

# *DIGITAL CONTENT: A STRATEGIC APPROACH*

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The diagrams concerning the EdMap process are provided with permission of EdMap

# Agenda

**Why worry about digital content in Higher Education?**

**Anyway, what is digital content in higher education?**

**What are the components of a digital content strategy?**

**What are the implementation concerns?**

**Q&A / Discussion**

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Why worry about digital content in Higher Education?

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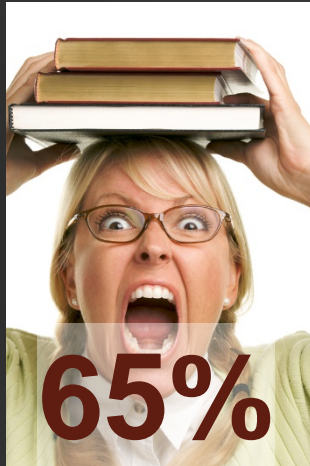
What are the implementation concerns?

Q&A / Discussion

# Why worry?

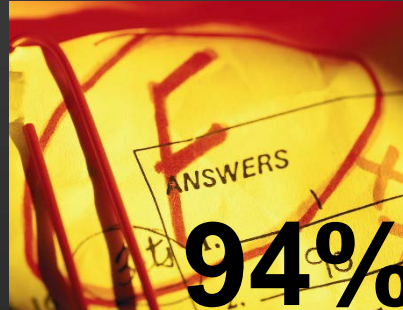
Average  
annual cost  
of textbooks

**\$1,200**



**65%**

Of students  
do not buy  
books due  
to cost



**94%**

Believe that  
not buying  
the text will  
hurt their  
grades



**80%**

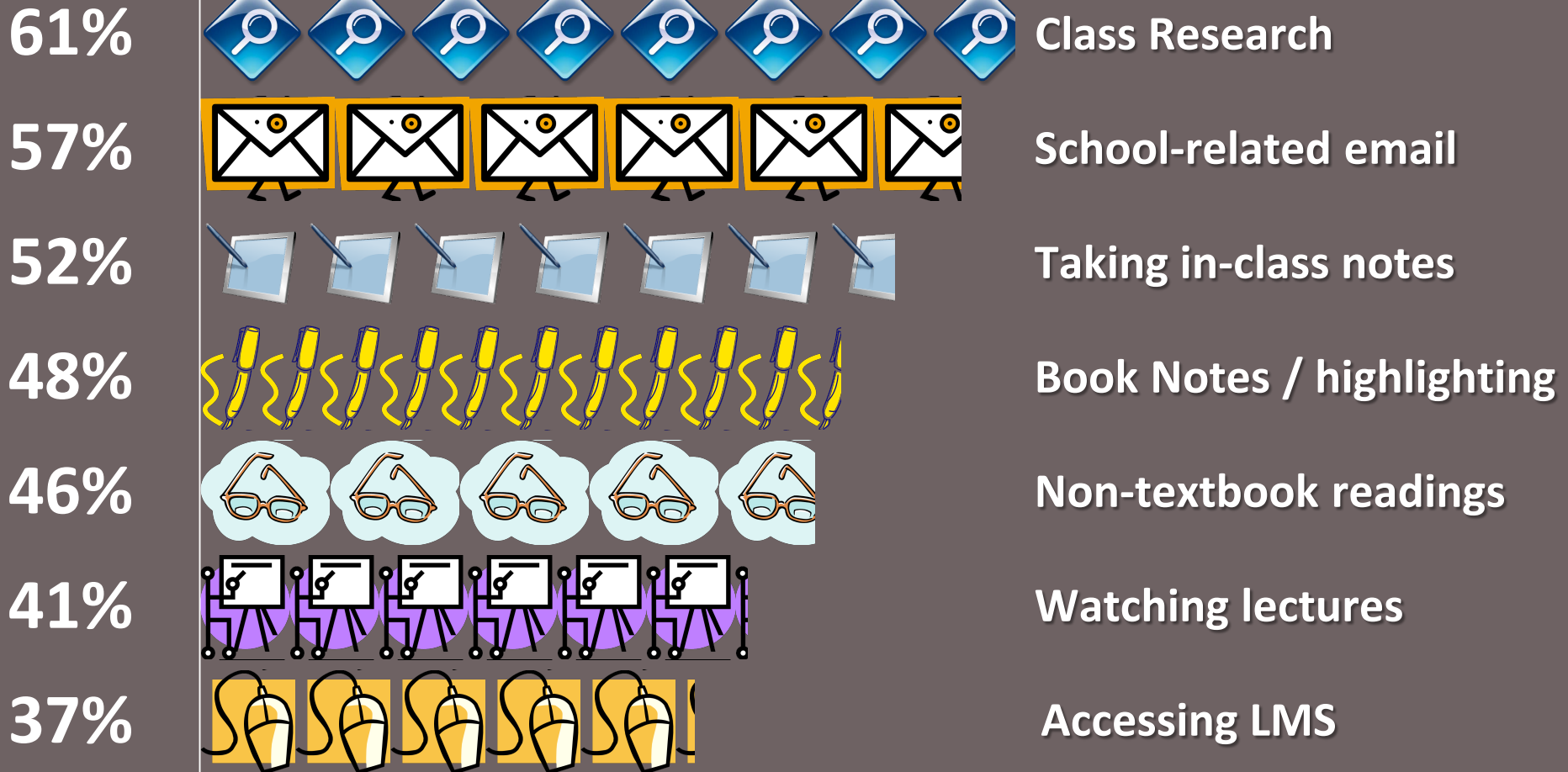
Believe they would be  
more successful with  
a free online e-book  
and optional  
hardcover book

