DAY1
TEXTBOOK
ACCESS

LB

BEACH SHOPS

About Us

Beach Shops – Bookstore Services

- Non-profit campus partner for 70 years
  - Governed by a diverse group of stakeholders
- Support and enhance the educational mission
- Focus on student success and affordability
- Campus partner for providing textbooks
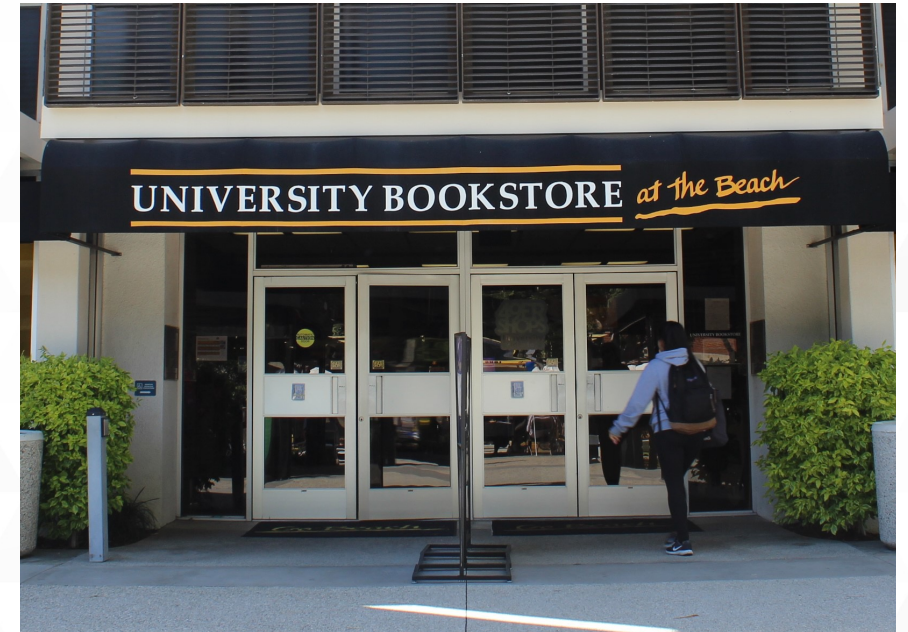
The Challenge

ACCESS

AFFORDABILITY

EQUITY

SUSTAINABILITY

CONVENIENCE

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Access & Affordability

- Students struggle to secure course materials

- Day 1 access is crucial for success
  - 60% start the first day of class without books due to cost (Jenkins et al., 2020)

- Textbook costs up 162% over 20 years (Jenkins et al., 2020)

- 65% skipped purchasing required textbooks (PIRG, 2021)

- $125 average cost per class at CSULB (print materials)
  - 84.3% of CSULB students take 12 units or more

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Equity

- Low-income students, students of color, and first-generation students impacted most (Jenkins et al., 2020; Stanberry, 2022)
  - First gen students are almost twice as likely to fail a class due to textbook costs (Jenkins et al., 2020)
- Inequity of material costs between academic programs
  - Unpredictable cost of materials
- Barriers for students with accessibility needs
- 82% who skipped meals due to the pandemic also skipped textbooks (PIRG, 2021)

Sustainability

- 32 million trees are used to support the US publishing industry per year

- Production process emits 40 million metric tons CO2 (EPA)

- Publishing is the third largest greenhouse gas emitter (2023)

- Average carbon footprint of producing a single printed book is 3 kg CO2, which is roughly the same amount produced from driving 7.5 miles in a car (Wells, et al., 2012)

Convenience

- Confusing
- Multiple ISBNs and versions
- Incoming freshmen don't know how to shop for textbooks (high school experience)
- 65% of students forego textbooks (PIRG)
- "Paradox of choice"

The Solution: D1TA

Day 1 Textbook Access (D1TA)

- Flat-rate digital-first program
- Provides all students with access to their required textbooks on the first day of classes
- Leverages financial aid dollars
- Launches in Fall 2024
  - $250 per semester for full-time students
  - $165 per semester for part-time students

Day 1 Textbook Access

- Provides convenience for students
  - Hosted in Canvas
  - MyTextbooks Hub
- Easily opt out of the program by the add/drop deadline
- Supported and promoted by the CSU Affordable Learning Solutions

DAY1 TEXTBOOK ACCESS

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Why Now?
Addressing the Problem

Why Now?

