

**CMU Academic Affairs Council
Agenda October 4, 2017
3:00-5:00 pm, UC 213**

Info Items & Updates -Announcements/Reminders/Air-time & Action Issues & Guests

Reminders:

- Parent's weekend (10/6-7)
- CMU Scholars and Mesa Experience (10/20 & 10/21)
- AA Council Summary Notes: Please remember this resource is on the web and searchable.

-Access online approvals – ADHs asked to have admin assists purchase and they approve as opposed to having ADHs purchase, which then bumps approval up to VPAA.

AVPAA: Dr. Kurt Haas

- Update on CMU/CSU Ag agreement work
- Complete College America Webinar info (see below – coordinate with Dr. Haas re: webinar)

AVPAA: Mr. Tim Pinnow

- Inclusive Access – pilot launch spring 2018 (text prepared by Ms. Tracy Broderick, Store Manager and Ms. Laura Glatt, VP for Finance and Administration, appears at the end of this agenda).
- D2L syllabus posting and gradebook compliance
- Instructional Connections Process

AVPAA: Dr. Sonia Brandon (OIRPDS)

GUEST: HR Info Sharing: Ms. Jill Knuckles, Director of Human Resources (4ish)
FMLA, ATS, When does a PT fac qualify for benefits...

GUEST: Faculty salary expenses – cycle update: Ms. Whitney Sutton, Budget Director

WCCC: Ms. Chris Murphy
Montrose: Dr. Gary Ratcliff

Assessment & Accreditation Support: Dr. Bette Schans

Library: Ms. Sylvia Rael

Registrar: Ms. Holly Teal

Sponsored Programs: Dr. Louis Nadelson

Mentor Policy/Practice/Dept Sharing (thru fall)

PES – Dr. Russ Walker

Tcher Ed – Dr. Blake Bickham

Theatre – Mr. Mo LaMee

Living the Teacher-Scholar Model

Dates & Deadlines/2017-2018 Meetings: UC 213, 3:00-5:00 pm

Oct 18; Nov 1 & 15; Dec 6 & 13; January 24; Feb 7 & 21; March 7 & 21; Apr 4 & 18; May 2 & 9

Academic Council ePortfolio Platform use (see:

https://coloradomesa.digication.com/academic_council/Links)



2017 Alliance Webinar Series

[Register](#)

Pushing the Right Levers: Policy
moves that make sense

2:00pm EST
October 16th

[Register](#)

#CoreqWorks: An in-depth
conversation with national expert
Dr. Bruce Vandal

3:00pm EST
November 15th

[Register](#)

The New CCA Web Platform: A
network of impatient reformers

2:30pm EST
December 13th

Inclusive Access or Direct Digital Course Materials

Ms. Tracy Brodrick, CMU Store Manager & Ms. Laura Glatt, VP for Finance & Administration

The terms Inclusive Access or Direct Digital are used interchangeably to refer to a method of delivering content to students, not to a unique type of content. These programs only deal with digital content delivery, not print material delivery, and are best utilized for delivering interactive content (includes embedded video, quizzes, activities, etc., not just a digital version of the text). Several publishers offer some form of Inclusive Access or Direct Digital programs, based on the availability of materials; a pre-approved agreement or contract with a single or multiple publisher(s) may not necessarily be required at this time. To explain the process: access to interactive digital content is delivered directly to the student, and students are billed for the materials on their regular campus account. Students have the ability to 'opt out' of the program and obtain materials on their own for a limited time period. The bookstore manages content delivery and billing to students, as well as opt-outs, using Banner for enrollment information and a 3rd party management system to communicate with students create billing lists (VERBA Connect services are available at no additional cost to CMU). The publisher bills the bookstore for the access provided, less opt-outs.

Program benefits to faculty include improved educational outcomes due to all students having Day 1 access to interactive course materials. Faculty members may choose to adopt online platform and integrate course assignments and quizzes into their lesson plans.