**In short, students are risking lower performance  
to save money on books**

Source: Senack (2014)

# Students are leading the university

## Student use of tablets



Source: Pearson (2012)

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# Anyway, what is digital content?





# Content drives the need for strategy

- **Content is abundant, much of it free or at dramatically lower cost**
- **Almost all publishers have digital options available today**
- **Customizable content**
- **Delivery to student is free and instantaneous**
- **Faster turn around of course revisions**
- **Content is much more accessible than it was 5 years ago**

# Agenda

Why worry about digital content in Higher Education?

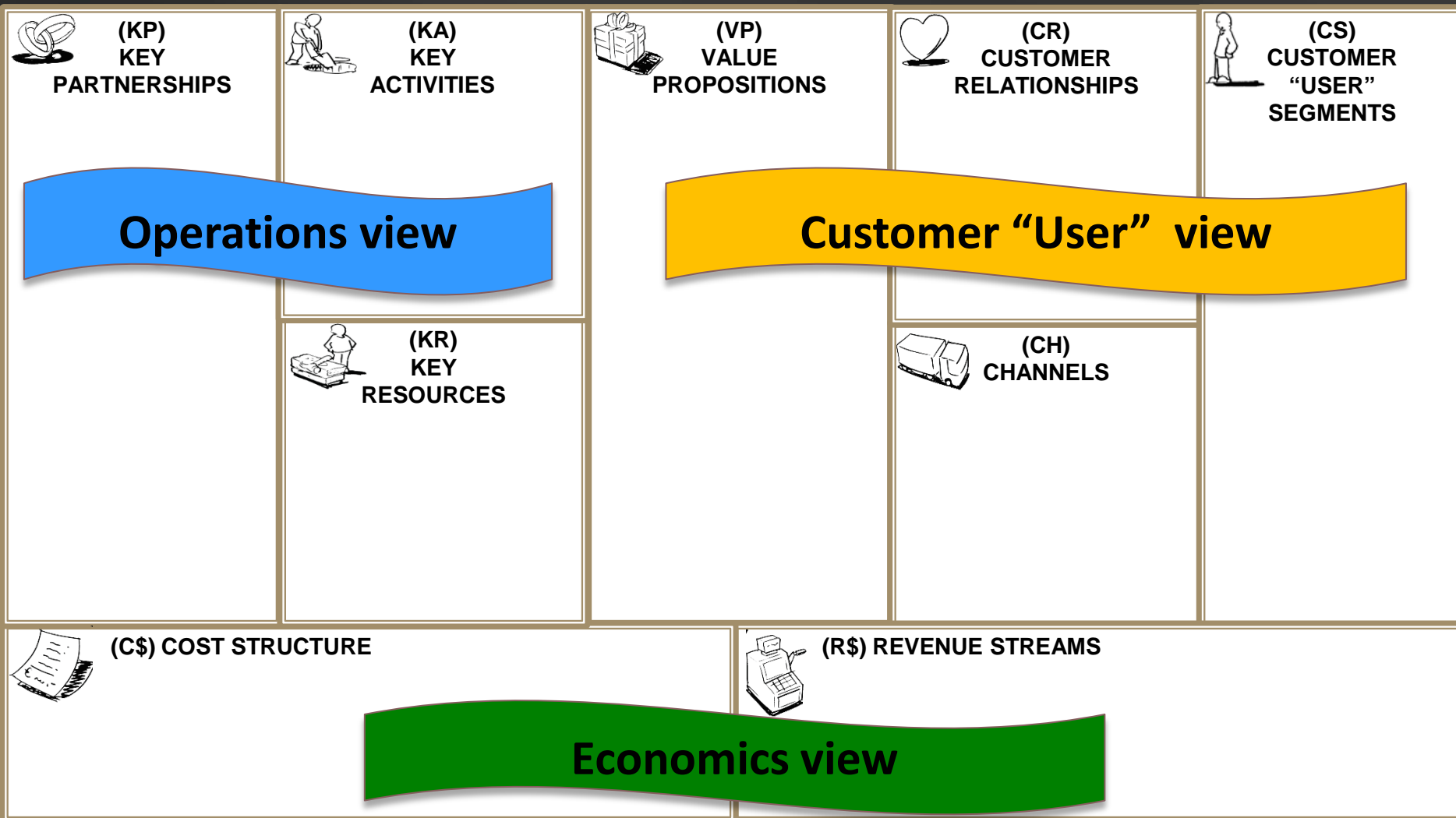
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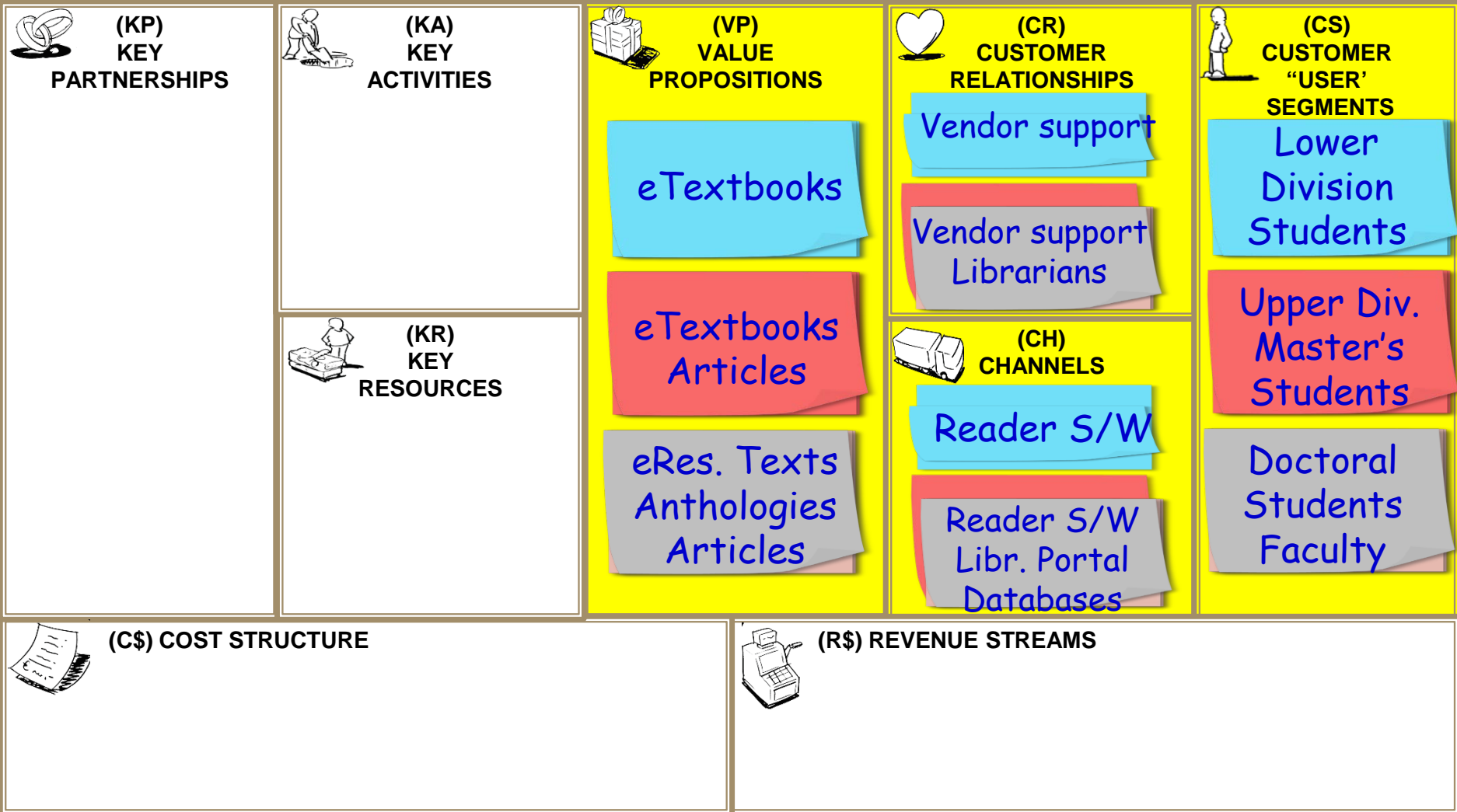
Q&A / Discussion

