



**OhioLINK**

An OH·TECH Consortium Member

# Annual All Directors 2018

State Library of Ohio  
June 8, 2018

# Agenda

## **Welcome and Introductions – Xuemao Wang**

New Directors and Subs  
Retirements and Recognitions

## **Diversity Initiative Update – Jerome Conley**

## **New Look for OhioLINK – Gwen Evans**

## **2015-2018 Strategic Initiatives check in – Gwen Evans**

## **Strategic Initiative Planning Process for 2018 – Xuemao Wang**

## **RA21 Authentication Update – Amy Pawlowski**

## **OhioLINK updates**

Textbook Affordability  
Safari Technical Books FYI  
Marcive FYI  
Encore  
Innovative Contracts  
Rosetta and Digital Preservation



**Q: Why OhioLINK and Textbooks?**

**A: Because they are all just books, right?**

OhioLINK had already joined Open Textbook Network for Open Educational Resource (OER) advocacy as a consortium.

Department of Higher Education (parent agency) kept asking “what do you know about textbooks” because we had **some** answers.

OhioLINK asked to support \$1.3 million OER grant for 17 institutions in a variety of ways (see <http://affordablelearning.ohiolink.edu/> for complete details).



Discussions with publisher Wiley, but “classic” library models just wouldn’t work for either of us to deliver textbooks to students at scale.

Settled on **Inclusive Access** as an achievable model.

## What is inclusive access?

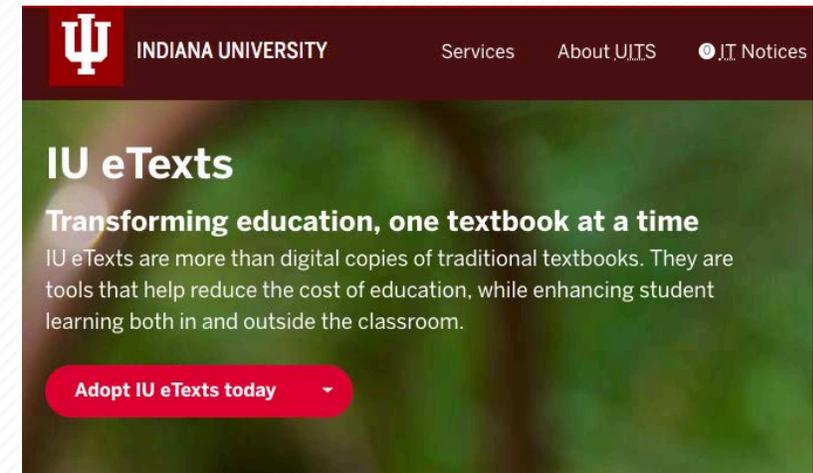
Digital only

Day One access

All enrolled students (can opt out)

Integrated in Course Management System

Billed through the bursar as a fee.



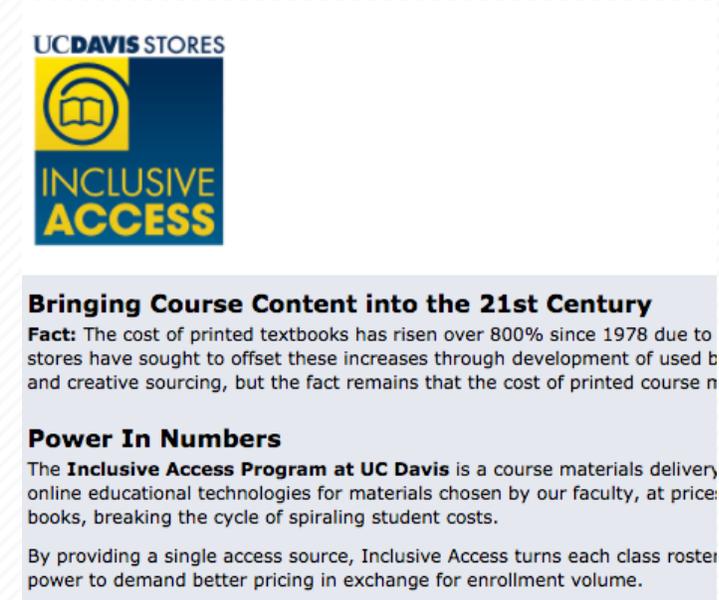
**Ψ** INDIANA UNIVERSITY Services About UIITS JIT Notices

### IU eTexts

**Transforming education, one textbook at a time**

IU eTexts are more than digital copies of traditional textbooks. They are tools that help reduce the cost of education, while enhancing student learning both in and outside the classroom.

