



UNIVERSITY OF WISCONSIN-MADISON

Digital Textbooks

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Formative Stages





Current situation

- [Indiana University's eText program saves students over \\$3.5 million per year](#)
- UW Madison estimates for showing financial need that textbook costs are \$1200 per year
 - small to total cost of attendance but not inconsequential
- Receive multiple student complaints
 - Add on-costs for software
 - Purchased texts rarely used
 - Undocumented and unpredictable costs to attend



Texas A&M University-San Antonio implements course-fee model for learning materials and saves students money

CHALLENGE:

Leaders at Texas A&M University-San Antonio (TAMU-SA) are well aware of an alarming problem in higher ed—due to the high cost of traditional textbooks, many students neglect to buy their books before the start of classes, and sometimes, not at all. For their institution, that was not acceptable.

SOLUTION:

A comprehensive learning content delivery platform would allow all of the institution's students to receive their course materials digitally before the first day of classes.

VitalSource® works with TAMU-SA to deliver affordable digital content directly to the students through their LMS.

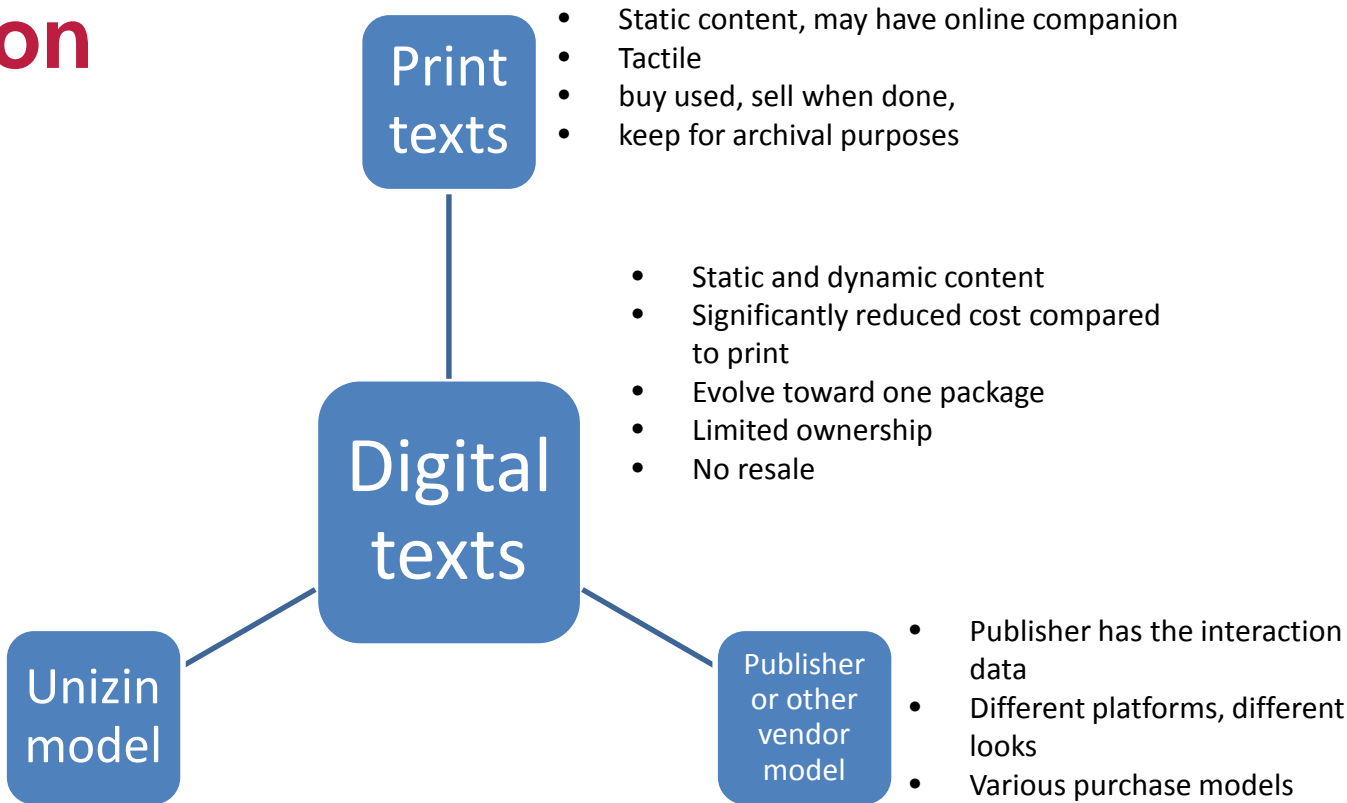
BENEFIT:

Through this model, for the Fall 2015-Spring 2016 school year, TAMU-SA's College of Business students saved an average of **\$1,374** on their course materials.



