Reduce inequity among students by eliminating course material access issues, while ensuring that costs are predictable and equal for all undergraduate students.
Today's discussion
1. How Equitable Access will positively impact the financial future of the Publishing Industry
2. How it will enhance Student Success
Reduce inequity among students by eliminating course material access issues, while ensuring that costs are predictable and equal for all undergraduate students.
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
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.

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

Does Equitable Access Address Inflation?

Pricing will be indexed annually
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
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

Student Ambassadors
Students are a Key Component to Our Success

Equitable Access
Course Materials Pilot
Today’s discussion

1. How Equitable Access will positively impact the financial future of the Publishing Industry

2. How Equitable Access will enhance Student Success
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

Equitable Access
Course Materials Pilot
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
• 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

How It Will Work
One affordable fixed fee and 100 percent access
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

Milliman

- 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
2. Download and fill out the agreement
3. Contact Tracy Roman to complete the submission process at tlroberts@ucdavis.edu

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