# A digital strategy canvas

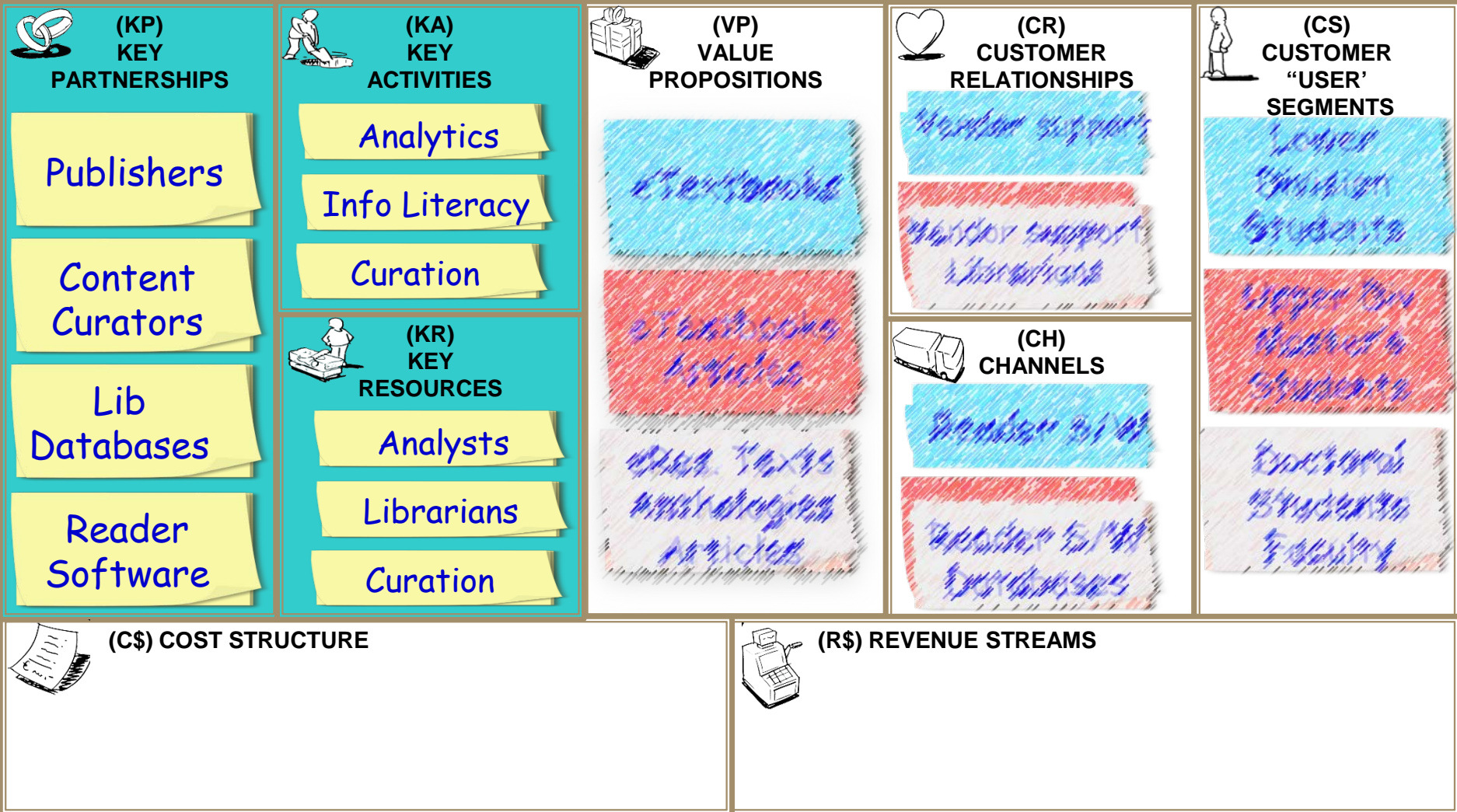


Osterwalder and Pigneur (2010)

