

Equitable Access

Course Materials Pilot

Supporting

TO BOLDLY GO

A STRATEGIC VISION FOR UC DAVIS

Reduce inequity among students by eliminating course material access issues, while ensuring that costs are predictable and equal for all undergraduate students

VitalSource® **UCDAVIS**

Equitable Access

Course Materials Pilot

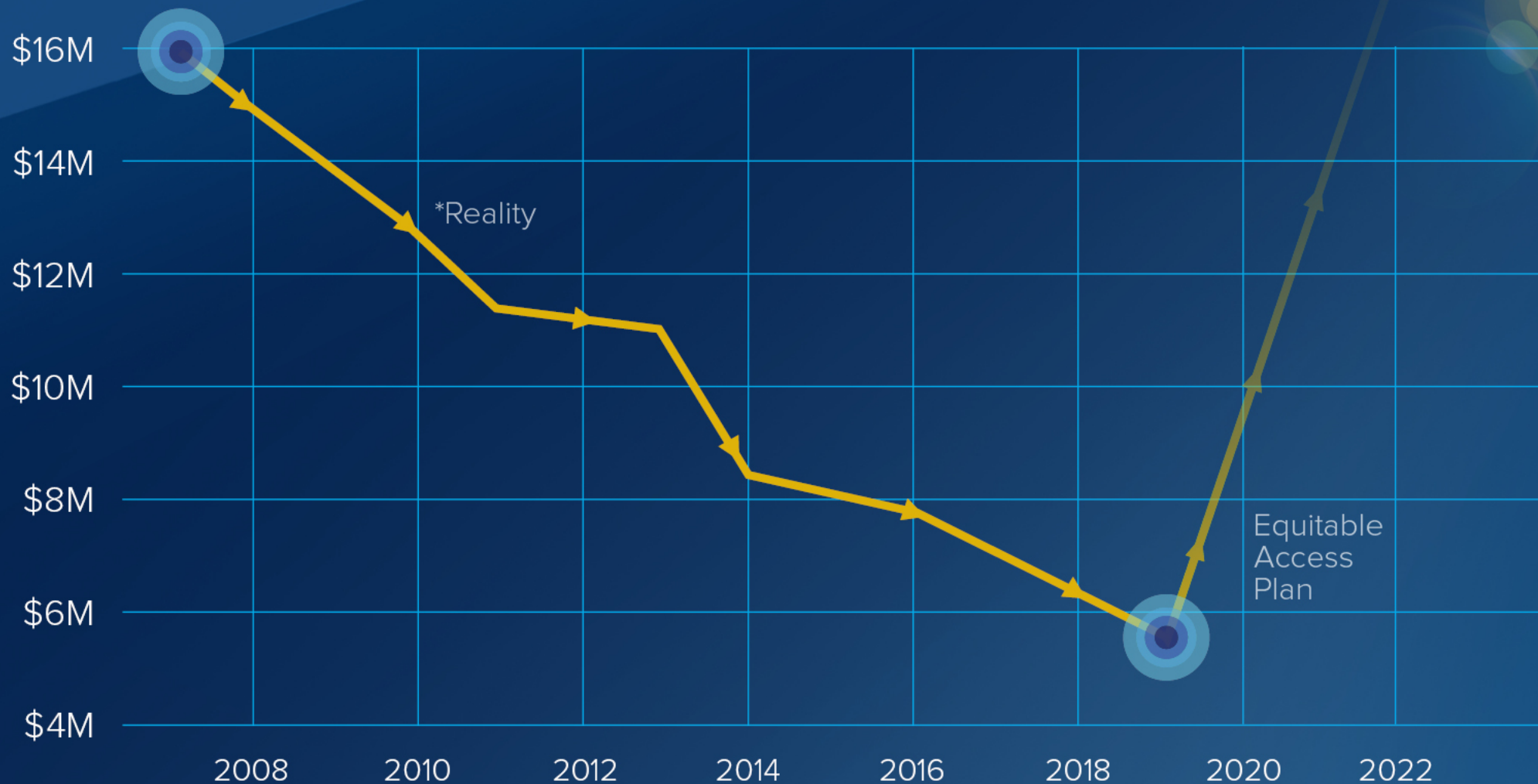
Today's discussion

1. How Equitable Access will positively impact the financial future of the *Publishing Industry*
2. How it will enhance *Student Success*

Increase Revenue with UC Davis

Go BOLDLY with Equitable Access

Historical Textbook Sales*





Equitable Access

The next step in the evolution of digital course materials

THE CHRONICLE
OF HIGHER EDUCATION

It's still early, but I think this "equitable access" approach... could revolutionize the textbook business...I know that's a big claim. And I don't use the word "revolutionize" lightly.



