

# Equitable Access (EA)

ACCESSIBLE LEARNING AT UNM

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# The History of UNM Course Materials



**1889 -1950's**

**1970's**

**2000's**

**Now**

# Equitable Access (EA) Presentation Overview



What is Equitable Access (EA)?  
Why Does EA Matter?



Current State and Background



UNM's EA Program



Recap and Next Steps



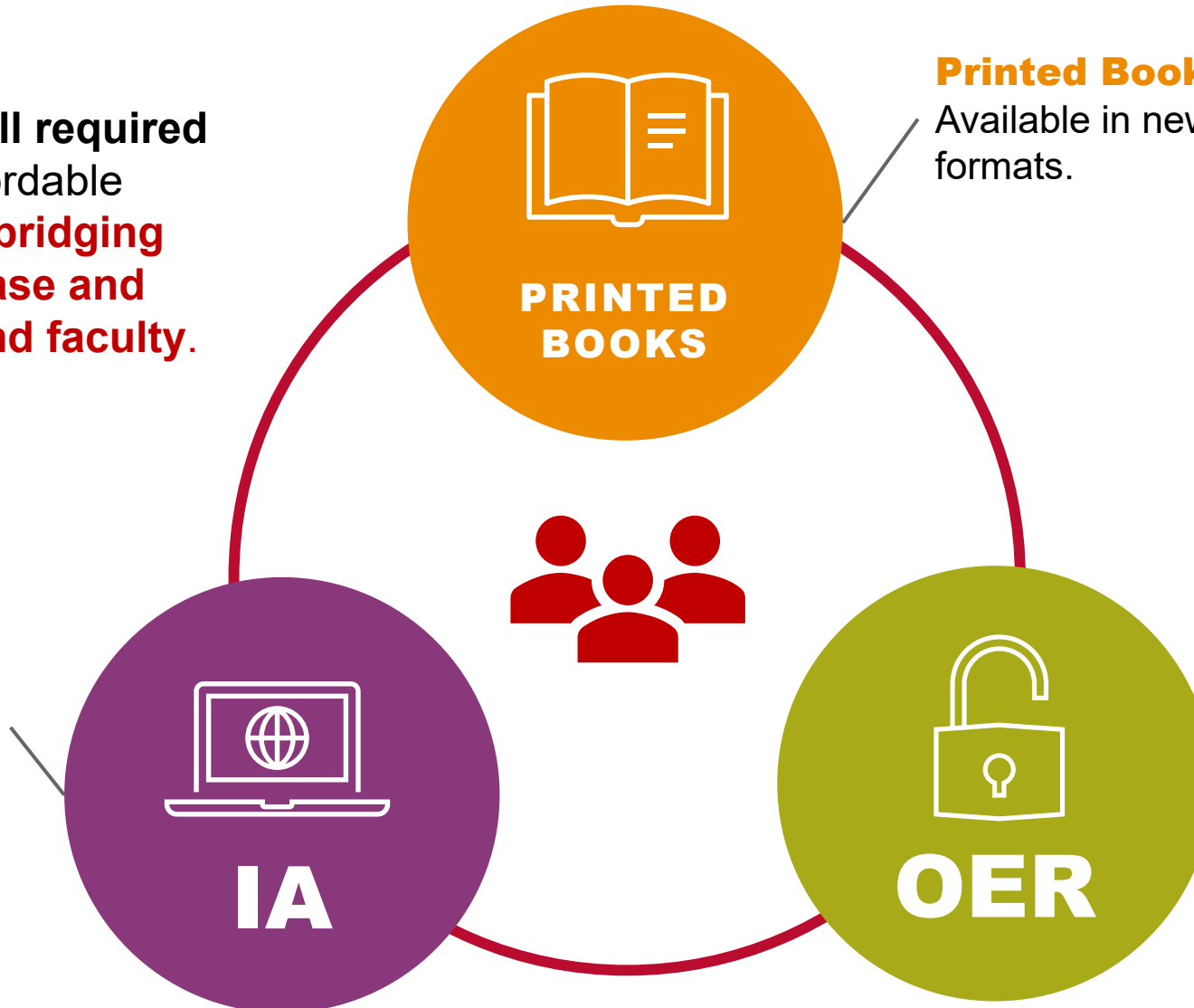
# How are course materials delivered today?

## Equitable Access

Day-one-access for all required course materials, affordable flat-rate pricing for all, **bridging all models to bring ease and choice to students and faculty.**

## Inclusive Access

Single course, individually priced model that **only includes digital materials.**



## Printed Books

Available in new, used, or rental formats.

## Open Educational Resources

Teaching, learning, and research resources that reside in the public domain or have been **released under a license that permits their free use**, reuse, modification, and sharing with others. For more info on UNM's OER initiative: <https://oer.unm.edu>

# What is Equitable Access (EA)?

- ◆ **Our Definition:** EA is a program that provides all Albuquerque campus undergraduate students day one access to all required course materials for a flat-rate each semester.
- ◆ **Key Features:**
  - ◆ Program can include digital, print, and open resources
  - ◆ Faculty choose the course materials and formats they want to use in each course
  - ◆ Opt-out options available for flexibility
  - ◆ All required course materials, bundled together at one low price

# Why EA Matters?

**UNM 2040**

OPPORTUNITY DEFINED

**Goal 2:**  
Student Experience  
and Educational  
Innovation

**Goal 3:**  
Inclusive Excellence

**Goal 4:**  
Sustainability



## AFFORDABILITY

Participating undergraduate students have access to all required course materials for one low cost per semester or per credit hour. Students have the choice to opt-out of the program and purchase materials on a course by course basis.



## EQUITY AND ACCESSIBILITY

All participating students, regardless of their background, personal demographics, or degree program, have equal access to required course materials on or before the first day of classes through Canvas.



## STUDENT SUCCESS & RETENTION

Students who have immediate access to course materials are more likely to engage in their coursework, participate in class discussions, and perform well in assessments.



## PREDICTABILITY

Flat-fee model provides students with predictable pricing, which allows them to budget for their course materials each semester.



## SUSTAINABILITY

Digital-first model means that most textbooks and coursepacks will be provided in digital format, which will eliminate thousands of textbooks from being printed and shipped from publishers.



## CONVENIENCE

Required digital course materials will automatically be available to students on or before the first day of classes within their Canvas account. Print materials can be picked up at the UNM Bookstore or be shipped directly to students.

# Why EA Matters?

## Equity & Inclusion

EA programs remove financial and logistical barriers, ensuring **every student has all required course materials** on or before the first day of class.

