



Atlanta Technical College & XanEdu Partnership

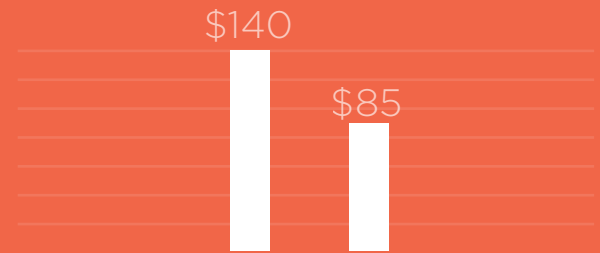
Textbook Affordability Solution Overview



Executive Summary: Atlanta Tech's Affordability Initiative

Atlanta Technical College and XanEdu, Inc. have developed a unique partnership in a bold effort to reduce the cost of college course materials and to improve student access and success. This type of partnership can serve as a model for many schools to save students a significant amount of money.

Savings Per Book:



XanEdu created textbooks that saved students \$55 per book.

Goals

1. Reduce the cost of course materials.
2. Create custom books tailored to the state and campus outcomes per course.
3. Utilize quality content chosen specifically for the Atlanta Tech students.
4. Impose minimal teaching adjustments for faculty.
5. Improve student access with an adjacent outcome of improving student success and retention.

Results

- Across eight GenEd courses, students saved an average of \$55 per book.
- Student purchases immediately jumped by 26%, resulting in greater access to course materials.
- In total, Atlanta Tech students in the targeted courses saved \$160,000.

Key To Success

The ultimate key to success was the administration's willingness to be the catalyst. The administration actively identified target courses and involved the corresponding faculty to establish a partnership between the critical players in the content selection process.

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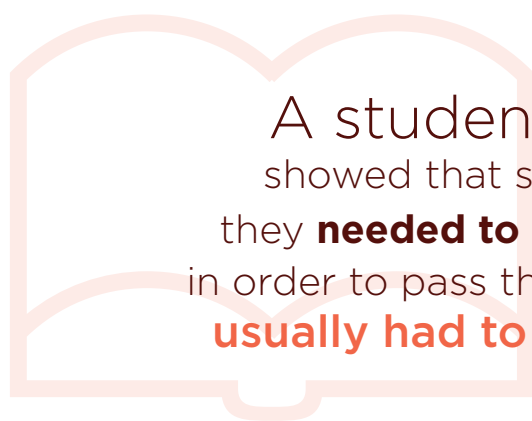
\$160K

across
8 courses!



The Challenge

Atlanta Tech noticed a developing trend among its students: the increasing cost of textbooks was a barrier to accessibility and academic success. A national student survey showed that students believed that they needed to purchase all required textbooks in order to pass their courses, but they admitted that they usually had to pick which books to purchase due to their high prices. High textbook prices were forcing students to make choices that they knew would hurt their chances of academic success.



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This challenge is not unique to Atlanta Tech, and is faced by colleges throughout the nation. Atlanta Tech students, like many others, didn't always purchase their required texts and therefore had greater trouble succeeding in their classes. Several action-oriented administrators including Debra Saunders, Dean of Arts and Sciences, along with Sonya McCoy-Wilson, Department Chair for English and Social Sciences, and Lauren Lopez, Department Chair for Natural Sciences and Mathematics, believed it was time to make a change in the pursuit of affordability. Partnering with XanEdu was not only a way to save their students money on course materials, but also to precisely align course materials to specific course objectives and expected outcomes.



57% of students
said they would rate a course as
“somewhat more negative”
or **“much more negative”**
if a professor assigns an expensive resource.

The Solution

The dean engaged XanEdu to evaluate which Gen-Ed courses XanEdu could best provide solutions to and meet the affordability and quality criteria. Then, partnerships were established between the department chairs, key faculty, and XanEdu. This strong alignment and commitment across the organization was the foundation for successful change.

