

A group of four diverse students are gathered around a table, looking at a large green book. A young woman in a teal plaid shirt is pointing at the book with a blue pen. A young man in a red plaid shirt is smiling broadly. A young man in a blue shirt is leaning over them, also smiling. A young woman with blonde hair is partially visible on the left. The background is bright and out of focus.

Humboldt State University

Thank you for the meeting

6 years of partnership

Taking the local management team to the next level.



THANK YOU



The Affordability and Achievement Challenge

Students Are Not Purchasing Their Course Materials



NEARLY 1 IN 5 STUDENTS

has skipped or deferred a class because of course material costs

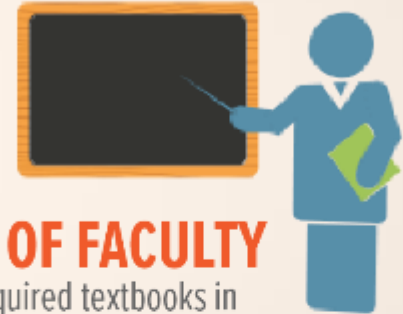


MORE THAN 1/3 OF STUDENTS

decided to go without a required textbook

ONLY 28% OF STUDENTS

have all required materials on day one.



77% OF FACULTY

use required textbooks in class almost every class.

MOST IMPORTANT FACTORS FOR STUDENTS WHEN PURCHASING COURSE MATERIALS?



NEARLY 3/4 OF STUDENTS AGREE

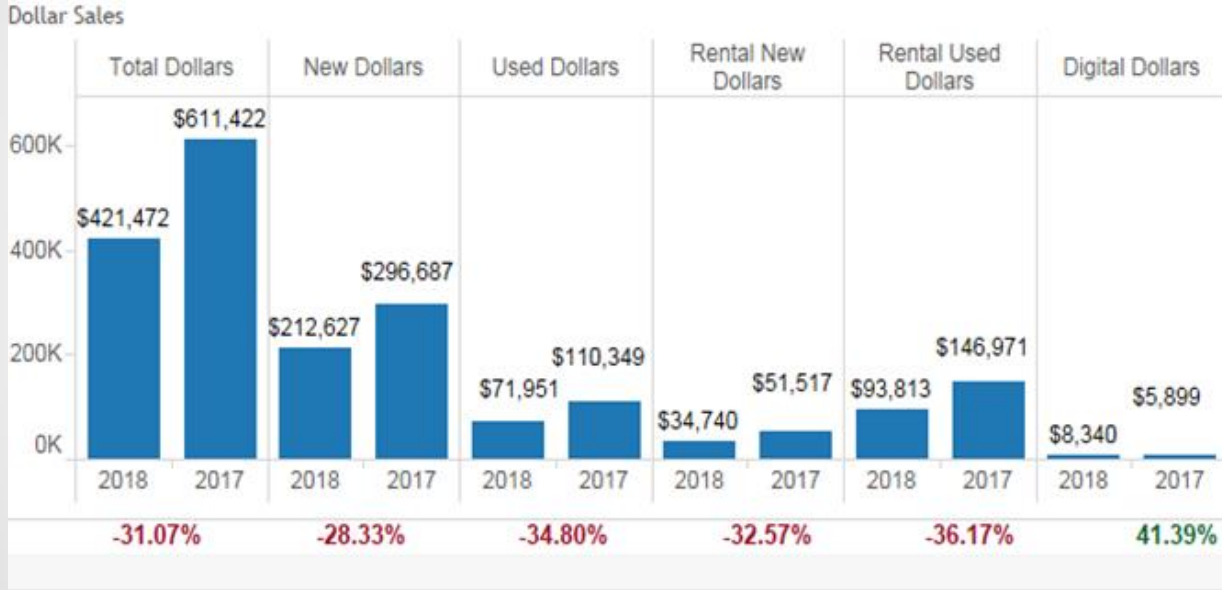
having their own textbook often helps them get a better grade in class.



