

8 myths about inclusive access

College costs and student debt are soaring, causing some students to sacrifice required course materials. Knowing that early access to course materials supports persistence and success, Pearson helps learners access our content and technology on the first day of class — at a reduced, student-friendly cost. We're focused on partnering with institutions to address equity, student success, and driving down the overall cost of a degree.

Here, we break down eight myths about inclusive access from a Pearson partnership perspective.



- ?** **MYTH:** *Inclusive access models just offer the same materials students can find through bookstores and other online sites. Why would we get involved?*

- ✓** **REALITY:** Pearson Inclusive Access offers materials at a reduced price on or before the first day of class. These discounts are only available to the institution and not available outside of Pearson. The model helps to put all students on a level playing field on day one no matter what their financial status (using financial aid or not).

- ?** **MYTH:** *If we launch an inclusive access model, then our college will have to work exclusively with one publisher, and, in turn, my faculty will lose their academic freedom.*

- ✓** **REALITY:** When institutions implement an inclusive access model, they're not limited to working with one learning company (publisher). Academic freedom is not compromised, as inclusive access gives faculty the freedom to continue using the course materials and digital courseware of their choice.

- ?** **MYTH:** *Moving to an inclusive access model requires upfront work for the faculty.*

- ✓** **REALITY:** While faculty using print texts will experience some changes, those using Pearson eText or courseware do not have to alter anything about their course or even their syllabus — it's simply a change in the content delivery model to simplify the process for both students and faculty.

- ?** **MYTH:** *All faculty on campus must participate in the inclusive access model.*

- ✓** **REALITY:** While each institution is unique, in most cases, the decision to move into the model is at the course level. Faculty make the choice whether or not to participate in the model. With Pearson, ample training and support is available to the faculty both before and after making the transition to inclusive access delivery models.



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 **MYTH:** *It will be too confusing for the students.*

 **REALITY:** Students today are digital natives, price-conscious, and tend to seek flexible, anytime/anywhere options that maximize efficiency. They want their course materials to be easily accessible and prefer the most affordable option. The costs are clearly laid out and, on average, represent a 70%+ cost savings when compared to new print alternatives. With an inclusive access delivery model, students will have access to all of their course materials on or before the first day of class. It simplifies and streamlines the purchasing process for students.

 **MYTH:** *If our institution adopts an inclusive access delivery model, our students will no longer have purchasing and format options.*

 **REALITY:** Throughout the curriculum, educators can opt to let students choose how to access and purchase course materials.* From premium digital products and eTexts to on-demand loose-leaf options, we offer solutions for every type of learner.

 **MYTH:** *If a student withdraws from their class in the inclusive access program, they will lose the money they spent on the digital course materials.*

 **REALITY:** In an inclusive access model, all students can have access to their course materials by the first day of class. Students will only be billed if they decide to continue after the course add/drop period.

 **MYTH:** *When an institution decides to adopt an inclusive access delivery model, students are “forced” to participate.*

 **REALITY:** Most inclusive access programs include options for students to “opt-in” or “opt-out” of the model. At institutions offering the option, the average opt out rate is less than 10% nationally, and, in many cases, no students opt out.

*Please contact your Pearson sales representative as this may vary by state and their respective education codes.

Pearson Inclusive Access helps every student achieve more by providing equitable, affordable access to high-quality digital course materials and learning technology on or before the first day of class. Nearly 700 institutions trust Inclusive Access to help drive down the overall cost of a college degree and improve retention rates.

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