

## The Benefits of Equitable Access



[get.vitalsource.com/equitableaccess](https://get.vitalsource.com/equitableaccess)

## EA ENHANCES THE CAMPUS EXPERIENCE

From students and instructors to LMS teams and publishers, EA aligns efforts to provide a superior student experience, maintain academic freedom, and simplify course materials access.

Students have a flat rate for their course materials, a simplified, convenient delivery experience, and are prepared to learn on the first day of class.



“Thank you so very much for doing this. You are going to change lives for the better and I am eternally grateful that UCCS is willing to invest in the success of their students. From the bottom of my heart, thank you so very much.”

- UCCS Student

## STUDENT SUCCESS

Equitable Access (EA) programs provide first-day access to required course materials so students are prepared to learn on the first day of class and instruction can start right away. EA programs can have a positive impact on student success, including higher course completion rates and higher retention rates.



Research suggests that students who opt out of an EA program are 15.5% less likely to complete course than those who stayed in the program.\*



The University of California, Davis found that 58.4% of students who opted out in Fall 2020 and 60.6% of students who opted out in the Spring 2021 did not acquire all their course materials elsewhere.\*

\*What is Equitable Access by Michael Moore, September 28, 2022

## Impact on Student Outcomes from the 2023 Barnes & Noble College Student Pulse Report

86%

86% of students agreed [EA] better prepared them for the academic term.

83%

83% of students say [EA] had a positive impact on their success this term.

75%

75% of students say EA helped them achieve better grades this term.

## STUDENT SAVINGS

EA can result in significant cost savings for students. These savings can help alleviate financial stress and improve access to course materials for all students.

**\$5 million**

in student savings

### Appalachian State University

Digital textbook rentals boast 99% participation rate, saving students over \$5 million in 2022-2023.

**\$1.6 million**

in student savings

### Cornell University

For the Fall 2022 semester, it's estimated that students saved a total of \$1.6 million with EA, compared to a traditional print-centered model.

**\$2.45 million**

in EA scholarships

### University of California, Davis

Because EA lowers the overall program cost to the institution, UC Davis has been able to give out over 14,500 grants to date, totaling about \$2.45 million.

### Did you know?



In the 2022-2023 academic year, the average savings netted out to nearly \$70 million in student savings through IA and EA programs powered by VitalSource.\*

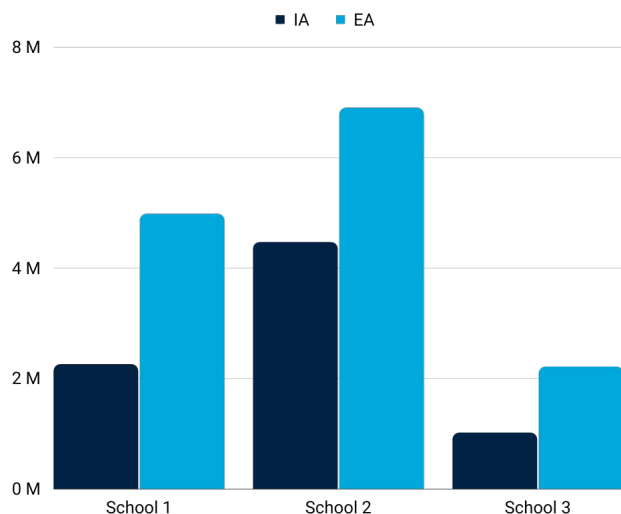
Students in EA programs spent less on course materials than other students. Students enrolled in an EA program spent an average of \$244 compared to \$295 among non-EA students.\*\*

\*The VitalSource 2023 Course Materials Report

\*\*NACS Student Watch Report

## Institutional Control of Revenue

EA is a huge revenue opportunity. Your institution gets the lowest possible cost for the course materials, and you can control the revenue from there. Comparing IA revenue to EA revenue at other institutions shows the growth that EA offers.



School 1 saw about 2.2 times growth from IA to EA

School 2 saw about 1.54 times growth from IA to EA

School 3 saw about 2 times growth from IA to EA.

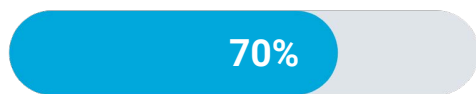
## STUDENT PARTICIPATION

Fall 2023 showed student participation rates in Equitable Access were as high as 89%. Participation rates increase year over year as student become more educated and comfortable with Equitable Access Programs.



## STUDENT SATISFACTION

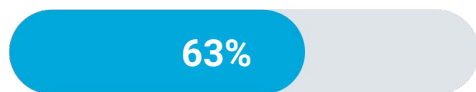
When asked their reasons for being satisfied with their EA program, students responded with\*:



Had all materials first day of class



Convenience of not having to shop around for materials



Knowing they'd have all the materials and correct additions



Total cost of materials was less

\*NACS Student Watch Report

## Thinking of Going Digital-First?



Learning with digital content promotes sustainability, reducing resources needed for print materials. One digital textbook reduces emissions by 45 times compared to a single print textbook.

We invest in reforestation around the world to offset the emissions created by users who purchase and use our etexts.

Learn more about VitalSource's commitment to sustainability [here](#).

## EA Growth Predictions\*

- By the end of Spring 2024, there will be at least 355 EA programs in the US.
- If current growth trends continue, there will be an estimated amount of 845 EA programs in HigherEd.
- EA has a current growth rate of 414% from FY20 to FY24, and will continue at a growth rate of 138% from FY24 to FY28.

\* *Equitable Access Growth Predictions* by Michael Moore, August 2023



## ADDITIONAL RESOURCES

Looking for resources to help explore the potential for success with EA? Check out our Equitable Access Starter Kit.

See how other institutions are educating and informing about their EA programs:

**University of Arizona**  
Pay One Price Program

**University of Colorado, Colorado Springs**  
Textbook Affordability & Access Program (TAAP)

**Cornell University**  
Cornell Academic Materials Program (CAMP)

**California Polytechnic State University, Pomona**  
Instant Access Complete Program