



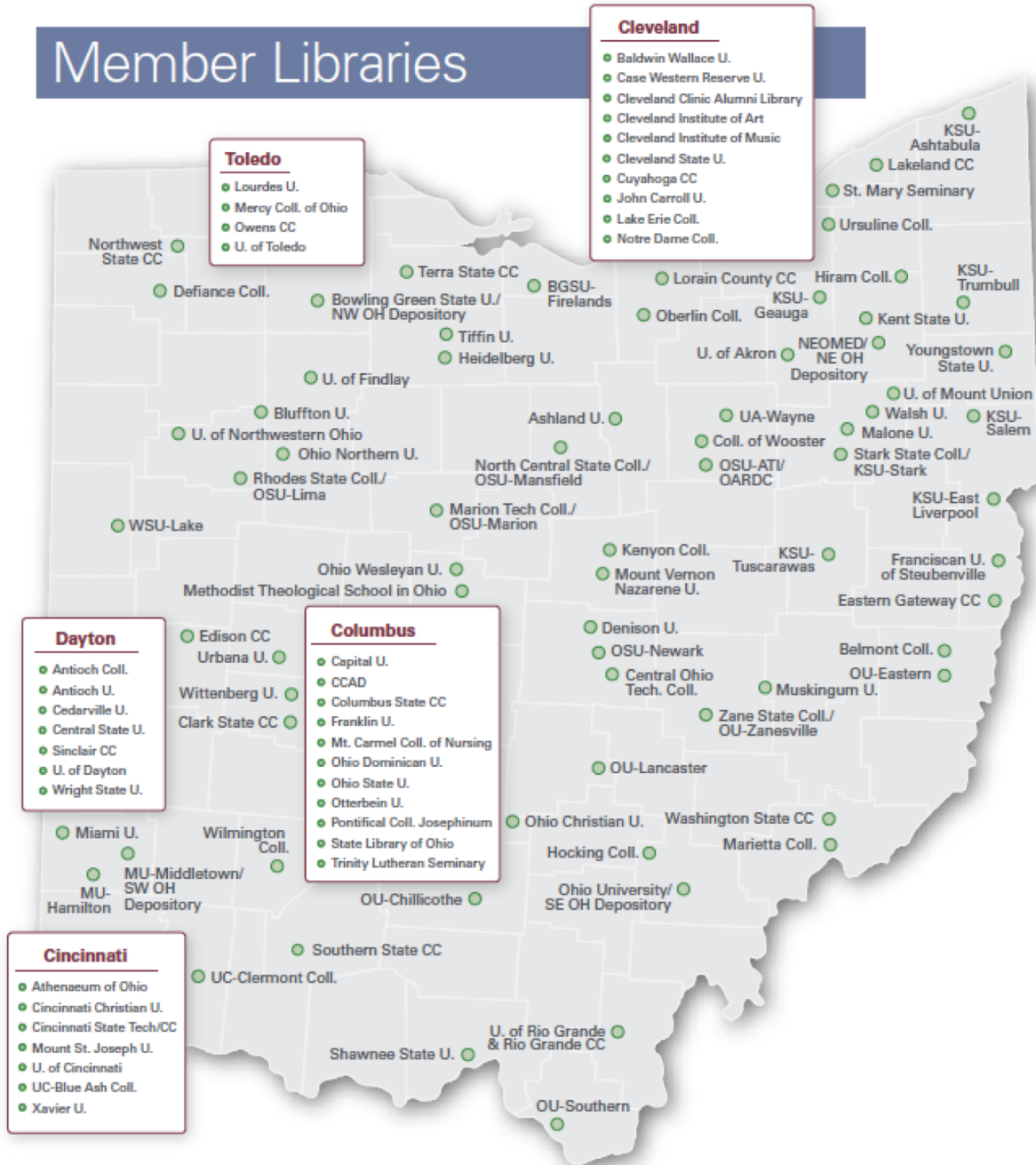
# How Libraries Can Lead



**OhioLINK**

Connecting Libraries, Learning & Discovery  
An OH·TECH Consortium Member

# Member Libraries



## OhioLINK membership

- 118 libraries
- 90 higher ed institutions
- 600,000+ students, faculty and staff
- State Library of Ohio
- Cleveland Clinic
- More info at [ohiolink.edu](http://ohiolink.edu)



