

Increasing Access and Affordability with Integrated Access to eTextbooks

A First Semester Look at the Chattanooga State / CourseSmart Partnership Pilot Project

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Agenda

- Background
- President's Initiative
- Contract
- Implementation
- Brief Demonstration
- Unanticipated Challenges
- Feed Back
- Lessons Learned
- Where We Go From Here

Chattanooga State Background

- 11,000 students
- Distance Education since 1978
- Built an I.T.F.S. in 1985 to a 6-county service area
- Correspondence and video finished 2007
- Asynchronous Online classes since 1999
 - F2011
 - 3,500+ online students
 - Course Smart Pilot
 - 2044 Students
 - 40 Courses
 - 83 Sections
- Synchronous Online classes since Fall 2009

President's Initiative

- To reduce costs to students
- Cost of e-text access built as added fee to tuition enrollment into specific online courses
- Students on Financial Aid can view their books from the 1st day of classes
- Contract with CourseSmart February 2011

Contract

- CourseSmart
 - Provides all or none of eBooks and/or Resources
 - Inserts the eBook / eResources links into the master site
- Costs
 - Students billed upfront with tuition \$ rate / credit hr.
 - 85% of fees to Course Smart after the census report
 - 15% remain with the college for administrative costs
- % of Booklist Matched

Implementation

- Information Spreadsheet from Divisions Indicating:
 - All online courses to be offered Fall 2011
 - Which courses have CourseSmart Provided:
 - eBooks
 - eResources
 - Titles / ISBN #'s
- Completed by May 20th
- CourseSmart confirmed they can provide the materials

Implementation

- CourseSmart:
 - Provides D2L integration webinar to Chattanooga State administrators
 - Returns spreadsheet indicating which course materials they will be provided
- CDE creates master course sites for those having eBooks / eResources
 - Labeled CourseSmart master site
- Course Smart adds links the master sites

Implementation

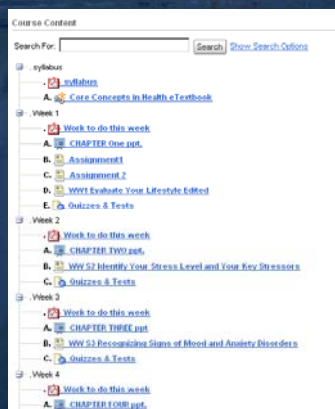
- Divisions:
 - Receive spreadsheet indicating which courses will have CourseSmart materials
 - Arrange for all other courses to have materials purchased via the college Bookstore.
- Training
 - CourseSmart provides access and use training session for CDE staff
 - CDE runs training workshops for faculty

Implementation

- Training Sessions
 - 6 workshops planned for faculty before semester
 - Faculty sign up for training session
 - Their eLearn account is checked for email address (necessary for use with CourseSmart integration) and then they are enrolled in the CourseSmart master site with link to their eBook
 - Faculty attend training session to:
 - learn about the integration
 - copy the links
 - test the links

Brief Demonstration

- Deep linking of eContent within the D2L Learning Environment



Unanticipated Challenges

- SCOPE
 - 40 courses with 83 sections taught by both FT and Adjuncts
 - 2044 students
- Training
 - Only 28 faculty attended training (plus 5 librarians) out of 6 scheduled workshops over the course of two months

Unanticipated Challenges

- Communication
 - Many faculty did not know they were using eBooks / eResources until a few days before start of semester
 - eResources Access
 - No-one knew that access to eResources would be different than access to the eBook
- Student “how to” handout materials were not provided in advance
- Bookstore sold some students materials even though they were given the list of courses for which to not provide materials.