[Adopt IU eTexts today](#)



UC DAVIS STORES



### Bringing Course Content into the 21st Century

**Fact:** The cost of printed textbooks has risen over 800% since 1978 due to increases in paper, printing, and distribution costs. While UC Davis stores have sought to offset these increases through development of used book programs and creative sourcing, but the fact remains that the cost of printed course materials continues to rise.

### Power In Numbers

The **Inclusive Access Program at UC Davis** is a course materials delivery program that uses online educational technologies for materials chosen by our faculty, at prices that are significantly lower than traditional textbooks, breaking the cycle of spiraling student costs.

By providing a single access source, Inclusive Access turns each class roster into a powerful demand for better pricing in exchange for enrollment volume.



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</li> <li>• Can opt out (by federal law)</li> <li>• Faculty know all students have the book at the beginning of class - and it's the right book.</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</li> <li>• Textbooks a new model to begin with; lack of experience</li> <li>• Institutional Anxiety</li> <li>• Lack of control of retail markup</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>



# 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.



# RFI Respondents fell into two groups: Publishers and “Aggregators”

## **Publishers:**

Pearson (Big 5)

Wiley (Big 5)

McGraw Hill (Big 5)

Macmillan (Big 5)

Sage

## **Aggregators/Platforms:**

VitalSource

Unizin (<http://unizin.org/>)

RedShelf

Barnes and Noble (bookstore,  
uses VitalSource)

**Conspicuously Absent: Cengage (Big 5)**



# What we learned, confirmed from both sides:

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

- Price
- Digital Rights Management (DRM) and amount that can be printed.
- Length of Access
- Major Aggregators (U.S. Market)
  - VitalSource delivers content for the major bookstores (Barnes and Noble, Follett)
  - RedShelf is the “up and comer” startup
  - Unizin requires (or required) a hefty membership fee to join the consortium but is more aligned with higher education principles and values.
- Publishers will work with almost any platform that will deliver their content.



# Bookstores are the biggest challenge for a solution at scale.



**Retail Markup  
ranges from 30% to  
10% on textbooks**



# What we learned about bookstores:

- Institutional contracts with bookstores are many and varied with different retail markups and OhioLINK could not possibly address them centrally.
- Barnes and Noble and Follett typically have **very tight contracts** prohibiting institutions from promoting alternative textbook sources (sometimes including OER materials). Can't restrict what ***students*** choose to do, but can and do restrict what ***institutions*** promote, buy, or make available for textbook acquisition.
- All bookstores of any kind include a retail markup – usually shared with the institution.
- Independent bookstores are often run by their institutions, so there is more flexibility there – but they still have overhead and administrative costs.



So What's the Deal?



Negotiated pricing agreements between OhioLINK and participating publishers for eTextbooks and courseware in the inclusive access model at a statewide (all OhioLINK) scale.

- **Inclusive access only** – not standalone eTextbook sales, not print sales, not digital rentals.
- **Price agreements only** – OhioLINK is not acquiring content on behalf of members.
- **”Net to publisher” pricing (equivalent to wholesale)**. Can’t control retail markup at campus bookstores.



**Is OhioLINK going to be running a bookstore or telling you how to run your bookstore?**

**NO.**

**Are institutions or faculty required to participate?**

**NO.**

This is a price agreement only. What happens on a campus is up to that campus and its stakeholders.



# Is this a “Big Deal” in the library sense?

# NO.

- OhioLINK and/or institutions are not buying anything in a package.
- There is no requirement for institutions to move anything from these publishers into inclusive access.
- There is no requirement for institutions to use only these publishers.
- Institutions are free to entirely ignore these publishers and this model and do whatever they are doing (or not doing) now.



# What institutions and publishers?

All OhioLINK institutions of higher education (91 public and private) are included in the agreement.