EA creates a more inclusive learning environment, ensuring all student populations have equitable access to academic resources. In a recent study on course completion rates with EA programs, there were **improved completion rates across demographics** (Moore, 2023):

- African American students **+21.06%**
- Native American students **+17.46%**
- Hispanic students **+15.57%**
- Pell Grant recipients **+17.23%**



# Why EA Matters?

## Positive Academic Impact & Convenience

A recent survey of over 100 campuses across two-year and four-year institutions gauging student perspectives on their campus' EA program found:

*(Barnes & Noble Education, Inc., 2023)*



**86%** of students in Equitable Access programs **stated they were better prepared** for the term



**83%** indicated a **positive impact on their academic success** in the current term



**75%** of students reported that **these programs helped them achieve better grades**



**78%** noted an **increased likelihood of continuing their education**



**91%** of students stated that they **found Equitable Access programs convenient** due to bundled and automatically delivered materials







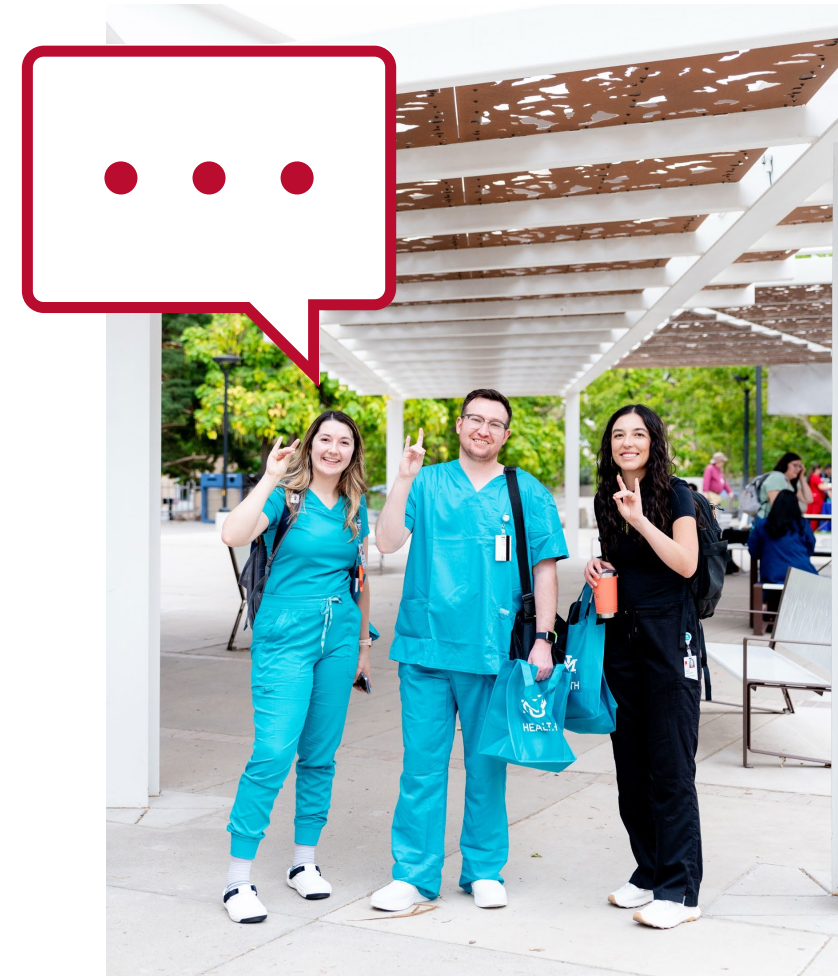
# Why EA Matters?

## Student Support for EA Programs

In the 2024 Student Watch survey conducted by the National Association of College Stores (NACS), most students expressed satisfaction with Equitable Access programs, noting that the integrated cost model reduced logistical challenges and improved their overall learning experience (NACS, 2024).

### Top reasons for satisfaction included:

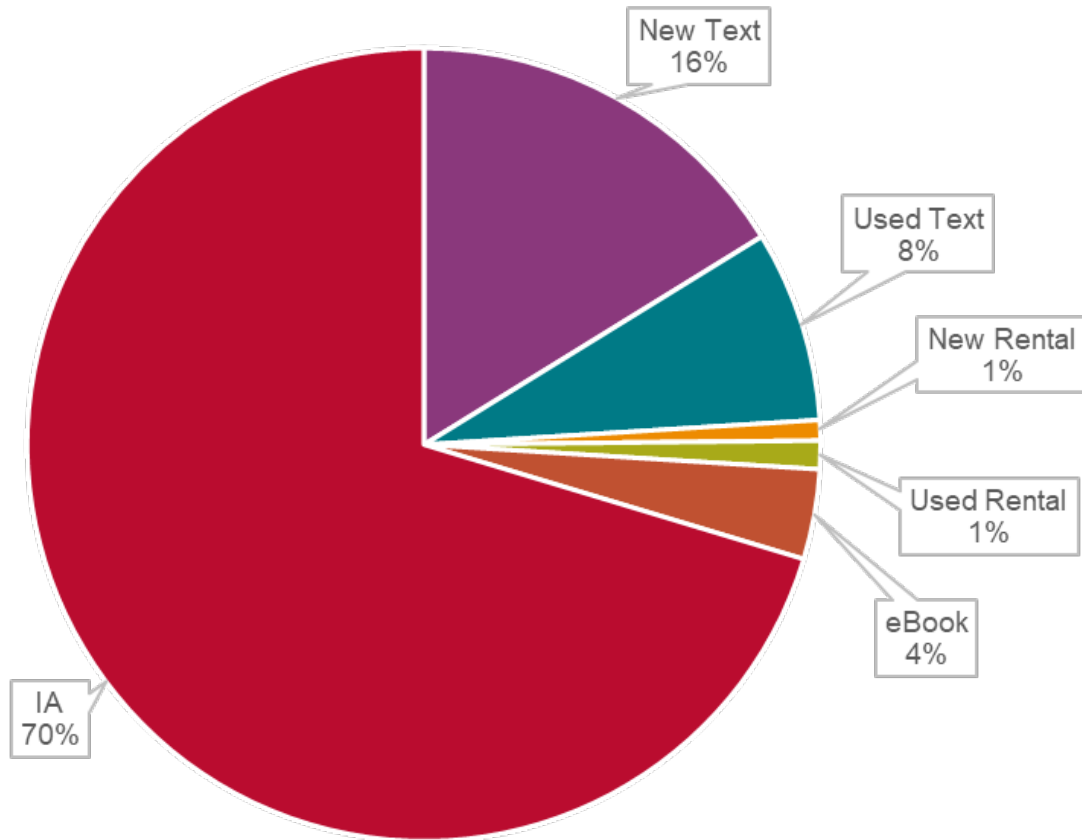
-  • **Convenience** of not having to shop for materials (**79%**)
-  • **Having all materials by the first day** of class (**72%**)
-  • **Knowing they would have all materials** and correct editions (**69%**)
-  • **Cost savings** (**50%**)