Unanticipated Challenges

- Book Editions
 - Some courses had wrong editions linked in the sites,
 - Division provided incorrect information
 - Information changed in spreadsheet without being noticed
- Previous CourseSmart accounts with
 - Different email address in account
 - Already previewed book

Focus Groups Feedback

- Pros
 - iPad App for faculty
 - Students liked costs savings
 - Financial Aid students liked have immediate access to a textbook and not having to wait until their Financial Aid check was issued.
 - Saving notes and bookmarking
 - Students sharing notes

Focus Group Feedback

- **Cons**

- **Course Smart Issues**

- Do not need to have eBook if providing the eResources
 - MUST have a cheap printed textbook option for students who:
 - Learn from books better
 - Need to keep a copy as a resource for later use
 - Do not have good internet or any computer equipment at home
 - To study from when not near a computer
 - Student need to use when doing projects online and/or test that are open book

Focus Group Feedback

- **Cons**

- **Course Smart Issues**

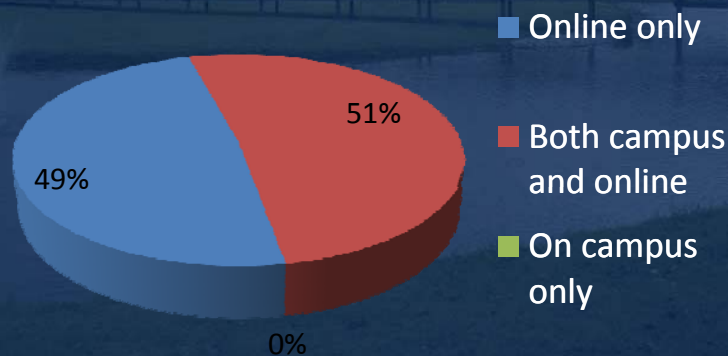
- Address font size of printed text
 - Streamline Faculty and Student Access to eResources
 - There is no single way to access eResources through the CourseSmart interface. This is very difficult for students and must be made easier
 - Need instruction sheet for the different eResources material when going through CourseSmart interface

Focus Group Feedback

- **Cons**
 - **College Issues**
 - Divisions need to inform faculty in advance when the course they are teaching has the CourseSmart resources.
 - CourseSmart resources need to be loaded before the semester begins and needs to be the correct resources.
 - Faculty need to attend training on how to use the Course Smart eBooks and eResources
 - Students want a choice between eBooks and Hard Copy

Oct 2011 Student Survey Results

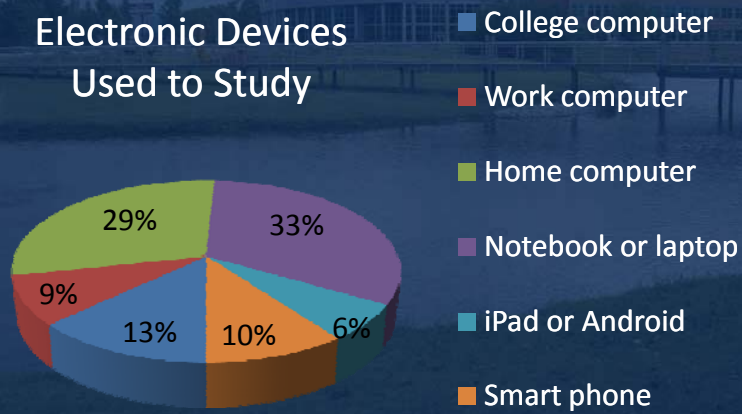
What type of classes do you currently take at Chattanooga State?



