



**Inclusive  
Access  
.org**

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# Inclusive or Exclusive?

*Reexamining "Inclusive  
Access" Textbook Programs*



# Goals for today

- Review background on the textbook industry's shift to “Inclusive Access” models
- Examine myths vs. facts and what questions you can ask
- Resources to help navigate Inclusive Access

2 in 3

students say they decided against buying a  
textbook because the cost is too high

Source: Student PIRGs

# What is Inclusive Access?

Inclusive Access is a textbook sales model that adds the cost of digital course content into students' tuition and fees.





# What is Inclusive Access.org?

A community-driven initiative to raise awareness of the facts about automatic textbook billing in order to empower campus decision makers in selecting informed textbook affordability solutions.

# 'Inclusive Access' Takes Off

Hundreds of colleges are signing on to publishers' programs, with apparent savings to students. Some applaud the movement, while others are skeptical.

By [Lindsay McKenzie](#) // November 7, 2017

13 COMMENTS 

Major education publishers -- including Pearson, Cengage and McGraw-Hill Education -- report that the number of colleges offering "inclusive-access" programs has grown rapidly in recent years. Where previously students might have been assigned textbooks individually, now many institutions are signing up whole classes of students to automatically receive digital course materials at a discounted rate, rather than purchasing individually. The "inclusive" aspect of the model means that every student has the same materials on the first day of class, with the charge included as part of their tuition.

For publishers with struggling print businesses, the inclusive-access model is a lifeline. Tim Peyton, vice president of strategic partnerships at Pearson, said it was no secret that publishers like Pearson had made textbooks too expensive and had [seen sales drop](#) as a result. "The print model is really a broken business model for us," he said, adding, "we're thinking about how to move away from print, and move towards digital."



GETTY IMAGES

# Inclusive Access .org





## How does Inclusive Access Work?


- Programs usually start with an agreement between an institution, a bookstore, and publishers.
- Digital content is delivered to students at the start of the course, typically through a LMS.
- Students have a period to “opt out” before they are automatically billed for the cost.
- After the course ends, students typically lose access to the content.



## How does Inclusive Access vary?

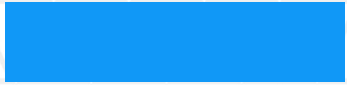
- Most campuses deploy it course by course, but there are some campuses where it is by program or campus wide
- Students typically get billed the cost of their specific materials, but sometimes get billed a flat fee (or it is included in tuition)
- Access is mostly limited to expiring digital materials, but occasionally there is longer-term access or print rentals





# What are common local names?

- All Access
- All Inclusive
- All Students Acquire
- Auto Access
- Complete Digital Access
- Course Fee
- Course Material Fee
- Day One Access
- Digital Direct Access
- Equitable Access
- B&N First Day
- First Day Access
- Follett ACCESS



What  
vendors  
might  
promote this  
model to  
you?

- Follett (Bookstore Operator)
- Cengage
- McGraw-Hill
- Pearson
- Macmillan
- Norton
- Other publishers

# CA Public Higher Ed Institutions with Inclusive Access Programs

- San Diego State

- UC San Diego

- UCLA

- ***UC Davis***

- Cal State San Bernardino

- UC Berkeley

- UC Merced

## CCCs

- San Bernardino Community College District

- Foothill College

- College of San Mateo

- College of the Sequoias

- Cling College

# Two Primary Inclusive Access Models

## A La Carte

Students are charged the cost of the specific materials they have been assigned

## Flat Fee

Students are charged a flat amount based on how many units or credit hours they are taking, no matter what their specific materials cost (or if they are free)



## MERCHANDISE

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### (INCLUSIVE ACCESS COURSE. YOU WILL ACCESS IN CANVAS. THE CHARGE WILL BE BILLED TO STUDENT ACC. MONITOR EMAIL) CHEMISTRY:MOLECULAR APPROACH MOD MSTRGCHEMISTRY

#### INCLUSIVE ACCESS TITLE



Do not purchase this through our website. Materials will be provided in class and your student account will automatically be charged the day after add/drop.

## \$119.98

[Add to cart](#)

*This product features all of the resources of Modified Mastering Chemistry in addition to the Pearson eText. Mastering(TM) is the teaching and learning platform that empowers you to reach every student. By combining trusted author content with digital tools developed to engage students and emulate the office-hour experience, Mastering personalizes learning and improves results for each student. The fully integrated and complete media package allows instructors to engage students before they come to class, hold them accountable for learning during class, and then confirm that learning after class.*

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Student Engagement  
and Transition](#)

# Delgado Course Complete

## All your books in one complete program.

Delgado Course Complete is our new all-encompassing, affordable textbook rental program that will provide every Delgado student with all required textbooks, lab manuals, access codes and electronic book versions before the first day of class! The average student is estimated to save \$150-200 on textbooks for a semester. All Delgado students will be automatically enrolled.