# **Current State & Background**

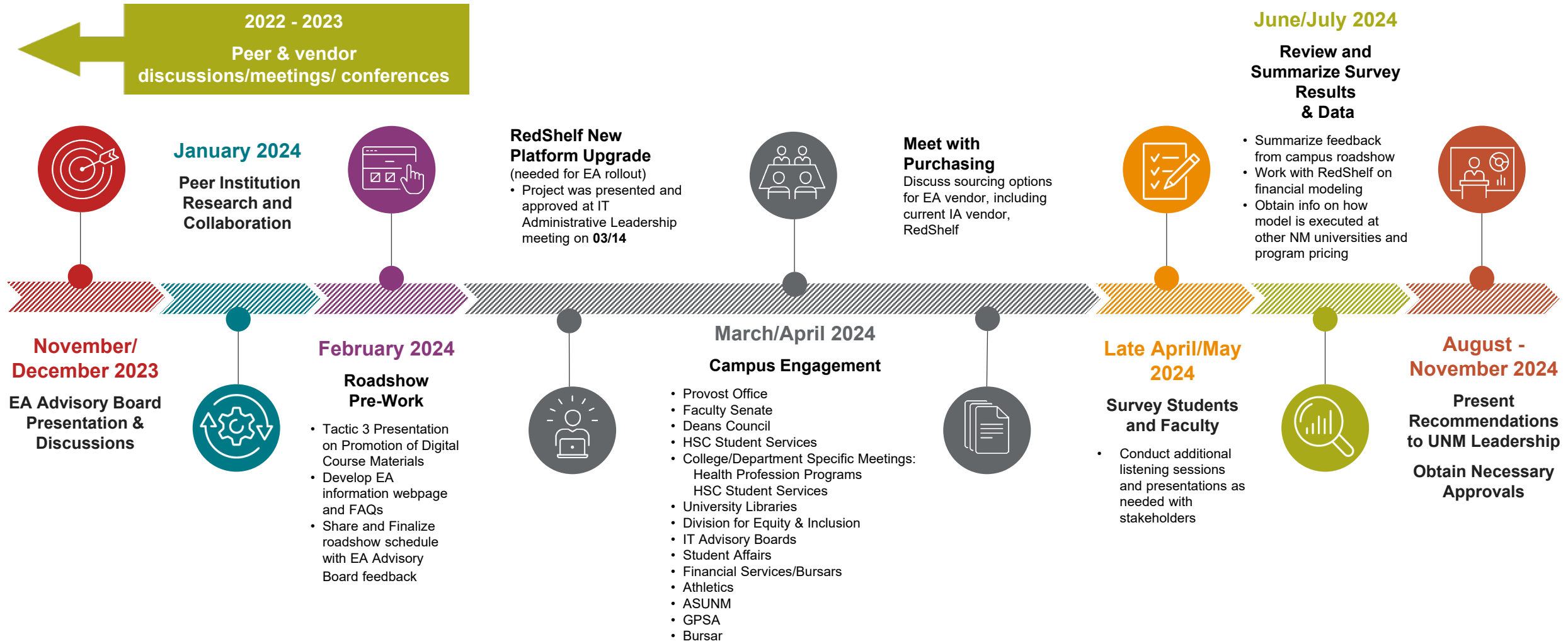
# Current State of Course Materials

## Course materials Units Sold FY24



- 74% of course materials sold from the Bookstore in FY24 were in a digital format. The percentage increased to 80% in Fall 2024
- Increasing IA and other digital offerings (eBooks) has continued to reduce the cost to our students
- In Academic Year 2023-2024 **these efforts have saved our students approximately \$8.3 million**
- This chart does not include course materials that are not sold through the Bookstore or are open resources

# EA Research & Engagements



# **UNM's EA Program**

# UNM's EA Program Details

Implementation of the Equitable Access (EA) program in Fall 2025

EA Program:

- Will include ALL Albuquerque campus undergraduate students, regardless of number of enrolled credit hours
- \$279** flat-rate per semester for the 2025-2026 academic year
  - Every academic year this rate will be reevaluated based on the prior year mix of digital, print, use of OER and no required materials
- Faculty choose the course materials and formats they want to use in each course.
- Payments will be processed through the Bursar as a Bookstore Charge
- Cascading EA: Flexibility for students to opt out of EA and select their course materials “a la carte” through IA. They can also choose to opt out of the program completely.


# How Cascading EA Works

## Enhanced flexibility

Students can choose to keep all, some, or none of the automatically provided materials.

An easy-to-use price comparison screen helps students decide exactly which level of participation makes financial sense for them.

Students can opt out or back in until the semester add/drop deadline.


**UNM Book Access Complete**


All required course materials for a flat price + tax


## \$279

[Current Selection](#)


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 Day one access

 All-in-one bundle pricing

 Single platform for all digital materials

[Learn More](#)


**UNM Book Access Select**


Choose specific materials to purchase at bookstore negotiated prices


## \$417.97\*

[Select & Continue](#)


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 Day one access

 Pick materials to buy & pay individually

 Single platform for all digital materials

[Learn More](#)

**Opt Out of All Materials**

Purchase materials elsewhere

[Select & Continue](#)

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- ▶ No access guarantee
- ▶ Source and purchase your own course materials
- ▶ Digital materials spread across platforms

[Learn More](#)

# Recap & Next Steps



# Benefits & Future of EA

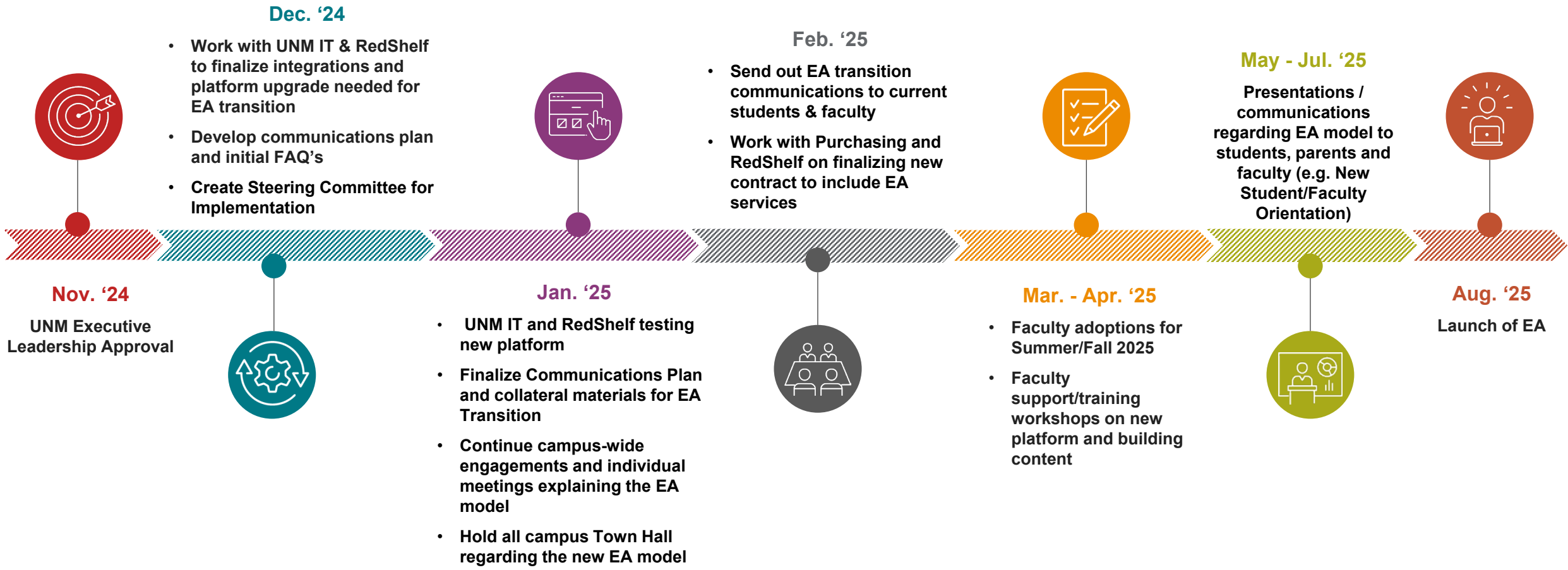
## Benefits Recap:

