

## Inclusive Access

A considerations guide for bookstores

“  
**Children just aren't  
interested in wizards  
and witches anymore.**

”

Rejection letter to J.K. Rowling, 1996

### Hindsight is 20/20

We know it's a struggle to provide affordable access to materials that help increase student achievement. All across the world of higher education, institutions are choosing to solve these challenges by making the transition to digital course materials.

**Let's stay on the right side of history.**

**It's your time.**  
Inclusive Access



Pearson

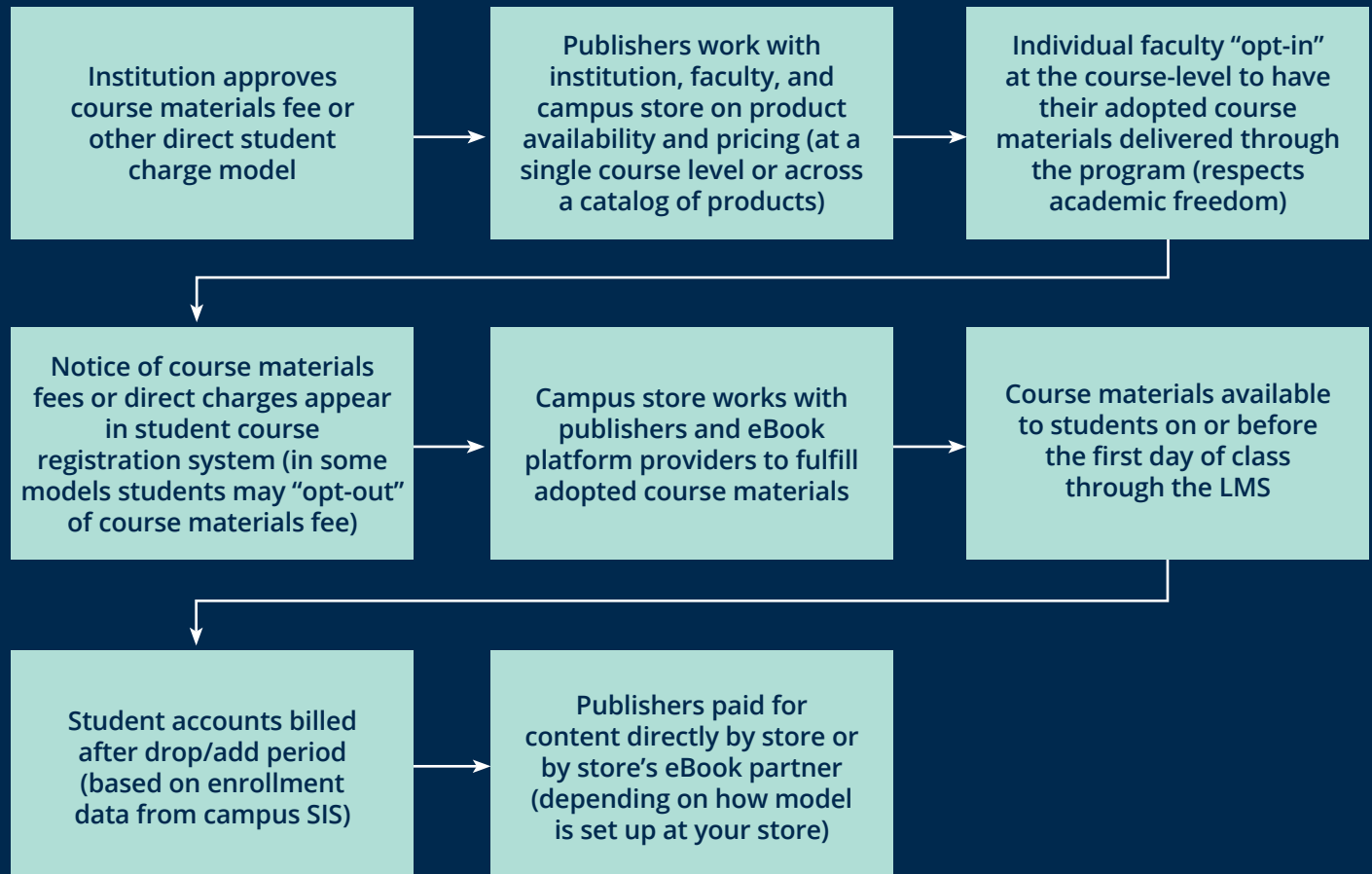


# Why go to Inclusive Access?

Establishing an Inclusive Access program through your campus store has several benefits for your campus and business.