# Customer View

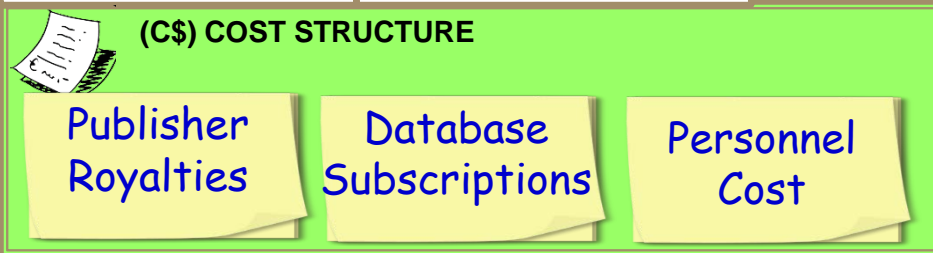
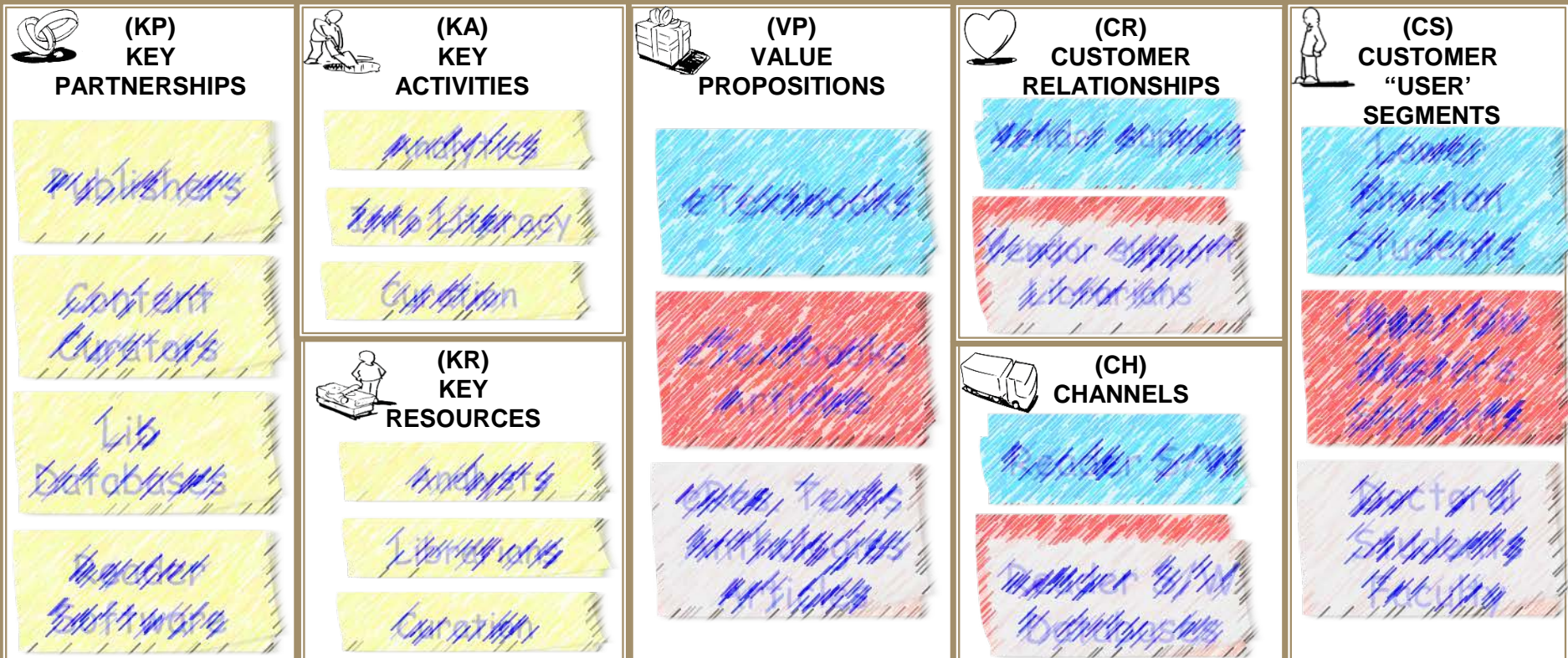