- ◆ **Affordable:** Saves students money with a flat-rate price for all course materials
- ◆ **Convenient:** Provides access to all required materials on day one, reducing stress and delays
- ◆ **Equitable:** Ensures every student has the resources they need, regardless of financial background or degree program
- ◆ **Sustainable:** Incorporates digital and open resources, reducing environmental impact

## Where is EA going?

- ◆ By the end of FY24, there were at least 355 EA accounts across US Higher Education (Moore, 2023).
- ◆ Predictions put EA programs as high as 845 by the end of FY28 (Moore, 2023).
- ◆ “In my opinion, it is truly the future of course materials acquisition and delivery” – Mike Moore, Ed.D, academic researcher and course materials expert

# Implementation Timeline



# QUESTIONS?



FOR ADDITIONAL INFORMATION  
**[goto.unm.edu/bookstores-town-hall](https://goto.unm.edu/bookstores-town-hall)**

# Additional Information

# **EA Survey Results & Insights**

# Survey Participation

## Students

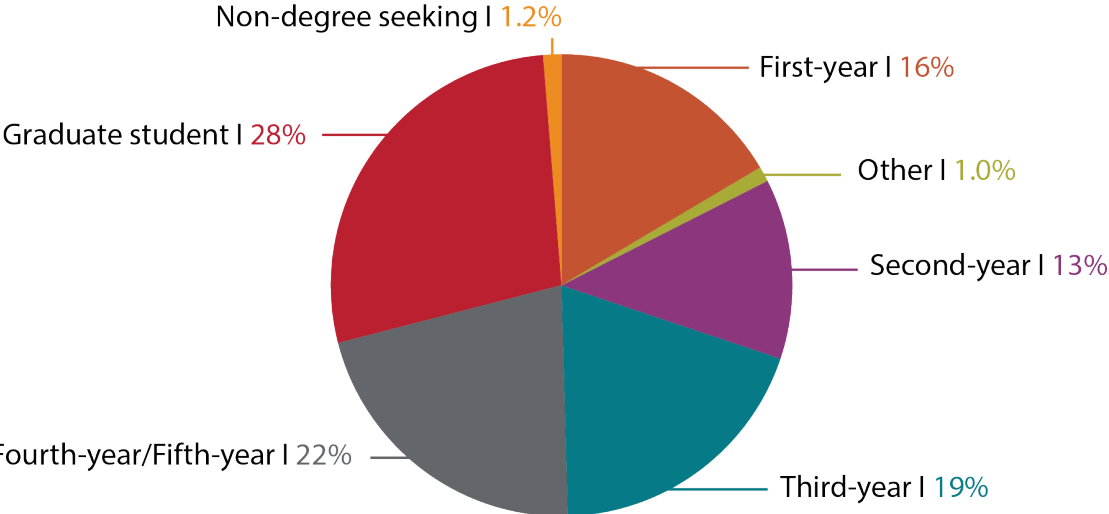


**491**  
submissions



**May 1 - May 10**

Which of the following best describes your current student status?



## Faculty

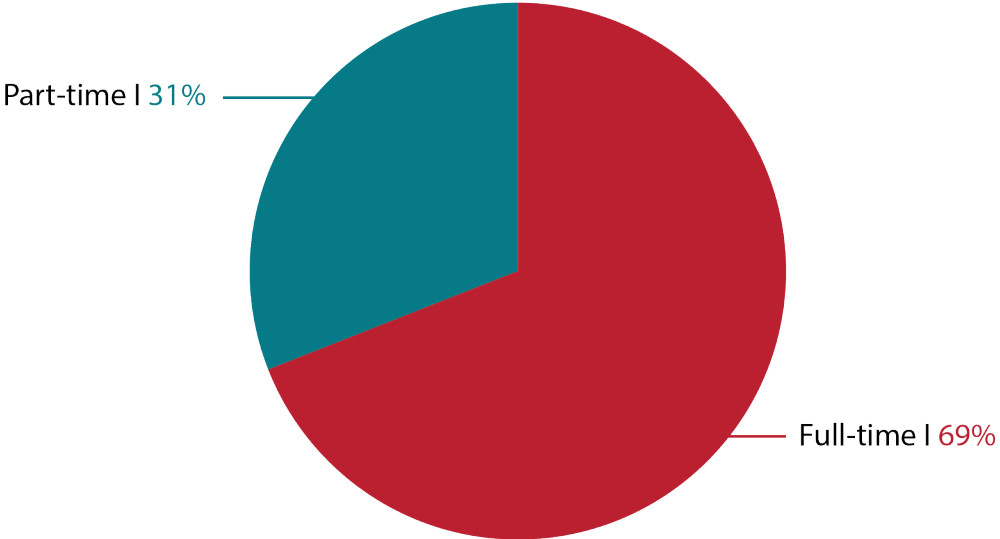


**97**  
submissions



**May 1 - May 20**

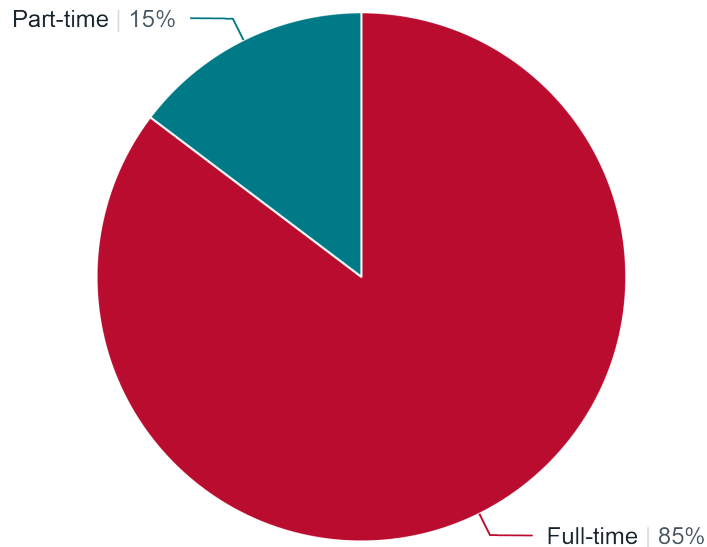
Do you teach full-time or part-time?



