Bringing Course Content into the 21st Century

Digital Access has been making waves among college stores across the country with its innovative digital course materials model since it was introduced at UC Davis in the Fall of 2014 with 3,000 students, 10 courses, and a handful of faculty with a pioneering spirit.

Digital Access is a method of providing access to digital course content when instructors are using interactive courseware platforms or e-books in place of printed text. The program allows our campus to reduce student course materials costs in comparison to traditional print text, and ensures that every student has easy access to the content by the first day of class. In short, we have upgraded our course materials model to combine affordability and ease of access with 21st century educational tools.

Two Main Goals of Digital Access:

- Reduce the overall cost of course materials.
- Provide access to products which improve educational outcomes for students.

The Process Is Simple:

- When an instructor decides to include use of an interactive courseware platform in their curriculum, discount pricing is negotiated by the Digital Access program.
- Student access instructions will be provided by your Instructor
- Access is provided automatically for every student in the roster on the first day of class.
- Students are able to access the content for 10 days with no initial payment, during which time they can opt out if they choose.
- Students who remain in will have the access charge billed to their BHC student account
- Students who drop the course by that 10th day are automatically opted out and are not billed.

Why We Did It

The price of printed textbooks has increased at an astronomical rate since 1978, surpassing almost all other economic indexes. In the current economic climate even used and rental textbooks, once the haven of affordability, are increasing in price and, conversely, decreasing in availability as sales of new

textbooks decline. An alarming percentage of students choose to forego acquiring course materials altogether, putting their academic success at risk, and this number is growing each year. It is a complex downward spiraling cycle.

Why It Works

- The Digital Access delivery models break that cycle by consolidating purchases to achieve lower prices.
- Because of lower overall logistical and production costs, digital course content is by nature less expensive than the ever escalating prices of printed textbooks. It can be provided without quantity restrictions, with zero shipping and storage costs, and can be updated easily, guaranteeing every student access to the latest academic content.
- Through the Digital Access program, each participating course essentially becomes a buying group acquiring the content through a single source, so publishers are willing to negotiate much lower prices than they can for print materials.
- Deferred payment also allows students to use their financial aid instead of credit cards and ends the educational disenfranchisement of waitlisted students waiting to purchase their course materials.
- In just its first semester, the program saved BHC Students over
- $100 thousand in the MATH Department alone, while providing them day-one access to adaptive and interactive course content which has been shown to improve educational outcomes.

Benefits to Faculty:

- No restraint on academic freedom. Instructors choose the content.
- Ability to manage content and even add their own in some platforms.
- Students can begin online homework assignments on first day of class.
- Ability to integrate in the campus LMS (CANVAS) for single sign-on access and grade-book integration.
- Instructor analytics on student engagement and success.

Benefits to Students:

- 50%-80% lower than equivalent pricing for printed textbooks.
- Deferred student billing direct to student account.
- Course materials available day one with no waiting in line for heavy books.
- Increased interaction with course content leading to greater success in the course