- Ensures all students in participating courses have access to required learning materials.
- Offers students and institutions greater convenience and consistent pricing.
- Drives 100% of course materials transactions through the campus store.
- Establishes a sustainable model for the distribution of digital learning materials.
- Lowers store's direct costs, including freight-in, receiving and preparing, and shipping returns.

## How it works



# How to implement Inclusive Access through your store.

There are a few steps you'll need to take before implementing an Inclusive Access program. This section provides guidance on how to successfully launch the program.



## CAMPUS STORE SYSTEMS

- Does your current system integrate with the campus SIS and bursar systems?
- Do you have the ability to directly-charge student bursar accounts?



## PILOT COURSES

- Have specific faculty or academic departments expressed interest in Inclusive Access?
- Are there any current Institutional or departmental initiatives aimed at improving course materials affordability or access?



## INSTITUTIONAL APPROVAL

- Is your campus administration in support of Inclusive Access?
- Has your institution approved course materials fees?
- Do you have permission to directly charge student bursar accounts?



## DIGITAL FULFILLMENT PARTNERS

- Have you chosen a partner for eBook distribution?
- Have you explored POS distribution of access codes for digital learning applications?

## Seek institutional approval

### Find out if your institution is set up for an Inclusive Access program

The first step in implementing Inclusive Access is establishing a process that charges all students in participating classes the same way for their course materials. This is accomplished by a course materials fee or a direct bursar charge.

Your institution needs to approve any course materials fees and/or direct bursar charges by your store. To start, it's best to learn more about how course materials fees are handled on your campus.

*Ask your campus administration the following questions:*

Are course materials fees and/or direct bursar billing currently approved by your campus, system, and/or state?

#### *If yes...*

- What is the process for establishing a course materials fee or direct bill process for a specific course?
- Are there any special rules around the implementation and collection of course materials fees (i.e., opt-out provisions)?

#### *If no...*

- Who needs to approve establishing course fees and/or direct bursar billing and what is the process for getting approval?
  - > This is often a Provost, a VP of Academics, or a Dean of Student Affairs. Your Bursar's office is also a good place to start.

### Engage key stakeholders in the Inclusive Access conversation

Ensuring day-one, affordable access to required learning materials for all students supports institutional initiatives related to affordability, convenience, and student success.

**AFFORDABILITY:** Supports initiatives aimed at controlling student costs.

**ACCESS:** Ensures student access to learning materials by the first day of class.

**ACHIEVEMENT:** Affordability and access along with data and analytics contribute to improved teaching and learning.

## Assess your store's systems

As you begin to explore rules, regulations, and processes around course materials fees, you should also assess the capabilities of your store's software and systems.

Billing for Inclusive Access is based on course enrollment after the add/drop period. Course materials fees are charged directly to student bursar accounts. You'll need to find out if you have the technical capabilities to implement a program, and determine if you want to do it independently or in cooperation with a trusted eBook partner.

- Do your systems allow you to integrate with the campus SIS system in order to gain access to course enrollment data?
- Do your systems allow you to integrate with the bursar to directly charge student accounts?

If your systems do not currently support this functionality, there are commercial software solutions and partners that can help.

## Explore digital fulfillment partners

While various formats of course materials are distributed through ALL-INclusive models, it is important to establish a scalable model for the distribution of digital learning materials, such as eBooks.

- Does your store or campus currently work with any eBook/eReader platform vendors?
- Has your store or campus established an agreement with a preferred or exclusive eBook/eReader platform vendor?
- Have you discussed Inclusive Access with your eBook/eReader platform vendor?

You can partner with a variety of different vendors who support Inclusive Access.



## Find faculty and programs to pilot courses

Once you've addressed these foundational issues, you can begin to identify faculty members interested in participating in Inclusive Access.

Your local Pearson team can help you find faculty and courses that are a good fit for our Inclusive Access program.



### *Identify faculty*

- Have any of your faculty expressed interest in this type of model?
- Do you have relationships with faculty that might be interested in a program aimed at driving affordability, access, and achievement for their students?

### *Identify programs*

- Are you aware of any campus or departmental initiatives focused on improving access to learning materials or controlling their cost? Have you spoken with any key stakeholders about this model?
- Are you aware of any academic departments or programs that expressed interest in “going digital” and moving to eBooks?
- Does your campus have a separate department that oversees distance learning or online programs? Because these programs are by definition, virtual and digital, they are often areas where digital distribution models offer significant advantages.

Pearson is partnering with institutions and college stores across the nation to help drive the success of Inclusive Access.

Visit **[pearson.com/IA-college-resellers](https://pearson.com/IA-college-resellers)** to learn more.

Contact your Pearson representative for more information on how you can establish an Inclusive Access program at your institution, as well as special pricing and product availability.

**It's your time.**  
Inclusive Access