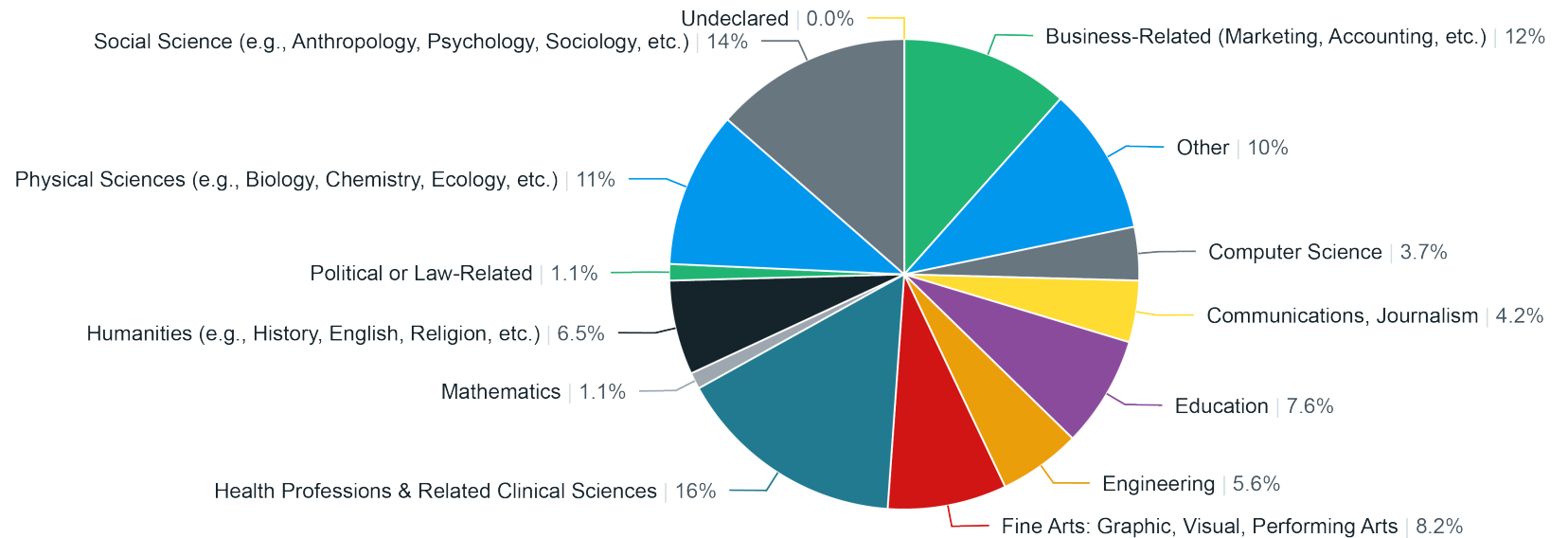
# Undergraduate Survey Demographics

Of the 491 students surveyed in May 2024 regarding Equitable Access, 354 were undergraduate students.

## Part-time vs. Full-time



## Degree Programs



# Undergraduate Student Survey Takeaways

88%

Of respondents **utilized digital course materials** during the 2023-2024 academic year.

23%

Of respondents have **selected “cost” as the most important factor** when purchasing their course materials.

42.2%

Of respondents **spend more than \$300 on course materials in one semester** (\$301-\$400, \$401-\$500, \$501-\$600, \$601-\$700, \$701-\$800 and More than \$800).

65%

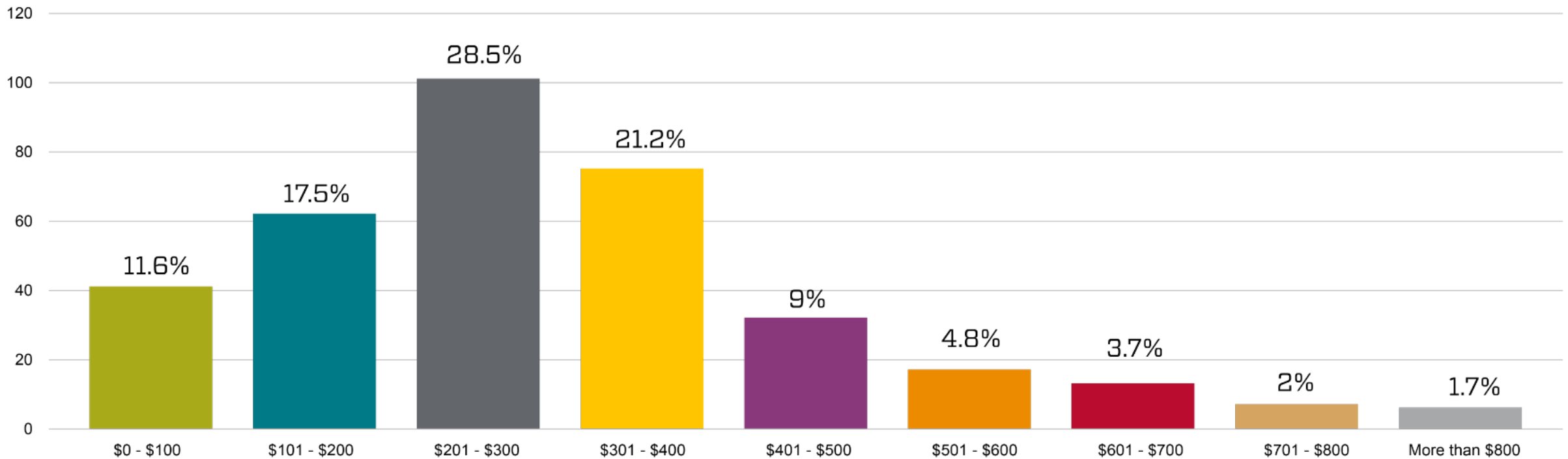
Of respondents think an **EA program would be better than the traditional model** (*Somewhat better, Much better*).



# Reported Cost of Course Materials

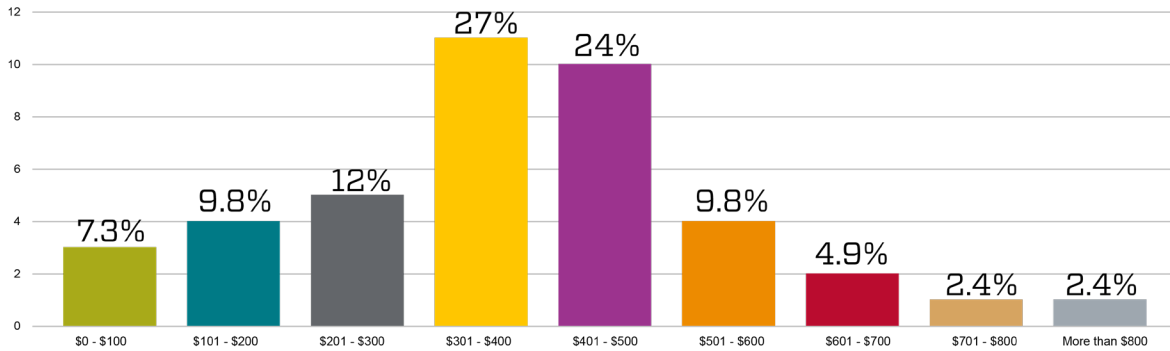
How much do students currently spend on all of their required course materials in a single semester?

