COLLEGE COURSE MATERIALS
- THAT PROVIDES IMMEDIATE ACCESS TO FACULTY SAMPLES
- AND GIVES STUDENTS ANOTHER CHOICE OF FORMAT FOR PURCHASING THE MATERIALS THEIR PROFESSORS ASSIGN
- AND GIVES RETAIL PARTNERS AN EFFICIENT WAY TO ADD DIGITAL FORMATS TO THEIR OFFERINGS