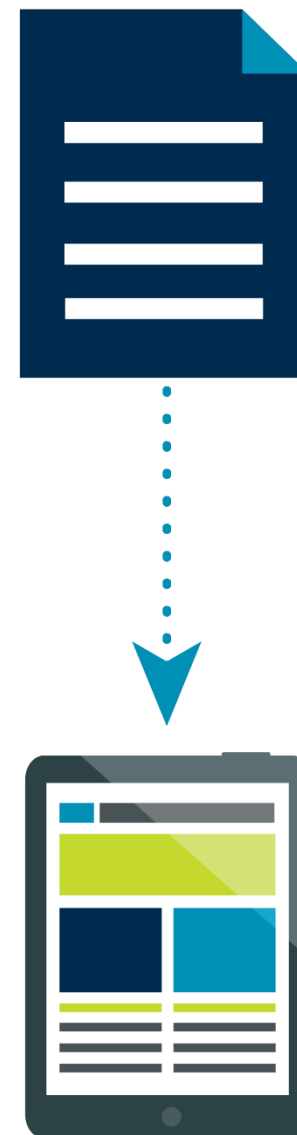


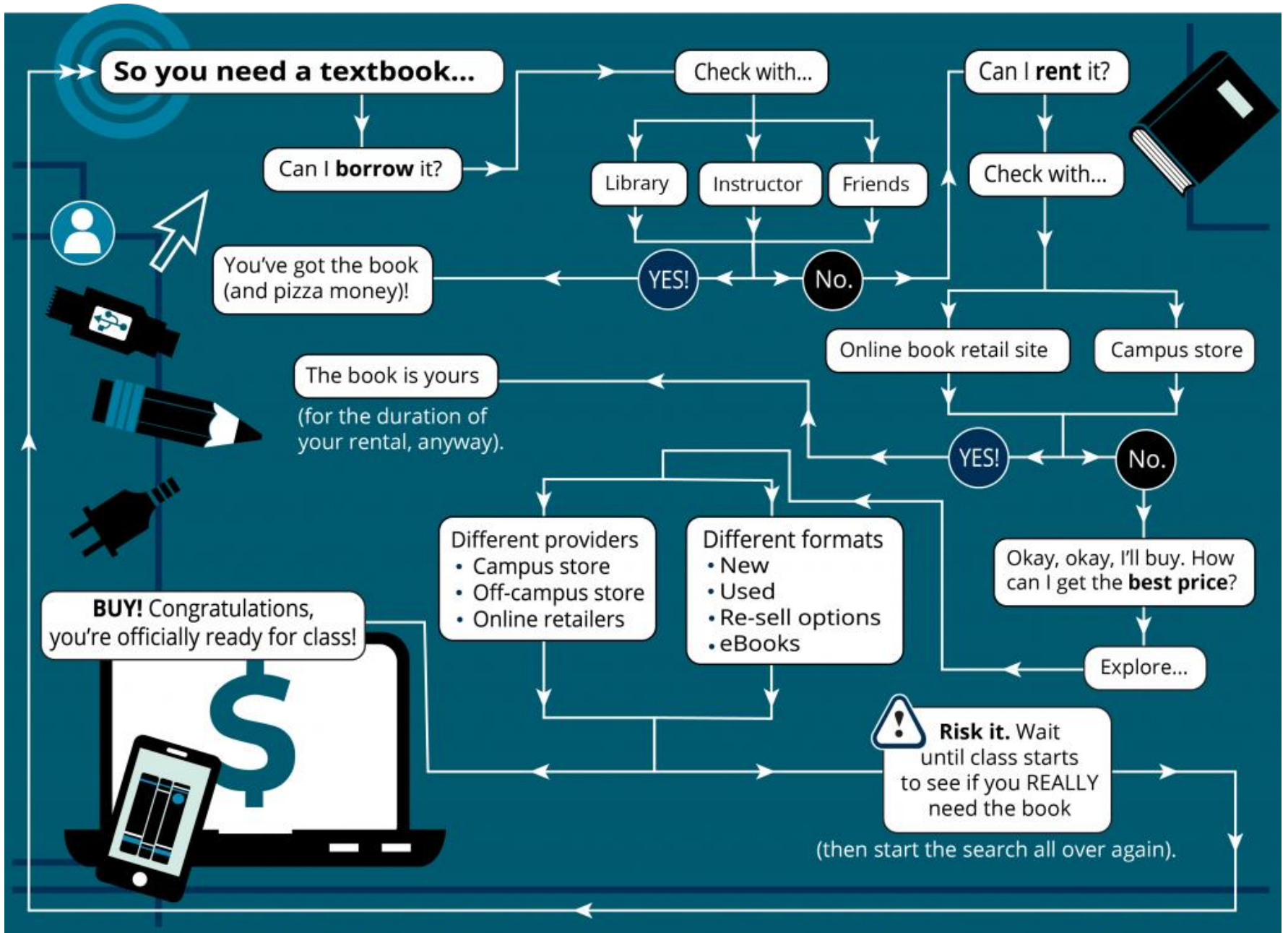


Pearson

Digital Direct Access

May 4, 2017

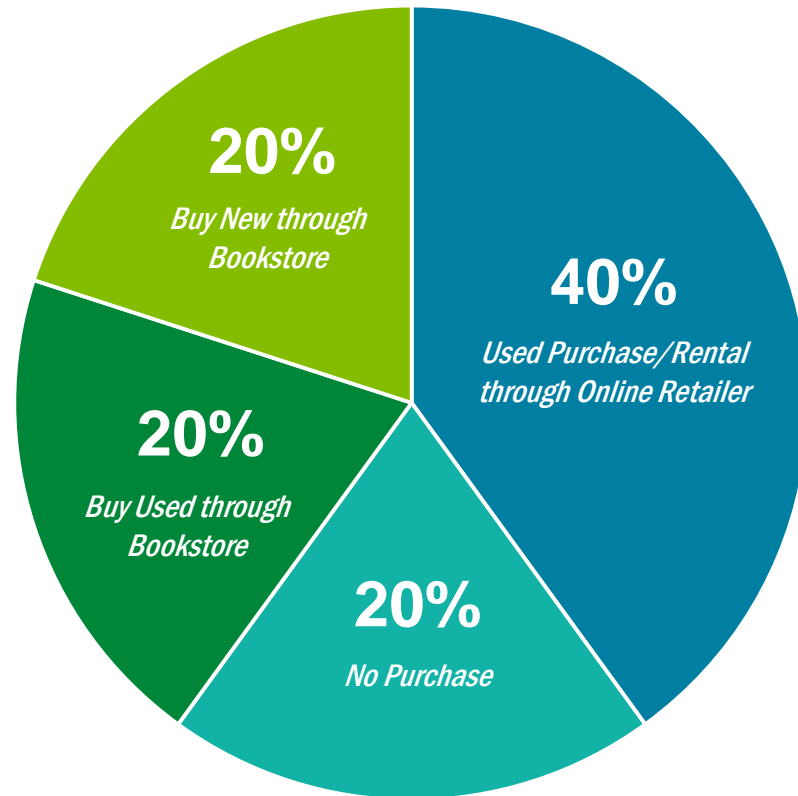




A Broken Business Model

Typical Course Materials Buying Habits for Average 100-student Course Section

Example synthesized from data provided by Barnes & Noble, Amazon, and Follett



Seizing the Opportunity for Institutional Transformation



Affordability

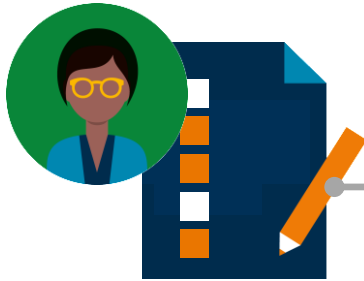


Access



Achievement

Digital Direct Access to Course Materials For Every Student from Day One



1

Faculty adopt materials to be used in class



2

Materials are delivered digitally to every student on the first day of class (or before)



3

Student is charged unless they decide not to purchase (opt-in or out)

Canadian Direct Access pilots and implementations

Algonquin College

British Columbia Institute of Technology (BCIT)

Cambrian College

Capilano College

Centennial College