# Why Libraries?







AFFORDABLE  
LEARNING

THROUGH **OhioLINK**

OHIO  
Open  Ed  
COLLABORATIVE

ADOPT + SHARE + CREATE + LEAD





# How OhioLINK Became Involved

Ohio's Governor proposes legislation that requires public higher education institutions to **cover all textbook costs** minus a \$300 flat cost to students.

## Kasich's textbook initiative could cost OU up to \$15 million

Lauren Fisher

 FACEBOOK

 TWITTER

Ohio Gov. John Kasich's recently-released textbook proposal could be accompanied by a \$15 million price tag and a slew of complications for Ohio University.

According to the 2018-19 executive [budget](#) proposal, the state could soon require all public colleges and universities to cover up to \$300 in textbooks and course materials per student each academic year. The money would come from the institution's budget. That could result in universities being forced to limit students' credit hours, according to a previous [Post](#) report.

Education

## Proposed cap on textbook costs in peril after colleges object

A proposal to cap the cost of textbooks for Ohio college students at \$300 a year is in doubt after several colleges, including Ohio State University, expressed opposition to the plan.

Gov. [John Kasich](#) included the provision as part of a suite of higher-education cost-saving proposals in his state budget plan. The governor and the state Department of Higher Education cited high costs borne by students for books necessary for their courses. The proposal called for the colleges to cover all but \$300 starting in the 2018-19 school year, though the cap would [apply only to undergraduates](#).





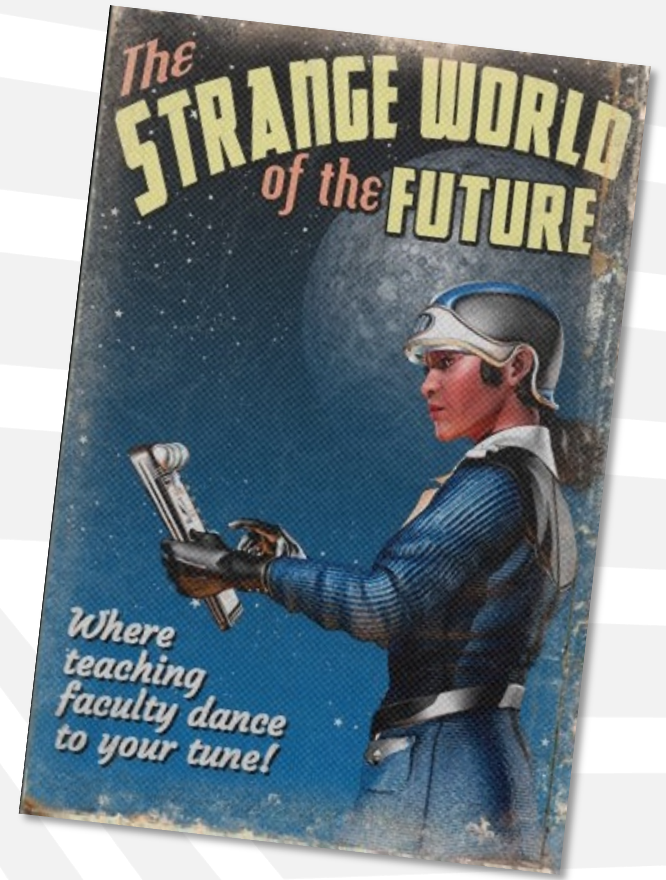
We kept being asked, “Can’t you do something about the cost of textbooks?”

**We could. And we did.**



# Why Inclusive Access?

- Model does not require faculty to change their syllabus or materials.
- Depending on institutional capacity and desire, can implement multiple courses at once.
- Savings can be delivered en masse within a semester.
- “Rinse and Repeat” process.
- Delivers savings to all students at all levels.