Benefits to Publishers and Authors

Equitable Access solves numerous problems that exist within the current system

- Publishers and authors will no longer only generate revenue the first time a textbook is sold
- Students will no longer resell to each other online, flooding the secondary market and forcing publishers to make all their money the first quarter an edition is released
- Pirated PDFs of textbook content will decline, reversing the downward trend in publisher and author revenue



Benefits to Publishers and Authors

Equitable Access Will Eliminate the Used Book Market at UC Davis and Even the Playing Field for Publishers with OER

- All content will only be sold new beginning with the Fall quarter of 2020
- Because the price will be the same for all content, publisher content will be on an even playing field with OER
- Quality will be the sole determining factor for faculty to choose content



Benefits to Publishers and Authors

Equitable Access Will Significantly Reduce Pirated Textbooks and Course Materials at UC Davis

- Because the price will be affordable, the reward versus time and effort required to pirate course materials will be greatly reduced
- This will create a sustainable and more predictable revenue model for publishers
- This will reverse the downward sales trend for publishers and authors



Inclusive Access

The current opt-out model



- Awarded the **2016 NACS Innovation Achievement Award** which recognizes outstanding innovation, development, implementation and creative entrepreneurship for collegiate retail programs and services that strengthen the industry



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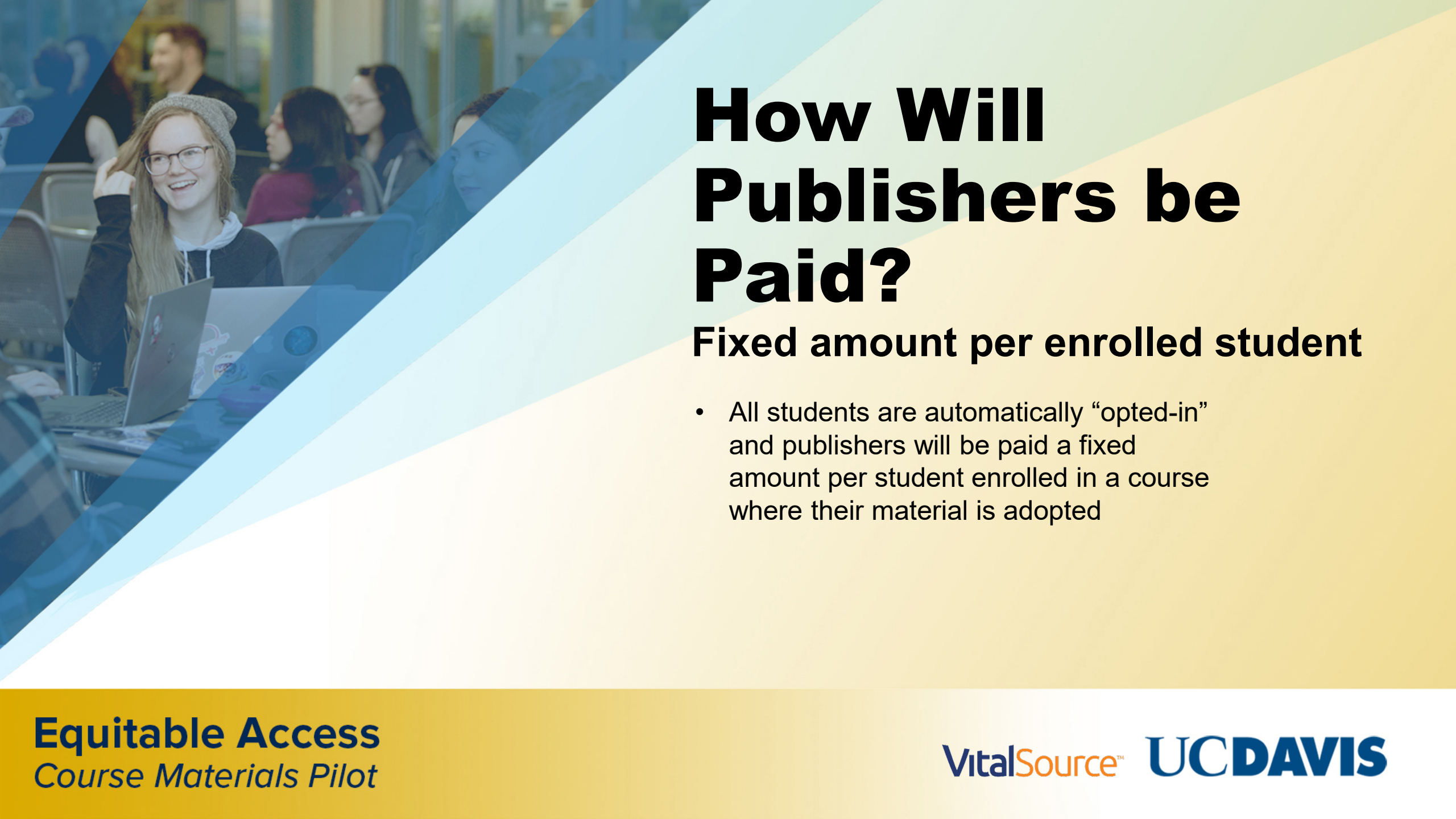
The current opt-out model

- Awarded the **Larry L. Sautter Silver Award for Innovation in Information Technology** by the University of California Office of the President in 2016



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How Will Publishers be Paid?

Fixed amount per enrolled student


- All students are automatically “opted-in” and publishers will be paid a fixed amount per student enrolled in a course where their material is adopted



How Will Publishers be Paid?

