



COURSE MATERIALS BUSINESS MODELS: MORE CHOICES & LOWER PRICES

To help lower the cost to universities and colleges, publishers have developed a series of new business models that enable individual institutions to pick the approach that best meets the needs of their faculty and students. Institutions are also cutting costs by coupling new course material technologies with course redesigns, leading to an average 41% reduction in the cost per pupil for instruction according to the National Center for Academic Transformation (NCAT).

TRADITIONAL

Faculty and other adopters choose course materials and advise the campus bookstore. Students purchase or rent materials from on- and off-campus bookstores, Internet resellers and directly from publishers.

NEWER

Custom Model

Faculty and other adopters work with publishers to design custom course materials - printed, digital or a combination of the two - that fit the course syllabus. The adopter generally determines the cost of the custom materials through the amount and kinds of content selected.

NEWEST

Student Fee Model

Faculty and other adopters choose a selection of course materials which are provided by the publisher. The university or students pay a single fee to institution, college store or publisher and the student uses the materials that best suit his or her needs. The model ensures all students have access to all course materials and dramatically reduces their costs. A low-cost print option - possibly printed locally - may also be made available to students who want a print version.

DISCOUNTS OF 40% TO 65%

NEWEST

Digital License Model

Faculty or other adopter chooses and licenses digital course materials and the university makes a one-time payment to the publisher for use by all students. The Digital License Model ensures that all students have course materials and dramatically reduces the cost to students. The university recoups its costs as part of tuition or as a student fee. A low-cost print option - possibly printed locally - may also be made available to students who want a print version.

DISCOUNTS OF 40% TO 65%



**Cost Effective
Solutions for
Student Success**



For more information about these models contact
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