Electronic Content Pilot for Fall 2013
Prospectus and Invitation

Internet2 and EDUCAUSE invite U.S. higher education institutions to participate in a fall 2013 pilot involving platforms and providers of electronic textbooks (e-texts) and other digital learning resources (e-content). The fall 2013 pilot is the latest in a series of efforts to provide campuses an opportunity to explore, evaluate, and advance the transition from traditional media models, including textbooks, to electronic platforms.

Like its predecessors, the pilot has two principal goals:

- to continue to **advance the higher education community's understanding of online materials**, and what is necessary for them to attain and surpass the effectiveness, accessibility, economy, and other relevant outcomes associated with traditional textbooks, and
- to **explore innovative business models**, terms, and conditions that make access to digital educational materials more flexible, economical, efficient, and simple for institutions and publishers alike.

The pilot is explicitly experimental: the options are far from a complete set, and we do not expect the pilot packages to cover all circumstances. The point is not to demonstrate proven approaches, but rather to learn from early efforts what works and doesn't work.

The pilot centers on delivering electronic materials to students and faculty through an *institutional license* for all content, covered by a standard evaluation pilot participation agreement , rather than through *individual purchases* by students. In addition to providing e-content to students in participating institutions, the pilot may involve a collaborative research effort to document its lessons. The pilot participation packages and options are listed toward the end of this Prospectus.

If your institution is interested in participating in the pilot, you must submit the application by March 22. This initial expression of interest is a commitment to review the pilot agreement (which will be sent to institutions upon receipt of the application) and to begin the process of working with the pilot publishers and platform providers, as well as identifying faculty and students to participate in your pilot. Please note that some of the pilot packages are limited to a specified number of institutional participants and may have specific requirements for pilot participants. Availability in these pilots is on a first-come, first-served basis and is limited to U.S. institutions.

We will begin sending the institution agreements early in the week of March 18. Executed agreements must be returned to Internet2 by April 30, 2013.

The packages involve different publishers and platforms. They impose various limits on how many students may participate and how many items and resources are available. Some of the packages also offer additional components at added cost.

I. How the Pilot Works

- Publishers provide participating institutions access to materials for the specific student groups that are participating (limits on participation vary across the packages). Students have access to the materials until the end of the fall 2013 quarter or semester so long as they remain registered in the class. In some of the pilot packages, students may print part or all of their e-texts themselves directly from the e-reader, or for a modest fee they may obtain copies of the e-texts from a third-party print-on-demand service.
- Depending on the pilot package, the e-reader may provide students with functionality such as highlighting passages, recording comments, sharing notes with other students, reading materials while offline, and using different devices such as computers and tablets.
- The e-reader provider works with participating institutions to enable students to authenticate themselves and obtain pilot-provided materials through the institution's existing learning management system (LMS).
- Participating institutions may be offered the opportunity to participate in a coordinated research study regarding the effectiveness of the pilot on their campuses.
- **Institutions are responsible for resolving any legal or contractual requirements or conflicts related to the pilot, including accessibility for persons with disabilities and/or restrictive contracts with bookstore operators**. It is an **explicit requirement** of pilot participation that institutions work with the publishers and e-reader platform providers to ensure that disabled students are served or accommodated as the law provides. **See Section IV, below, for further notes about accessibility issues and requirements for pilot participation**.

II. Financial and Contractual Requirements

- To participate in the pilot, an institution **must be a U.S. member of EDUCAUSE and/or Internet2**.
- A given institution may participate in **no more than two packages** during a given term. Over successive identical pilots, an institution may participate in a given package no more than twice. In some cases, prior arrangements with a publisher or a bookstore may preclude an institution's choosing a particular package.
- Institutions pay a **flat subscription fee to Internet2** for each package in which they choose to participate. The fees are standardized at several levels, but what is included in each package varies. Internet2 retains a small part of each package's fee to cover legal fees and certain external costs associated with the pilot's research component. The internal staff effort associated with the pilot is being contributed by EDUCAUSE and Internet2. All other funds collected from institutions simply flow through Internet2 to the participating publishers and platform providers.
- Funding of the costs by participating institutions is at the discretion of those institutions. However, the pilot specifically **excludes any direct charges to participating students by publishers** or platform providers.
- Institutions sign a **standard participation agreement** with Internet2. Internet2 will not tailor or modify the agreement to suit individual institutions, except to address minor issues such as governing law. **If an institution cannot sign the standard agreement, it cannot participate in the pilot.**
- Publishers and e-reader platform providers may not use data on student identity, attributes, usage, or

similar information for any purpose not directly relevant to the pilot or a related research project, and must purge all identifiable student data at the conclusion of the pilot.

III. Pilot Packages

There will be three distinct pilot providers for fall 2013. These involve two different e-reader platform providers working with diverse publishers, Courseload and CourseSmart, as well as a publisher McGraw-Hill. Each package has two or more tiers with progressively larger scope. Brief descriptions of each package are below; fees and scopes are summarized in a table below the descriptions.