Program pricing model

- If a publisher's weighted cost average is above \$20 we are asking for a price of \$20 per enrolled student
- If a publisher's weighted cost average is below \$20 we will continue to pay the current VitalSource price

A photograph of several students in a classroom, looking towards the right. They are seated at desks, and some are holding papers. The image is partially obscured by a blue diagonal graphic element.

Does Equitable Access Address Inflation?

Pricing will be indexed annually

- After Year 1 (Fall 2020 through Spring 2021), pricing will be indexed annually to the San Francisco CPI (Consumer Price Index)
- Pricing will adjust at the rate of inflation
 - Example: Year 1 price = \$20
 - 2018 San Francisco CPI was 3.9% for the 12 months ending June 2018
 - If Equitable Access had been in effect, Year 2 price would be \$20.78 per enrolled student



How Will Equitable Access Affect Publisher Revenue?

99% of Publishers Will See Significant Increases in Revenue

- UC Davis will be glad to share specific data with each publisher, but in general, publishers will see dramatic increases in revenue under this model



Will Print Titles Be Allowed?

Digital is the default and preferred
delivery method

- If a title is only available in print, it can still be included
- When both print and digital are available, digital will be provided to the students



Can Students Opt Out?

Students must opt out of Equitable Access entirely

- To comply with Federal Regulations students must be allowed to opt out
- However, while students may opt out, they may not do so on a course by course basis
- If students choose to opt-out, they opt-out of the entire program versus just the courses they choose



What Happens if a Publisher Chooses Not to Participate in Equitable Access?

Faculty retains academic freedom and may still choose a publisher's content, however...



Publisher Participation

- Content outside of the Equitable Access program will follow the “non-formulary” model in use today
- Students would need to pay full retail or rental from Amazon, UC Davis, etc.
- Faculty choosing content outside of Equitable Access will likely receive negative feedback from their students for choosing (more expensive) content that is not part of the primary course materials program at UC Davis
- Beginning Fall 2020 Inclusive Access will no longer be offered and will be replaced by the more comprehensive Equitable Access program



Student Ambassadors

Students are a Key Component to Our Success

- We have developed a student steering committee
- Our student ambassadors are communicating the importance of the “formulary” concept to faculty
- They are also letting faculty know that their adoption decisions have an impact to the overall cost to students
- When implemented, our student ambassadors will be visiting faculty members and thanking them for adopting materials in the Equitable Access program
- Non-participating publishers will likely continue to see low sell-through, pirating and revenue erosion from rentals

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Up to the Challenge

Problems we will solve with the Equitable Access Course Materials Pilot Program

- **Inequity**
Significant inequity exists primarily due to the cost
- **Confusion**
Digital and other new options have created confusion in a fragmented market, resulting in delayed access to course content
- **Cost**
Unpredictable costs quarter to quarter make budgeting difficult
- **Access**
Students arrive on campus with access to nearly everything they need, except their course materials
- **Financial Aid**
Currently financial assistance may not cover course materials costs depending on a student's major



Financial Aid

Students face significant challenges acquiring course materials depending on their major

- Financial aid for course materials is a predetermined number that is the same for all students regardless of major
- Financial aid allocations for course materials comes in the form of cash and may be used for *anything*
- If a student must spend more than the “average” financial aid award for course materials they may not have funds available to purchase what they need to succeed academically
- Equitable Access creates an all-inclusive course materials program that becomes part of students’ tuition



Financial Aid

Equitable Access addresses the challenges that students face

Under the Equitable Access model course materials would be paid for by the fee before excess funds are disbursed



How It Will Work

**One affordable fixed fee and
100 percent access**

- Equity regardless of income, background or major
- All students pay a fixed course materials fee and then receive access to 100 percent of the required course materials adopted by faculty
- Fee will use the same model as the Unitrans Bus fee, Mental Health fee and Documentation fee
- All students have access to these services
- Students will have the ability to opt out

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Student Behavior

Students aren't purchasing course materials because they can't afford them

- Inequality shapes student outcomes in a variety of ways
- When students are unable to afford their textbooks it has a harmful impact on achievement
- Colleges that provide guidance with course material purchases for all students — and increase access to affordable options — give first-generation students a better chance of succeeding



Academic Freedom

Decisions regarding course content will remain in the hands of faculty

Under the Equitable Access model faculty can start engaging students with the material on day one



Due Diligence

The vetting that has been done thus far towards the Equitable Access Pilot Program



- UC Davis is working closely and collaborating with Milliman, the largest Actuarial Sciences firm in the world
- Milliman was instrumental in the implementation of the University of California Student Health Insurance Program
- Milliman is helping UC Davis assess and manage the potential financial risk

Next steps...

Go to:

1. [*memorialunion.ucdavis.edu/ea-agreement*](http://memorialunion.ucdavis.edu/ea-agreement)
2. Download and fill out the agreement
3. Contact *Tracy Roman* to complete the submission process at [*tlroberts@ucdavis.edu*](mailto:tlroberts@ucdavis.edu)

NOTE: We will email you this link and information after the webinar.



Questions?

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