Once Atlanta Tech began working with XanEdu, the chairs and faculty members were able to rely on XanEdu's Custom Development Team to create a high-quality review text, designed to meet their course outcomes. Then, within XanEdu's Customization Platform, the chairs and faculty were able to review and adjust content seamlessly and efficiently before finalizing the customized books.

XanEdu's Affordability Solution – 3 Key Elements

The Atlanta Tech faculty and leadership were determined to lower the cost of materials for their students; three elements of the partnership with XanEdu made it possible.

1. Professional Support Team

XanEdu's team of publishing professionals met with and worked closely with each Department Chair and faculty to identify the target courses, state and campus-level objectives, outcomes and critical elements required in the course material.

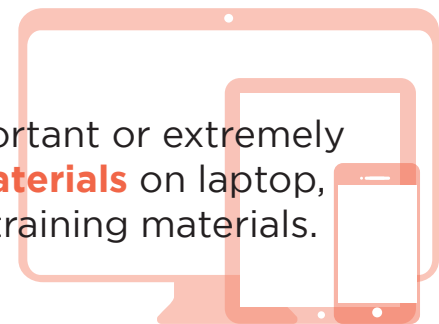
2. Content Development Services and Customization Platform

XanEdu's content development team took the time to research content for the target courses and to identify content that would fit the course objectives. They created several alternatives so the chairs and faculty could review, refine, and discover additional content, at their own convenience. XanEdu was able to identify content from its licensed archive of over 8 million content items to create the ideal customized books. The Atlanta Tech chairs also utilized XanEdu's platform to collaborate with their faculty to review and shape the books to meet the needs of their students. The platform was particularly helpful in discovering additional content, with which instructors were not otherwise familiar.

3. Technology and Delivery Formats

Ultimately, XanEdu delivered most of the books as Print+Digital hybrid books, providing students with optimal access to their content. Students are able to access the digital materials on their desktops, laptops, tablets and even their phones. As technology continues to evolve, hybrid course materials are becoming more and more desirable. Using hybrid course materials that include both print and digital access and that are highly customized is a critical element of meeting student expectations and improving accessibility.

A **huge 94%** of all learners say that it is important or extremely important to have **digital access to training materials** on laptop, desktop or mobile to accompany print-based training materials.



The Results

XanEdu was able to implement alternative course materials for 100% of Atlanta Tech's target courses. Across the courses impacted, the average savings per book was \$55.22.

The results are promising. Student purchases have jumped by 26%, indicating that the lower prices and more flexible formats have improved access to content. These results support the mission of improved affordability by both XanEdu and Atlanta Tech and in turn will directly impact students outcomes. Prior year student purchase percentage is 61.0% before XanEdu.

Average Savings Per Book



XanEdu's Affordability Solution increased student access by 26%



Current year student purchase percentage is now 87%.

XanEdu's Textbook Affordability Solution increased student access rates by 26%. This shows us that when course materials are more easily obtained and less expensive, students are more likely to purchase, and use their materials.

Conclusion

The partnership between XanEdu and Atlanta Technical College can serve as **a model for other colleges and universities** nationwide in an effort to support the mission of **college affordability** and **improved student outcomes**.

Atlanta Tech's leadership team seized the opportunity to offer their students significant savings on their course materials. While Atlanta Technical College has been a bold pioneer in the effort to reduce student costs and improve outcomes, many colleges throughout the nation are poised to follow this trend.

“Every college and university has the ability to accomplish what Atlanta Tech has done for their students. If they focused on harnessing their problem-solving skills we could be saving our students a lot of money and greatly increasing their success rates,” says Brett Costello, Chief Operating Officer of XanEdu, Inc. “There’s no definitive solution to the college affordability crisis, but reducing the cost of course materials by half is a great place to begin.”

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XanEdu

Learn more about XanEdu's affordability solutions for course materials:

www.xanedu.com/administrators/