83% OF STUDENTS AGREE they'd like to get course materials for a single reduced fee as part of tuition

Humboldt State University Sales Dashboard by Condition

Fall 2017



Analytic approach

- Experienced Follett course material manager
- Resetting projected sales levels
- Out of stock report
- Invitation to faculty a week prior to class start to an open house/ view that the books are “set”
- Guarantee that every student that wants a book will have a book

\$ASP by Condition



- Average Selling Price down -2.5%

Course Materials Made Smarter.



FACULTY



Faculty Adoption
Tool **Integrated**
with Your LMS



STUDENTS



HEOA
Compliance
Solution for Your
Course Catalog



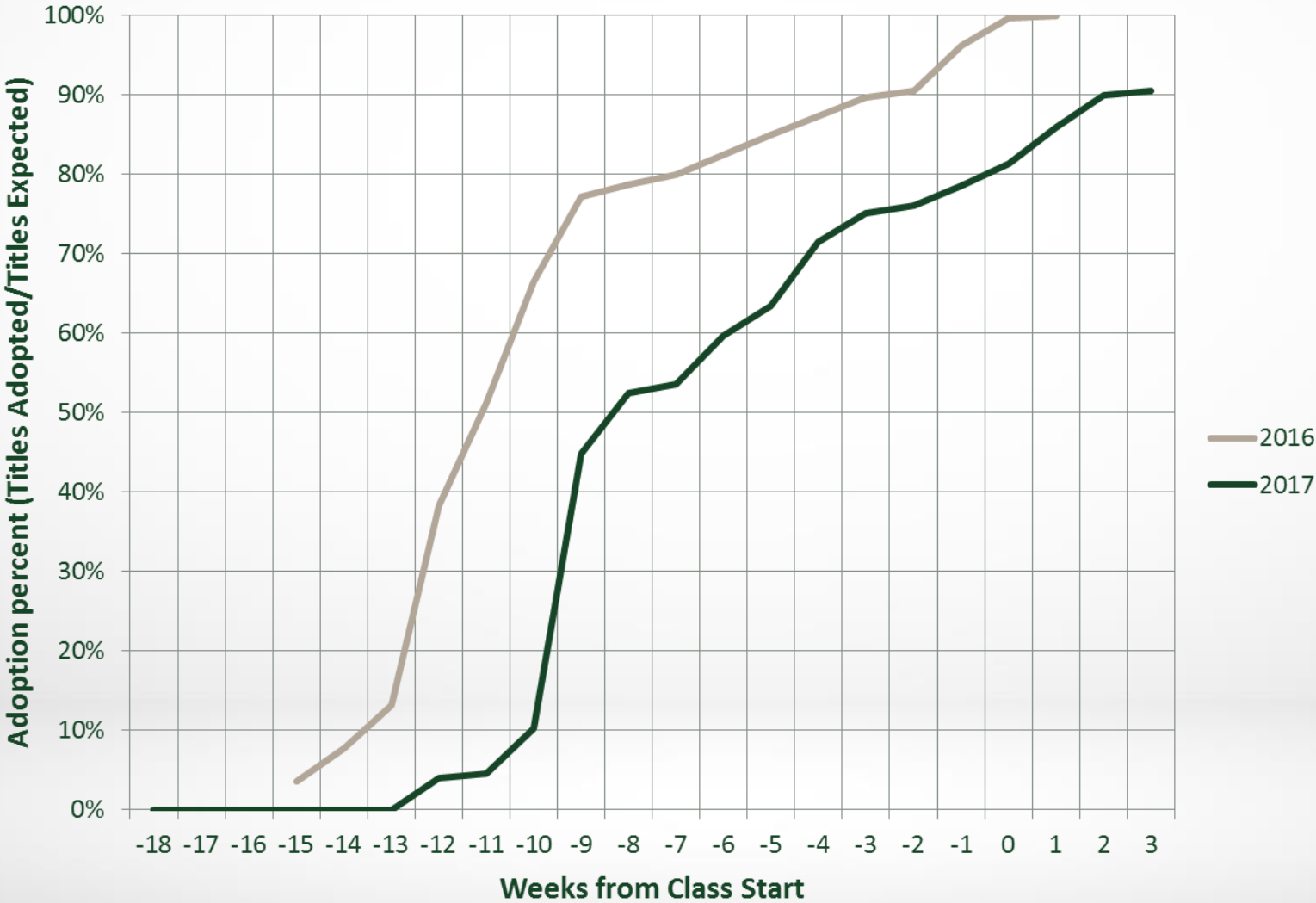
Purchase Course
Materials **During**
Registration



