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# Education Content Strategy Panel

- Kim Thanos, Founder and CEO, Lumen Learning
- Meredith Schreiber, Director Bookstore and Auxiliary Services, Chemeketa CC
- Jason Hales, Senior Account Executive, Vital Source



# A Definition of Content Strategy

*"An education course content strategy is an institution-wide plan and approach focused on curation and student access of course materials to achieve goals such as affordability, inclusive access, and improved retention. Content strategies should be flexible to accommodate emerging pedagogical and institutional changes such as personalization, adaptive, interactive content and/or analytics."*

**#EDUCONTENTSTRATEGY**



# Lumen Learning

Kim Thanos, CEO and Co-founder



# Impact on Student Learning and Success

26%

Drop a course due to high textbook cost

38%

Earn a poor grade because of textbook costs

48%

Take fewer courses due to textbook costs

60%

Go without textbooks due to cost

10%

20%

30%

40%

50%

60%

70%

80%

90%

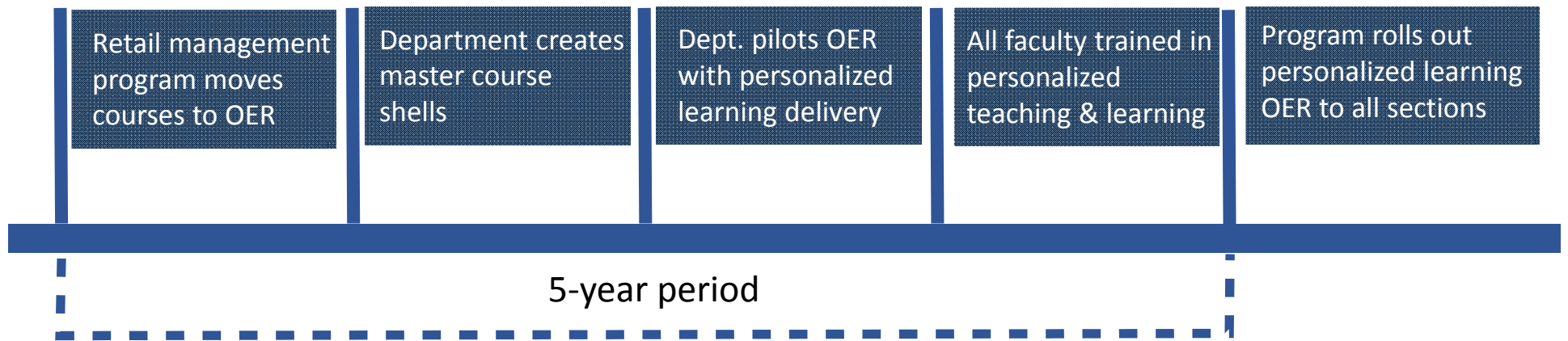


Open educational resources (OER) are resources that reside in the public domain or have been released under an intellectual property license that permits their **free use and re-purposing by others.**

Free + Permissions



# The Cerritos College Experience



Program retention rates increase from 67% to 89%

Students perform .75 grade points better in personalized courses

Pell eligible students perform as well as non-Pell peers



## Key Challenges for Cerritos to Address

- Identifying high-quality OER to replace traditional textbooks
- Ensuring that OER remains current in business courses
- Identifying and testing new technology-based learning approaches with the content
- Ensuring that faculty members understand the content strategy, and are prepared to excel
- Addressing the administrative obstacles that accompany any new model





# Chemeketa Community College

Meredith Schreiber, Director Bookstore and Auxiliary Services



# Chemeketa Community College

## Focus on Affordability

- The College President announces at Fall Kick Off 2015 the focus on textbook affordability
- Defined affordability as a goal to support student access and retention, time to completion, and academic performance
- Created a Textbook Affordability Committee- key to involving stakeholders to create collaboration



# What happened next?

- **Created Chemeketa Press in response to OER's**
  - Have published 12 books and 6 books in development
  - Average price \$28
- **Streamlined Adoption Process ensuring on time information to the bookstore**
- **HB2871 focus on OERs and requires that at the time of registration a course is designated as low cost, under \$40, or no cost for course materials**
- **Implemented day one digital delivery**