Program benefits to students include cost savings on required course materials, and Day 1 access to course materials (with delayed billing). Savings will vary by title, and may be as little as \$1 or more than \$100; only titles that can be offered at the lowest price would be considered for Inclusive Access. Students will have a 10-day trial period in which they may use the materials free of charge, after which they will be billed for the materials. Students will have the flexibility of opting out of the program any time until the trial period has ended.

Program benefits to the bookstore/University include being able to promote a cost-saving program to students and faculty and improved sell-through on materials for selected courses. In addition, the store is billed only for the materials needed (no over/under ordering), and has no shipping or labor costs associated with receiving, returning or storing physical inventory (there is some labor required with managing access and billing).

Selecting materials for successful inclusion in this type of program must be done on a course-by-course basis. Factors to consider:

- **Academic freedom for faculty.** Faculty determine materials are appropriate for the classes they teach, and whether or not interactive digital materials are appropriate.
- **Publisher pricing.** Pricing must be such that the materials under consideration for Inclusive Access/Direct Digital can be delivered at a cost savings to students while still delivering a sufficient margin to the bookstore. An average margin of 15% across the program is the benchmark (margins on individual titles may vary, but must average

15%). Some publishers want to limit or control the University margin by setting the retail price. We suggest we not allow them to dictate University policy. To begin with, we will want to focus on courses already using digital content and also high enrollment, high cost, and low sell-through materials.

Inclusive Access/Direct Digital Access programs are not a campus-wide solution, as the materials themselves will not meet the needs of all courses. However, they can be a good fit for some classes, and have the potential to provide some benefits to all stakeholders.

At this time, more than a dozen CMU classes require interactive digital materials for which students must purchase an access code. Currently, when digital materials are required for a class, students may purchase a printed access code from the bookstore or another seller, or purchase access directly from the publisher online. Inclusive Access/Direct Digital would eliminate the need for the student to shop for access.

For Fall 2017, all or some sections of these courses are using digital materials (and also have high enrollment and lower sell-through):

MATC 090/091

ENVS 101

MATH 113

CISB 101

ESSL 200

UNIV 100/101

ECON 201/202

MANG 201

SOCO 144

Some (or all) sections of these courses have the potential to serve as test courses for a Spring 2018 pilot program, pending faculty interest and acceptable pricing terms.

Minimum requirements for adoption of Inclusive Access at UC Davis and Colorado State University are:

- The student price must be the lowest available (even if only by \$1). CSU uses the publisher's direct-to-student price as the benchmark.
- Gross margin for all included materials must be at least 15% to cover operational expenses (some titles may be higher or lower, but must average 15%).
- Student price must be less than \$100.

Recommended Next Steps:

Following several meetings with the Office of Academic Affairs, including a meeting with UC Davis, who is a "best practice" reference program, the following next steps are recommended:

- Before October 15, 2017 (Spring '18 course materials adoption deadline), the bookstore reach out to faculty in the courses noted above to identify potential volunteers for a pilot.

Academic Affairs Council Agenda

- VP for Academic Affairs communicate option to faculty ~~campus-wide~~ via Academic Council ~~when they return in the fall.~~
- Work with Finance and Administration on appropriate billing process.
- Work with Information Technology to resolve any issues between Inclusive Access and D2L, where applicable.
- Develop appropriate student communications for pilot project.
- Negotiate pricing for pilots to determine feasibility.
- By Fall '18 adoption deadline (March 2018), bookstore and Academic Affairs continue to brief departments and pursue additional interest for Fall '18. Arrange faculty-to-faculty briefings. *Note: if faculty are not currently using digital materials, it will likely require them to re-write their course curriculum and may require additional lead time.*
- Survey students on satisfaction in pilot courses and monitor performance.

Publisher pricing for Inclusive Access/Direct Digital is partly driven by volume—the more users, the better the price. Possibly consider encouraging the state to negotiate contracts that allow smaller campuses like CMU to purchase off contracts/pricing negotiated by larger campuses, or have the state negotiate a single statewide contract for some or all GTPathways courses.

Sources:

National Association of College Stores

University of California – Davis

Colorado State University