# Textbook Pricing Agreements

- Signed contracts with John Wiley & Sons, Inc., McGraw-Hill Education, Pearson, Macmillan Learning, Cengage and SAGE Publishing.
- Estimated potential of \$50 million savings per year for students.
- OhioLINK is working on a business intelligence process to check prices against the market (VerbaConnect).





## Negotiated pricing agreements between OhioLINK and publishers at a statewide scale.

- **Inclusive access only.**
- **Not a mandate!**
- **Price agreements only** – OhioLINK is not acquiring content on behalf of members.
- **“Net to publisher” pricing (equivalent to wholesale).** Does not and cannot dictate retail markup at campus bookstores.
- **Discounts:** Flat price per title for entire catalog or percent off entire catalog
- **Long term or perpetual access**



# Here's What We Learned...

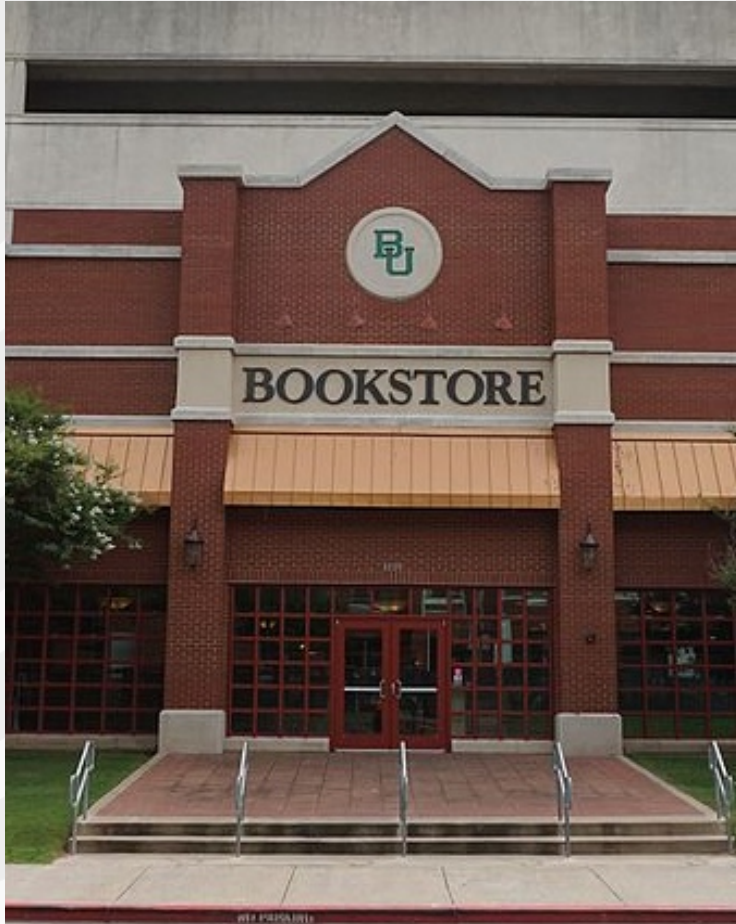
**Publishers control (almost) everything we care about, regardless of aggregator (delivery) platform.**

**Publishers will work with almost any platform that will deliver their content. (Though they do have preferences.)**





# The Bookstore Will Make or Break You



- Bookstore retail markup ranges from 30% to 10% on textbooks.
- Every campus has its own contract with bookstores, whether independent or chain bookstores.
- Revenue sharing with institutions is part of the deal.
- Exclusive right to provide textbooks at the institution.