Oct 2011 Student Survey Results

Computer & Network Access

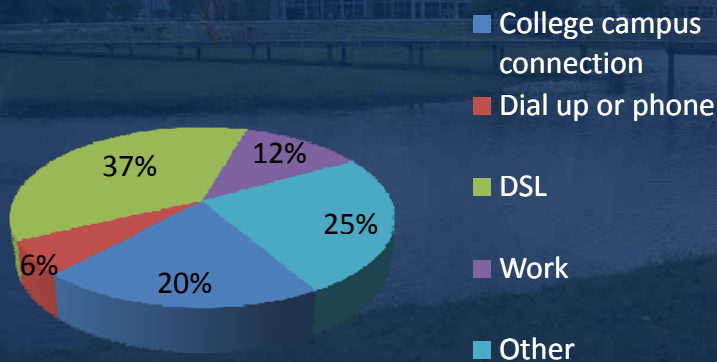
Electronic Devices Used to Study



Oct 2011 Student Survey Results

Computer & Network Access

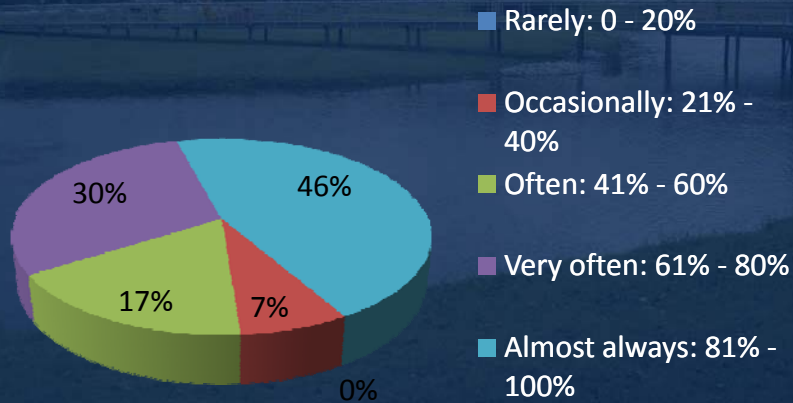
Types of Internet Access



Oct 2011 Student Survey Results

Computer & Network Access

Study Time via the Internet

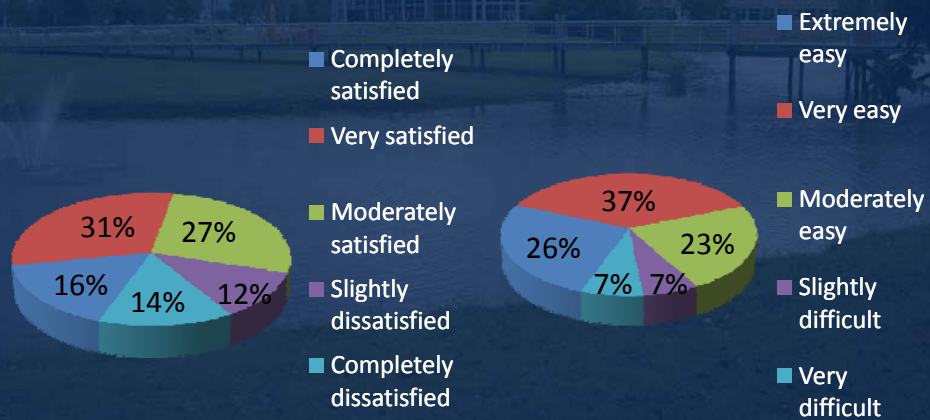


Oct 2011 Student Survey Results

CourseSmart eBook

Overall Satisfaction

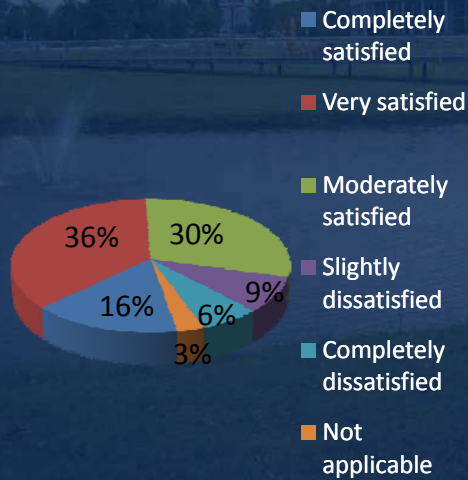
Easy to Use



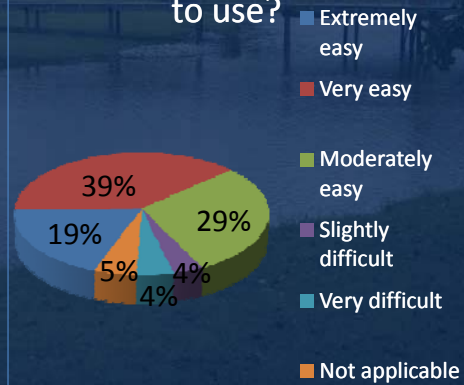
Oct 2011 Student Survey Results

CourseSmart eResources

Overall Satisfaction



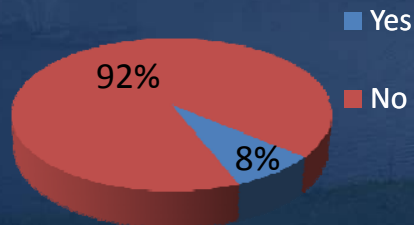
How easy were the eResources to use?