Evolution of text book media

- UW/Instructor has the interaction data
- One platform
- Lower price
- Not all publishers yet
- All students acquire purchase
- 5 Longer ownership



Print ISBN-13	Title	Edition	Publisher	U.S. Print List Price	Unizin Price	% off list
9780155060418	The Complete Poetry and Prose of Geoffrey Chaucer	003	Cengage Learning	192.95	32.24	83%
9780324130850	Enterprise!	001	Cengage Learning	320.95	41.24	87%
9780324235999	Building Management Skills: An Action-First Approach	001	Cengage Learning	191.95	31.87	83%
9780324311273	Principles of Business Forecasting	001	Cengage Learning	162.95	29.62	82%
9780324314137	Transactions and Strategies: Economics for Management (with InfoApps)	001	Cengage Learning	263.95	37.12	86%
9780324314571	Managing Organizations and People, Modular Version	007	Cengage Learning	317.95	41.24	87%
9780324315004	Macroeconomics, Concise Edition	001	Cengage Learning	271.95	37.49	86%
9780324315844	Microeconomics: A Modern Approach	001	Cengage Learning	308.95	40.12	87%
9780324316988	Marketing Channels	008	Cengage Learning	432.95	48.74	89%
9780324353631	Creating the Enterprise	001	Cengage Learning	144.95	28.87	80%
9780324360745	International Dimensions of Organizational Behavior	005	Cengage Learning	219.95	33.74	85%
9780324378061	Fundamental Cornerstones of Managerial Accounting	001	Cengage Learning	313.95	40.49	87%
9780324406313	International Management: Strategy and Culture in the Emerging World	001	Cengage Learning	170.95	30.74	82%
9780324538090	Professional Selling: A Trust-Based Approach	004	Cengage Learning	220.95	33.74	85%
9780324545098	The Business Communication Casebook: A Notre Dame Collection	002	Cengage Learning	109.95	26.24	76%
9780324578744	Human Resource Development	005	Cengage Learning	353.95	43.87	88%
9780324581676	Business Marketing Management: B2B	010	Cengage Learning	307.95	40.12	87%
9780324582031	Contemporary Marketing	014	Cengage Learning	377.95	45.37	88%





Publisher	eText Price	Available catalog	Length of Access
Taylor & Francis	40% off print list	National eText catalog, custom content upon request	Duration of enrollment
Wolters Kluwer Health (Lippincott)	30% off print list	National eText catalog, custom content upon request	Duration of enrollment
Pearson	average of 78% off print list	National Higher Ed eText catalog, custom content upon request	Duration of enrollment
Cengage	average of 77% off print list	National Higher Ed eText catalog, custom content upon request	Duration of enrollment
Sage	60% off print list	National eText catalog, custom content upon request	Duration of enrollment



“All students acquire” model

- Contract/Prices require that all students enrolled in the course buy the book
 - There is an opt out option required for federal compliance
 - Partial refunds for student who drop the course
- All students have the materials first day of class – little or no ambiguity
- Unizin passes the cost to the University and the University passes the cost to the student (bursar bill with tuition and now etexts)
 - This requires systems integration



Questions

E-text adoption questions

1. Student viewpoint: What are the benefits/advantages for students? Disadvantages?
2. Instructor viewpoint: What are the benefits/advantages for instructors?
Disadvantages/problems?
3. Institutional viewpoint: What are the benefits/advantages for the institution/administration?
Disadvantages/problems?
4. Data controlled and used data by the institution versus the publisher: benefits/drawbacks?
Issues to address?
5. What are high level guiding principles the University should consider as it moves forward with e-texts?





THANK YOU.