An institution may participate in no more than two pilots, and pays the required fee for each pilot in which it participates.

Package A: Courseload and Multiple Publishers (4 tiers)

Courseload is a content source-neutral aggregator and distributor of digital textbooks and course materials. As an independent eContent platform, Courseload maintains partnerships with a variety of publishers and content providers, many of whom are participating in this pilot. View a complete list of participating content providers and associated titles.

The Courseload package, available to an unrestricted number of institutional participants, consists of four tiers ranging from 200 students to 1600 students. For more information about Courseload and the Courseload pilot package, visit our FAQ website. There, you'll also find information about next steps, best practices for running a successful pilot, and more. In addition, you may also contact Michael Burton, Vice President of Academic Services (mburton@courseload.com) with additional questions or concerns.

New for the Fall 2013 eContent Pilot:
Courseload is also pleased to offer, at no additional cost to piloting institutions, the use of Courseload for courses that leverage any of the following content types: faculty-authored, institution-owned, free non-copyrighted, open source, and free multi-media available through an existing Courseload partnership. These complimentary courses shall be restricted to the content types referenced above and will be available to an additional number of students equivalent to the number of students associated with the Courseload pilot tier chosen by the piloting institution (i.e., 200, 400, 800, or 1600 additional students).

As part of this additional offering, Courseload has partnered with two organizations to make available free content for the pilot: OpenStax College and Vizi Courseware.

- OpenStax College offers, peer-reviewed textbooks that meet scope and sequence requirements for most courses. Written by professional content developers, and in collaboration with companies and foundations committed to reducing costs for students, OpenStax offers instructors the flexibility to adopt a book for a turnkey classroom solution or modify it to suit a specific teaching approach.
- Vizi Courseware provides an interactive, visually-rich online “text” that serves as a gateway to

active learning and improves the "reading" and study experience. While holding to rigorous academic standards, Vizi uses unique combinations of simulations, games, interactive exercises, animations, informational graphics, video lectures, narratives, and documentaries to enhance student/teacher interactions.

Package B: CourseSmart and Multiple Publishers (3 tiers)

CourseSmart is pleased to offer three package options for the fall 2013 pilot which will allow higher education institutions to test a new and innovative digital content model designed to make course materials more affordable, engaging and effective for all students--including those with vision and reading disabilities. Participation in the CourseSmart pilot packages B1 and B2 will be limited to 20 institutions while package B3 is available to an unlimited number of institutions. For more information about the CourseSmart and the CourseSmart pilot visit the CourseSmart Pilot website.

Package B1: This package provides 100 students access to all of the textbooks publicly available from CourseSmart's catalog subject to the limitation that a given student can select up to 12 textbooks from CourseSmart's catalog to add to their personal bookshelf during the fall 2013 term. Also included is free universal access to the entire CourseSmart catalog by institutional faculty, instructors, and appropriate academic staff for content sampling, evaluation, and adoption purposes.

Package B2: This package provides 200 students access to all of the textbooks publicly available from CourseSmart's catalog subject to the limitation that a given student can select up to 12 textbooks from CourseSmart's catalog to add to their personal bookshelf during the fall 2013 term. Also included is free universal access to the entire CourseSmart catalog by institutional faculty, instructors, and appropriate academic staff for content sampling, evaluation, and adoption purposes.

Package B3: This new package option for fall 2013, called *Faculty Instant Access*, is a no-obligation (free) service providing universal access to the entire CourseSmart catalog by institutional faculty, instructors, and appropriate academic staff for content sampling, evaluation, and adoption purposes. A signed contract is required.

The current list of e-texts available from CourseSmart is constantly growing but a snapshot is available in a spreadsheet posted online. If you're interested in a title and it is not listed, please contact Bill Sherman directly (Bill.Sherman@coursesmart.com).

Package C: McGraw-Hill Adaptive Learning (2 tiers)

The primary goal of the McGraw-Hill Adaptive Learning package is to give institutions the opportunity to assess the impact of next-generation digital adaptive learning tools on the teaching and learning experience. Materials delivered include a full e-book, accompanying LearnSmart adaptive learning

tool, and the Connect homework management platform. These materials will be delivered to students in participating course sections via single sign on through the campus LMS.

Participation in the McGraw-Hill pilot packages will be limited to 5 institutions. McGraw-Hill and Internet2 will work with applicants to review requirements and goals of the pilot package to make sure that institutions are aware of the requirements for full participation in this pilot package and are prepared to fully participate. For more information on these requirements and this pilot package, please review the Adaptive Learning Package FAQ document. A list of titles available in this pilot package is available here.