Concordia University (Alberta)

Concordia University (Quebec)

Conestoga College

Confederation College

Dalhousie University

Douglas College

George Brown College

Lambton College

Langara College

Lethbridge College

International College of Manitoba

Mohawk College

Nova Scotia Community College

Mt St. Vincent University

Norquest College

Northern College

Nova Scotia Community College

Southern Alberta Institute of Technology (SAIT)

Seneca College

Sheridan College

Simon Fraser University

St. Mary's University

University of British Columbia

University of the Fraser Valley

University of Lethbridge

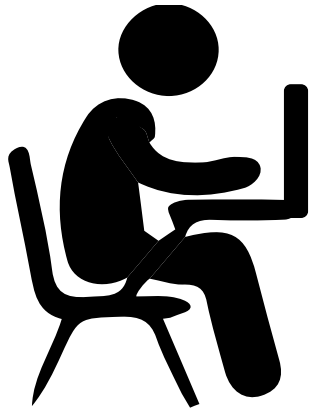
University of Victoria

Vancouver Community College

Wilfred Laurier University

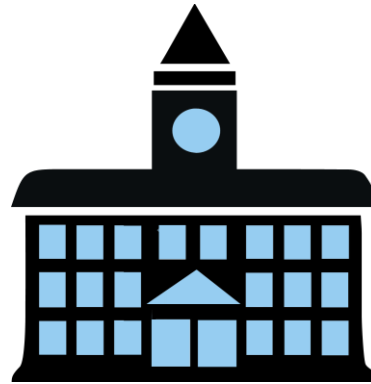
Yorkville University

The Benefits – Student



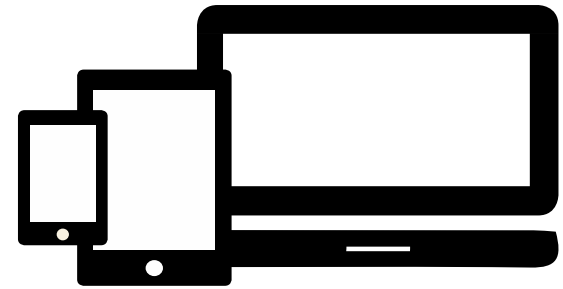
Student Success

Every student having access the first day of class = student success.



