

OZARKS TECHNICAL COLLEGE

SUCCESSFUL INCLUSIVE ACCESS PROGRAM PAVES THE WAY FOR EQUITABLE ACCESS

FULL TIME ENROLLMENT	LEARNING MANAGEMENT SYSTEM	POINT OF SALES
8,500	CANVAS	RATEX

The AutoAccess program at Ozarks Technical Community College grew rapidly between the spring of 2018 and the fall of 2018. The pilot program quickly scaled from 3 courses to 34. Now, only a few short years later, they have 109 courses participating in the AutoAccess program with 75% of all students enrolled in a course using AutoAccess. “We have evolved to where AutoAccess is the norm,” said Sarah Gott, Course Materials Manager. “When faculty adopt courseware, the provost has pushed us to do what we can to move that course to AutoAccess in order to make the student experience seamless.” The support from the provost has helped fuel digital growth.

The students have reacted positively to the AutoAccess program on campus. The bookstore has since reached a tipping point where AutoAccess is now expected.

The program began in 2017, when Dave Hoffman, College Director of the Bookstore and Auxiliary Service, was approached by his chancellor. The school wanted to focus on student affordability, and they wanted to have a new course materials model to support this initiative within the year. Initially, the bookstore team examined rental options, but after learning more about Inclusive Access models during the Textbook Affordability Conference, they knew digital was the way to go.

**OZARKS TECHNICAL
COMMUNITY COLLEGE**

CREATING COLLABORATION AND TRUST WITH CAMPUS STAKEHOLDERS

While the growth may seem organic, the bookstore has carefully developed relationships across the campus. By gaining buy-in from stakeholders across campus in their initial outreach, they’ve expanded from isolated sections of the campus to a collaborative group. The bookstore has worked with the learning management system (LMS) team, instructional designers, campus leadership, and more, building their reputation as a support center for the rest of campus.

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- Sarah Gott, Course Materials Manager

The LMS team gave the bookstore direct access to Canvas. This allowed the bookstore to act as a support center for both students and faculty. “My day-to-day switched from watching open markets and sourcing physical books to advising faculty on their course material needs and supporting them when they chose digital,” said Sarah. “We went from watching book

orders to tier 1 tech support for students and faculty.” This approach has shown campus stakeholders that the bookstore is invested in Inclusive Access. Out of 7,000 students in the AutoAccess program, less than 1% of students had questions for the LMS team last spring.

As for the program’s success with campus leadership, Dave cites doing his homework and having the numbers when he began his initial conversations: “Present stakeholders with actionable information, not just concepts. With this, there wasn’t any pushback. We were given the freedom to do it, they trusted us, and we succeeded. Our chancellor has been very pleased with it.” To continue these principles of hard facts and transparency, the OTC Bookstore created an affordability web page, on which anyone can view the current savings and the average price of course materials.

The AutoAccess program has saved an impressive \$5.5 million for students. This savings is a direct result of the current average cost of course materials dropping to a low of \$53, versus an average cost of \$151 before Inclusive Access.

LOOKING FORWARD TO GREATER AFFORDABILITY BY SHIFTING TO EQUITABLE ACCESS

With the success of the AutoAccess program, Ozarks Technical Community College is now looking towards Equitable Access (EA). “To me, EA is the natural evolution of IA,” said Dave. “The same principles that make IA work apply to EA.” The bookstore team did their homework again and ran the numbers. They

learned that if they implemented an EA program with a 90% student participation rate, even with lower margins, the campus would still see profit. The bookstore could continue contributing to the success of the affordability initiatives across campus and save the students money. Additionally, the success rates of day one access have helped the team gain cross-campus buy-in.

“We have proven we know what we are doing with this affordability model. We are always moving towards affordability with AutoAccess, so Equitable Access is the next step.”

- Dave Hoffman, College Director of the Bookstore and Auxiliary Service

To gain momentum for the EA program on campus, the bookstore team emphasizes the importance of constant communication. They are involved on multiple committees on campus and plant seeds for the program wherever they can. They’ve built faculty relationships and understanding across campus, so that all stakeholders know that the bookstore has their best interests at heart.

Dave plans to continue to build on that \$5.5 million in student savings and expects their relationships with campus stakeholders to pave the way for a smooth transition to EA: “We have proven we know what we are doing with this affordability model. We are always moving towards affordability with AutoAccess, so Equitable Access is the next step.”