

Spotlight on: Pearson Inclusive Access

Inclusive Access enables students to access course materials on or before the first day of class, reduces the cost of their education, and improves student performance and retention.

How does Inclusive Access impact student learning outcomes and retention?

At [Copiah-Lincoln Community College](#), pass rates for students in the gateway developmental mathematics course increased by 17 percentage points after implementation of Inclusive Access. For these 849 students, the number who received an A in the course rose by 15 percentage points (figure 1). According to Stephanie Duguid, Dean of Academic Instruction, "Inclusive Access has contributed to the increased graduation and retention rates at Copiah-Lincoln." Between 2012 and 2015, graduation rates increased by 8 percentage points and overall retention rates rose by 10 percentage points.

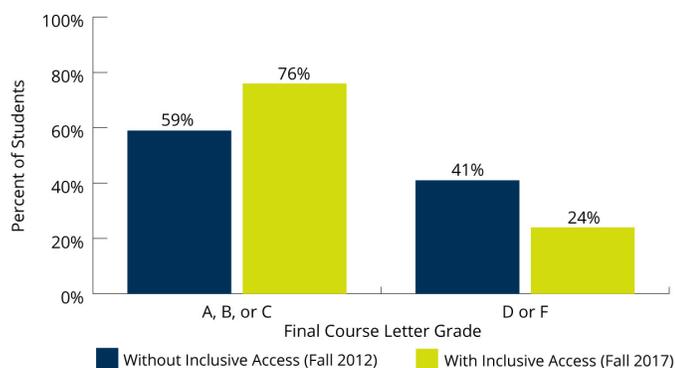


Figure 1. Developmental Math Success Rates with and without Inclusive Access

Do students struggle to purchase course materials or purchase them too late?

At [Auburn University](#), student survey responses shed light on how Inclusive Access enables access to course materials for students who would otherwise not have purchased the course text.

- Over one-third of students surveyed reported that they were unlikely to purchase course materials if they were not offered digitally via the Inclusive Access program. In Spring 2017 alone, this translated to an additional 2,185 students who were now able to access the course materials via Inclusive Access.
- 92% of students opting in to Inclusive Access believed that the cost of digital materials in the Inclusive Access program were a similar or better value compared to print textbooks they purchased in the past.

How does Inclusive Access save students money?

With Inclusive Access at [Auburn University](#):

- Students paid an average of \$50 less per digital textbook or courseware unit compared to the new price of the digital course materials purchased outside the Inclusive Access program.
- Students saved over 50% off the lowest print alternative to their required course materials (new or used).
- Over the course of only two semesters, 22,500 students saved over \$600,000.

Do students really access course materials earlier and more frequently with Inclusive Access?

Yes! When [University of Iowa](#) implemented Inclusive Access in their General Chemistry course, 44% of students began working on Mastering Chemistry assignments before the course began, and 70% of students did so by the first day of class. Before Inclusive Access, less than 1% of students began assignments before the course start, and only 2% of students by the first day of class (figure 2).

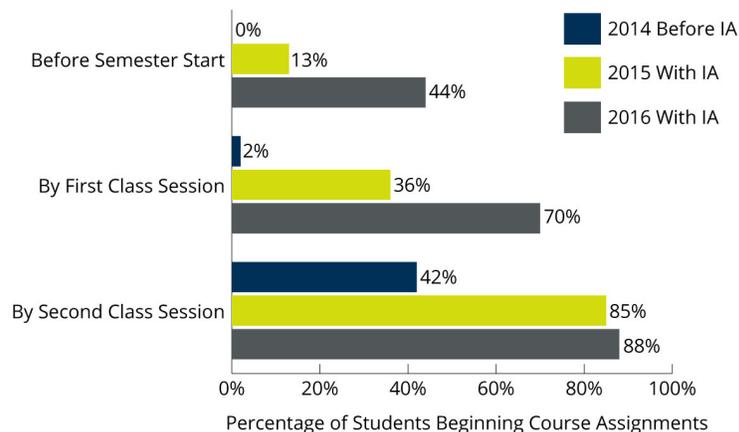


Figure 2. Percentage of Students Beginning Course Assignments (IA=Inclusive Access)

For more information, contact your Pearson rep or visit: www.pearson.com/inclusive-access