Internet2
2012 Spring eText Pilot

Bruce Maas, University of Wisconsin-Madison
Nik Osborne, Indiana University
Michael Burton, Courseload, Inc.
A Well Documented Problem

*Articles from The Chronicle of Higher Education, Inside Higher Ed, and Campus Technology*

- “To Save Students Money, Colleges May Force a Switch to E-Textbooks”
- “California wants to Legislate Use of Digital College Textbooks”
- “New Site Brazenly Trades Pirated E-Textbooks”
- “Pulling for Better E-Textbook Prices”
- “The Price is Right?” (April 1 – Campus Technology)

“7 in 10 Students Have Skipped Buying a Textbook Because of Its Cost”
The Broken Model

Author and publisher only paid when they sell NEW

Raise Prices
“New Editions”

High Price
for New

Textbook Market

Authors/Publishers
Sell Less

Students
Choose
Substitutes

- Used Books
- Old Editions
- No Book
- Piracy
Enter: Disruption
The Digital Marketplace

Amazon

<table>
<thead>
<tr>
<th>Formats</th>
<th>Amazon Price</th>
<th>New from</th>
<th>Used from</th>
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<tr>
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<tr>
<td>Hardcover</td>
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Common Restrictions
- 180-360 days of access
- 1 – 2 devices
- Print 57 pages 30 days

### Macroeconomics

- Rental: $85.35
- Used (if avail): $136.80
- New: $171.00
- eText: $119.10

### Essentials of Investments

- Rental: $101.10
- Used (if avail): $162.10
- New: $202.65
- eText: $154.85

### Biology

- Rental: $96.10
- Used (if avail): $154.05
- New: $192.55
- eText: $134.10

75% of List
70% of List
77% of List
70% of List
Another Broken Model?

Stricter Restrictions

High Prices/Supplements

The eText Marketplace

Authors/Publishers Sell Less?

Students Choose Substitutes?

- Used Books
- No Book???
- Piracy ↑???
The eText Crossroads

• Business to Consumer
  – Publishers sells/Student buys – No negotiation here
  – Publishers “negotiate” mostly with individual faculty
  – Apple/Others change the market (on their schedule and with hiccups)

• OER (Open Educational Resources) development
  – Will investment continue?
  – Can OER keep up?

• Institutional Toll Booth Model
  – Business to Business – Institution negotiates on behalf of students for favorable prices and terms
Indiana University – Past 3 Years

IU Trustees endorse *Empowering People, IU’s Strategic Plan for IT*

**Dec 2008**
- Discussions

**Aug 2009**
- IU begins eTexts pilots

**Feb 2011**
- IU issues formal Request for Proposal to publishers and platform providers
- Pilot Trials

**Sep 2011**
- IU signs eTexts deals with 5 publishers and a platform provider

**Jan 2012**
- Go Live

**INTERNET 2**
A Perishable Opportunity

- Institutions have a small window of time to proactively shape the etext marketplace

- Higher education can draw on the experiences of other institutions. No need to “reinvent the wheel”

- How can a large number of institutions move forward quickly and begin shaping the transition to digital?
Internet2, McGraw-Hill, Courseload, and Five Universities Implement eText Pilot in Spring 2012

UC-Berkeley; Cornell; Minnesota; Virginia; and Wisconsin Participating in Pilot

Ann Arbor, MI—Jan. 18, 2012—As textbooks continue shifting to digital, Internet2, McGraw-Hill and Courseload today announced implementation of an eText Pilot Trial Pack to students and faculty at five universities for the Spring 2012 semester. The five institutions, also Internet2 members, include: University of California, Berkeley; Cornell University; University of Minnesota; University of Virginia; and the University of Wisconsin.
From Thought to Execution in 60 days

• I2 and IU worked with Courseload and McGraw Hill to quickly execute eText contracts
  – All in flat fee
  – Access for up to 10 sections/1000 students
  – Printing, multiple devices, highlighting, annotation, etc.

• Interested institutions signed lightweight MOU with Internet2

• “You can review it, but you can’t change it”

• Went from CIC to national pilot
Five Institutions Participating ...

... working with Indiana University, two vendors and Internet2
Accessibility is Essential

- Schools working with Courseload to ensure Section 508 compliance
- Institutional legal offices involved extensively
- DOE and DOJ, NFB, monitoring-passive phase over
- Access on variety of devices (not just iOS)
- Design, design, design
# Early Results - Usage

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# Early Results - Interaction

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<td>54</td>
<td>27</td>
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<td>116</td>
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Response = student question
eText Pilot

The UW-Madison is part of an invited R1 institution pilot to understand and influence the use of eTexts on our campus. Along with University of California, Berkeley, University of Virginia, Cornell University, and University of Minnesota, we are providing students free access to eTexts for Spring 2012.

The pilot involves the use of Courseload, (an eReader/annotation software), McGraw Hill eTexts (PDF format), and any open content an instructor has developed in their Spring 2012 class.

Up to six faculty are participating, with five courses and 600 students total. Faculty from a variety of fields of study was invited based on experience with instructional technologies and use of McGraw-Hill texts.

