SPARCH

Is "Inclusive Access" Inclusive or Exclusive?

Nicole Allen
Director of Open Education
nicole@sparcopen.org / @txtbks



Get the facts.

Inclusive Access Org



Inclusive Access .org

What is Inclusive Access?

Inclusive Access is a textbook sales model that adds the cost of digital course content into students' tuition and fees.



'Inclusive Access' Takes Off

Hundreds of colleges are signing on to publishers' programs, with apparent savings to students. Some applaud the movement, while others are skeptical.



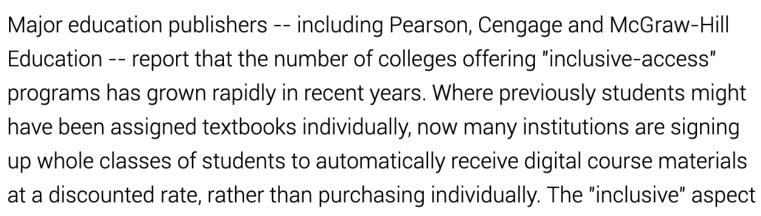








By Lindsay McKenzie // November 7, 2017





13 COMMENTS 😞

GETTY IMAGES

of the model means that every student has the same materials on the first day of class, with the charge included as part of their tuition.

For publishers with struggling print businesses, the inclusive-access model is a lifeline. Tim Peyton, vice president of strategic partnerships at Pearson, said it was no secret that publishers like Pearson had made textbooks too expensive and had seen sales drop as a result. "The print model is really a broken business model for us," he said, adding, "we're thinking about how to move away from print, and move towards digital."

Inclusive Access

How does Inclusive Access work?

- Programs usually start with an **agreement** between an institution, a bookstore, and publishers.
- **Digital content** is delivered to students at the start of the course, typically through a LMS.
- Students have a period to **"opt out"** before they are automatically billed for the cost.
- At the end of the course, students typically **lose access** to the content.

How does Inclusive Access differ campus to campus?

- Most campuses deploy it course by course, but there are some campuses where it is by program or campus wide
- Students typically get billed the cost of their specific materials, but sometimes get billed a flat fee (or it is included in tuition)
- Access is mostly limited to expiring digital materials, but occasionally there is longer-term access or print rentals

What is Inclusive Access called?

- All Access
- All Inclusive
- All Students Acquire
- Auto Access
- Complete Digital Access
- Course Fee
- Course Material Fee
- Day One Access
- Digital Direct Access

- Equitable Access
- B&N First Day
- First Day Access
- Follett ACCESS
- Immediate Access
- IncludED
- Inclusive Access
- Instant Access
- Universal Access

Get the facts.

Myths vs. Facts

Inclusive access is also known as automatic textbook billing. Let's look at some myths vs. facts.

