What We’re Learning from eTexts

Rodney Petersen, Managing Director of Washington Office
Joan Cheverie, Policy Specialist
Jarret Cummings, Policy Specialist

December 10, 2012
Agenda

Overview of eText Pilot

Policy Issues
- Affordability
- Broadband
- Information Policy
- Accessibility
- Privacy and Security
- Identity and Access Management

Discussion
Emerging Technologies and Trends

- Online Education
- Cloud Computing
- eTextbooks
- BYOD (Bring Your Own Device)
Spring 2013 eContent Pilot Goals
2013 eContent Pilot Goals
Funding and Distribution

- Institutional Agreements
  - College or University Pays
  - Leverage Institutional Buying Power
  - Software Site License Model
- Distribution to Students
  - Access via Learning Management Systems
  - Option to Purchase Print-On-Demand
  - Institutional Choice on Cost Recovery
Additional Functionality

- Highlighting passages
- Recording comments
- Sharing notes with other students
- Reading materials while offline
- Using different devices (e.g., computers, tablets, etc.)
Evaluation and Research

- **Methods**
  - Student Survey
  - Faculty Research Protocol
  - Usage Data

- **Spring 2012 Results**
  - Option to purchase a paper copy (12%)
  - Lower cost of eText most important factor
  - Portability also ranked high
  - Offline access desirable
  - Access throughout college, not just class
  - Usability of eReader (especially zoom feature)
  - Faculty not using enhanced eText features
Textbook Costs and Their Impact

**CAN E-TEXTS MAKE COLLEGE MORE AFFORDABLE?**

**STUDENT TEXT BOOK COSTS**

- E-texts licensed directly to institutions: $40
- E-texts sold through bookstore: $67
- Paper textbook sold through bookstore: $100

Licensing e-texts directly could reduce college costs by 4%.

How do we get there from here?

EDUCAUSE/Internet2 e-text pilot institutions are experimenting now.
Learn more at educause.edu/etexts.
Avg. Textbook Costs By Type Plus Institutionally Licensed E-Text

Internet Access

CAUTION DIGITAL DIVIDE

NET NEUTRALITY
ALL BITS ARE CREATED EQUAL

EDUCAUSE
Information Policy Issues

- Ownership
- Licensing
- Digital Rights Management (DRM)
- Preservation
The E-Text Pilots and NFB
Content Remains Key

Advisory Commission on Accessible Instructional Material in Postsecondary Education for Students with Disabilities (The AIM Commission)
Privacy and Security
Data Analytics
Device, Applications, and Networks
User Credentials and Federations
Discussion
For More Information

- EDUCAUSE and Internet2 eText Pilot Series
  educause.edu/etexts
- Internet2 NET+ Services
  internet2.edu/netplus
- EDUCAUSE and Internet2 Staff Contacts
  - Rodney Petersen, rpetersen@educause.edu
  - Joan Cheverie, jcheverie@educause.edu
  - Jarret Cummings, jcummings@educause.edu
  - Shel Waggener, swaggener@internet2.edu
  - Dana Voss, dvoss@internet2.edu