

# THE CHRONICLE OF HIGHER EDUCATION

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## On Time, Every Time



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***Inclusive Access ensures that every student has equitable access to course materials on day one, and it saves them money.***

The George Mason University School of Business in Virginia decided to try the Inclusive Access program with course materials provided by McGraw Hill to solve a specific problem: students not always having access to course materials at the start of the semester, for various reasons. And if that was all Inclusive Access did, administrators would have been pleased. But over time, says Patrick Soleymani, it has solved other problems and improved student and instructor experiences in ways he never anticipated.

“We were hearing a lot about a couple of issues,” says Soleymani, who is the Associate Dean of Undergraduate Programs and an associate professor. “One, some students would not have access to the textbook at the start of the course. Often it was about the cost—financial aid hadn’t come through, or they were just trying to find it online for less

than it cost at the bookstore. And if someone added the course late, and then couldn’t get the textbook, the problem was even worse.”

Inclusive Access does away with all of those issues by forming a partnership between an institution, its bookstore, and course material providers like McGraw Hill, to provide easy access within the existing learning management system to high-quality, vetted learning resources at the lowest market price. All students enrolled in a course have access to the materials—in whatever format the instructor has chosen; print, e-book or digital platform—from day one, or earlier. This access is granted regardless of a student’s financial aid status. A materials charge is billed by the school for Inclusive Access courses. Students who drop before the add/drop deadline aren’t charged. Students are provided with the option to opt out if they decide to obtain their materials elsewhere.

“We recognized early on that Inclusive Access was a model that benefited all the key stakeholders in the higher education course materials ecosystem,” says Mike

**In short, Inclusive Access levels the playing field for all students and provides significant savings. At the more than 1,300 institutions across the U.S. that offer Inclusive Access through McGraw Hill, students saved a combined \$200 million in 2020, compared to purchases of the same products by these institutions in 2019. Inclusive Access is playing a major role in lowering the costs of course materials for students.**

Ryan, President of McGraw Hill Higher Education. “Administrators and instructors really like first day of class access for their students, instructors don’t have to deal with access issues, students get exactly the course materials they need, and all benefit from knowing they are paying below market prices.”

Bookstores are also embracing Inclusive Access. “Faculty and students are responding very well to our current IA program and since we have been remote for nearly a year now, the program has been even more embraced. Day one

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With Connect, I can make sure students get access to the content and can assign targeted, supplemental work for those who are struggling, Sometimes I send students a short video or an extra assignment to help them grasp a concept that continues to be missed.

– Dr. John Starnes, Associate Professor

access of course materials cannot be beat. And we know over 60% of students wait until the first week of class to obtain their materials. The direct model is in many ways the great equalizer. Everyone pays the same price and has the materials on day one.” Meredith Schreiber, Director Bookstore, Chemeketa Community College Bookstore

In George Mason University’s case, they tried the Inclusive Access model with McGraw Hill’s Connect®. Connect is an easy-to-use homework and learning management courseware solution that includes adaptive tools and rich learning experiences to personalize the student’s educational journey. This improves student engagement and results while helping course delivery efficiency.

“They’re not just getting an ebook,” says Soleymani. “They’re getting access to learning resources that we assign, which we think are very important for career readiness. And that includes written and video cases, virtual simulations, and self-assessments. It’s a whole suite of content and activities which help improve student outcomes.”

Combined, these solutions don’t just save students money, they deliver dramatic results. Aggregated case study data indicates that after implementing Connect, institutions have seen:

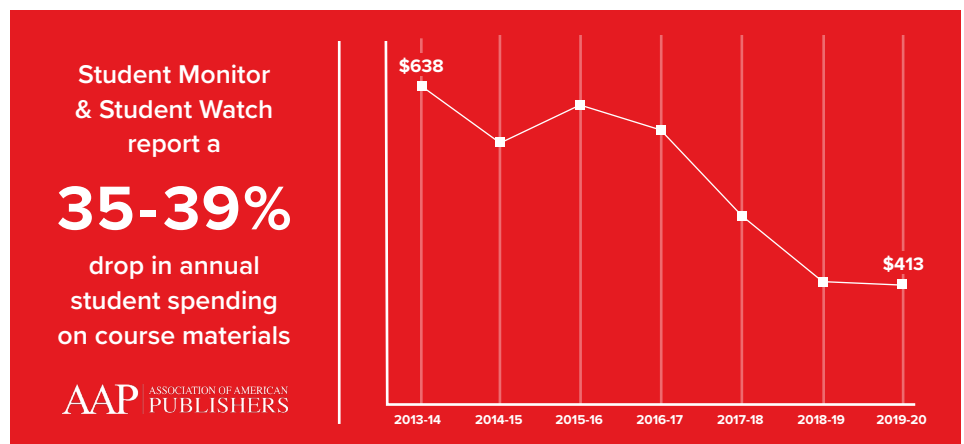
- a 20-point improvement in student retention in the course, from 70.1% to 89.9%
- a 13-point improvement in pass rates, from 72.5% to 85.2%
- an improvement in average student exam scores, from 71% to 80.1%
- a 15-percent increase in students earning As and Bs

At Somerset Community College in Kentucky, the Introduction to Biology course saw a nearly 20 percent increase in the number of students earning a C or higher after introducing Connect and Inclusive Access, from 51 percent to 70 percent. The passing rate also increased to 74 percent, and the retention improved by 20 percent.

“There’s a lot of auto-graded material that allows me to hit higher-level learning

objectives,” says Soleymani of George Mason University. “Instead of having to focus on grading, I can focus on preparing for the next class. I can look at how students are performing and how they’re doing in their reading via SmartBook. I can see what one student is struggling with, but also what the entire class may be struggling with, and I can tailor my lecture. Or I can deploy additional resources, online readings, or YouTube videos.”

“Large classes pose a challenge for many of us,” he adds. “But we still need to provide that excellent instructional service where we’re providing personalized coaching and mentoring and producing graduates who are career-ready and who feel fulfilled. Connect and Inclusive Access help us do that more effectively and more affordably than ever before.”



Source: Student Watch Attitudes & Behaviors toward Course Materials 2020 Report