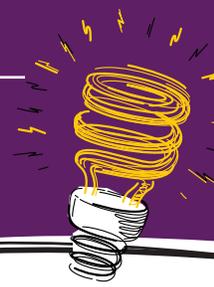




Sandy Owen

Instructor,
Cincinnati State College



Success Story

College Students Avoid Purchasing Costly Course Materials and Fall Behind

Sandy Owen, the program chair for the early childhood department at Cincinnati State College, worried about how many of her students were not fully prepared on the first day of class and would quickly fall behind their fellow classmates. The culprit, according to Owen, is students' failure to obtain the required course materials prior to the start of class.

"It was just terrible," Owen said about the adoption of course materials. "Students had financial aid issues, like it wasn't approved yet, so they had to wait and function without books and web resources, which can make it extremely difficult to keep up with demanding course work."

Unfortunately, the students in Owen's courses are not alone. One in three students, according to national studies, have delayed purchase of course materials or have chosen not to purchase them at all. The consequences of not having access to pertinent course materials have financial and academic consequences with long-term effects.

IncludED® Ensures Students Have All Required Course Materials on Day One

One challenge plaguing Owen's students was the myriad products and services the college utilized to deliver course materials to students. For instance, Owen says students were often required to visit multiple vendor sites, purchase access codes, or otherwise acquire course materials in a piecemeal fashion.

That changed for the better when Cincinnati State College began using IncludED®, an inclusive access content partnership through which students' required course materials are delivered as part of their fee payment. The flexible program drives engagement and academic success in higher education by ensuring that students have access to all required course materials on the first day of class, and are consequently more prepared to learn.

"They pay when they register for a class," Owen said of her students. "Once I set up the class in our student learning management system, the resources are available immediately on day one of class, which is terrific."

IncludED Saves Money for Students and Streamlines How Course Materials are Delivered

"There was a lot of drama," Owen said of the student resource acquisition process prior to adopting IncludED. "If they purchased the book and access code together

Challenges

- Students do not purchase required course materials and thus begin the semester unprepared
- Difficulty in affording all necessary course materials causes some students to go without and fall behind.

Solutions

- Access to Cengage Learning resources via the IncludED® Course Fee Model

Results

- Students have a one-stop-shop, where learning materials are included with the cost of the course, accessible online before the course begins.
- Academic performance improves as students have affordable alternative that provides them with all required course materials.



“Students no longer have to wait weeks to begin working and my major concern is that my students are well prepared and have the tools they need to be successful.”

Sandy Owen

Cincinnati State College

To learn more about this and other digital solutions provided by Cengage Learning, visit: www.cengage.com/LearningSolutions

it wound up being a little cheaper but many students would go out and look for a used book only to find that purchasing it separately increased the price of the access code.”

Conversely, the IncludedED service not only ensures students automatically have everything they need on the first day of class, it also eases the financial burden associated with accumulating all of the required resources. Elsewhere, students enrolled in an IncludedED class are seeing between 40-60-percent savings on their course materials over the cost of new physical materials.

“It equalizes everything from a financial standpoint,” Owen said. “Everything is available immediately which really takes away any excuse a student might have for not showing up with the required course materials.”

Students Have Required Materials When They Need Them, and Academic Performance Improves

For Owen, not only does using the IncludedED service affordably provide students the resources they need to excel, but it also gives her confidence with its flexibility. Instructors like Owen may customize the program to meet their unique needs. “If students want a paper copy they simply take a slip to the bookstore and get a hard copy that way,” Owen said. “They often use the ebooks more toward the end of the semester but if they feel they need the security blanket of having the actual book in their hands at the beginning of the semester, they can easily get it.”

On many campuses, instructors report increased academic performance and modest boosts in student GPAs after switching to the IncludedED service. Instructors credit the improvements to students having access to necessary materials on the first day of class. Rather than spending time trying to catch up, students with immediate access to course materials can focus on getting ahead.

“I think the number of students who fall behind is fewer since we adopted IncludedED,” Owen said. “Students no longer have to wait weeks to begin working and my major concern is that my students are well prepared and have the tools they need to be successful.”



Cengage Learning is a leading provider of innovative teaching, learning, and research solutions for academic, professional, and library markets worldwide. The company's products and services are designed to foster academic excellence and professional development, increase engagement, improve learning outcomes, and deliver authoritative information to people whenever and wherever they need it. Through the company's unique position within both the library and academic markets, Cengage Learning is providing integrated learning solutions that bridge from the library to the classroom. www.cengage.com

Copyright ©2015 Cengage Learning. All Rights Reserved.