OhioLINK membership

- 118 libraries
- 90 higher ed institutions
- 600,000+ students, faculty and staff
- State Library of Ohio
- Cleveland Clinic
- More info at ohiolink.edu
Why Libraries?
Ohio’s Governor proposes legislation that requires public higher education institutions to cover all textbook costs minus a $300 flat cost to students.
We kept being asked, “Can’t you do something about the cost of textbooks?”

We could. And we did.
Why Inclusive Access?

• Model does not require faculty to change their syllabus or materials.
• Depending on institutional capacity and desire, can implement multiple courses at once.
• Savings can be delivered en masse within a semester.
• “Rinse and Repeat” process.
• Delivers savings to all students at all levels.
Textbook Pricing Agreements

• Estimated potential of $50 million savings per year for students.
• OhioLINK is working on a business intelligence process to check prices against the market (VerbaConnect).
Negotiated pricing agreements between OhioLINK and publishers at a statewide scale.

- Inclusive access only.
- Not a mandate!
- Price agreements only – OhioLINK is not acquiring content on behalf of members.
- “Net to publisher” pricing (equivalent to wholesale). Does not and cannot dictate retail markup at campus bookstores.
- Discounts: Flat price per title for entire catalog or percent off entire catalog
- Long term or perpetual access
Publishers control (almost) everything we care about, regardless of aggregator (delivery) platform.

Publishers will work with almost any platform that will deliver their content. (Though they do have preferences.)
• Bookstore retail markup ranges from 30% to 10% on textbooks.

• Every campus has its own contract with bookstores, whether independent or chain bookstores.

• Revenue sharing with institutions is part of the deal.

• Exclusive right to provide textbooks at the institution.
“Don’t put all your eggs in one basket.”
- Bob Butterfield of University of Wisconsin – Stout
Questions?

- gwen@ohiolink.edu
- ohiolink.edu
- affordablelearning.ohiolink.edu/Guide
Affordable Learning Ohio

What is Affordable Learning Ohio?

Affordable Learning Ohio is OhioLINK's series of initiatives to lower the cost of college for Ohio higher education students by assisting our member libraries and campuses in identifying strategies for Open and Affordable Learning textbook and course material adoption, and helping locate statewide shareable library materials as well as open educational resources that are no cost or lower cost to students. If you have any questions about Affordable Learning Ohio, please contact Anna Bendo at abendo@ohiolink.edu.

Some highlights of Affordable Learning Ohio

- Ohio Affordable Learning Campus Initiatives Guide. Learn more about the affordable learning initiatives being pursued at Ohio colleges and universities. If you have a campus initiative that you'd like to promote, we'd be happy to add it; please contact Anna Bendo at abendo@ohiolink.edu.
OhioLINK Open Ed Resources

Welcome to our dynamic digital library and network. Explore our library of open education resources curated and created by Ohio faculty and join our network of educators dedicated to curriculum improvement and collaboration.

What are you looking for? [Search]

Subject, Education Level, Standard

Fine tune your search with our [advanced search].

ohiolink.oercommons.org/
In June, 2017, North Central State College, in collaboration with Ohio State and Ohio Dominican universities, and 15 other community colleges, received an Ohio Department of Higher Education Innovation Grant in the amount of $1,300,000. The grant was awarded to support the development of open educational resources (OER) and other materials in an effort to reduce the cost of textbooks for students. The culmination of that work will be presented here. Full courses are available for many of Ohio's high enrollment courses. They can be adopted in full or in part to reduce the costs of course materials for students.
OhioLINK requests information from potential vendors concerning their interest in and ability to provide etextbooks on the inclusive access model in a consortial environment... In particular, we are looking at potential cost savings and efficiencies that can be gained in centralizing services and negotiations regarding commercial textbook content....

This RFI is intentionally broadly defined, and we encourage respondents to exercise latitude and suggest new approaches to achieve OhioLINK’s goals. OhioLINK and its institutions envision that there may be multiple solutions and vendors for subsets of its institutions, depending on their needs and particular contexts, and do not necessarily anticipate that all of its members will participate in one solution...

OhioLINK’s member institutions are interested in discounts for student textbooks and titles that are already in use in member institutions. There is no intent to abrogate faculty freedom to assign textbooks of their choice. Therefore, vendors who can demonstrate that their content catalogs are already in wide use in Ohio institutions will have an advantage.”
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<th>Inclusive Access</th>
<th>Pros</th>
<th>Cons</th>
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| For Students & Faculty | • First Day Access + automatic payment/refund (time saver)  
<p>|                   | • Bursar can wait for payment/loans/financial aid                  | • Digital (preference for print)                        |
|                   | • Price lower than market                                           | • Limits on downloads and printing                      |
|                   | • Can opt out (by federal law)                                      | • Limited access period                                |
|                   | • Faculty know all students have the book at the beginning of class - and it's the right book. | • May be able to get print for free or lower price     |
|                   | • Accommodates distance learners (and international distance learners) |                                                       |
|                   | • Maintains academic freedom for faculty                            |                                                       |
|                   | • Most platforms have some kind of analytics for faculty            |                                                       |
|                   | • Digital (searchability, portability, some advanced digital features) |                                                       |
| For Publishers    | • Guaranteed sell-through for 90% of enrollment                     | • ??                                                  |
|                   | • No loss of sales to used print, rentals, piracy                   |                                                       |
|                   | • Analytics for revision/improvement of texts                        |                                                       |
|                   | • Digital is cheaper to produce, higher profit margin               |                                                       |
|                   | • Guaranteed, predictable revenue from institution.                 |                                                       |</p>
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| For OhioLINK     | • Lower prices statewide  
• Maintained “student pays” model so didn’t impact institutional budgets.  
• All implementation done by pubs + bookstores + campuses  
• Scope was manageable for OhioLINK – one model, publishers enthusiastic about dropping prices. | • Commitment to market/co-market the model to campuses – more “lift” than expected  
• Textbooks a new model to begin with; lack of experience  
• Institutional Anxiety and lots of it  
• Lack of control of retail markup  
• Data analysis is formidable |
For more information about Inclusive Access from various aspects, see this article:


For more information about OhioLINK’s hybrid strategy for textbook affordability, see two guest posts on the Scholarly Kitchen:

Affordable Learning Requires a Diverse Approach, Part 1: Playing the Short Game (and the Long One) to Secure Savings for Students

Affordable Learning Requires a Diverse Approach, Part 2: Applying Consortial Power to Leverage Student Savings