All undergraduate students

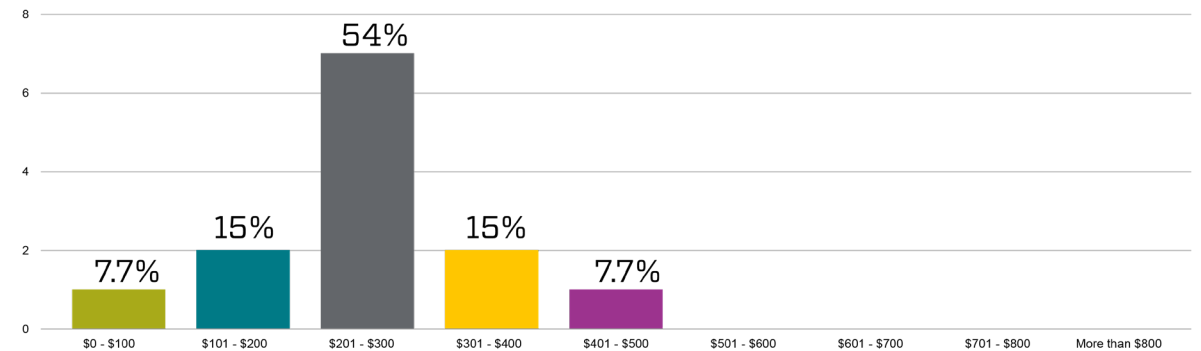


# Reported Cost By Field Of Study

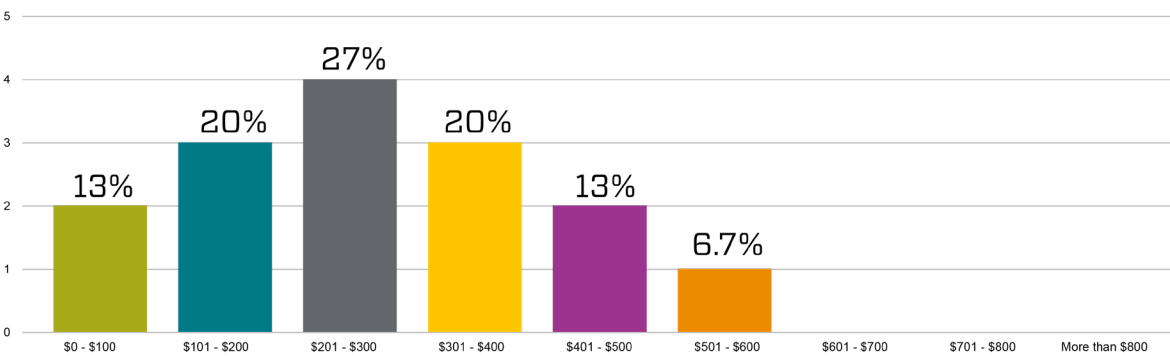
Amounts spent by undergraduate students on required course materials per semester, categorized by field of study.



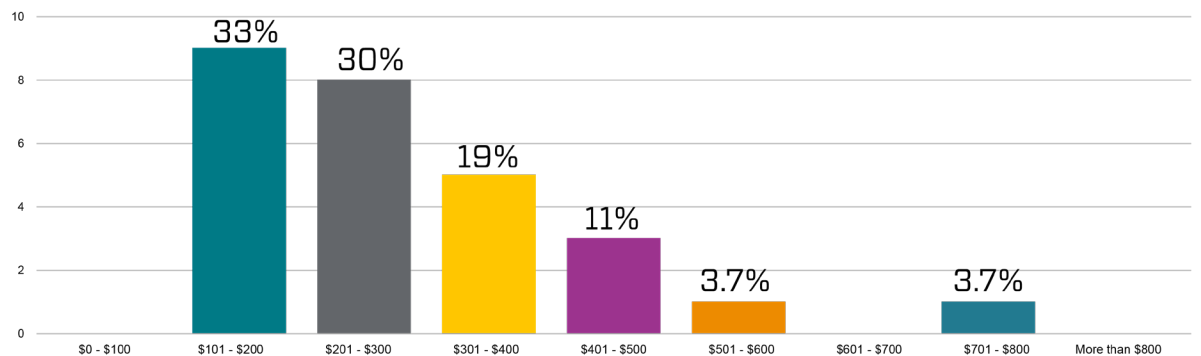
Field of study: Business-Related (Marketing, Accounting, etc.)



Field of study: Computer Science



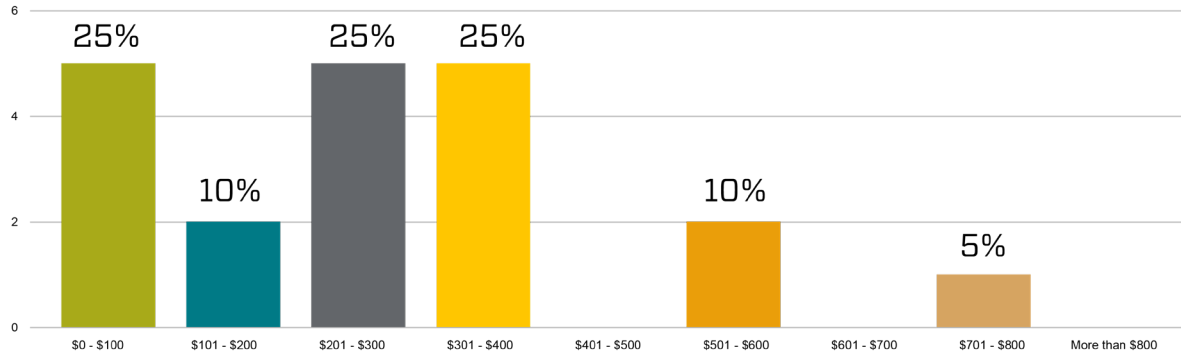
Field of study: Communications, Journalism



