



Florida Distance Learning Consortium Presents
Developing a Digital Textbook Strategy for Your Campus

Publisher Voice: The Licensing of e-Textbooks and Open Textbooks



About McGraw-Hill Learning Solutions

The mission of McGraw-Hill Learning Solutions is to help enable the digital transformation of higher education through content, services, and solutions that drive student success and classroom excellence while ensuring accessibility and affordability of learning materials.

What is the scope of your digital offerings?

McGraw-Hill offers a comprehensive suite of digital products and services including: ebooks, adaptive learning platforms (ALEKS & LearnSmart), online homework management (Connect), digital custom publishing (Create), online study network (GradeGuru), lecture capture (Tegrity), online tutoring, data collection and analytics, classroom response systems, and ecommerce capabilities.

How has your company/organization addressed the need for flexible format and access?

- McGraw-Hill Learning Solutions has already partnered with several universities to launch or pilot ebook partnerships that deliver McGraw-Hill ebooks across all platforms and devices, including each school's LMS and virtually any mobile device, reader, or tablet.
- Our suite of digital products and services can be delivered seamlessly through any LMS using our McGraw-Hill Campus technology.

What unique or innovative capabilities are you providing or plan to provide in the future?

- Our innovative ebook partnerships help to ensure that learning materials are accessible and affordable for all students.
- We are the leader in adaptive learning with our ALEKS and LearnSmart products .
- The student performance data collected by ALEKS and LearnSmart can be used to document performance against learning objectives at the course, department, or institutional level.
- Our Create custom publishing engine allows any instructor to easily build custom learning materials for his/her course and publish them as print or ebooks.
- Our Tegrity lecture capture service makes it easy for instructors to create and distribute online video lectures.

How are you addressing accessibility issues for students with disabilities (e.g., vision, text, hearing) for digital content? Is all of the digital content, such as video and animated graphics, accessible?

- One of the requirements of our ebook partnerships is that all content be accessible to all students, including those with disabilities. We meet this requirement.
- We utilize all strategies and tools available (screen reader compatibility, closed captioning, etc.) to ensure that all of our digital multimedia content is also accessible to all students.