## PROGRAM PRICING – \$25 PER CREDIT HOUR

[RESERVE YOUR BOOKS NOW!](#)



Get the facts.

# Myths vs. Facts

Inclusive access is also known as automatic textbook billing. Let's look at some myths vs. facts.

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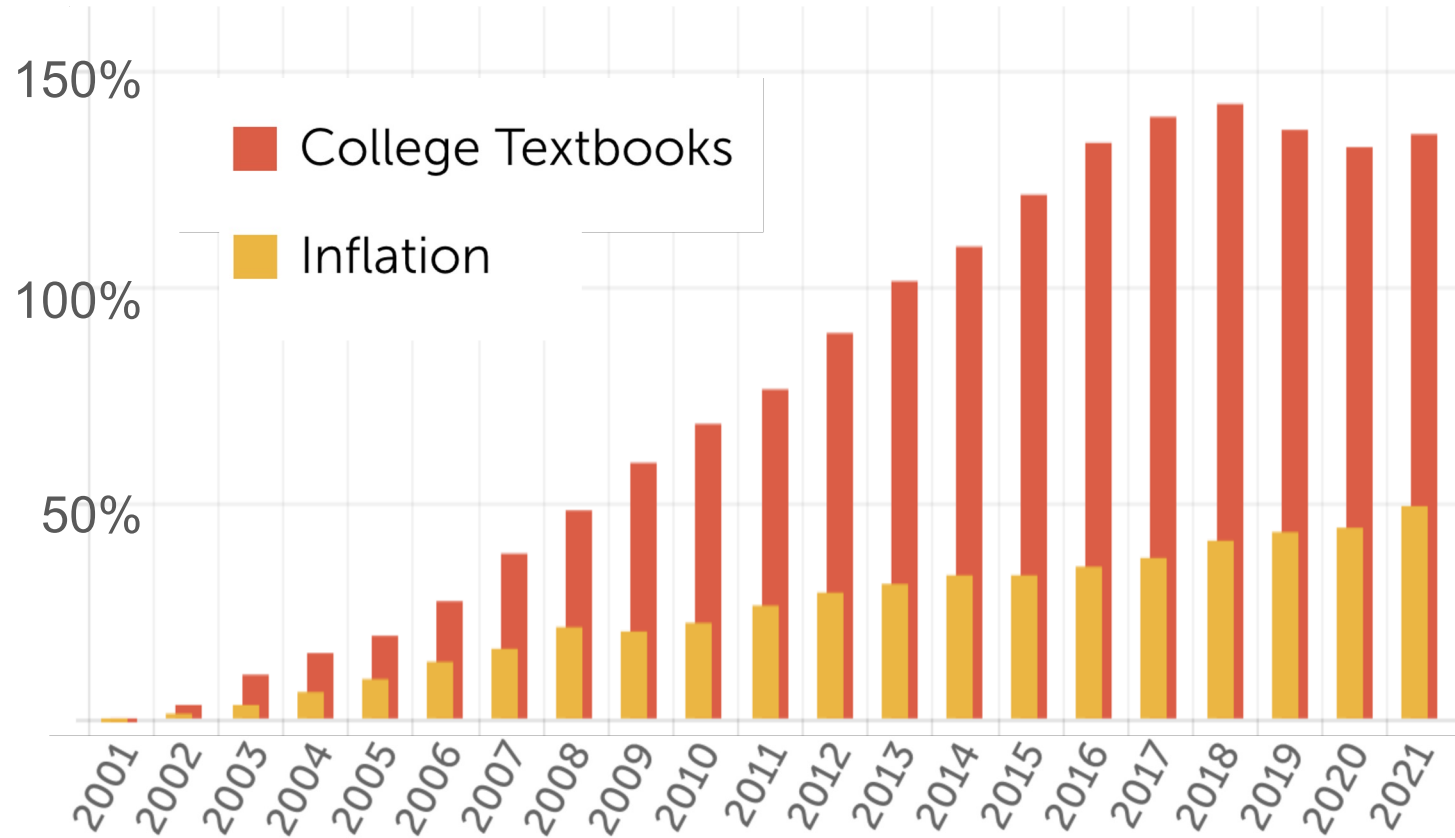
Get the facts.

# Savings, or Spin?

Inclusive access content is discounted compared to print prices, but not always by much, and prices can rise.



