

# Straw Men vs. Good Points

## Understanding the Arguments for Inclusive Access Models



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# Session Outline

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Quick History of Inclusive Access

Examples of Language

Looking for Merit

Q&A, Discussion

Submit your own examples: <https://pollev.com/williammeink789>

Or text “WILLIAMMEINK789” to 22333

# Your Lovely, Lively Presenters

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# Challenging the Rhetoric (Billy)

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Ponder these questions:

- Is this selling point unique to Inclusive Access programs?
- Where are the hidden costs for these benefits?
- How might this option actually limit learning activities?
- How was the problem to this solution created?
- What research is being done to understand this model?
- Can OER offer something similar, or better?

# Quick History of Inclusive Access (Bob)

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What is Inclusive Access?

A Brief History of IA

Breadth of implementation

Common features of IA programs

Who offers IA?

# Examples from the Field (Bob)

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- Cost driver
- Seamless connection
- Accelerated learning
- More choices for students at a better price
- Affordable content
- Digital discount
- Day-one access
- Enterprise solution
- Cost 50-70% less than a print book

# Reduced Cost

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How? All students are given access to digital course materials on day one of classes through their institution's Learning Management System. They benefit from lower prices made possible by volume discounts that are available only when all students in a course have day-one access.

# Day-one Access

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91% of students cite cost as the reason for delaying or avoiding the purchase of course materials.\*

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Wiley Inclusive Access provides students and faculty with instant digital access to required materials on or before the first day of class at substantial savings—so that every student can come to class prepared and ready to learn.

**RedShelf Inclusive**

Delivering affordable content on the  
**first day of class**



# Improved Learner Success

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## INCLUSIVE ACCESS

Increase completion, retention and success rates  
for every learner you serve

# Inclusive Access is “high tech”

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## Inclusive Access



## Education for tech-savvy students

For many of today’s students, nearly everything in life is touched by something digital. They’ve grown accustomed to digital technologies making their lives more efficient, more interactive, more powerful — and more affordable, too.

# Solving All Problems at Once

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## Inclusive Access

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Reduce costs, ensure day-one  
access, improve outcomes

# Where's the Merit? (Amy)

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# What other catchy marketing terms do we see? (Amy)

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[https://www.polleverywhere.com/free\\_text\\_polls/OvAfKk5ngjSdmsK](https://www.polleverywhere.com/free_text_polls/OvAfKk5ngjSdmsK)

# Fin (Michelle)

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Wrap things up, take questions beyond what has already been introduced

**The Evolution of Affordable Content Efforts in the Higher Education Environment: Programs, Case Studies, and Examples**

([open.lib.umn.edu/affordablecontent](https://open.lib.umn.edu/affordablecontent))