

# SPARC\*


Is "Inclusive Access" Inclusive  
or Exclusive?

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**Get  
the  
facts.**



**Inclusive  
Access  
.org**





**Community-driven initiative to raise awareness of the facts about automatic textbook billing.**

**Inclusive Access.org**

# What is Inclusive Access?

Inclusive Access is a textbook sales model that adds the cost of digital course content into students' tuition and fees.



# 'Inclusive Access' Takes Off

Hundreds of colleges are signing on to publishers' programs, with apparent savings to students. Some applaud the movement, while others are skeptical.

By [Lindsay McKenzie](#) // November 7, 2017

13 COMMENTS 

Major education publishers -- including Pearson, Cengage and McGraw-Hill Education -- report that the number of colleges offering "inclusive-access" programs has grown rapidly in recent years. Where previously students might have been assigned textbooks individually, now many institutions are signing up whole classes of students to automatically receive digital course materials at a discounted rate, rather than purchasing individually. The "inclusive" aspect of the model means that every student has the same materials on the first day of class, with the charge included as part of their tuition.

For publishers with struggling print businesses, the inclusive-access model is a lifeline. Tim Peyton, vice president of strategic partnerships at Pearson, said it was no secret that publishers like Pearson had made textbooks too expensive and had [seen sales drop](#) as a result. "The print model is really a broken business model for us," he said, adding, "we're thinking about how to move away from print, and move towards digital."



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# How does Inclusive Access work?

- Programs usually start with an **agreement** between an institution, a bookstore, and publishers.
- **Digital content** is delivered to students at the start of the course, typically through a LMS.
- Students have a period to "**opt out**" before they are automatically billed for the cost.
- At the end of the course, students typically **lose access** to the content.

# **How does Inclusive Access differ campus to campus?**

- Most campuses deploy it course by course, but there are some campuses where it is by program or campus wide
- Students typically get billed the cost of their specific materials, but sometimes get billed a flat fee (or it is included in tuition)
- Access is mostly limited to expiring digital materials, but occasionally there is longer-term access or print rentals



# **What is Inclusive Access called?**

- All Access
- All Inclusive
- All Students Acquire
- Auto Access
- Complete Digital Access
- Course Fee
- Course Material Fee
- Day One Access
- Digital Direct Access
- Equitable Access
- B&N First Day
- First Day Access
- Follett ACCESS
- Immediate Access
- IncludED
- Inclusive Access
- Instant Access
- Universal Access



Get the facts.

# Myths vs. **Facts**

Inclusive access is also known as automatic textbook billing. Let's look at some myths vs. facts.

Inclusive  
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