# OPEN vs the EVIL EMPIRE

## SCALE of Content

Open Textbook Library:  
500+ titles

Aggregator Catalog (total availability):  
597,000 titles from 850+ publishers

MHE in Ohio (verified assigned):  
944 distinct titles

Wiley in Ohio (verified assigned):  
3,274 distinct products







**“Don’t put all your eggs in one basket.”**

**- Bob Butterfield of University of Wisconsin – Stout**





# Gwen Evans

Executive Director, OhioLINK



## Questions?

- [gwen@ohiolink.edu](mailto:gwen@ohiolink.edu)
- [ohiolink.edu](https://ohiolink.edu)
- [affordablelearning.ohiolink.edu/Guide](https://affordablelearning.ohiolink.edu/Guide)

# Appendix



Pearson		John Wiley and Sons, Inc.		McGraw Hill Education		Macmillan Learning		Cengage		Sage	
Brian McGarry, Executive Director (614) 841-3716 brian.mcgarry@pearson.com		Ann Harris, Program Manager, Inclusive Access (201) 748-7653 enterprise@wiley.com		Jennifer Becker, Director, Strategic Partnerships, Higher Education Group (314) 296-9229 jennifer.becker@mheducation.com		Newt Cannon, Director of Sales-East (615) 739-7425 newt.cannon@macmillan.com		Mike Leichman, Key Account Manager Cengage Learning (513) 378-4861 mike.leichman@cengage.com		Linda Trygar, Associate Director of College Sales (805) 499-9774 linda.trygar@sagepub.com	
\$24 million in estimated annual savings if all current adoptions from this publisher move to inclusive access		\$1 to 1.2 million in estimated annual savings if all current adoptions from this publisher move to inclusive access		\$10 to \$12 million in estimated annual savings if all current adoptions from this publisher move to inclusive access		\$2.5 million in estimated annual savings if all current adoptions from this publisher move to inclusive access		\$10 to \$12 million in estimated annual savings if all current adoptions from this publisher move to inclusive access		\$450,000 in estimated annual savings if all current adoptions from this publisher move to inclusive access	
Basics of Model		Basics of Model		Basics of Model		Basics of Model		Basics of Model		Basics of Model	
Percent off list, average discount of 72% for e-textbooks. Tiered discount off for courseware. Maximum % price via other channels. All institutions will have a copy of Pearson’s e-textbook pricing catalog to see the actual price for each title/courseware.		Flat price (net) for e-textbooks in inclusive access; flat price (net) for trade and professional titles in inclusive access; flat pricing (net) in courseware. Any e-textbook with a digital list price below \$30 is discounted by 20%.		Flat price (net) for e-textbooks in inclusive access; tiered flat pricing (net) in courseware.		Flat price by discipline (net) for e-textbooks in inclusive access; tiered discount pricing (net) in courseware.		Percent off current digital list price (net) for e-textbook titles, percentage discount off courseware.		Percent off current print list price (net) for e-textbook titles.	
Discount Off Print List Price for Inclusive Access	Discount Off E-Textbook List Price for Inclusive Access	Discount Off Print List Price for Inclusive Access	Discount Off E-Textbook List Price for Inclusive Access	Discount Off Print List Price for Inclusive Access	Discount Off E-Textbook List Price for Inclusive Access	Discount Off Print List Price for Inclusive Access	Discount Off E-Textbook List Price for Inclusive Access	Discount Off Print List Price for Inclusive Access	Discount Off E-Textbook List Price for Inclusive Access	Discount Off Print List Price for Inclusive Access	Discount Off E-Textbook List Price for Inclusive Access
72% (average)	21%–23%	N/A Wiley does not publish bound print for the full higher-ed catalogue	45–50%	79%	84%	56%	25%-50%	N/A	25% off current digital list price of e-textbooks	62%	N/A
Length of Access to E-Textbooks		Length of Access to E-Textbooks		Length of Access to E-Textbooks		Length of Access to E-Textbooks		Length of Access to E-Textbooks		Length of Access to E-Textbooks	
Perpetual		Perpetual		Perpetual		Perpetual		Perpetual		Perpetual	
Follows Students within Ohio?		Follows Students within Ohio?		Follows Students within Ohio?		Follows Students within Ohio?		Follows Students within Ohio?		Follows Students within Ohio?	
Yes		Yes		Yes in principal, subject to delivery platform		Yes		Yes		Yes	
Courseware Pricing Discount on Courseware	Discount on Courseware	Courseware Pricing	Discount on Courseware	Courseware Pricing**	Discount on Courseware	Courseware Pricing	Discount on Courseware	Courseware Pricing**	Discount on Courseware	Courseware Pricing	Discount on Courseware
Tier I Courseware	10%	WileyPLUS Direct price, per semester	35–45% off list, depending on original tier	Connect for Softside (HSSL)	45%	N/A	List price >=\$70 = 25% discount, List price between \$50-70 = 20% discount; List price <\$50 = 15% discount	N/A	5%, 15%, 25% additional off “virtual net” price depending on discipline.	N/A	N/A
Tier II Courseware	24%			Connect for Hardside (SEM and BEC)	57%						
Tier III Courseware	28%			** If a courseware product falls below the negotiated flat price point the national net price stands							
Resale on Campus		Resale on Campus		Resale on Campus		Resale on Campus		Resale on Campus		Resale on Campus	
Contact your Pearson rep for the maximum resale price through campus bookstores.		Prices provided will be wholesale; additional markups through campus bookstores may apply.		Prices provided will be wholesale; additional markups through campus bookstores may apply.		Pricing is wholesale (net to publisher); retail markups at campus chain and independent bookstore channels will vary. Bookstores will receive lower pricing than they receive currently.		Pricing is wholesale (net to publisher); retail markups at campus chain and independent bookstore channels will vary. Bookstores will receive lower pricing than they receive currently.		Pricing is wholesale (net to publisher); retail markups at campus chain and independent bookstore channels will vary. Bookstores will receive lower pricing than they receive currently.	
Existing Agreements for Inclusive Access		Existing Agreements for Inclusive Access		Existing Agreements for Inclusive Access		Existing Agreements for Inclusive Access		Existing Agreements for Inclusive Access		Existing Agreements for Inclusive Access	
Any OhioLINK member institution that currently has a negotiated licensing fee with Pearson is grandfathered into this pricing proposal. Publisher will price match to lowest price for this offer. Contact the Pearson representative to discuss additional discounts based on campus volume.		Any OhioLINK member institution that currently has a negotiated licensing fee with Wiley is grandfathered into this pricing proposal. Publisher will price match to lowest price for this offer.		Any OhioLINK member institution that currently has a negotiated licensing fee with McGraw Hill is grandfathered into this pricing proposal. Publisher will price match to lowest price for this offer.		Any OhioLINK member institution that currently has a negotiated licensing fee with Macmillan is grandfathered into this pricing proposal. Publisher will price match to lowest price for this offer.		Any OhioLINK member institution that currently has a negotiated licensing fee with Cengage is grandfathered into this pricing proposal. Publisher will price match to lowest price for this offer.		Any OhioLINK member institution that currently has a negotiated licensing fee with SAGE is grandfathered into this pricing proposal. Publisher will price match to lowest price for this offer.	
Potential \$50+ Million in Total Savings to 500,000+ Students Annually											