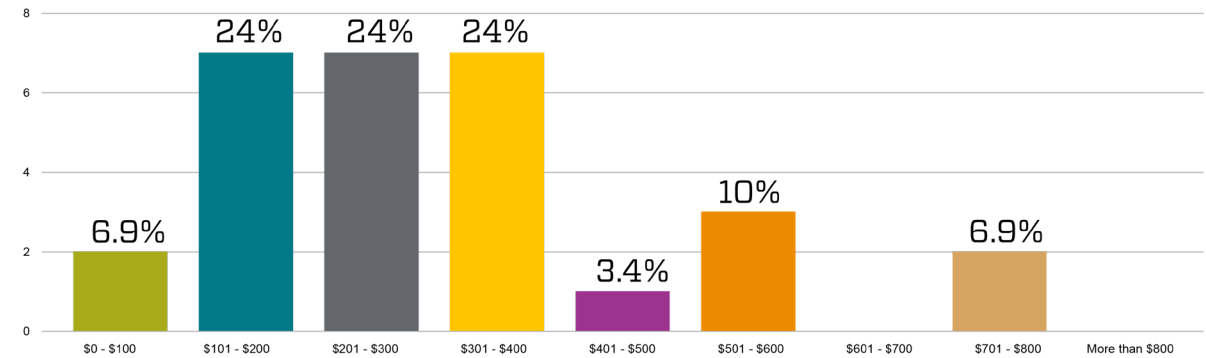
Field of study: Education

# Reported Cost By Field Of Study

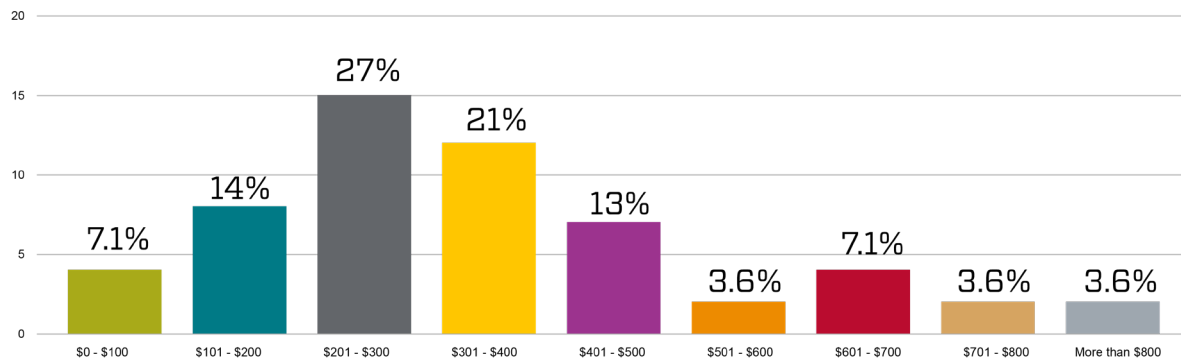
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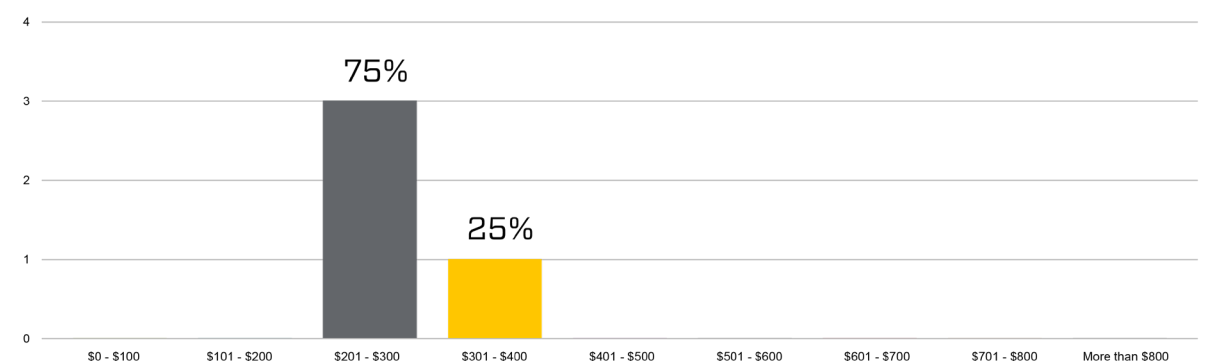
Field of study: Engineering



Field of study: Fine Arts: Graphic, Visual, Performing Arts



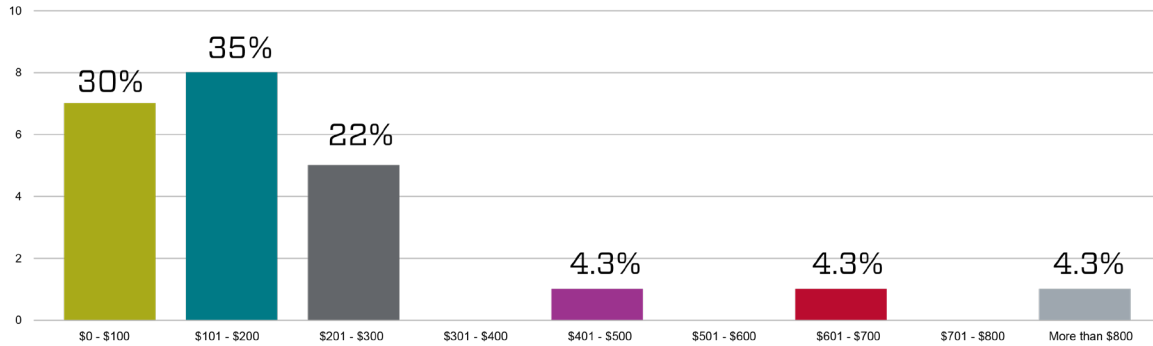
Field of study: Health Professions & Related Clinical Sciences