Purchase and
Access Course
Materials **Within**
Your LMS

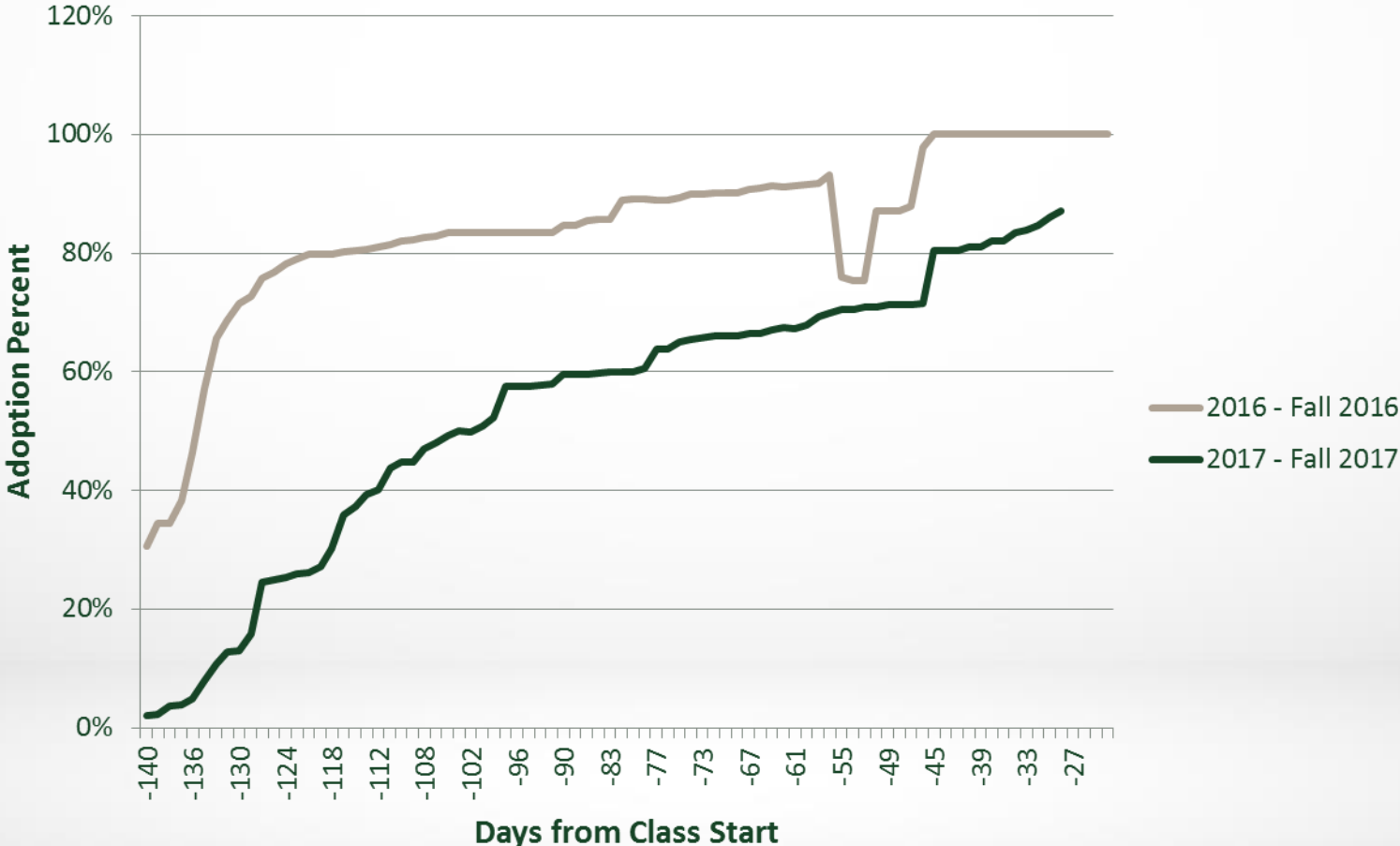
Humboldt State Adoption Percentage Relative to Class Start

