

includED[®]

- Access.
- Engagement.
- Outcomes.
- Affordability.

Introducing Follett's includED program, a groundbreaking initiative that delivers all required course materials, both print and digital, to students as part of their tuition or fees. It's a simple idea that delivers tremendous benefits for students, institutions, campus stores and publisher partners.

In addition, the includED program facilitates the delivery of digital course materials by auto-enrolling students into their digital content, effectively eliminating barriers to access including managing multiple user accounts and passcodes, as well as common errors such as mis-keying the passcodes themselves.

By ensuring student access to all required course materials, includED drives engagement and academic success. And, depending on the model, students can experience enhanced affordability as well.

Benefits



Students are includED

- Having all required course materials on the first day of class helps students be more engaged, ultimately leading to a better educational experience.
- Students don't have to spend time searching for deals on books and they can apply financial aid to the cost of their course materials. It's easier than ever for students to access, manage and use digital course materials.

Institutions are includED

- Institutions can address the rising cost of education and also gain a competitive advantage in attracting and retaining students.
- Faculty can maintain a full variety of content choices and adopt any format from any publisher.
- Schools can maximize IT investments and provide seamless course material access to students.

Faculty are includED

- Faculty have the freedom to choose the course material that best meets the goals of their curriculum.
- Faculty can be more effective and focused on teaching because students have all the right required materials and are prepared on day one.
- Course materials are more affordable and accessible for all students.
- Instructors don't have to play a "tech support" role for digital course materials.

Customized Solutions

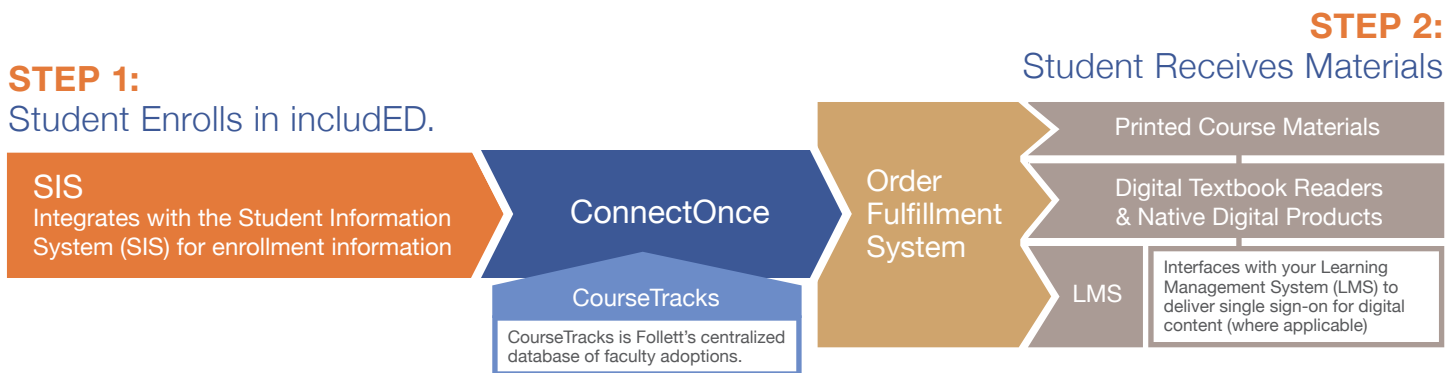
includED has been implemented in all segments of academia – including K-12, two-year institutions, public universities, and via online learning and graduate programs. The diversity of the institutions participating in includED is a testament to its flexibility and scalability, which is made possible by structuring the program within two distinct models:

Course-Based: In this model, the includED program delivers all required course materials for a single class. This approach allows institutions to target their implementation of the includED program towards specific courses in order to drive efficiencies in delivery of required course materials, and to add entire courses to the includED program as desired.

Student-Based: In this model, the includED program delivers all required course materials across several classes on an individual student basis. This model is fully scalable and can be implemented in order to deliver the includED program across an entire institution, department or cohort.

Implementation

The key to delivering the benefits of the includED program to the campuses we serve is Follett’s proprietary ConnectOnce™ technology, which communicates with the institution’s LMS and SIS to obtain specific data. This data includes course catalog information, as well as limited user data, such as name, user ID or e-mail address, allowing Follett to accurately capture adoption data and deliver the right course materials (both print and digital) to the right student.



Everyone is includED

Working together through the includED program presents a unique “win-win-win-win” proposition for students, institutions, Follett and our publisher partners, allowing each to focus on what it does best in order to deliver tremendous benefits for all.