# Operations View

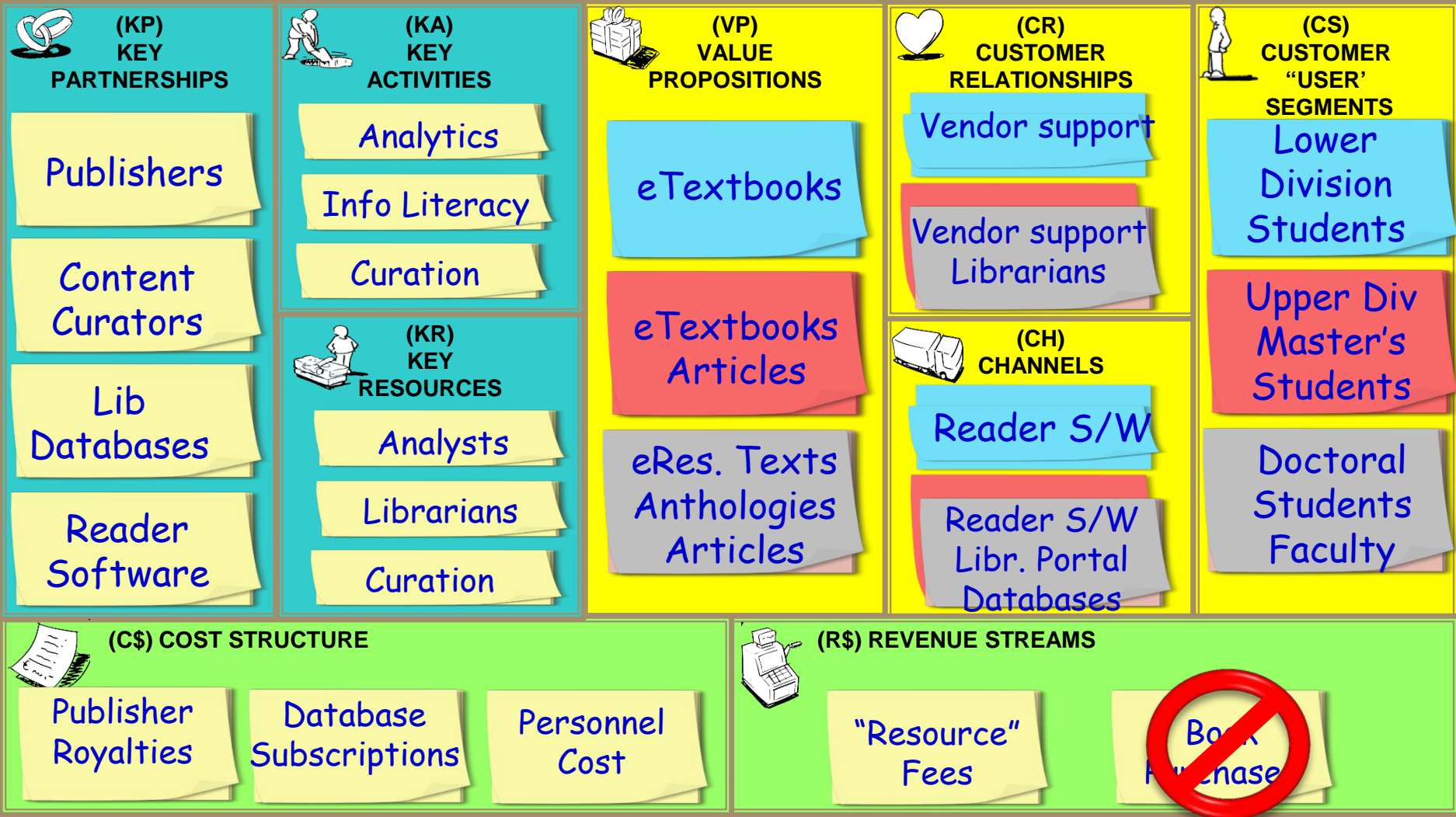




# Cost and Revenue View



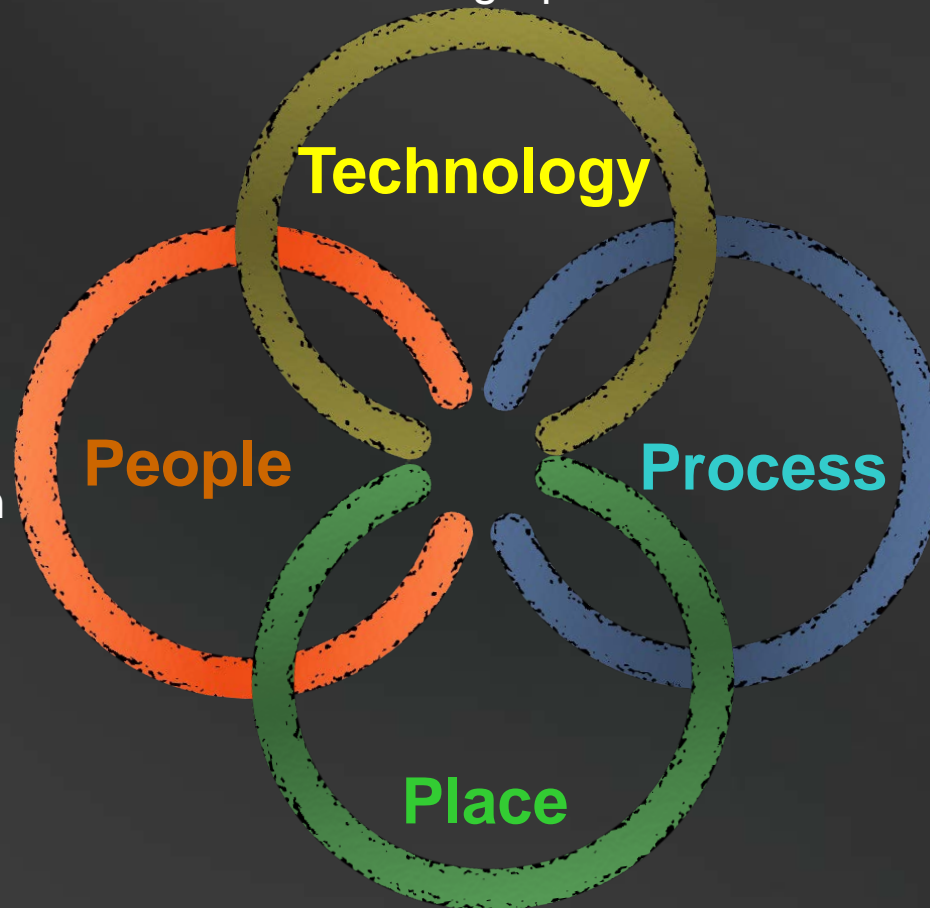
# Putting it all together



# What's different in this model?

- Reader / portal software
- Curation tools
- Student bibliographic software

- Librarians as knowledge “literists”
- Use of content curators
- Faculty trained in content management