Firefox File Edit View History Bookmarks Tools Window Help

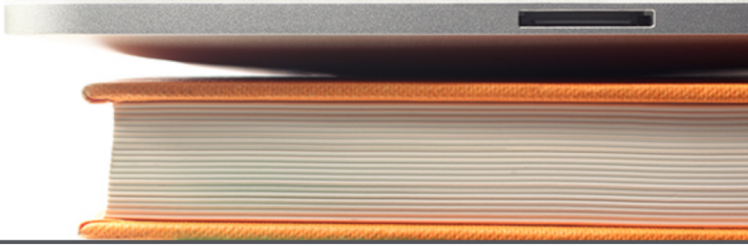
Home - Affordable Learning Ohio X

https://affordablelearning.ohiolink.edu/Guide

Search



**AFFORDABLE  
LEARNING**  
THROUGH **OhioLINK**



Affordable Learning - OhioLINK / LibGuides / Affordable Learning Ohio / Home

## Affordable Learning Ohio

Enter Search Words Search

- Home
- Introduction to Affordable Learning
- A-Z Affordable Learning Course Materials
- OhioLINK Affordable Learning Ambassadors
- OhioLINK Affordable Learning Initiative
- Ohio Open Ed Collaborative
- Ohio Affordable Learning Campus Initiatives

### What is Affordable Learning Ohio?

Affordable Learning Ohio is [OhioLINK's](#) series of initiatives to lower the cost of college for Ohio higher education students by assisting our member libraries and campuses in identifying strategies for Open and Affordable Learning textbook and course material adoption, and helping locate statewide shareable library materials as well as open educational resources that are no cost or lower cost to students. If you have any questions about Affordable Learning Ohio, please contact Anna Bendo at [abendo@ohiolink.edu](mailto:abendo@ohiolink.edu).

