

Central Michigan University's Inclusive Access Program

Fall 2023 by the Numbers:

- ✓ **777** live sections
- ✓ **19,000** participating students
- ✓ **40%** of courses using IA
- ✓ **3%** opt out rate
- ✓ **97%** market share
- ✓ **\$6.71M** student savings to date



CMU's community-oriented atmosphere has been the bedrock of the bookstore's IA growth. The partnership with VitalSource provided the technological and strategic support needed to navigate this transition effectively.

The Vision: Central Michigan University (CMU) envisioned a future where the Inclusive Access (IA) program becomes an integral part of its educational resource delivery, promoting affordability, accessibility, and student success. Through IA, CMU aimed to provide digital course materials to all students on day one of classes, ensuring near-total sell-through and financial benefits for students, while fostering a culture of innovation and collaboration.

The Journey: Recognizing the need for a digital shift due to low sell-through rates for physical textbooks, CMU set three primary goals for IA: affordability, ease of billing, and day-one access. The institution worked closely with VitalSource to implement IA successfully, overcoming initial faculty buy-in challenges and achieving significant participation and financial savings for students. CMU's journey involved continuous growth, outreach, and the integration of IA into its academic fabric.

The Outcome: The outcomes of CMU's IA program reflect its success in enhancing accessibility and cost-effectiveness in education, saving students \$6.71M and counting. With 19,000 students and 40% of classes participating in IA and a low opt-out rate of 3%, CMU has achieved a 97% market share. The program has been positively received by faculty and students, making IA an integral part of the university's resource provision strategy. CMU aims to further expand IA adoption, reaching a 50% digital adoption rate next year and continuing to promote affordability and accessibility for all students.



"This collaboration [between CMU and VitalSource] has led to a streamlined process for data collection, enrollment tracking, and instructor engagement, distinguishing CMU's IA program from others."

-Kim Yates, Assistant Director, CMU Bookstore

For more information, [download](#) the full CMU Case Study, *The Road to Digital*.