Jason Lorgan
University of California, Davis

Inclusive Access Model
UC Davis Stores...who we are

• Self-funded Division of Student Affairs
• Non-profit retailer that returns 100% of our net gain to student programs
• Provide products and services to support academic success, promote campus pride and enhance the lifestyle of our community
• Recognized with several recent national awards for innovation in collegiate retail
Content Delivery Tomorrow
Our Inclusive Access program has two main drivers:

1. **Reducing the cost of course materials.**
2. **Improving educational outcomes for students.**

**How it works for faculty**
- You express interest in the program.
- UC Davis Stores:
  - Verifies availability of adaptive version of text you have chosen.
  - Negotiates **MUCH lower price** than print.
  - Provides students with access to this content in SmartSite.

**How it works for students**
- Access content through SmartSite.
- Enjoy **free access for first two weeks**.
- If opting out, do so electronically through registrar link before two-week deadline.
- If remaining in, **simply do nothing**; retain access until course end. Charge conveniently billed to student’s university account.

**Advantages**
- Dramatically reduced cost: we saved students over $1 million in the first year.
- Day-one access to course materials for students.
- Adaptive and interactive content.
- Full academic freedom for faculty to choose content.
- Faculty ability to tailor content.
- Unlimited practice with feedback for students.
- Scores report automatically to gradebook.

"I like how all my course materials are all accessible in one location."
-Carmen Romo
2nd year | Polymer Sci Major

"Professors can highlight important materials in the digital textbook—that saves me time and energy."
-Ed Ju
3rd year | Econ Major
Content Licensing Benefits

• **AFFORDABILITY**...Store negotiates lower costs on content based on MUCH higher sell-through
• Much more convenient for students- no store visit required
• Faculty appreciate all students having day-one access
• Adaptive digital content has been shown to improve student educational outcomes
How our Program works

• Students are sent an email two weeks before classes begin with instructions on how to access their content
• Students have free access through the first two weeks of class
After the free two weeks....

- To retain access, students do nothing and a charge is placed on their University account by the Bookstore.
- If students choose to opt-out, they do so online.
- Access is turned off and no charge happens for students who opt-out.
History of Pilot

• Fall 2014- Pilot began with over 3000 students in 10 large courses with Cengage, McGraw Hill and Pearson

• Sell through moved from 27% to 95%
Winter and Spring Quarter Results

- Winter Quarter began January 5, 2015
- 96% Sell Through
- Spring Quarter began March 30, 2015
- 97% Sell Through
Assessment of Program

- Students were given a $5 bookstore gift card to fill out survey in Fall and Spring
- Overwhelming Positive responses received from 2400 participants
Survey highlights

• 58% of students preferred the adaptive digital content over print content
• 73% of students happy with billing method
• 62% digital more effective than print for learning
Survey Highlights

• Price Perception
• 60% felt content licensing digital price was better than they could have found for print on their own
THANK YOU!

Jason Lorgan
jplorgan@ucdavis.edu
530-752-9075
Education has changed. So have we.

Teaching and learning are part art, part science. Every day, educators bring a wealth of passion, dedication and expertise to help students achieve success. At McGraw-Hill Education, we help them drive results by delivering technology that harnesses an understanding of how the mind works to make each learning moment more engaging, efficient and effective.

Learning has the power to change the world. We inspire that change, one person at a time, by making the science of learning work for you. Simply.
Optimizing Learning...
What is Adaptive Technology?
Power of Adaptive Learning

- Based on educational theory and cognitive science
- Personalizes learning by continually assessing students’ knowledge, skill and confidence levels
Every Minute Counts

• Maximize Efficiency and Productivity
• Fight knowledge decay
• Move content into long-term memory
• Recall content under stress
What makes a HIGH-IMPACT MINUTE?