### Some highlights of Affordable Learning Ohio

- **Ohio Affordable Learning Campus Initiatives Guide.** Learn more about the affordable learning initiatives being pursued at Ohio colleges and universities. If you have a campus initiative that you'd like to promote, we'd be happy to add it; please contact Anna Bendo at [abendo@ohiolink.edu](mailto:abendo@ohiolink.edu).

affordablelearning.ohiolink.edu



# OhioLINK RFI (Request for Information) Fall 2017

“OhioLINK requests information from potential vendors concerning their interest in and ability to provide etextbooks on the inclusive access model in a consortial environment... In particular, we are looking at potential cost savings and efficiencies that can be gained in centralizing services and negotiations regarding commercial textbook content....

This RFI is intentionally broadly defined, and we encourage respondents to exercise latitude and suggest new approaches to achieve OhioLINK’s goals. OhioLINK and its institutions envision that there may be multiple solutions and vendors for subsets of its institutions, depending on their needs and particular contexts, and do not necessarily anticipate that all of its members will participate in one solution...

OhioLINK’s member institutions are interested in discounts for student textbooks and titles that are already in use in member institutions. There is no intent to abrogate faculty freedom to assign textbooks of their choice. Therefore, vendors who can demonstrate that their content catalogs are already in wide use in Ohio institutions will have an advantage. “



Inclusive Access	Pros	Cons
For Students & Faculty	<ul style="list-style-type: none"> <li>• First Day Access + automatic payment/refund (time saver)</li> <li>• Bursar can wait for payment/loans/financial aid</li> <li>• Price lower than market</li> <li>• Can opt out (by federal law)</li> <li>• Faculty know all students have the book at the beginning of class - <b><i>and it's the right book.</i></b></li> <li>• Accommodates distance learners (and international distance learners)</li> <li>• Maintains academic freedom for faculty</li> <li>• Most platforms have some kind of analytics for faculty</li> <li>• Digital (searchability, portability, some advanced digital features)</li> </ul>	<ul style="list-style-type: none"> <li>• Digital (preference for print)</li> <li>• Limits on downloads and printing</li> <li>• Limited access period</li> <li>• May be able to get print for free or lower price</li> </ul>
For Publishers	<ul style="list-style-type: none"> <li>• Guaranteed sell-through for 90% of enrollment</li> <li>• No loss of sales to used print, rentals, piracy</li> <li>• Analytics for revision/improvement of texts</li> <li>• Digital is cheaper to produce, higher profit margin</li> <li>• Guaranteed, predictable revenue from institution.</li> </ul>	<ul style="list-style-type: none"> <li>• ??</li> </ul>





Inclusive Access	Pros	Cons
For OhioLINK	<ul style="list-style-type: none"> <li>• Lower prices statewide</li> <li>• Maintained “student pays” model so didn’t impact institutional budgets.</li> <li>• All implementation done by pubs + bookstores + campuses</li> <li>• Scope was manageable for OhioLINK – one model, publishers enthusiastic about dropping prices.</li> </ul>	<ul style="list-style-type: none"> <li>• Commitment to market/co-market the model to campuses – more “lift” than expected</li> <li>• Textbooks a new model to begin with; lack of experience</li> <li>• Institutional Anxiety and lots of it</li> <li>• Lack of control of retail markup</li> <li>• Data analysis is formidable</li> </ul>



**For more information about Inclusive Access from various aspects, see this article:**

<https://www.insidehighered.com/news/2017/01/31/textbook-publishers-contemplate-inclusive-access-business-model-future>

