

# CATYC: Reducing the Cost of Course Materials with *Cengage Unlimited*



# Objectives

- Who is Cengage?
- Learn about why Cengage created an industry-leading course materials subscription model and where we are headed.
- Learn how Cengage can significantly reduce expenditures on course materials for your school.
- Decide if you would like us to meet with you on campus to discuss further.



# Who is Cengage?

## **World-leading education and technology company and provider**

- ✓ \$1.5 billion in revenue
- ✓ 5,600 employees
- ✓ 20 countries

## **# 2 Industry leader in education content**

- ✓ offer 100% coverage in all programs but Nursing



# You have a tremendous responsibility

- **8M+ students** across community colleges in America
- **52%** minority students
- **29%** first generation students
- Average **retention rate** of **62%**
- Average **graduation rate** of **35%**



# Your students face immense pressures

- **59%** of community college students are **on financial aid**
- **15%** of community college students are **single parents**
- **60%+** of community college students **work while in school**



# WE'RE UNITED BY A SINGLE BELIEF. EVERY STUDENT HAS THE POTENTIAL TO BE UNSTOPPABLE.

Our job is to do whatever we can to help students achieve their potential and succeed.

This simple truth is our reason for being. It's the essence of who we are and what we stand for as a company.

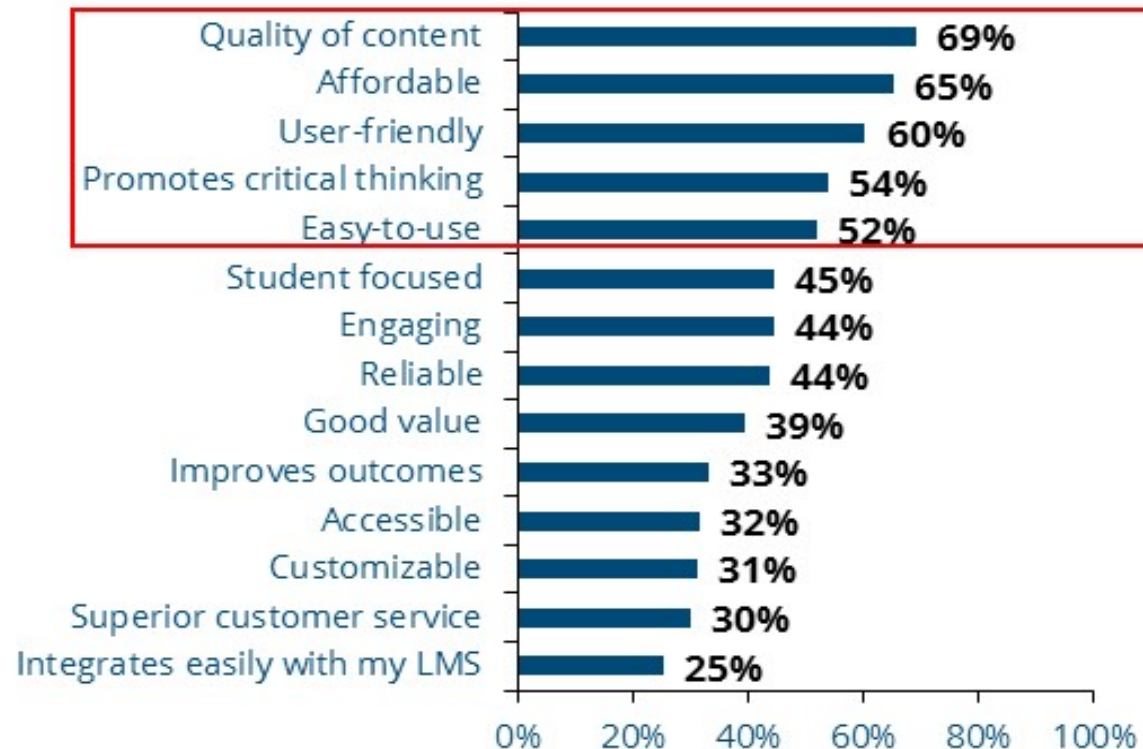




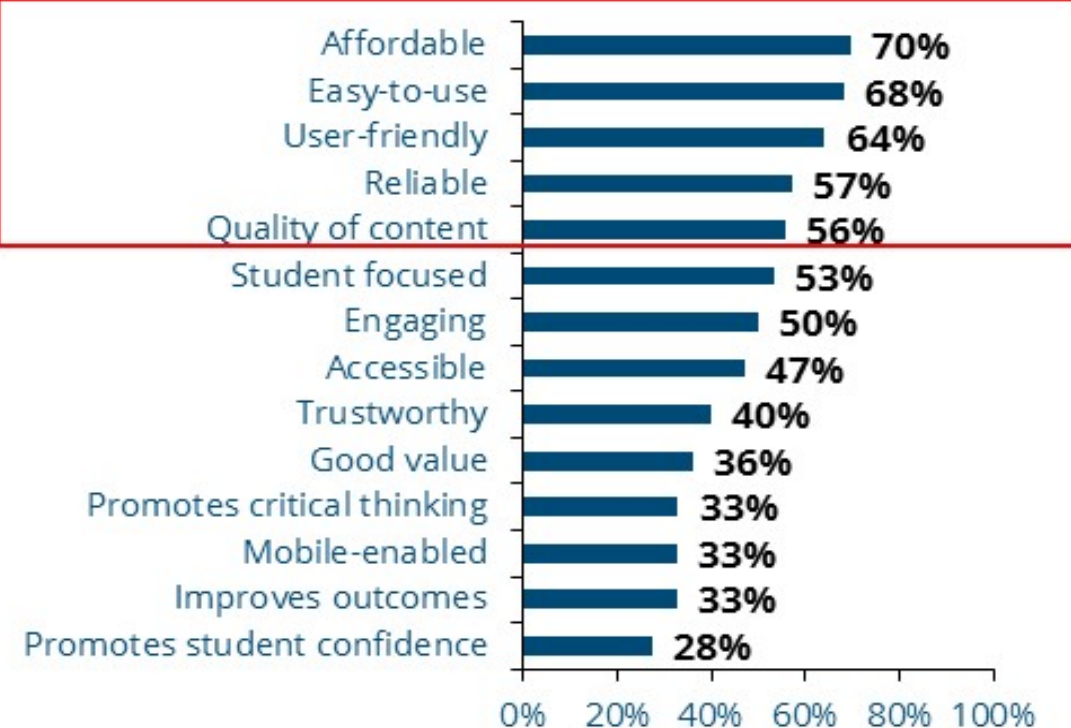
# What students and faculty expect from us

*“Which of the following attributes do you believe are most important in an education content and technology company in higher education?”*

