

# Students are struggling

As the cost of higher education continues to increase, students are struggling to afford college — and the numbers aren't adding up.

## The reality

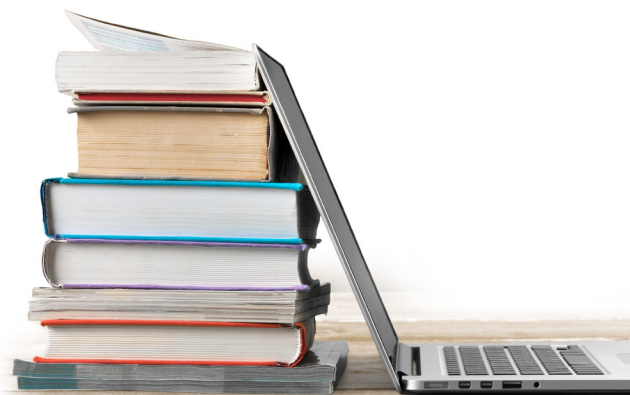


Source: Wakefield VitalSource Survey

## The response

Going digital helps alleviate the cost pressures on your students. It empowers institutions to offer course content to all students at a lower cost on the first day of class. Hundreds of institutions are already succeeding with digital delivery through [Pearson Inclusive Access](#).

**Their secret:** Careful planning to address affordability and innovation as the key motivators to early access, confidence in the classroom, and long-term engagement from the first day to graduation day.



# The results

## Preparedness

Before the [University of Iowa](#) implemented inclusive access in their General Chemistry course, less than 1% of students began assignments before the course started, and only 2% of students began before the first day of class.

Two years after implementation:

- **44% of students started their assignments before the course**
- **70% of students did so by the first day of class**

## Confidence

[Connors State College](#) implemented inclusive access across four math courses, including trigonometry. Not only did student adoption of digital course materials increase from 77% to 100%, but their trigonometry grades improved dramatically.

Under the new model, they started to see important changes, including:

- **homework assignments submitted early**
- **elevated engagement in the classroom**
- **students earning an A or B increased from 39% to 74%**

## Engagement

One of the key motivators for [Copiah-Lincoln Community College](#) in transitioning to an inclusive access model was improving the success rates of developmental students.

After the new model was implemented:

- **the number of students receiving an A in gateway mathematics courses have increased by 17 percentage points**
- **graduation rates have increased by 8 percentage points and retention rates by 10 percentage points**



It's time to talk about how you can increase the value students get for their money.

**[Take the next step](#)**