**For more information about OhioLINK's hybrid strategy for textbook affordability, see two guest posts on the Scholarly Kitchen:**

Affordable Learning Requires a Diverse Approach, Part 1: Playing the Short Game (and the Long One) to Secure Savings for Students

<https://scholarlykitchen.sspnet.org/2018/10/30/affordable-learning-requires-a-diverse-approach-part-1-playing-the-short-game-and-the-long-one-to-secure-savings-for-students/>

Affordable Learning Requires a Diverse Approach, Part 2: Applying Consortial Power to Leverage Student Savings

<https://scholarlykitchen.sspnet.org/2018/10/31/affordable-learning-requires-a-diverse-approach-part-2-applying-consortial-power-to-leverage-student-savings/>





# AFFORDABLE LEARNING

THROUGH **OhioLINK**



**OhioLINK**

Connecting Libraries, Learning & Discovery

A Division of the Ohio Department of Higher Education

An **OH-TECH** Consortium Member



# Inclusive Access Pricing Through OhioLINK

## A Primer for Member Institutions

With Ohio's college students in mind, OhioLINK has negotiated and secured price agreements with major textbook publishers to reduce the wholesale price of e-textbooks to colleges and retailers by up to 80% and courseware by up to 55%—totaling more than \$50 million in potential costs savings to students each year.

### Does this cover all textbooks assigned in higher education in Ohio?

No. Only e-textbooks delivered in the inclusive access model on campuses, and only with participating publishers. Print textbooks, used textbooks, rentals, and individual purchases of e-books are not discounted under these agreements.

### Who are the participating publishers?

At this time, John Wiley & Sons, Inc., McGraw-Hill Education, Pearson, Macmillan Learning, Cengage and SAGE Publishing.

### What is inclusive access?

Inclusive access, sometimes called the “first day” model, is a model where all students enrolled in a class get immediate access to e-textbooks on day one of the course (or before) via the Course Management

System (CMS). Students are billed for those e-textbooks through the campus bursar.

### What are the benefits to inclusive access?

- All students have access to required materials on the first day of class, starting students on a level playing field with reading and assignments—which benefits the student, the class, and the instructor.
- Students are billed through the bursar alongside tuition and do not need to wait for financial aid or scholarship money to arrive to buy their textbooks.
- Inclusive access models alleviate the work of acquiring textbooks for students, especially students new to campus and uninformed about various strategies for acquiring textbooks inexpensively. This is especially true for first-generation college students. They spend 10% more but acquire 6% fewer textbooks and pay 17% more per textbook than non-first-generation students. (Source: “Students Are Spending Less on Textbooks, but That’s Not All Good,” *Chronicle of Higher Education*.)
- If students drop a course within the institutional add/drop dates, the refund to the student is automatic and the reimbursement is from the institution for the entire cost of the course materials.

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## Why this approach?

OhioLINK is developing a model that is available to our 90 higher education institutions across the state. It addresses their various needs, including contractual obligations and institutional readiness for inclusive access, while protecting academic freedom. Our goal is to deliver savings to students as soon as possible.

### Academic freedom

Course materials continue to be determined by faculty, departments, and existing campus-defined methods of assigning material. This model maintains academic freedom for faculty. By concentrating on the major textbook publishers with titles already assigned in Ohio courses, faculty can choose to deliver savings merely by switching to inclusive access for materials that they have determined best meet the needs of their students. There is absolutely no requirement that faculty switch to one of these publishers just because OhioLINK has negotiated a discount.

### Statewide impact

Ninety non-profit institutions of higher education in Ohio are members of OhioLINK. Therefore, any deal negotiated by OhioLINK could benefit our more than 500,000 students across the state in both public and private institutions, ranging from two-year institutions to research universities.

### Guaranteed lower price for existing agreements

If your institution has an existing inclusive access program that involves any of these publishers, pricing

will automatically go to the lowest negotiated price. In the flat pricing models, if there are e-textbooks that are priced below the flat price, the national net lower price will apply. Any decision to switch to an inclusive access model is solely at the discretion of the instructor and institution – if the pricing for the student is not advantageous, institutions and instructors should not include the course in the inclusive access model.

