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

- 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: D1TA
Day 1 Textbook Access (D1TA)

• 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
Day 1 Textbook Access

• 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
D1TA in the Big Picture
What's Next?

• Day 1 Textbook Access
  • 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
The Big Picture

• D1TA 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)
D1TA: The Best Solution

• While not perfect, this purposely built with an opt-out option, D1TA 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
Thank you!