• Content I have not yet been exposed to

• Content I am about to forget at this moment in time

• Content that has the highest statistical probability of being stored in long term memory with one more repetition

• Content that will ensure continued engagement with the system – boost confidence
The Adaptive Difference for Students: SmartBook
After previewing the chapter material, you can move between the different stages of SmartBook via the left hand menu, or you can access these stages from the bottom of the screen.
As you read the chapter content, SmartBook will prompt you to answer questions on that content via the Practice icon on the bottom of the screen, which will flash when you are ready to move on.
During the Practice stage, you will answer questions based on what you have read. You can also choose Read about this to help you understand the question/answer. SmartBook will prompt you to continue reading, when you are ready, by the icon on the bottom of the screen.
You can then Read the content in the book, tied to that question. You can move back to Practice at any time by clicking on the probe to the left of your screen. At any stage, the coach is also available through the menu on the bottom.
For best results, you should recharge when necessary to ensure you retain knowledge over time and can recall course content easily during your discussions and/or assessments.
95% of students reported SmartBook to be a more effective way of reading material.

100% of students reported have reliable access to off-campus wifi.

95% reported that SmartBook would impact their study skills in a positive way.

100% of students want to use the Practice Quiz feature available within SmartBook to help them study.

90% of students say they would purchase SmartBook over print alone.

*Findings based on a 2015 focus group survey at Pellissippi State Community College administered by McGraw-Hill Education.
Connect Insight is a powerful data analytics tool for both instructors and students. Insight’s visualizations are framed by questions and provide users with knowledge that they can act upon.
The Social Environment

Demography is the study of the human population with regard to its size, density, and other characteristics such as age, race, gender, and income. In this text, we’re particularly interested in the demographic trends that most affect businesses and career choices. The U.S. population is going through major changes that are dramatically affecting how people live, where they live, what they buy, and how they spend their time. Furthermore, tremendous population shifts are leading to new opportunities for some firms and to declining opportunities for others. For example, there are many more retired workers than in the past, creating new markets for all kinds of goods and services.

Managing Diversity - Diversity has come to mean much more than recruiting and keeping minority and female employees. Diversity efforts now include women, people with disabilities, homosexuals, atheists, eunuchs, immorals, married people, singles, and the devout. It also means dealing sensitively with workers and cultures around the world.

The U.S. Census Bureau on race and ethnic diversity: "The world is diverse, and we are all part of it. The Census Bureau collects data on race and ethnicity to better understand our world and how it is changing."

The increase in the number of older citizens is currently the richest demographic group in the United States. They thus represent a lucrative market for companies.
Proven Results

#learnwithoutlimits
youcanlearnwithoutlimits.com
Full Letter Grade Improvement

The diagram illustrates the distribution of letter grades (A, B, C, D, F) across different percentage ranges for both the Exp and Control groups.

- **Exp Group**:
  - A: 0-30%
  - B: 30-60%
  - C: 60-70%
  - D: 70-90%
  - F: 90-100%

- **Control Group**:
  - A: 0-30%
  - B: 30-60%
  - C: 60-70%
  - D: 70-90%
  - F: 90-100%

The colors and percentages are indicative of the performance distribution among different groups.
Course outcomes improve with Connect.*

<table>
<thead>
<tr>
<th>Category</th>
<th>With Connect</th>
<th>Without Connect</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam Scores</td>
<td>80.4%</td>
<td>74.7%</td>
</tr>
<tr>
<td>Pass Rates</td>
<td>92.5%</td>
<td>83.7%</td>
</tr>
<tr>
<td>Attendance Rates</td>
<td>92.5%</td>
<td>74.5%</td>
</tr>
<tr>
<td>Retention Rates</td>
<td>87.5%</td>
<td>71.1%</td>
</tr>
</tbody>
</table>

"Requiring digital increased assignment completion, which definitely increased student participation and engagement, and as a natural result, student grades increased."

Brad Fillmore
Eastern Washington University
Associate Professor, Anatomy & Physiology

"Requiring the digital resources in Connect has been a key factor in my students’ success. The overall scores in my courses have improved since I began using Connect."

Christine Poythress
Middle Tennessee State University
Instructor, General Education

"I really believe the students who need Connect the most are unfortunately the ones who will opt out of it unless it is required."

Melissa B. Frye
University of Central Florida
Associate Professor, Finance

"The digital tools allow my online courses to be much more interactive and they engage the students much better."

Kimberly Hurns
Washtenaw Community College
Instructor, Business