

ETA

**EQUITABLE
TEXTBOOK
ACCESS**



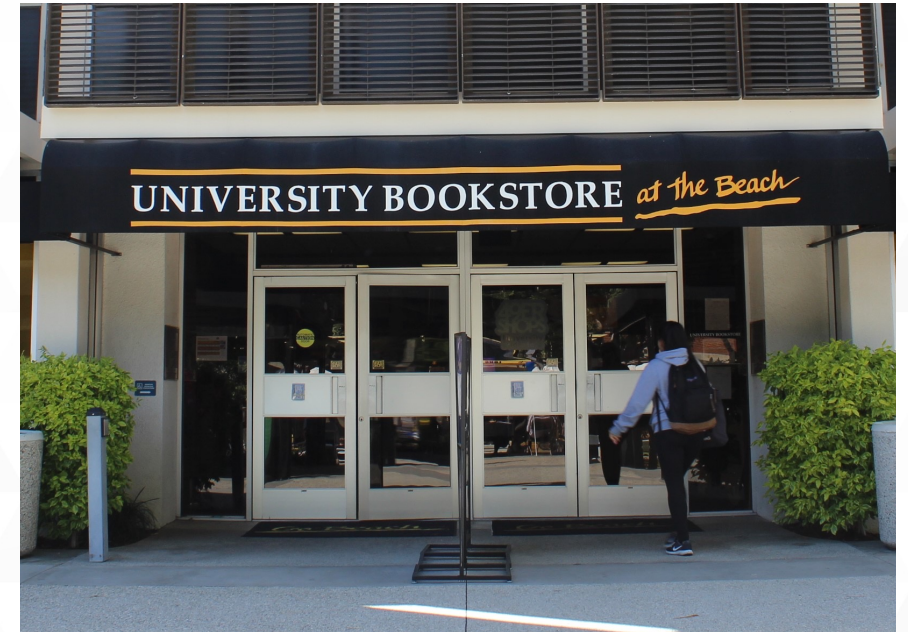
**BEACH
SHOPS**

BEACH SHOPS | BeachShops.com

About Us

Beach Shops – Bookstore Services

- Non-profit campus partner for 70 years
 - Governed by a diverse group of stakeholders
- Support and enhance the educational mission
- Focus on student success and affordability
- Campus partner for providing textbooks



The Challenge

ACCESS



AFFORDABILITY



EQUITY



SUSTAINABILITY



CONVENIENCE



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Access & Affordability

- Students struggle to secure course materials
- Day 1 access is crucial for success
 - 60% start the first day of class without books due to cost (Jenkins et al., 2020)
- Textbook costs up 162% over 20 years (Jenkins et al., 2020)
- 65% skipped purchasing required textbooks (PIRG, 2021)
- \$125 average cost per class at CSULB (print materials)
 - 84.3% of CSULB students take 12 units or more



Equity

- Low-income students, students of color, and first-generation students impacted most (Jenkins et al., 2020; Stanberry, 2022)
 - First gen students are almost twice as likely to fail a class due to textbook costs (Jenkins et al., 2020)
- Inequity of material costs between academic programs
 - Unpredictable cost of materials
- Barriers for students with accessibility needs
- 82% who skipped meals due to the pandemic also skipped textbooks (PIRG, 2021)

Sustainability

- 32 million trees are used to support the US publishing industry per year
- Production process emits 40 million metric tons CO2 (EPA)
- Publishing is the third largest greenhouse gas emitter (2023)
- Average carbon footprint of producing a single printed book is 3 kg CO2, which is roughly the same amount produced from driving 7.5 miles in a car (Wells, et al., 2012)



Convenience

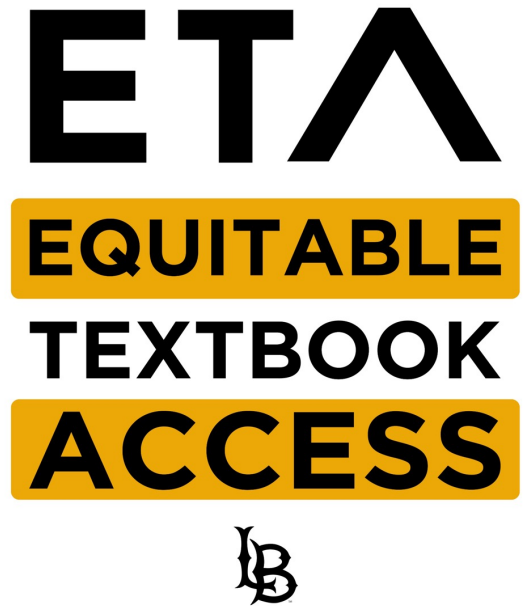
- Confusing
- Multiple ISBNs and versions
- Incoming freshmen don't know how to shop for textbooks (high school experience)
- 65% of students forego textbooks (PIRG)
- "Paradox of choice"