- **Current publishers are the “Big 5” which control 85% of the market.**
  - **Wiley, Pearson, McGraw Hill Education (MHE), Macmillan, Cengage.**
  - We are currently in talks with Sage.
  - OhioLINK will add publishers according to our capacity and the cost savings impact to Ohio students.



# Discounts for eTexts

- CONFIDENTIAL FOR OHIOLINK PARTICIPANTS,  
Contact your library dean or director for the price details



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**Pricing is wholesale (net to publisher); retail markups at campus chain and independent bookstore channels will vary.**



# Discounts for Courseware

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# How long is the access for students?

- **eTextbooks:** Wiley, Pearson, Cengage & Macmillan agreements are **perpetual access**. MHE is five years.
- **Courseware:** Because of the nature of courseware, access is for the length of the course.
- **The etextbook access follows students if they transfer from one OhioLINK institution to another.**
- **Why aren't the discounts deeper for courseware?** No secondary market competition.



# What about bookstore markup?

OhioLINK has no influence over those contracts. That is a conversation that must happen institution by institution about exactly what the markup is (but now that markup is public and transparent.)

# What if a campus doesn't have a bookstore?

VitalSource, RedShelf, or Unizin's Engage can directly deliver inclusive access textbooks into the CMS. There may be other vendors.

We are recommending asking the publishers or other institutions for the available options or what platform they are using.



# What if my campus has negotiated a lower price?

- Your existing lower prices are grandfathered in to all agreements.
- If you or your bookstore think you can negotiate a lower price with these publishers, knock yourself out, because then all of OhioLINK receives that lower price.



# Lessons Learned, Challenges, Questions

- Getting **list prices and actual assignment data** across the relevant institutions is necessary, and we will be asking institutions for the lists of top 50-100 titles. Need to keep publishers honest.
  - Using Verba Connect to check our negotiated pricing against print, used print, rental prices to make sure that inclusive access remains competitive.
- There are **deadlines** for institutions to publish fees (and inclusive access counts as a fee - sometimes, but not necessarily.) If your campus has a timeline in mind, find out what those deadlines are.
- There is **significant anxiety** from bookstores (local and at the national level) and individual bookstore managers have some erroneous ideas and information.



# Lessons Learned

- **What's OhioLINK's plan for the "long tail" of publishers?**  
Where are we going to stop negotiating?
  - "Fill out this form, we'll get back to you."
- **What does OhioLINK bring to the deal for publishers?** A statewide marketing plan for inclusive access (that publishers couldn't do themselves). The statewide marketing plan for inclusive access adoption will have winners and losers – we'll be rating them on a yearly basis.



# What About Open Educational Resources (OER), Publishers and OER, the ODHE OER grant.....

- ODHE Grant for \$1.3 million to produce 22 courses with no-cost to student materials (OER or OhioLINK library materials shared by all institutions). All courses complete by Fall 2019, hosted by OhioLINK. For updates and info, see <http://affordablelearning.ohiolink.edu/>
- Do publishers/bookstores offer OER for a fee? **Yes**. Is it confusing to faculty and students who associate OER with free? **Yes**.
  - Typically publishers or bookstores will take an OpenStax textbook and create ancillary materials (homework assignments, test banks, other courseware) and say they are charging for the extra material, and the cost is lower because the core textbook is free. Want just the free textbook? Ask your librarian for help in finding it.





# Need a place to start?

**Webinar** (recorded) by Alyssa Darden, Library Director at Franklin U, which has already implemented inclusive access at some scale.

- <http://affordablelearning.ohiolink.edu/blog/ohiolink-s-inclusive-access-webinar-materials-are-now-posted>
- **eText 101** from Indiana University and Unizin: <https://iu.pb.unizin.org/iuetexts101/>
- Digital Quick Start guide coming this summer from OhioLINK; webinars with various publishers and platform providers.
- More info:
  - Affordable Learning listserv: email Anna Bendo [abendo@ohiolink.edu](mailto:abendo@ohiolink.edu) to get subscribed
  - Affordable Learning website: <http://affordablelearning.ohiolink.edu/Guide>



# Questions?

Gwen Evans, Executive Director, [gwen@ohiolink.edu](mailto:gwen@ohiolink.edu)

You can also talk to your library dean or director about OhioLINK initiatives.