# Textbook Market, 2001-2021



Source: Bureau of Labor Statistics Consumer Price Index. Graph represents the percent increase to prices over time.



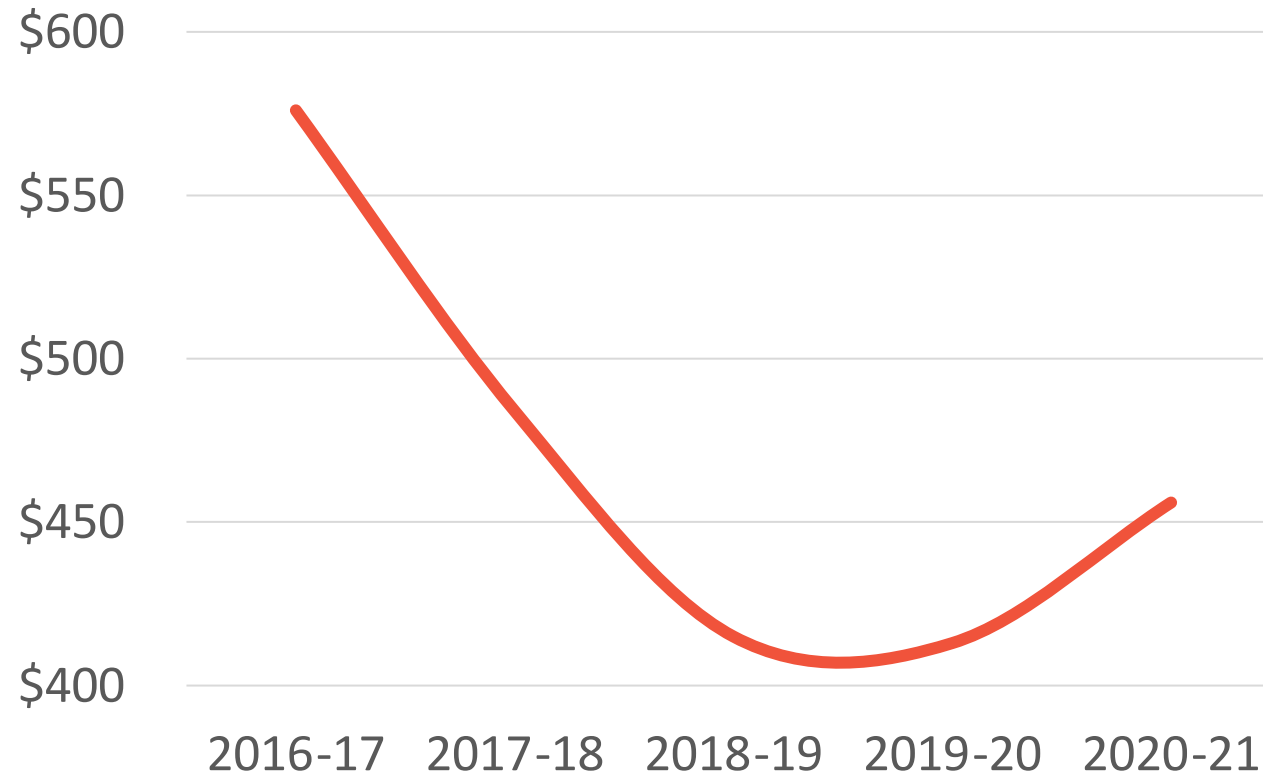
**Inclusive  
Access  
.org**

Get the facts.

# Convenient, or Confined?

Inclusive access can provide first-day access to content, but it constrains students' choices as consumers.

# Trends in Student Spending



## Contributing factors:

- 15% decline in students skipping required materials
- Reduced access to lower cost print rental and used textbooks due to the pandemic
- Publishers slightly raised prices