The Solution: ETA

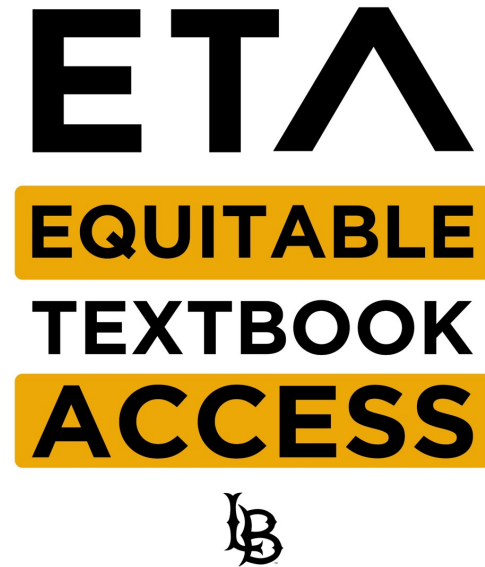
Equitable Textbook Access (ETA)

- Flat-rate digital-first program
- Provides all students with access to their required textbooks on the first day of classes
- Leverages financial aid dollars
- Launches in Fall 2024
 - \$250 per semester for full-time students
 - \$165 per semester for part-time students



Equitable Textbook Access (ETA)

- Provides convenience for students
 - Hosted in Canvas
 - MyTextbooks Hub
- Easily opt out of the program by the add/drop deadline
- Supported and promoted by the CSU Affordable Learning Solutions



Why Now?

Addressing the Problem

Why Now?

- History of Textbooks
 - Leader for alternative options such as used books, rentals, OER, and automatic textbook comparison shopping site
- Inclusive Access (D1DA)
 - Class-by-class, different prices
 - 42% of classes
 - 60,000+ students have used D1DA since 2019
 - 130,000 total D1DA transactions

What's Next?

- Equitable Access (ETA)
 - Flat-rate digital-first program
 - Day one access to all course materials (access)
 - Leverages financial aid (equity and affordability)
 - Convenient for students
 - Easily opt out of the program by the add/drop deadline
 - Supported and promoted by the CSU Affordable Learning Solutions
 - Early studies on equitable access show promising findings
 - Increases in course completion for participants
 - Improved outcomes for traditionally underserved student population
 - Research by [Dr. Michael Moore](#)

ETA in the Big Picture

The Big Picture

- ETA is closely aligned with campus initiatives:
 - Graduation Initiative 2025
 - Beach 2030
 - Sustainability
 - No Barriers
- Governor's Compact
- Publishing Industry Trends

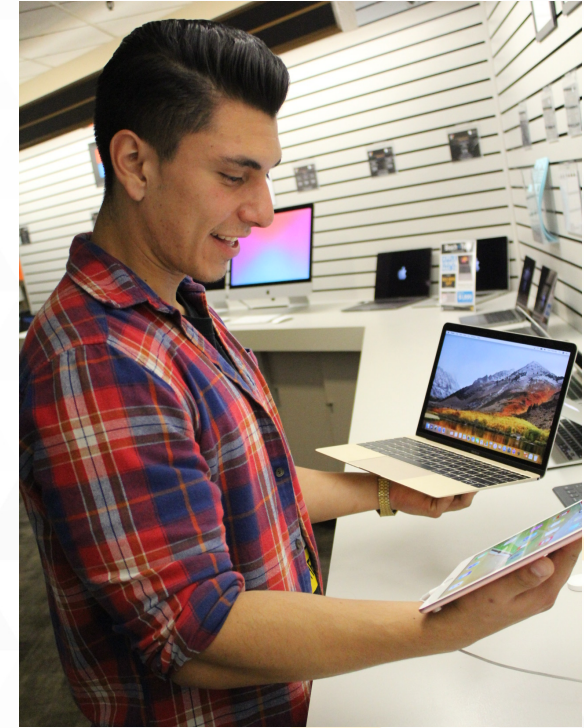
Governor's Compact

- Our campus required to reduce textbook costs per contract with Governor
- 2019-2025 Agreement of \$150 million for CSU System
- Long Beach Portion is \$12,421,710
 - \$10.8 million in student savings so far



Industry Trends

- Student and user preference is driving digital delivery
- Publishing industry is eliminating print
- Today, 264 or 7.3% institutions utilize Equitable Access
- By Fall 2024, 355 or 10% will be implemented
- In 5 years, conservative estimates are 25% of all colleges will have implemented EA (drmichaelrmoore.com)



ETA: The Best Solution

- While not perfect, this purposely built with an opt-out option, ETA is the best solution on the market
- It saves students money and stress
- Aids with the substantial amount of late faculty assignments
- Reduces carbon footprint
- Leverages financial aid resources
- Enhances learning outcomes
- Creates a predictable budget for student planning purposes
- Win for students, faculty, and the University alike

Road to Fall 2024

The Road Ahead

- 2019-2023: D1DA
- Spring 2023: University Identified EA as Learning Materials Solution
- Spring 2023 – Spring 2024: Awareness & Consultation
- Spring 2024 – Summer 2024: Student Awareness
- Fall 2024: Program Launch and Ongoing Assessment

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Thank you!