# Digital and day one delivery

- Piloted the direct digital access (DDA) or Inclusive access with Pearson Fall 2016
- Reduced the price by 50%
- All students started with access on day one
- Students had an engaged learning experience
- Fall 2017- 40 courses inclusive access and saving students up to \$100,000



*“Then I just hit delete, I haven’t actually eaten any homework in years.”*



# Lessons Learned or Things to Ponder

- **Content Strategy involves collaboration**
- **There is no one perfect solution**
- **Access and decreasing barriers support student success**
- **Measurement should include access, efficacy, and price**



- **Consider the Bookstore as the content hub with the ability to handle retail transactions**



# Vital Source

Jason Hales, Senior Account Executive



# VitalSource Vision Statement

Improving the **learning experience** by making it easier to **create** and **deliver effective** and **affordable** content.



**100%**

@

**50%**





# Problems to

## BYU-Idaho online learning

In spring 2016  
**30,151**  
students  
enrolled in an  
online class

Students come from:

**45**  
countries

and

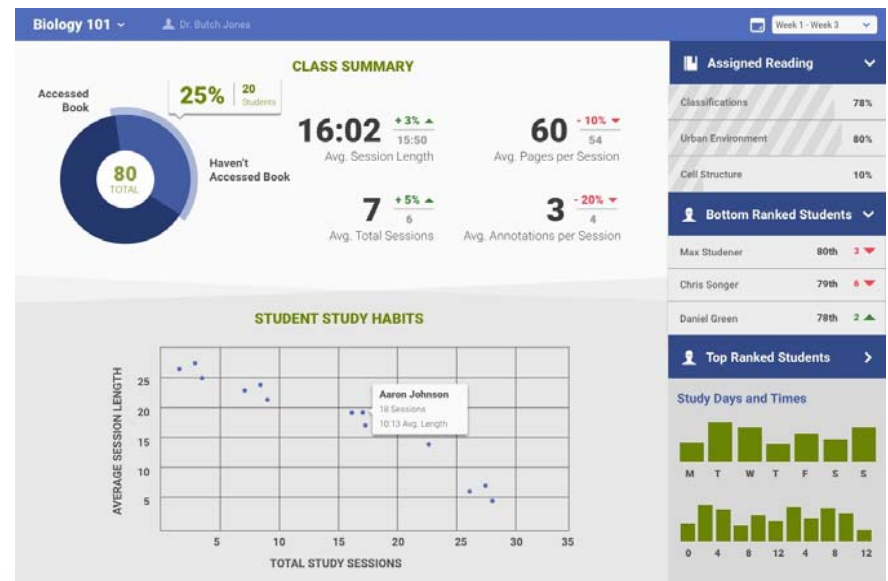
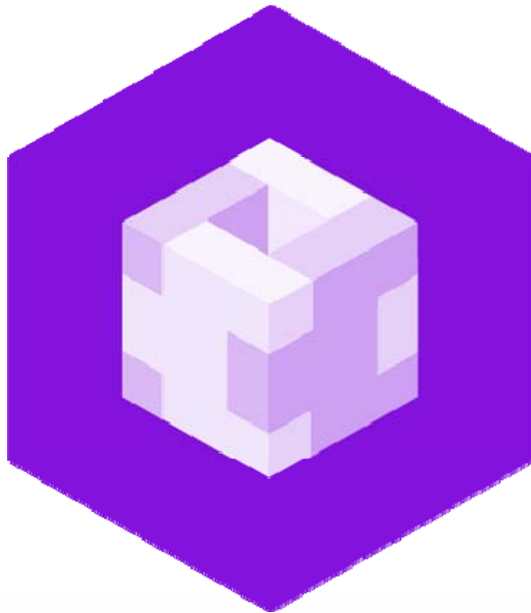
**50**  
U.S. states



There are **1,528**  
online instructors  
from **24** U.S. states

DESERET NEWS GRAPHIC





# Discussion

- Who owns Content Strategy and internal institutional collaboration (finance, academic, IT, etc.)? Shannon
- Balancing affordability and student achievement, OER and publisher materials, and the unification of multiple approaches
- Data and analytics and course materials
- Professional Development Strategy for Faculty Members and Adjunct Faculty
- Course Materials Fee Models, Student Choice, Free Materials and the issue of institutional revenue from books and course materials. How do partnerships play?



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