- History of Textbooks
  - Leader for alternative options such as used books, rentals, OER, and automatic textbook comparison shopping site

- Inclusive Access (D1DA)
  - Class-by-class, different prices
  - 42% of classes
  - 60,000+ students have used D1DA since 2019
    - 130,000 total D1DA transactions

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D1TA in the Big Picture

What's Next?

- Day 1 Textbook Access
  - Flat-rate digital-first program
  - Day one access to all course materials (access)
  - Leverages financial aid (equity and affordability)
  - Convenient for students
  - Easily opt out of the program by the add/drop deadline
  - Supported and promoted by the CSU Affordable Learning Solutions
  - Early studies on equitable access show promising findings
    - Increases in course completion for participants
    - Improved outcomes for traditionally underserved student population
    - Research by Dr. Michael Moore

The Big Picture

- D1TA is closely aligned with campus initiatives:
  - Graduation Initiative 2025
  - Beach 2030
  - Sustainability
  - No Barriers

- Governor's Compact

- Publishing Industry Trends

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Governor's Compact

- Our campus required to reduce textbook costs per contract with Governor

- 2019-2025 Agreement of $150 million for CSU System

- Long Beach Portion is $12,421,710
  - $10.8 million in student savings so far

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Industry Trends

- Student and user preference is driving digital delivery

- Publishing industry is eliminating print

- Today, 264 or 7.3% institutions utilize Equitable Access

- By Fall 2024, 355 or 10% will be implemented

- In 5 years, conservative estimates are 25% of all colleges will have implemented EA (drmichaelrmoore.com)

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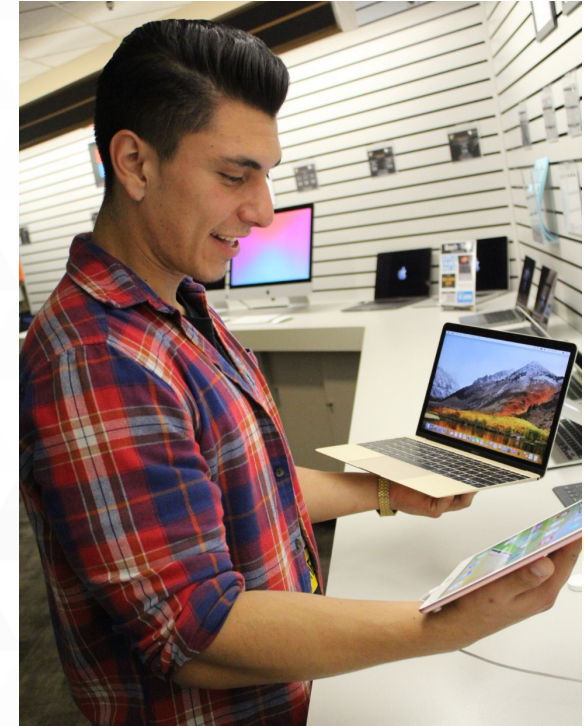
D1TA: The Best Solution

- While not perfect, this purposely built with an opt-out option, D1TA is the best solution on the market

- It saves students money and stress

- Aids with the substantial amount of late faculty assignments

- Reduces carbon footprint

- Leverages financial aid resources

- Enhances learning outcomes

- Creates a predictable budget for student planning purposes

- Win for students, faculty, and the University alike

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The Road Ahead

- 2019-2023: D1DA

- Spring 2023: University Identified EA as Learning Materials Solution

- Spring 2023 – Spring 2024: Awareness & Consultation

- Spring 2024 – Summer 2024: Student Awareness

- Fall 2024: Program Launch and Ongoing Assessment

Thank you!