*Source: National Association of College Stores, Student Watch, 2021 Report*



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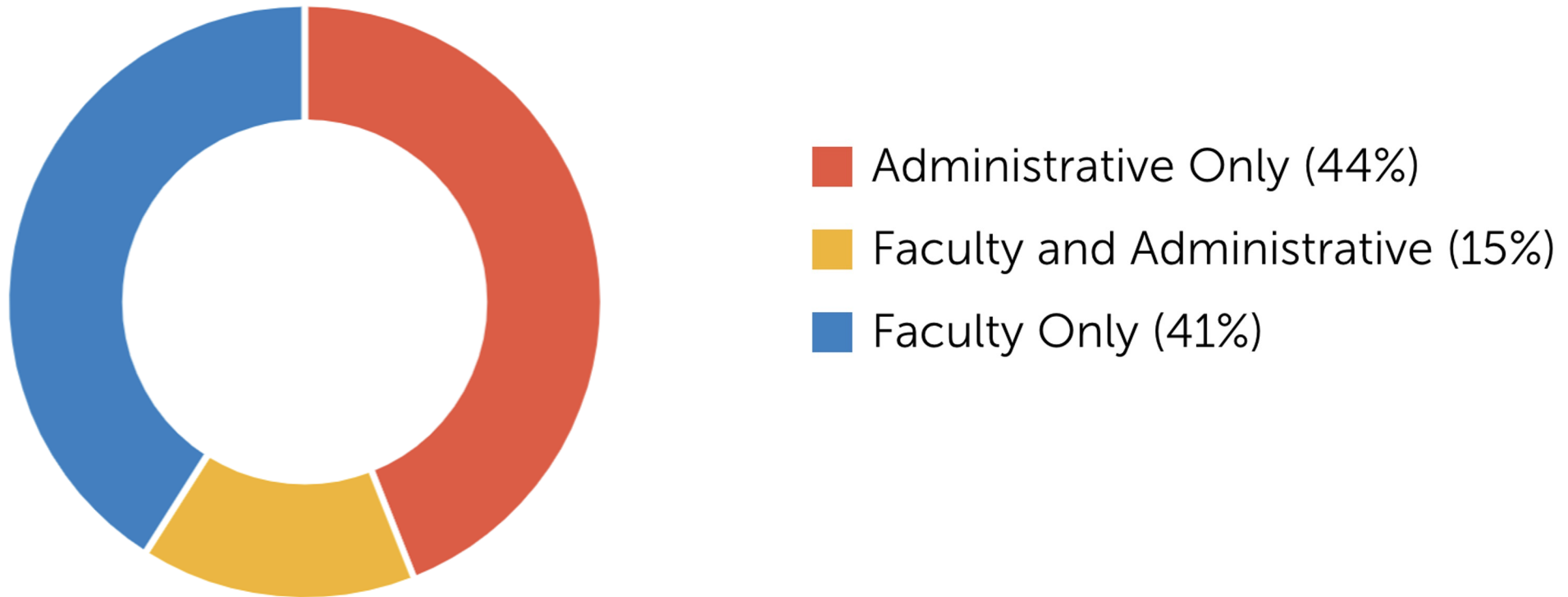
Get the facts.

# Supported, or Stymied?

Inclusive access can limit faculty's freedom to choose materials that meet their students' needs.



# Inclusive Access: Who Decides?



*Source: Source: Bay View Analytics, Inflection Point:  
Educational Resources in U.S. Higher Education, 2019*



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Get the facts.

# Deal, or Data Mine?

Inclusive Access content can capture vast amounts of data on students and faculty.

# Student Data Collection

**Median student**



**1**

Poor understanding of  
publisher data collection  
policies for digital course  
materials

Perfect understanding  
of these policies and  
the ability to explain  
them to a peer

**10**

*Source: U.S. PIRG, Fixing the Broken Textbook Market, 2020*



# How to navigate Inclusive Access?


As Inclusive Access expands across the country, advocates of truly inclusive models can take action to educate your campus.

# OER

- Digital access is available by day one at no cost to students. Access is free forever.
- Students can choose low cost print option if desired.
- Students retain access to materials forever.
- Openly licensed so faculty can adapt materials to local needs.

# Inclusive Access


- Digital access is available by day one and students are directly billed for the cost later.
- Print rental option may be available at additional cost.
- Access typically expires at the end of the course.
- "All rights reserved" so faculty have no ability to adapt or tailor.



# What can you do?


- **Be proactive.** Make sure your admin, faculty, students are aware of the OER initiative on campus and why it has an impact
- **Ask questions.** Challenge your campus to thoroughly examine the legal, financial, and ethical implications of new models.
- **Be rigorous.** Ensure all claims about benefits and savings are backed up by evidence, including research and numbers.
- **Center equity.** Put student needs and voices at the center of the conversation – there is always time to consult and listen.





What  
resources do  
we offer?

- Common questions to ask
- Fact sheets for various stakeholder groups
- Myths vs. Facts
- SPARC contracts library
- Coming soon: OER vs. IA

A photograph of a classroom from the back of the room, showing students sitting at desks. The image is slightly blurred and has a blue tint. A thick yellow vertical bar is positioned at the top center. Overlaid on the image is the text "Students cannot learn from books they cannot afford." in white, sans-serif font. At the bottom center, the text "Inclusive Access.org" is displayed, with "Inclusive" underlined in yellow.

Students cannot learn  
from books they cannot  
afford.

Inclusive Access.org



Get the  
facts.

**Inclusive**  
**Access**  
**.org**