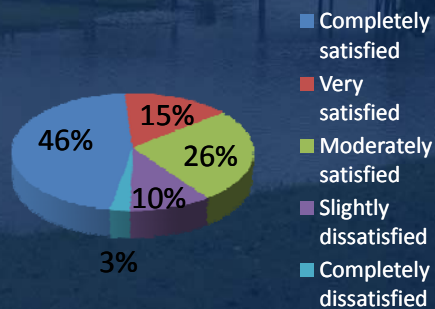
Oct 2011 Student Survey Results

CourseSmart Student Assistance

Did you contact customer service



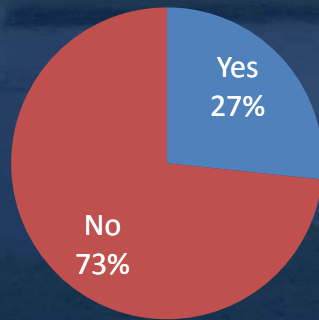
Were you satisfied with customer service?



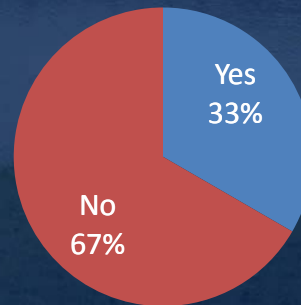
Oct 2011 Faculty Survey Results

Use & Preference for eBooks

Have you used eBooks before?



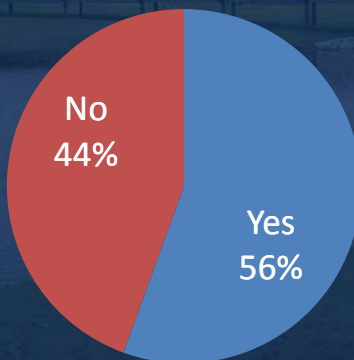
Did this experience change your preference for/against eBooks



Oct 2011 Faculty Survey Results

CourseSmart Customer Service

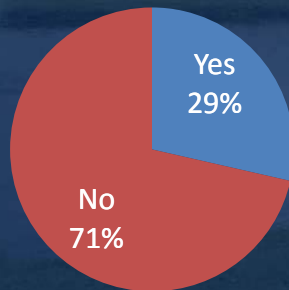
Was Customer Service Helpful?



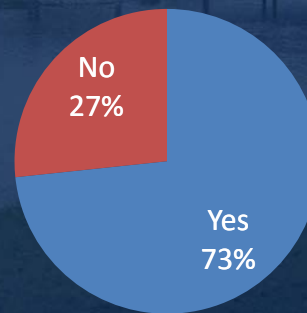
Oct 2011 Faculty Survey Results

CDE Training & Assistance

Did you attend CDE
Training ?



Did you need CDE
Assistance?



Lessons Learned

- Communication / Communication / Communication
 - Students, Faculty, Departments, Bookstore, Administration, Provider and Institution
- Training / Training / Training
- Students prefer Options
- Cheap Paperback Printed Book must be provided
- Up Front Man Hours

Where We Go From Here

- Chattanooga State Community College
 - Preparing for spring semester
 - Include rest of CDE staff to enable them to help with project problems
 - Not assume the Deans communicate with their faculty or read their emails; follow up on all aspects of their participation
- CourseSmart
 - Improving process for access to eResources
 - Developing “best practices” manual
 - Optimizing training content and formats
 - Streamlined booklist review process
 - Exploring physical book option

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