### Institutional accommodation for legal, technical, and governance concerns on individual campuses

Because inclusive access involves institutional integration through the Course Management System (CMS) and the bursar's office, this model can be implemented through an institution's existing bookstore or textbook providers without requiring them to switch providers. This model allows campuses to accommodate their local contexts and needs, and respects that institutions are currently at different stages of inclusive access implementation, from widely adopted to initial consideration.

### What is courseware? Is it included?

Courseware is computer-assisted learning software that may include interactive assignments, homework, and quizzes, with an e-textbook commonly part of the courseware package. It typically delivers learning analytics to instructors at both the class level and the individual student level. Unlike textbooks, courseware is always integrated into a particular semester's course and grading, and is not included in the "perpetual access" agreement that applies to e-textbooks. All participating publishers who provide courseware have included discounted pricing. Where e-textbooks are part of a courseware package, the e-textbook is also available as a standalone discounted inclusive access textbook. The decision to use courseware is always a faculty decision—there is absolutely no requirement to use courseware as any part of this agreement.

### How long will students be able to keep their e-textbooks in this model?

Students receive perpetual or long-term access under this agreement. All publishers have agreed that e-textbooks acquired in this model will be available to students after their course ends. A student who transfers from one Ohio institution to another will keep access to textbooks acquired at their first institution, and for publisher platforms with a digital bookshelf, access will be granted via a student's username and password. Students can also download e-textbooks to their digital devices and store them locally.

### Do students have to pay for materials in inclusive access courses if they already have a textbook or prefer print textbooks?

No. By federal law, students can "opt out" of inclusive access and obtain their textbooks in whichever way is most advantageous to them.

### Which publishers are currently participating?

As of today, OhioLINK has agreements with John Wiley & Sons, Inc., McGraw-Hill Education, Pearson, Macmillan Learning, Cengage and SAGE Publishing.

OhioLINK is currently in talks with other publishers that have a relatively large share of the textbook market or that have a pre-existing relationship with OhioLINK for other scholarly content.

### What is "net price?"

Net price is equivalent to a statewide wholesale price. It means "net to the publisher."

### Why are there two different kinds of prices: flat price and average discount?

This is dependent on the publisher, the size of the catalog, and the way the publisher delivers pricing to its campus channels. Pearson, which negotiated an average discount, will disclose the actual discount for every title in its catalog, allowing instructors and campuses to determine whether the cost savings to students justify moving to the inclusive access model. As OhioLINK and campuses evaluate these agreements moving forward, we plan to establish which models and publishers deliver better price outcomes for students.

### Will all textbook publishers eventually be included?

Currently, OhioLINK is concentrating on publishers with the largest market share actually assigned in Ohio classrooms, with publishers that provide many textbooks in lower division courses with high enrollment.

### Is this allowed under Ohio law if it involves charging the student through the bursar?

HB 49 provisions allow for textbook fees on a student's tuition bill and explicitly permits billing for inclusive access models.



Department of  
Higher Education

If you have questions, or don't have an existing campus bookstore or provider for inclusive access, contact the publisher representatives directly:

**WILEY**

#### John Wiley and Sons, Inc.

Ann Harris, Program Manager, Inclusive Access  
201-748-7653 | [enterprise@wiley.com](mailto:enterprise@wiley.com)



#### McGraw Hill Education

Jennifer Becker, Director, Strategic Partnerships,  
Higher Education Group  
314-296-9229 | [jennifer.becker@mheducation.com](mailto:jennifer.becker@mheducation.com)



#### Pearson

Brian McGarry, Executive Director  
614-841-3716 | [brian.mcgarry@pearson.com](mailto:brian.mcgarry@pearson.com)



#### Macmillan Learning

Newt Cannon, Director of Sales-East  
615-739-7425 | [newt.cannon@macmillan.com](mailto:newt.cannon@macmillan.com)



#### Cengage

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#### SAGE Publishing

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