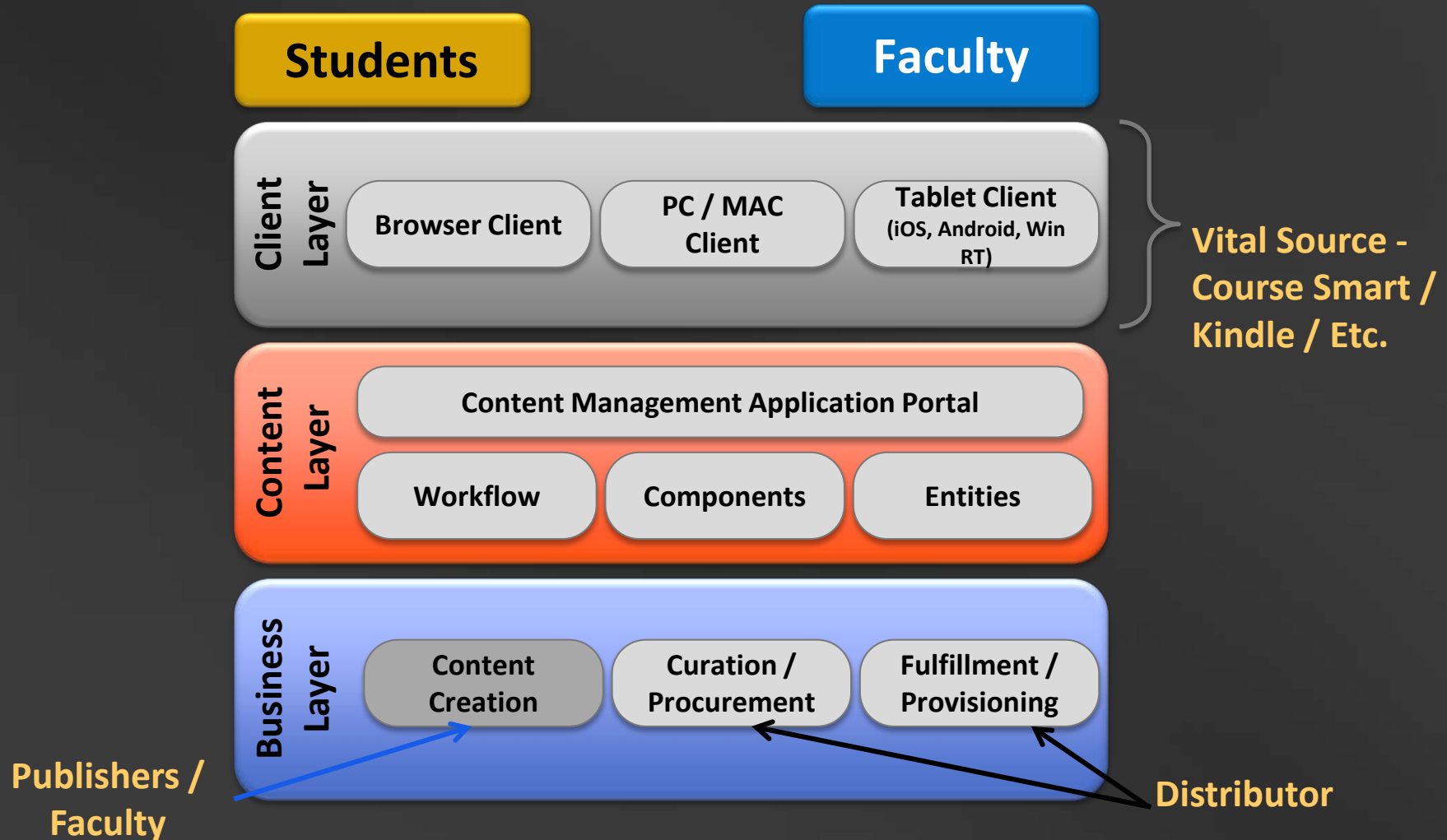


- Knowledge literacy designed into content
- Content Curation
- Content provisioning, deployment
- Student-facing support
- Institutional purchase model

- Virtual space designed for knowledge mgmt
- Physical spaces for collaboration



# Explaining Technology to IT Department



# Agenda

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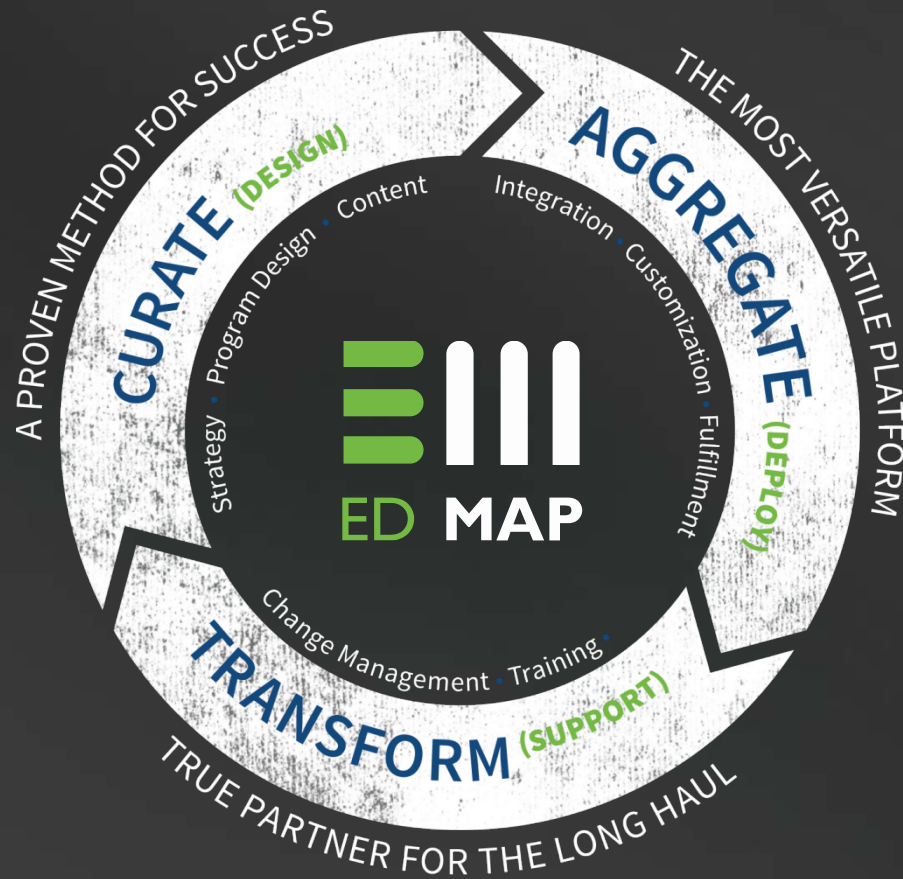
**What are the implementation concerns?**

