



6 Things Institutions Need to Do for Successful Inclusive Access

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The cost of learning materials has risen drastically—82 percent over the past 10 years. How can institutions address this burden on students?

One way is through carefully enacted inclusive access: Affordable eTextbooks are delivered to all students by the institution's LMS on or before the first day of classes. This ensures all students, including those who would have delayed or forgone purchasing their course materials on their own due to high costs, have access to the required materials necessary to succeed in their classes.

Successful institutions keep the following best practices in mind:

- 1. Be certain about the reason for launching inclusive access:** The only reason to do inclusive access is to ensure students get access to their required course content on day one and to lower the total cost of education for students.
- 2. Designate someone to own the process:** Someone on campus needs to be responsible for facilitating the delivery of content to course to student across the institution. In many cases, the best people for those tasks are the campus store managers because they have always handled that task for the institution. Furthermore, they often have the ability to bill students' accounts.
- 3. Adhere to federal regulations for opt-out:** While content is delivered to all students on day one of class, federal regulations mandate that students should, in most cases, be given an option to “opt-out” of the program. It is important to select a provider that includes tools for opt-out, for example, Verba's Connect™.
- 4. Select the right digital content:** Content should be responsive, accessible by all learners, and interactive. The EPUB 3 file format makes it possible to delivery truly digital-first content that meets these requirements.
- 5. Choose a platform that integrates with existing institution systems and allows for 100% offline access:** Your eTextbook platform should fully integrate with both your LMS and SIS integration to eliminate manual processes for all stakeholders, including university personnel and students. Students also need to be able access all of their content when they are not connected to the internet—study should not be limited by connectivity.
- 6. Encourage faculty buy-in:** Faculty can easily increase their course effectiveness by taking advantage of digital engagement tools, such as those available in VitalSource Bookshelf®. Opportunities include posting links in the LMS that direct students to specific sections in the text and sharing their own digital highlights and notes with students to provide study guidance or focused questions.

VitalSource Access® is making content more affordable and reducing the total cost of education for students. We work with institutions to deliver course materials directly to students at the start of the semester while the campus store manages all transactions.

Explore the possibilities at vitalsource.com/vsaccess