Want Quality Affordable Textbooks?
Use a Business Approach!

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Cengage Unlimited: History & Business Model

• **Textbook prices** were not commensurate with value...
• ...and thus students *avoiding purchase, impacting their outcomes*
• Cengage *had enough of status quo* and old ways of doing business...
• ...and has, over past 5+ year, **reduced textbook prices**...
• ...introduced **lower price / higher value digital courseware**...
• ...and most recently **launched Cengage Unlimited on August 2018**...
• ...to usher in new value proposition – **ALL our content + services in easy to access digital format for one low price**
What is Cengage Unlimited?

- A first-of-its-kind digital subscription for students
- $119.99 per semester/$179.99 per year
- Total, on-demand access to Cengage’s entire catalog
- Print rental option for $7.99
- Launched August 2018 with Over 1 million subscribers and counting
- And over $60 Million saved for students in first year
How is this Economically Possible?

• All of our content + services for $119.99 for 1 semester, $179.99 for 1 year

• So, how is this possible?
  • Winning more professors / adoptions over to Cengage...
  • ...signing up full Institutions to adopt Cengage Unlimited Institutional
  • Increase in student engagement due to affordability and value
  • Digital platforms changing cost of delivery
Arguments **FOR** and **AGAINST**

**PRO Cengage Unlimited**
- Democratizes access to best learning materials
- Dramatically *reduces costs* of books
- Predictable costs for students
- Ensures all students have needed materials from day one of class

**AGAINST Cengage Unlimited**
- Myth: Limits faculty choices
- Myth: Too much work for faculty
- Myth: Students will resist digital learning
- Myth: One-size fits all approach
The Hocking & Warren Experiences
The Role of Trustees

Students to have all their educational materials on day one of the semester, a constant barrier to success.

Faculty at your institution will have unlimited resources as well, this serves both faculty and students.

Students no longer have to chose between buying books or food, a realization by Trustees that it is not ability or effort that prevents a student from succeeding but other life factors.

As a trustee, we will get push back, but it is time for the stewards of higher education to help define mission fulfillment.
Textbook discount strategies

- On average students face $1,200 per year in book costs
- Inclusive Access (course-by-course)
- Bargain Hunting
- Faculty-led development and OER
- Cengage Unlimited Institutional
Learn More

Click here to talk to our team about how to scale Cengage Unlimited at your institution.