**Faculty (Spring 2017)**

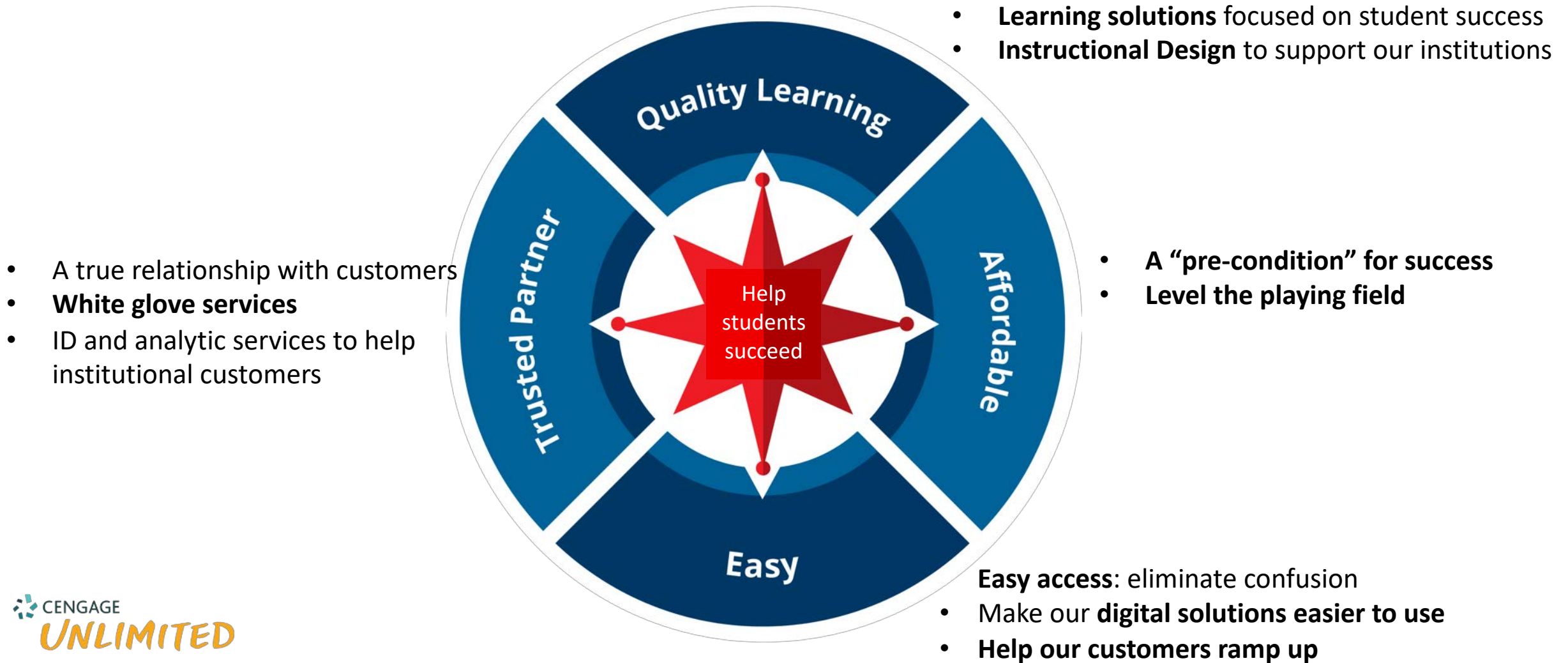


**Students (Spring 2017)**





# How we help our student, faculty, and institutional customers with Cengage Unlimited





# Affordability is the biggest student barrier to success



**4 in 10**

skipped meals



**2 in 10**

changed their major  
to reduce the cost



**3 in 10**

decided not to take a  
course because of the  
high cost of textbooks



**3 in 10**

have taken fewer  
classes

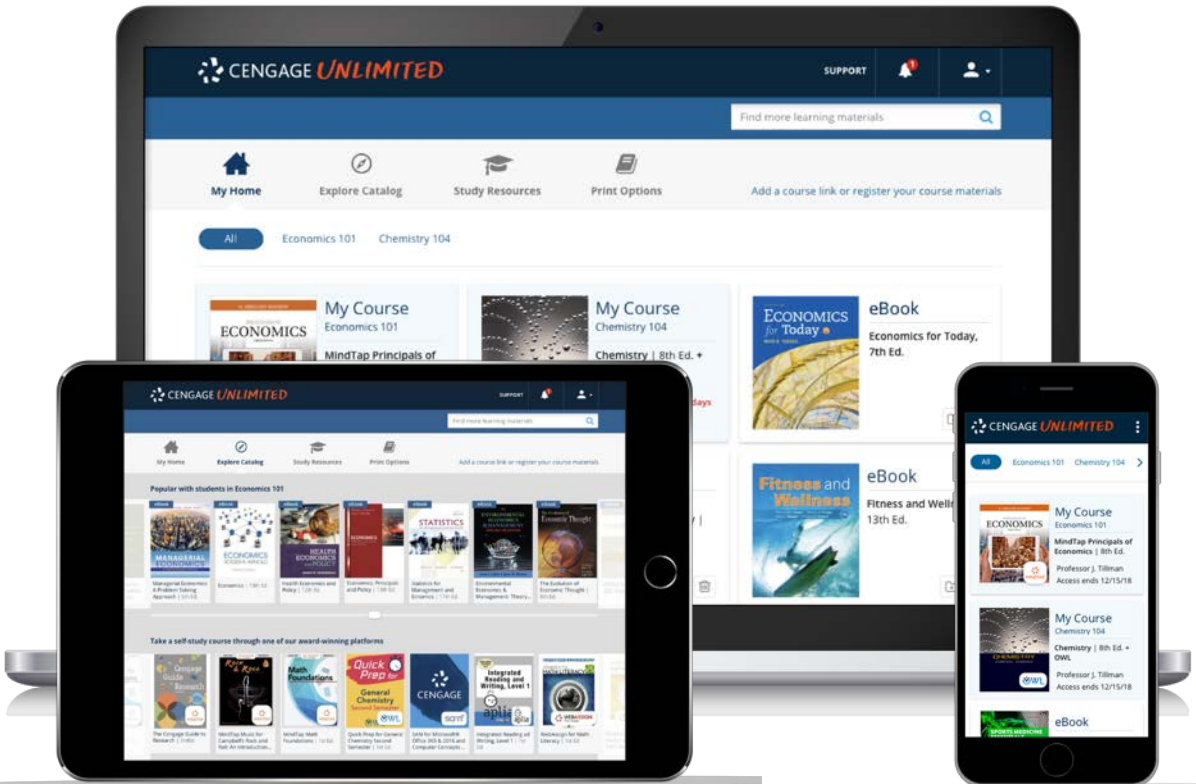


of students consider **textbooks and course materials to be overpriced**  
par with views on college tuition (86%)



of students say **paying for textbooks and course materials** is financially  
stressful





- A first-of-its-kind digital subscription for students
- Total, on-demand access to the entire catalogue of Cengage
- **\$179.99/year**
- Launched August 2018
- Over 1 million subscribers and counting





# Cengage Unlimited unlocks possibility for faculty, students, and institutions

- Eliminates Affordability as a barrier to success, levels the playing field
- Eliminates tradeoff between Quality and Affordability
- Simplifies Access

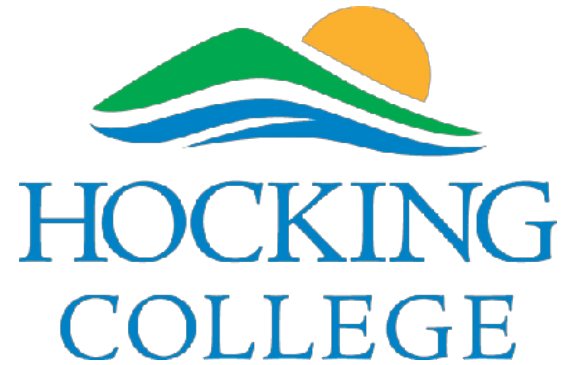




# Finding institutional success with your peers



Transforming  
Our Community...  
One Student  
at a Time





# Cengage Unlimited Institutional FAQ

*Realize the power of Cengage Unlimited at scale across your institution*

## **Academic Departments**

- ✓ Widespread support amongst Provosts, Deans, and Chairs
- ✓ Flexibility for Instructors to assign multiple textbooks per course

## **Bookstore**

- ✓ Commercial models include the bookstore
- ✓ Some potential trade-offs when putting students first, but impact felt on retention

## **Accelerating Cengage Unlimited Adoption**

- ✓ Marketing and technical support for faculty and student onboarding
- ✓ Migration services for accelerated course adoption





# What can success look like for you?



**\$1,000**

Saved annually,  
per student

Warren County  
Community College

**200**

Courses migrated in  
under five months

Union County  
College

**\$960**

Saved annually,  
per student

Garden City  
Community College



Across CATYC schools in attendance today, CUI could deliver nearly *\$39M in annual savings*



**\$55,000,000** today's annual materials cost



**\$16,200,000** CUI annual materials cost



***+\$38,800,000*** *CUI student savings*



Q&A with  
*Betty Young, President of Hocking College*





# Thank You