

## Case Study

### Texas A&M University-San Antonio

Texas institution uses VitalSource Bookshelf to improve engagement and reduce costs for their students

Too many students in the College of Business at Texas A&M University-San Antonio were neglecting to buy the required course materials for their classes due to the high cost of print textbooks.

“We decided we wanted to try an eBook program that would add a course fee onto students’ tuition for each of the courses that would be using eBooks,” says Dr. Tracy Hurley, Dean of the College of Business.

What Hurley and her team were envisioning is an Inclusive Access program: In this purchasing model, TAMU-SA purchases a site license for an eBook for every student in a particular course at a deep discount compared to print textbooks.

“This would ensure that all students had access to the needed content for their courses regardless of whether they could afford it on their own, because the fee for the eBook rolled into their financial aid package,” says Hurley.

#### The right platform partner

After evaluating many eTextbook providers, Hurley selected VitalSource Bookshelf® as the College of Business’ digital course materials platform. There were a few aspects that lead her to that decision.

**“With our eTextbook program, they all have the right book. I know that when I lecture in class, even on the first day, that all of my students have the correct materials.”**

“VitalSource® was very clear about their dedication to accessibility for disabled students and their ability to meet

**“I don’t have a lot of WiFi access. But I don’t have to use any data when I use Bookshelf on my phone because Bookshelf allows me to download my books.”**

the needs of that population of our students,” says Hurley. “That was very important for us and the administrators at the university.”

Bookshelf’s reliability was the other key piece that led to Hurley’s decision; she says “it is the best eBook platform in the market.”

### **Bookshelf in the classroom**

Perhaps the greatest benefit to the eTextbook program, Associate Professor Leonard Love points out, is knowing that all of his students have the right materials on the first day of class.

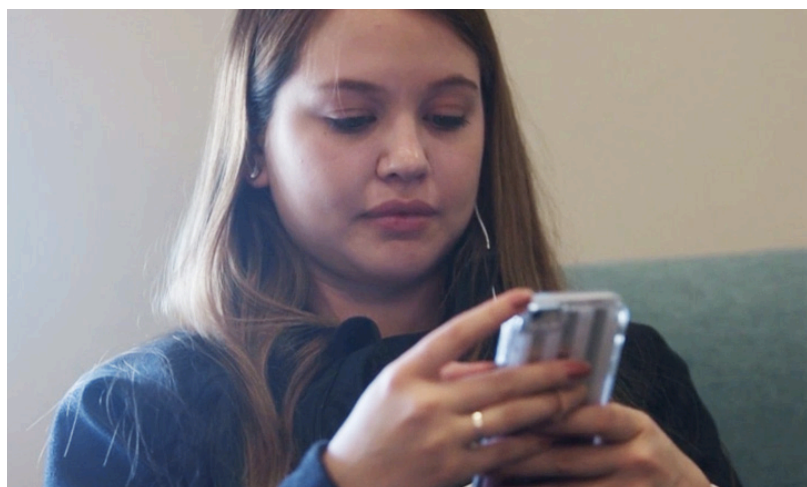
“Students used to go on the Internet, get an old or international edition of the required textbook. Sometimes even a similar book by the same author,” he says. “With our eTextbook program, they all have the right book. I know that when I lecture in class, even on the first day, that all of my students have the correct materials.”

Business and finance major Christopher Castro likes to preview the first two chapters of the books for all of his classes before the first day of lecture. Bookshelf allows him to do that no matter where he is.

“I don’t have a lot of WiFi access,” he says. “But I don’t have to use any data when I use Bookshelf on my phone because Bookshelf allows me to download my books.”

### **Inclusive Access just works**

For the Fall 2015-Spring 2016 school year, TAMU-SA’s College of Business students saved an average of \$1,374 through the Inclusive Access program.



“I am absolutely satisfied and could not be happier,” adds Dean Hurley. “VitalSource Bookshelf is truly a great program. Students love it, faculty love it, the administration loves it. It not only helps our students have the content they need, but also helps them save money and reduce their debt.”



**For more information on how Inclusive Access benefits every stakeholder level of the institution, visit [get.vitalsource.com/inclusive-access](http://get.vitalsource.com/inclusive-access)**