Spring 2017



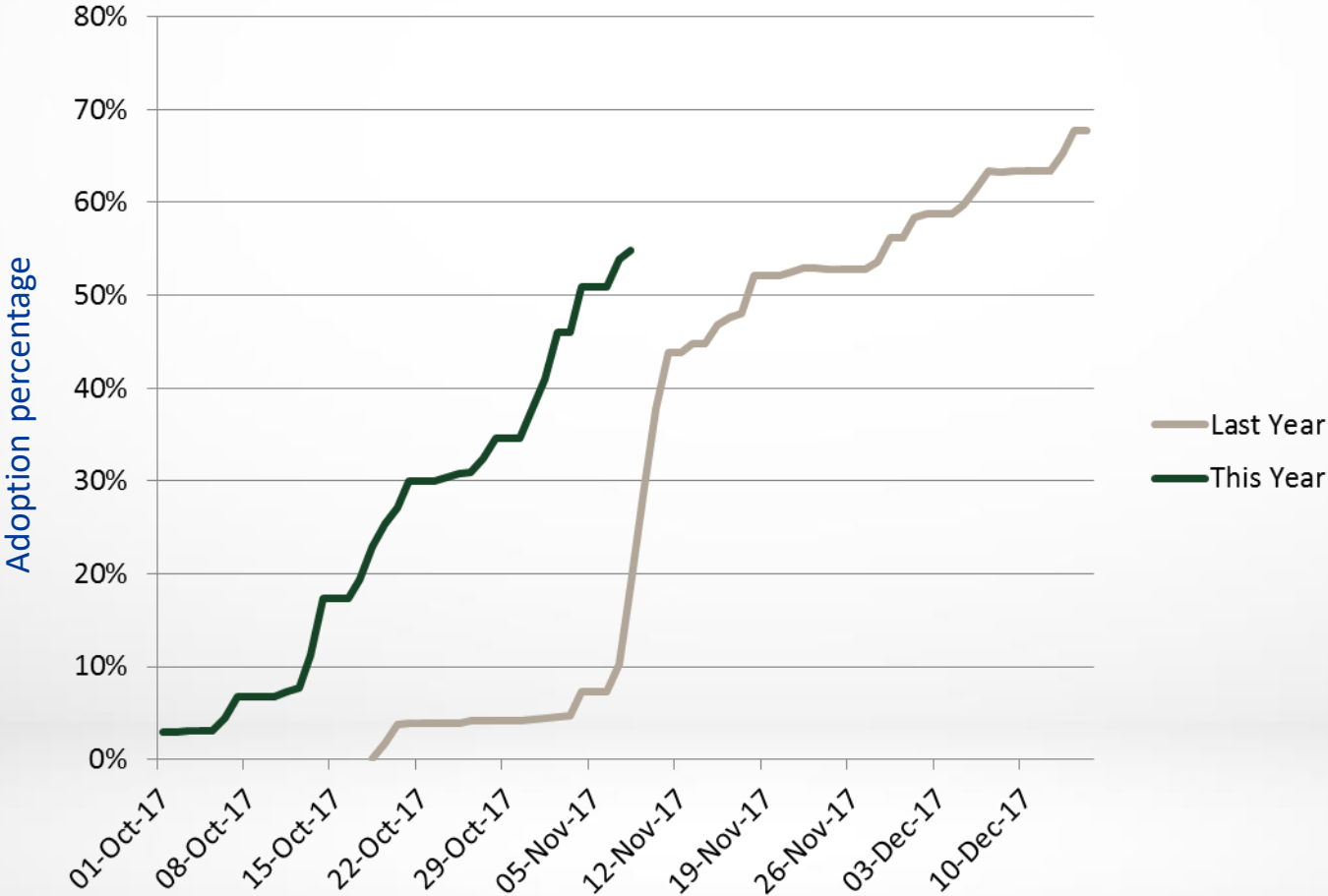
Humboldt State Adoption Percentage Relative to Class Start