Participants in the pilot program will receive the eText at no cost and will automatically have access to the eTexts on the first day of class.

Sponsors
UW-Madison Project Goals

• Recommend a sustainable University of Wisconsin-Madison business plan that shapes an eText publisher model that can be most advantageous to students.

• Develop teaching and learning IT architecture that allows students and faculty to access eTexts and other open content via course management systems; set timeline for future access from the portal.

• Work with publishers, faculty, and software companies to ensure that eText, open content, and e-readers are accessible.

• Evaluate student and faculty attitudes towards using eTexts, impact on student learning, and cost savings for students.
Selection Criteria for Faculty & Courses

- Large classes
- Course uses a McGraw Hill textbook for Spring 2012
- Faculty member actively using Desire2Learn
- Course uses an expensive textbook
- Undergrad courses and 1-2 upper-level undergrad course with graduate students
- Diversity of faculty and disciplines
- Not a cross-listed course.
UW Pilot Participants

5 Courses
- Sociology 120: Marriage and Family
- Journalism 565: Effects-Mass Communication
- Engineering, Mechanics & Astronautics 202: Dynamics
- Philosophy 211: Elementary Logic
- Environmental Science 101 (Soil Science)

722 Students
"It seems that most of my students like to use the e-Text. I've gotten only 1 complaint. But I like it because I can see what the students think is important (because they're highlighting it), and address anything that I think they might be missing. I really like that a lot. I am also using it to help them study for the exam. I typically don't offer study guides, but this allows me to highlight areas of the text I think they should pay particular attention to, which I think they will appreciate."

— Faculty participant

“... the pilot is going really well. There were some initial technical issues that the team has been very good about working out and working out quickly. Beyond that, the main benefits have been for the students, who (1) don't have to pay outrageous amounts for required texts, and (2) can have their texts on the various machines they carry around with them all the time.”

— Faculty participant
Next Steps

- EDUCAUSE/I2 Pilot for Fall, 2012 - $35,000 level
- Sharing results with other UW campuses
- Joint research with pilot schools
- Student survey, focus groups
- Faculty interviews
- Sponsor engagement
- In-depth accessibility discussions with experts
- Discussions with campus bookstore
- Widening discussions with campus stakeholders
- Deeper sharing of applied uses among faculty
Cornell Pilot Participants

4 Courses
- Physics
- Human Development
- Anthropology: Ancient People & Places
- Business Ethics

637 Students
Cornell’s eText Usage

- Some faculty already using eTexts through Campus Book Store
- 64% of students selected eTexts, if courses had an eText option
8 Courses
- FINA 4122, Banking Institutions
- APEC 1101, Principles of Microeconomics
- SOC 3251W/AAS 3251W, Sociological Perspectives on Race, Class & Gender
- EE 5613 RF/Microwave Circuit Design Laboratory
- PBio 1212, Plant Biotechnology and Society
- Biol 2012, General Zoology
- BIOL 1101, Heredity and Human Society
- CPSY 4303, Adolescent Psychology

680 Students
University of Minnesota’s eText Usage

• The U of M Bookstore currently sells more eTexts than any other campus bookstore in the United States
• Minnesota is exploring multiple eText options including Open Educational Resources
• Findings to Date
  – The lower cost of an eText and having access to the text beyond the semester are drivers for students
  – Having a product optimized for a tablet is important
  – Accessibility of eReader content is a key concern
  – A collaborative approach to eText implementation is essential
Virginia Pilot Participants

7 Courses
- ECE 3501, Special Topics in Electrical and Computer Engineering
- MAE/APMA 6430, Statistics for Engineers and Scientists
- ECE 4440, Advanced Digital Design
- CS 4750, Database Systems
- CHEM 1210, Concepts of Chemistry
- SYS 3062, Discrete Event Simulation
- ISBU 3888, Through the Philosophic Lens of Technology

315 Students
Early Virginia Results - Comments

“I have been exploring the electronic version of my ... book and am really impressed by its capabilities. I am teaching a second course. ... I know it is late and may not be possible. But I thought I would ask if we could add this course and book to the pilot study.”

— Faculty participant

“Universities therefore must work to make the transition to e-textbooks as seamless as possible, which is why it is encouraging that the Internet2 pilot program is using an e-textbook platform which works on many different devices and will integrate with Collab, the University’s learning-management platform. Yet although the process will have to be gradual, current and prospective students should appreciate the University’s willingness to adopt e-textbooks since they offer one of the best possibilities to hold down the seemingly uncontrollable increase in the cost of attending college.”

— Cavalier Daily editorial
Lessons Learned from Courseload

- Establish clear and measurable goals
- Create a team to coordinate and engage the pilot beyond the original decision maker
- Locate engaged faculty willing to push for change; first hand up is not necessarily the right one
- Choose courses where the content is central to understanding and not just reference
Lessons Learned from Courseload

• Bring faculty together on a frequent basis to discuss progress and share success stories
• Encourage faculty to present pilot progress to other faculty members
• Identify student representation for feedback
• Use the tools and study the data
QUESTIONS?