

“Innovative Business Models”
 eBooks | Course Solutions | D2L Integration
 East Georgia State College
 November 11, 2014

Key Institutional Pain Points

Cost Access Success

Cengage Learning

Key Facts	Markets												
<ul style="list-style-type: none"> Annual revenue: ~\$2 billion 5,500 employees Global operations in more than 20 countries 	<table border="1"> <tr> <td>Academic</td> <td>Domestic non-profit higher education institutions</td> </tr> <tr> <td>School</td> <td>K-12 schools, especially for advanced placement and English Language Teaching (ELT) programs</td> </tr> <tr> <td>Career</td> <td>For-profit colleges and schools</td> </tr> <tr> <td>Professional</td> <td>Job training and skills-based continuing education</td> </tr> <tr> <td>Research</td> <td>Academic, school and public libraries</td> </tr> <tr> <td>International</td> <td>Global sales of domestic and indigenous content of all types</td> </tr> </table>	Academic	Domestic non-profit higher education institutions	School	K-12 schools, especially for advanced placement and English Language Teaching (ELT) programs	Career	For-profit colleges and schools	Professional	Job training and skills-based continuing education	Research	Academic, school and public libraries	International	Global sales of domestic and indigenous content of all types
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Cengage Learning is a leading educational content, software and services company.

Course Materials—The Facts

More than **1/3** of students decided to go **without a required textbook**

28% of students have all required materials or do not

Nearly **1 in 5** students have skipped or deferred a class because of course material costs

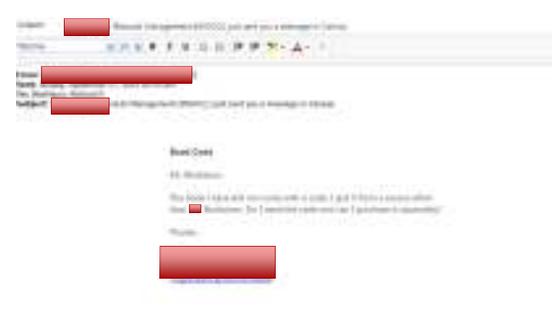
“Students without the text always seem ‘one step’ behind.”

Source: National surveys of college students (Follett Student Survey) and faculty (Faculty Survey 2012) by Follett Higher Education Group, February 2012.

1994 → Meet 2014!

Wrong Workbook...

Student Access Codes...

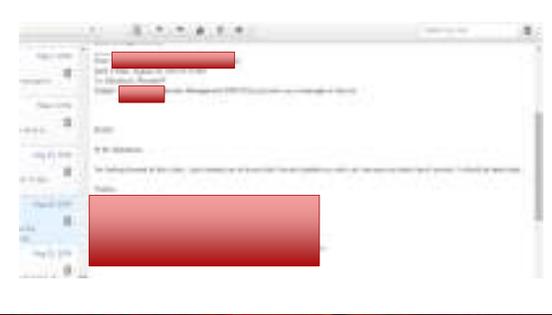


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Book Delays...



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CENGAGE Learning ENGAGEMENT SERVICES

INSTRUCTOR SERVICES	INSTITUTIONAL SERVICES
<ul style="list-style-type: none">• Custom Learning Materials• Digital Course Support Services• Instructional Technology Specialists• Library Integration	<ul style="list-style-type: none">• Peer-to-Peer Faculty Development & Consulting• Curriculum and Program Development• Course Redesign• Student Lifecycle Management

ENGAGE TO LEARN CENGAGE Learning

Innovative Business Models

- Inclusive Access Partnership
- Required Digital Buying Agreement
- Cengage Preferred Agreement (100%)
- Loose Leaf Bundles
- 4LTR Press

ENGAGE TO LEARN CENGAGE Learning

Inclusive Access Partnership (course fee)



- Total Cost Savings
- Day 1 Access for Students
- Student Learning Increases
- Locked-in Pricing for up to 3 Years
- Bookstore—optional print
- Access—pinless integration
- eBook and Print Solutions

ENGAGE TO LEARN CENGAGE Learning

What's Included

- One Cengage Learning Digital Homework Solution
- One VitalSource eBook 
- Both Integrated into Canvas

- Optional Loose Leaf Printed Text (additional cost)




Cengage Preferred Agreement

- Departmental or College-wide Cengage Adoptions at 75%
- Discounts Based on Size





Let's Compare

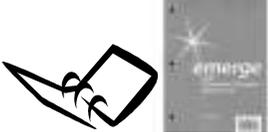
**BAD 2413
Legal Environment of Business**

Traditional Bookstore Model	Inclusive Access Digital Model
Pub Net: \$225 Bookstore Add: \$52 Total Cost to Student: \$277 200 Students 55% sales	 Pub Net: \$95 Bookstore Add: \$30 Total Cost to Student: \$125 200 Students 100% sales




Loose Leaf Bundles

- Black and White Loose Leaf Textbooks
- Good for One Student
- Digital Homework can be Bundled





Required Digital Buying Agreement

- Digital Homework Required
 - at least 10% of the grade
- Faculty Support and Communication

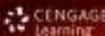




4LTR Press

- ½ the Cost of Traditional Texts
- More than 50 Titles
- Ease of Use
- Digital Homework Included





Vital Source eBooks

- Common Platform
- Downloadable
- Multiple Devices and Computers



Let's take a look!

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Thank You!



<http://sites.mtsu.edu/communique/2014/02/27/reader-survey-thanks-and-results/>

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