

Colorado Community College System Digital Textbook Program

Developing a Digital Textbook Strategy for
Your Campus

Florida Distance Learning Consortium

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Digital Textbooks: A Long-Term Initiative

Goals of Digital Content Project:

- Improve instructional quality while providing significant cost savings to students.
- Improve upon existing eBook models. Focus on lower cost commercial solutions, but also used OER content.
- Evaluate student and faculty satisfaction with digital text experiences.
- Test new business models within CCCS and with publishers.
- Edition Control & Revision Cycles



Policy Issues

- 2005 GAO study – found the cost of textbooks was 72% of average tuition and fees at two-year public institutions.
- CCCS began pilot program in 2006.
- 2008 – legislation initiated by student organizations to provide greater transparency on required textbooks, price terms, and edition changes.
- April 2008, Gov. Ritter signed textbook bill into law.
- July 2008, CCCS entered into agreement with 3 publishers to offer eBooks/content for a fixed fee per student per course.



Governance Structure

- CCCOnline – consortium of 13 colleges, which operate under a single governing board. Students enroll through a home college; course content delivered through consortium.
- Textbook selection made by faculty who are employed by consortium. All sections of that course use the same textbook.
- Campus business officers agreed on fee model, structure.
- Must receive board approval each year for eBook courses with fees attached.



How it Works

- Students assessed “materials charge” of \$52 on tuition bill when registering for a course in the eBook program regardless of course or subject area.
- Publisher delivers “the content” to CCCOnline for integration into the LMS.
- Students access the eBook and content when logging into their online course.
- Students may print any portion of the eBook they desire.
- Students may purchase a low-cost print version of book from bookstore (optional).
- CCCOnline pays publisher based on enrollment at census date.

Content Development/Acquisition

- Used existing funds to launch program
- Purchased membership with NROC – OER
- Used existing text acquisition team (faculty) for course-wide adoption of eBooks.
- Matched eBook availability with faculty interest – pilot



Administrative Issues/Challenges

- Working with publishers to define new delivery models.
 - Pearson, McGraw-Hill, Wiley
- Understanding what to ask for: deliverables a moving target.
- Business model (internal and with publishers)
- Single Sign-on
- Printing and hard copy options
- Student support (help desk)



Communication: Key to Success

Numerous Parties Involved:

- Publishers
 - Project manager, Print person, Development team, Subject area reps.
- CCCS Project Team (admin and accounting)
- CCCOnline Design Team
- Faculty
- Bookstores
- Students
- College Business Officers



Lessons Learned When Working With Publishers

- Communication and lead time
- Don't assume publishers have final QA on eBooks
 - Double-check correct content delivered
 - Confirm links, interactive content, access codes work
- Publisher departments: internal communication issues
- Verify digital content works on both Macs and PCs
- Mobile devices (iPad, etc.)
- Don't assume accessibility



Faculty and Student Reactions

- Faculty are 100% online, adjunct. Instructional model has always been standardized to some degree. eBook has not met with much resistance among faculty.
- Faculty are finding a great deal of pedagogical value with the integration of digital materials. The text, videos, simulations, and mini-lectures are located within each unit lesson, which helps reinforce concepts and appeal to different learning styles.
- Faculty still want hard copy for themselves.
- Student surveys indicate growing acceptance of model.
 - Positive responses to economic value
 - Approximately 30% choosing print option



Student Comments

THE GOOD

- I enjoyed the ability to save physical space from the digital textbook. It was my first time with a digital textbook and I had no complaints. Because I am so familiar with the Internet, I also found it easier to stay on track with reading a digital source rather than a material source. All-in-all, I would say digital textbooks were fine with me and I wouldn't mind using them again.
- The digital textbook worked very well, and now I don't have to worry about selling a used textbook. As long as the price of the digital version stays lower than the printed, I would be happy to take other courses that utilize a digital textbook.
- I really enjoyed it!!! I wish that all of my classes used this type of book. To me it was awesome! Especially being in the military and having to travel with my laptop and school books to complete assignments. The digital textbook made a world of difference!



Student Comments

- I didn't think I would like it at first, but as I became comfortable with it, I really enjoyed the convenience of the online version, as well as not having to lug around a heavy book everywhere I went. It was really a good experience.
- I liked the experience overall. I miss the idea of selling the book back for money, but if the digital text's cost makes up for this then it's 100% better.
- Even though I printed out a lot of the digital text it still was a great experience. I prefer the digital text 100% more than the actual textbook.
- I really enjoyed using this system for my studies. I thought that it was easy to follow and had a lot of interesting facts and pictures. I also liked how easy it was to navigate through and the cost value for me (a single mother) was perfect.



Student Comments

- Way to go green!! This was a new and fresh approach. When I chose to read I was able to read. At times when I was very busy at home, I was able to play the audio and still do things around my home. After all, I took the course online because of time restraints in my day to day life. I certainly appreciated not having to buy a textbook. It was during the time that my children started school. The money I saved on books allowed me the freedom to do other things for the start of my children schooling. I enjoyed my experience, the variety, and many options available to me. I hope this option continues to be available to students in the future.
- I loved it! It took the school awhile to give me my voucher, so while I got behind on my other classes, for the lack of material, I never got behind in this class, for the material was already here for my use! :)



Student Comments

THE BAD

- I didn't like the digital textbook at all, it was very inconvenient and I ended up having to spend more money to buy the textbook anyway. I don't think its a very good idea at all. With my English class I liked it, but not with math.
- The digital text book is an insult. First, it is a requirement not an option. Then, we pay for a book we don't get to keep. The worst part is that we have to also pay for a hard copy or pay to print(ink and paper) pages out of the digital book. Most books come with a CD that allows you to look at your book on the computer. That is so much better. I would never take a class that makes you purchase a digital text book.

AND THE UGLY

- This digital textbook was a awfull idea i totally dissagree with the whole theory of it... i spent more money printing the pages then i would have if i bought the book! this was a waist of money for the class and i will worn everyone about the online book this did not help me with anything. hope you take in this advise to get rid of online books.



Faculty Recognition, Promotion, Tenure

- Not a major issue for CCCS (community college)
- Early adopter faculty have received recognition via conference presentations, professional development and leadership opportunities.
- Not a formal part of the faculty review process.
- Now in mainstream adoption, has become an expectation of teaching online.



Meeting Expectations: 2012 and Beyond

- Currently offering 100 courses, 28 more in 2012-13.
- Currently serving 13,000 students.
- Significant savings for students.
- Publishers providing increased array of content choices and formats.
- Expand content providers: OER