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# Thoughts on Implementation

1. **Analyze content for commonality**
  - Common publisher
  - Sell-thru
  - Current inventory
  - Minimum order requirements
2. **The path of least resistance – Constellation, CourseSmart, and Kindle**
3. **“Turn on” digital content for all current adoptions**
4. **Communicated to faculty and staff**
5. **New content gets eBook only status, old content gets print edition, phase-out status**

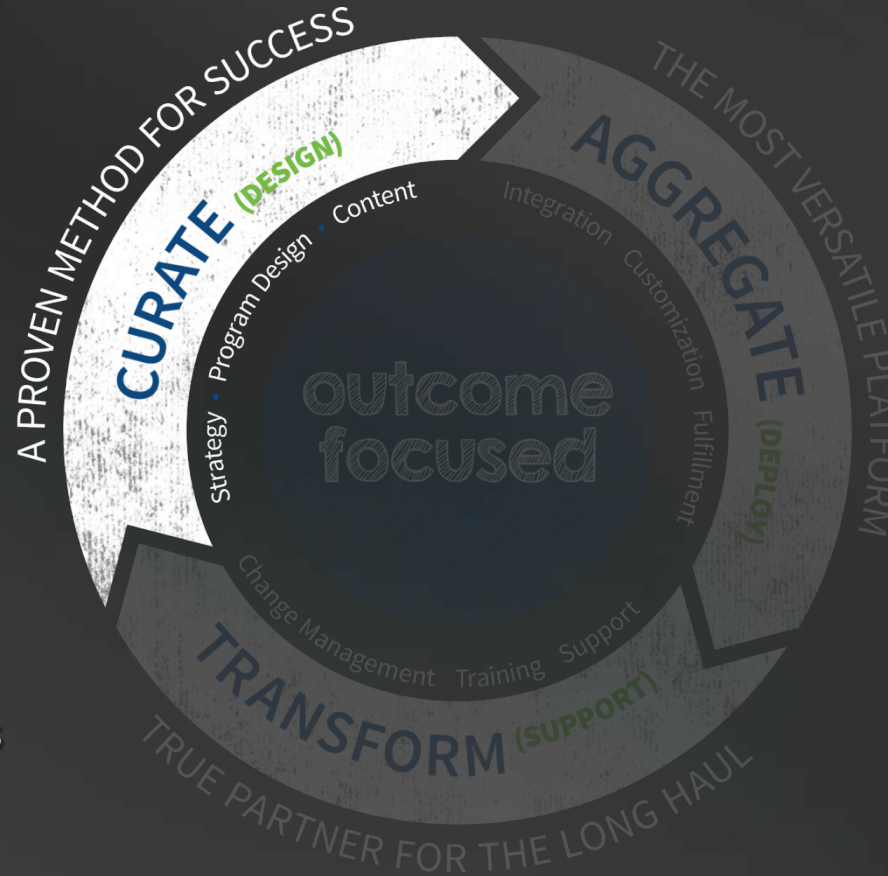
# Example: Content aggregation.



Source: Rohrer, E., 2014

# Curation is now a required element

- Comprehensive in scope
- Customized to institution's learning environment
- Focused on curating enhanced, enriched and innovative content that match critical learning objectives



Source: Rohrer (2014)

# Putting content together is crucial

OPENVUE®

- Leverages best-of-breed components
- Content agnostic
- Integrated to any SIS and LMS
- Flexible business models including the use of financial aid



Source: Rohrer, E., 2014

# Content often needs to be made ready

- Educate internal stakeholders on the vision and systems
- Support students, faculty, and administrative staff
- Provide the ongoing data and resources to optimize and evolve the content strategy



Source: Rohrer, E., 2014



# What have we learned?

1. **Commit yourself to going digital**
2. **Get leadership's okay**
3. **Always remember to make it easy on the students**
4. **Choose a primary vendor and content delivery method, and rely upon them**
5. **“Turning on” eBooks for current adoptions is an easy place to start**
6. **When socializing, appeal to their pocketbook and their date books – eBooks “save money” and “save time studying”**



# Q & A

# References

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