IV. Notes on Accessibility

There have been concerns expressed about the various packages offering meeting accessibility requirements as identified in the provisions of the Americans with Disabilities Act (1990) and Section 504 of the Rehabilitation Act (1973). We reiterate that **all our efforts to surface, experiment, and implement emerging technologies through our pilot program in an academic environment must comply with accessibility requirements, which include providing reasonable accommodation as necessary.** In keeping with the DCLs' counsel that "...the implementation of an emerging technology should always include planning for accessibility" and "... the use of emerging technology at a school … should include planning to ensure equal access to the educational opportunities and benefits afforded by the technology and equal treatment in the use of such technology," the Prospectus for the Fall 2012 pilot explicitly required that institutions provide access or reasonable accommodation for visually impaired and otherwise disabled students.

It is important to be clear about the current accessibility of e-readers involved in fall 2013 pilot, and to reiterate **institutions' responsibilities to supplement them with reasonable accommodation** for visually impaired students.

- **Institutions may not exclude visually impaired or otherwise disabled students** from the pilot if they otherwise meet the institution's criteria for inclusion. That is, for example, if an institution defines its pilot group as "all students in Chemistry 103" or "all students whose ID numbers end in 73," and a visually impaired student meets those criteria, then the institution must ensure that either the pilot provides full access for the visually impaired student or must reasonably accommodate the visually impaired student's needs.
- **As part of their participation in the pilot, institutions must be willing and able to meet accessibility requirements under the law, which includes providing reasonable accommodation for visually impaired or other otherwise disabled students as needed. If they are unable or unwilling to do so, then they should not participate in the pilot.**
- Although the e-reader platform providers in this pilot have attested to the alignment of their platforms with federal Section 508 guidelines and/or the World Wide Web Consortium's Web Content Accessibility Guidelines (WCAG), faculty should be aware of the accessibility implications of their content choices and select content for their courses accordingly. To facilitate this process, faculty should contact their campus disability support services (DSS) office for content accessibility guidance.

Provider Accessibility

- *Courseload Accessibility*
  The Courseload FAQ provides information on its platform's accessibility, as well as the accessibility section of the Courseload website.
- *CourseSmart Accessibility*
  See CourseSmart's accessibility statement in its FAQ.
- McGraw-Hill Accessibility
  See McGraw-Hill's accessibility statement in its FAQ.

V. Summary of Projected Package Scope and Fees

A signed contract is required for all packages. Please note that packages are available on a first-come, first-serve basis.

Package	Publisher(s) and Platform	Limits	Base Fee
A1	Courseload and Multiple Publishers	200 students 10 sections	$6,000
A2	Courseload and Multiple Publishers	400 students 10 sections	$11,000
A3	Courseload and Multiple Publishers	800 students 20 sections	$22,000
A4	Courseload and Multiple Publishers	1,600 students 40 sections	$38,500
B1	CourseSmart and Multiple Publishers	100 students 101-199 students @ $250/each	$27,500
B2	CourseSmart and Multiple Publishers	200 students Over 200 students @ $200/each	$44,000
B3	CourseSmart Faculty Instant Access Only	Faculty, instructor and appropriate academic staff only	$0
C1	McGraw-Hill Adaptive Learning	200 students	$5,500
C2	McGraw-Hill Adaptive Learning	400 students	$9,000

VI. Supporting Information

- Fall 2013 Pilot Application **must be completed by Friday, March 22**.

- Recording and slides from the first informational webinar held Tuesday, February 26 (4-5 p.m. ET):
    - Webinar Recording - *Please note: We had some audio issues during this recording. We recommend that you look at the March 4 webinar archive for a full recording.*
    - Slides
- Recording, slides and chat transcript from the second informational webinar held Monday, March 4 (3-4 p.m. ET):
    - Webinar Recording
    - Slides
    - Chat Transcript (including session polls)
- Fall 2013 FAQ (including links to the individual pilot provider FAQ)
- EDUCAUSE E-content web page (includes links to earlier pilots and e-content resources)
- Internet2 E-content web page (includes links to earlier pilots and e-content resources)

If the Prospectus, webinar, and FAQ don't answer your questions, you may contact us at etext-pilot@internet2.edu.

Upcoming E-Content Conference Sessions

More sessions will be added as they become available.

- **March 12, 2013**
  NERCOMP Annual Conference 2013 - Providence, RI
  8:15 AM - 9:05 AM
  E-Texts: Pilots, Lessons Learned, and Policy Implications
- **April 17, 2013**
  2013 EDUCAUSE Enterprise IT Leadership Conference - St. Louis, MO
  4:30 PM - 5:15 PM
  Internet2 NET+ Services
  This session will include a discussion of the joint EDUCAUSE/Internet2 E-content Pilot
- **April 21-24, 2013**
  Internet2 Annual Member Meeting - Arlington, VA
  A roundtable discussion about previous pilots will be held at this meeting. More information will be added as it becomes available.