Fall 2017



Humboldt State Adoption Percentage Relative to Class Start

Spring 2018



- **Course Materials Decision Starts with Faculty Content Choice that Provides Best Student Outcome!**
- **Informed Decisions**
 - Follett Discover Adoption Research Tool
- **Visibility to Price and Availability by Content Format**
 - Print / Digital / Rent / Purchase / OER
- **Early Adoptions Drives Opportunity to Save Students \$**
 - Ability to Maintain Campus Rental Library
 - Enrollment Commitment Impacts Digital Pricing
- **Content Use and Re-adoption**
 - Publisher Negotiation
 - Rental Opportunities Campus Retail Operations Remain Full Service

Attributes	Total Revenue	%Total Revenue
Old Copyright	\$108,917	26%
Standalone Textbook	\$102,293	24%
Access Code/eBook	\$82,099	19%
Other Consumable Types	\$75,077	18%
Clean And Complete	\$12,430	3%
OP/OE	\$11,219	3%
Loose Pages	\$10,211	2%
DVD/CD	\$6,496	2%
Custom	\$5,112	1%
Work Book	\$4,614	1%
Study Guide	\$2,481	1%
Package	\$487	0.1%
Annual	\$180	0.04%
Total	\$421,615	100%

- **Current Title Base Sourced from 269 Publishers**
- **Publisher Content Range**
 - **Top 5 Publishers 31 % content**
- **Follett’s Unique Position with Distribution Network**
- **Baker & Taylor Publisher Sourcing**
 - **“Other Publisher” Title Base**
 - **Order Consolidation and Shipping 2 days**
 - **One Stop Inventory Access**
 - **Speed to Shelf**

Publisher	% Total
Cengage	9%
Pearson	7%
McGraw	6%
Turning Technologies	5%
Oxford University Press	4%
Other Publishers (378)	69%
Total	100%

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The OER (Open Educational Resource) Ecosystem

Aggregators and Curators: Follett Focuses on Both

OER Aggregators: Teaching Aids

- **Large Collections** Of Open Resources.
- Adopt in Discover
- **Quality**, Peer Review, Vetting, And Formatting Is **Not Guaranteed**.
- Often Non-profit, Institution, State, And **Grant Funded**.

OER Curators: Courseware

- Offer A Higher Degree Of Vetting And Quality.
- Formatting Can Sometimes Be Consistent, But Is Not Guaranteed.
- Many For Profit Start-ups Have Recently Entered This Space. Low Cost Platform Fees



Access



All students have day
-one access to their
course materials and
can opt out until the
drop period



Affordability



Students get
improved
market pricing



Student
Success



All students
start on a level
playing field
with all their
content on day-
one.

Instant Access

Humboldt State Sample Top Pearson Titles

Biological Science by Freeman

- Price - \$216.10, Instant Access Price - **\$84.95** - Savings of \$131.51

Principles of Economics by Acemoglu

- Price - \$119.95, Instant Access - **\$84.95**

Financial Accounting by Harrison

- Price - \$174.05, Instant Access - **\$109.95**

Health: *The Basics* by Donatello

- Price - \$97.05, Instant Access - **\$41.95**

An Average 46% saving

* Pearson Feb 2017



Working together to affordably serve Humboldt State Students, Faculty and Staff

Follett | Discover™

- Faculty Can Discover And Adopt OER In Follett Discover.
- Students Access Their Materials Digital or Print.

includED®

- Instant Access

Humboldt State University Store

- Low Cost Print Options Of New, Used, Rental, Custom Publishing (LAD) and OER Materials

**MERLOT**
Multimedia Educational Resource
for Learning and Online Teaching

**coursera**

**KHANACADEMY**

**lumen**

**You Tube**

**openstax™**
COLLEGE