Savings

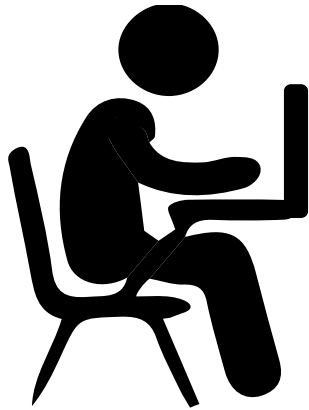
Significant discounts are provided when all students pay for and receive required learning materials in the same way



Going Digital

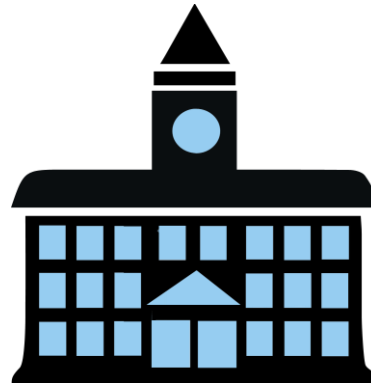
Students experience the benefits of an all-digital content experience. Print upgrades are available for those who prefer a hard copy.

The Benefits – Student



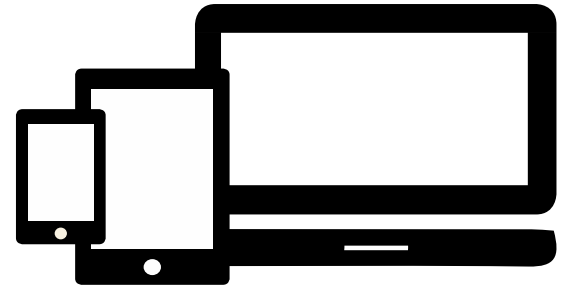
Convenience

eTexts can be downloaded to more than one device and accessed both online and offline. Anytime, anywhere.



Students with Disabilities

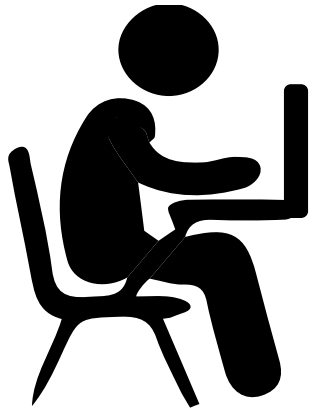
Student who require alternate versions of their books, receive them faster. The font size can be increased and the text can be converted to audio.



Relevance

Preparing students for the future. Learning that embraces current technology

The Benefits – Faculty



Student Achievement

ACCESS - Every student has the required learning material



Student Achievement

DATA ANALYTICS



Student Achievement

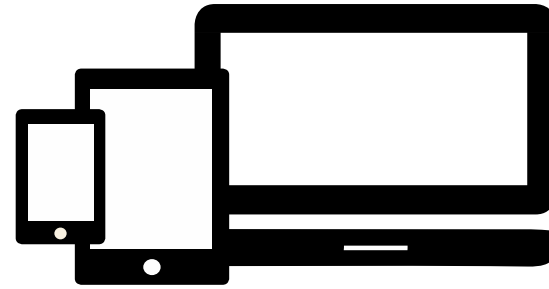
Responsive, personalized learning experiences

The Benefits – Faculty



Academic Freedom – Opt In Program

More choice & flexibility



Accessibility

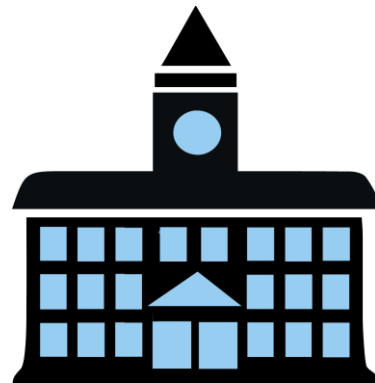
Accessibility for Students
with Disabilities -
Compliance

The Benefits – Institution

Digital Strategy

The institution can implement a common deployment system for all content leading to consistency and greater ability to support students and faculty.

- Access & Achievement: improved student retention
- Affordability – significant savings on learning resources
- Analytics – access to data they haven't had before
- Accessibility for Students with Disabilities
- Bookstore – new business model can lead to economic benefits



ALWAYS LEARNING