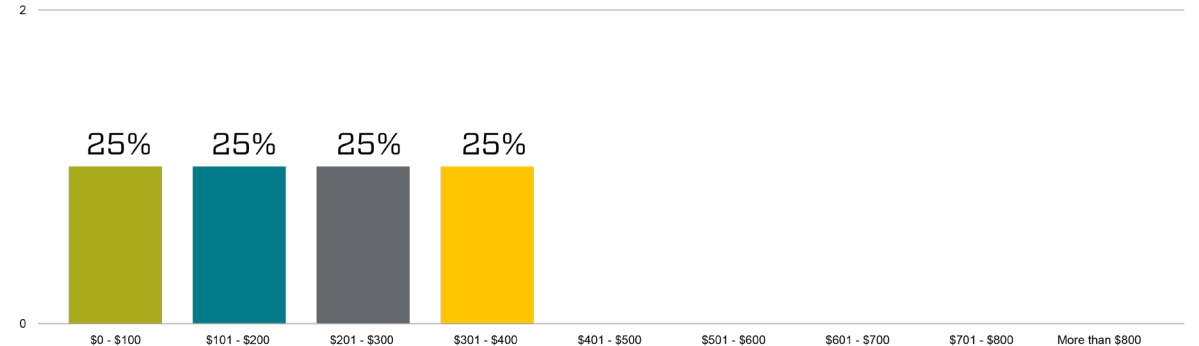
Field of study: Mathematics

# Reported Cost By Field Of Study

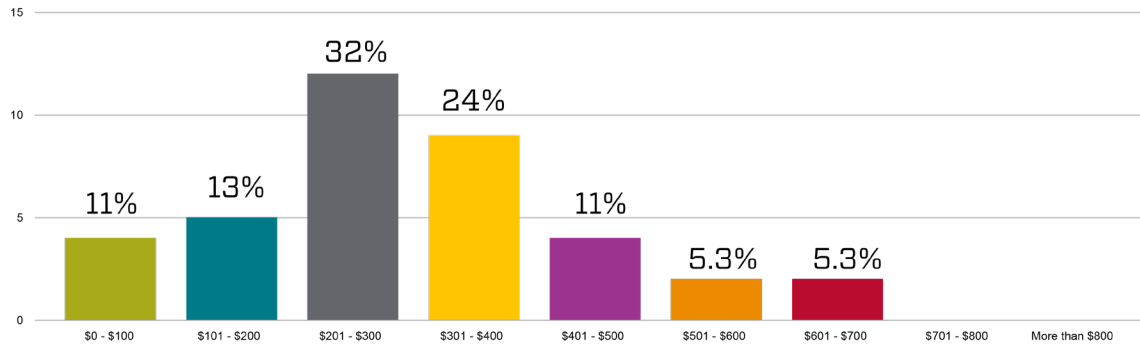
Amounts spent by undergraduate students on required course materials per semester, categorized by field of study.



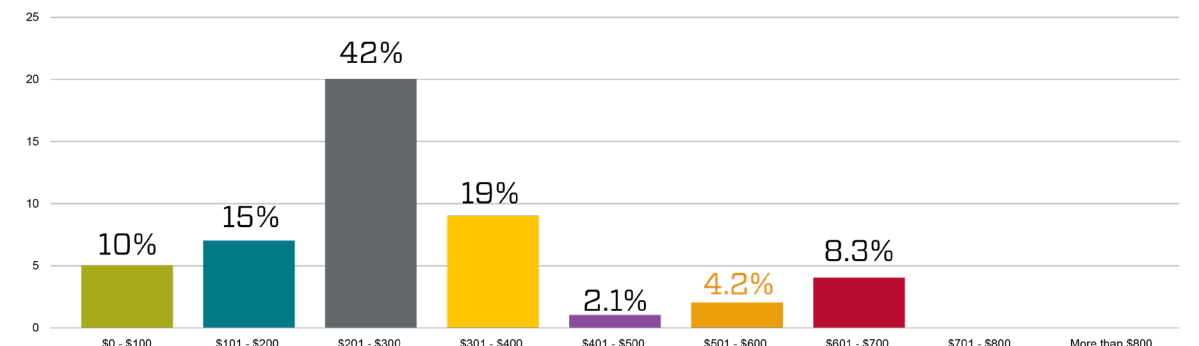
Field of study: Humanities (e.g., History, English, Religion, etc.)



Field of study: Political or Law-Related



Field of study: Physical Sciences (e.g., Biology, Chemistry, Ecology, etc.)



Field of study: Social Science (e.g., Anthropology, Psychology, Sociology, etc.)

# Student Survey: Comments

- ◆ *“I don’t have to worry about shopping for my course materials. Worry free.”*
- ◆ *“I think a flat rate would be beneficial to many students who are barely able to make ends meet, and/or rely on grants and scholarships to pay for schooling. Having to place priority on materials for one class over another isn't fair to students who want to learn”*
- ◆ *“I fell behind by not being prepared with the course materials on the first day/week of classes. Having immediate access would be helpful [...]”*
- ◆ *“I think adding this program/resource would benefit a lot of Student”*
- ◆ *“Having a flat rate to purchase books for the students will definitely help [...]”*
- ◆ *“Digital e-books are better on the eyes and saving paper is a must with climate change. We are in a digital world and all tech ideas are advancing quickly [...]”*

# Faculty Survey

Which textbook format do you personally prefer to use in your course(s)?

Depends on the course (28%)

Digital Textbook (23%)

Digital textbooks with an additional digital component (13%)

Print textbooks with a digital component (e.g., online access, support) (11%)

22%

Of respondents consider **textbook affordability a priority.**

21%

Of respondents have already **decided against course materials due to high costs.**

66%

Of respondents express **interest in participating in a flat-fee course materials program** (*Slightly, Moderately, Very and Extremely interested*).

53%

Of respondents would **support a campus-wide Equitable Access program for undergraduate students.** *38% would need more information.*

# Faculty Survey: Comments

- ◆ *"[...] I think all classes that use textbooks on campus need to do this."*
- ◆ *"I only use textbooks in my 2000 level course but every time I am horrified by the cost of the textbook. I would be happy to find a cheaper option for students"*
- ◆ *"In courses I've taught that required a textbook (not by my choice) many students did not purchase the textbook and simply did not do the readings."*
- ◆ *"Program sounds good; best if faculty could be invited to determine release dates for material."*
- ◆ *"Cost of learning materials do matter."*
- ◆ *"I like the concept of equitable access and feel it fits the UNM community well. I look forward to working within this new framework."*

# **Course Material Models by NM Institution**



# Course Materials In New Mexico:

## Institutions with EA



**Western NM U - Silver City**

\$25/credit hour



**Clovis Community College - Clovis**

\$36/credit hour



**ENMU - Ruidoso**

Unspecified



**NMSU – Doña Ana Community College & Alamogordo**

\$24/credit hour



**Southwestern Indian Polytechnic Institute - Albuquerque**

\$24/credit hour

## Institutions with IA



**New Mexico Highlands U | Las Vegas**



**UNM | Albuquerque, Valencia, Taos**



**Central NM CC | Albuquerque**



**NMSU | Las Cruces**



**San Juan College | Farmington**

# Course Materials In New Mexico:

## Institutions without EA or IA



ENMU | Portales, Roswell



New Mexico Institute of Mining and Technology (NM Tech) - Socorro



Northern New Mexico College - Espanola



Mesalands CC - Tucumcari



NM Junior College - Hobbs



Santa Fe CC - Santa Fe



Luna CC - Las Vegas



NM Military Institute - Roswell



NMSU | Carlsbad, Grants



UNM Gallup, Los Alamos



Diné College - Shiprock



Institute of American Indian Arts - Santa Fe



Navajo Technical College - Crownpoint

# References

# References

- Barnes & Noble Education, Inc. (2023, July). *New study highlights the positive impact on student outcomes of Barnes & Noble Education's First Day® Complete equitable access program; Results driving rapid growth of the model across colleges and universities.* Retrieved from <https://www.bncollege.com/firstday>
- Moore, M. (2023). *Equitable access: A participant vs. non-participant course completion rate analysis from 2-year institutions.* University of New Hampshire.
- National Association of College Stores. (2024). *Student Watch™: Attitudes and behaviors toward course materials 2024 report.*
- Moore, M. R. (2023, August 8). *Equitable access: Growth predictions.* Retrieved January 27, 2025, from <https://drmichaelrmoore.com/equitable-access-growth-predictions/>