



More numbers
show that with the
new technologies...

80% of students said they
 understand their materials
 better

Student preparation and class
 participation increases
 Student understanding and
 attention improves

75% of students said it helps
 them get a better grade

Direct communication between
 instructors and students improves

Source: *Journal of Management Education*,
 2010, 44(1), 10-18

Cost Effective SOLUTIONS for Student Success

The Association of American Publishers and its members are working to enable states, universities and community colleges, institutions, departments and individual faculty to improve student success and cut costs.

To identify solutions that fit your needs please contact AAP at solutions@publishers.org or visit us online at www.solutionsforstudentsuccess.org

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ASSOCIATION OF AMERICAN PUBLISHERS, INC.



Cost Effective SOLUTIONS for Student Success



Students, faculty, universities, colleges and state systems are all facing incredible challenges.

Budgets are tight. Pressure to succeed has never been greater.

Publishers are doing their part, offering new learning tools and technologies that are **proven to advance student success**, save students' money, and lower the cost per pupil for instruction.



Innovation means more choices and lower costs

Publishers understand that
costs are a concern for some
institutions. They have responded,
offering cost-conscious alternatives
and working for students and faculty.

Choices

- Custom editions
- eBooks
- Chapters
- Online courses
- Audio books
- Podcasts
- Open-frills editions
- Paperback editions
- Free-ring binder books
- Black-and-white editions

Some publishers' online stores offer textbook
rentals, homework assistance, tutoring,
and audio presentations, language



**Students and institutions
realize cost savings** by utilizing
programs that make a difference in
student success and lower costs for
both students and schools.

Publisher-produced course materials are

- **Improving students' success,**
increasing pass and retention rates
- **Reducing students' spending**
for course materials
- **Reducing colleges' cost-per-pupil**
for instruction

**Faculty members and schools are
partnering with publishers to**

- Develop new, cost-saving business
models to offset funding cutbacks

**Publishers are working with
faculty and administrators to
develop** and adapt new business
models and course materials to meet
the different needs of consumers,
ranging from individual students to
statewide systems.

The combination of customized
course materials, new teaching
and learning technologies, and
redesigned courses has led to
**significant improvements
in pass rates and grades,
and reductions in the
cost-per-pupil for
instruction.**

