



Cambridge Core

Textbooks

[cambridge.org/core-textbooks](https://www.cambridge.org/core-textbooks)

Welcome!

Your presenters today:

- Pam Cooper, Head Higher Education Sales, Americas
- Steph Kaelin, Senior Manager Library Sales, Americas



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Agenda

- Higher education textbooks at Cambridge
- Institutional access to textbooks
- Textbooks on Cambridge Core
 - Our Model
 - The Future
- Questions



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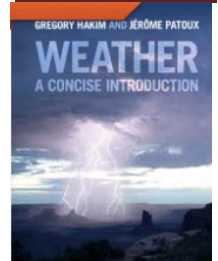
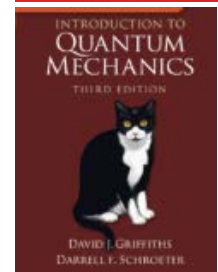
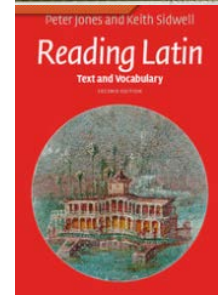
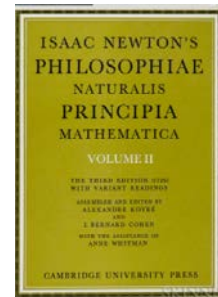
First, a question for our audience....



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Textbooks at Cambridge

- Long history of classroom materials
- Key priorities to drive publishing
 - Support upper-level undergraduate courses that complement and extend our research and professional publishing
 - Partner with authors, teachers, and students to drive improved learning outcomes
 - Work with institutions to ensure our teaching and learning resources are accessible and affordable
 - Develop innovative digital tools and models that evolve with the needs of instructors and students



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What has the new focus meant?

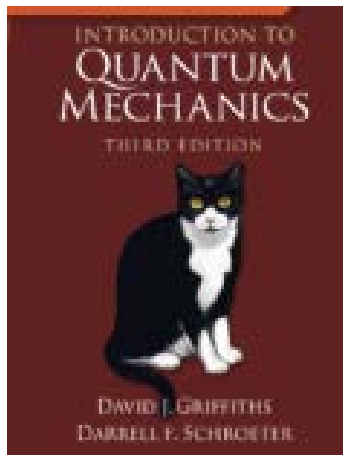
- New people
 - Director of Higher Education—Matt Bennett
 - Head of Development—Lisa Pinto
 - Head of HE Sales Team—Pam Cooper
 - Head of Innovation & Digital Development—Michael Cresswell
- New and adapted processes
 - Development—the peer review of textbooks
 - Global marketing
 - Field-based HE sales team for the Americas



Global Publisher

Commissioning, developing, marketing, selling for all markets

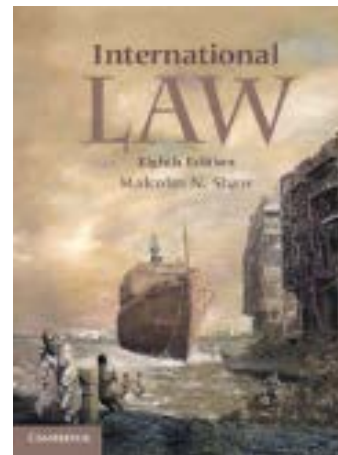
Global



Australia



Europe / UK



US / Canada



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Innovation and Digital Development

- Listen to what instructors, students, librarians, bookstore managers, administrators are saying about learning and our digital world
- Focus on where we are publishing
- Think about what we can do to help universities provide digital solutions that work



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Institutional Provisioning of textbooks

Why are schools and Cambridge looking at these models?

- Universal student access to course materials from day-one
- Reduced cost
- Increased student achievement and retention



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Textbook Models for Institutional Access in the Market

- Print purchase via the library—limited copies on reserve.
- Inclusive access to e-textbooks, with cost bundled into student fees.
- Library managed access to e-textbooks



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Our Model: Textbooks on Cambridge Core

- Annual subscription, anytime start
- Campus-wide/IP access with unlimited concurrent users
- HTML functionality – no print/download
- Responsive design for reading on laptop, tablet, phone
- Complementary print version available to put on reserve
- Enriched MARC records



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The Benefits: Enabling Access & Flexibility

- Subscription-based pricing directs resources to point of need
- Pick and choose title by title – no collection purchases necessary
- Access (vs. ownership) enables continuous updates, keeping content fresh
- Campus-wide site access supports shared mission to disseminate content to all students



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Textbooks on Core Pricing Structure

Course Enrollment	Price per ISBN
< 50	\$900
50-100	\$1,800
101-250	\$4,500
> 250	On request

Fixed tiers simplify – no precise enrollment figures needed



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Future Developments

- Collaboration layer enabling annotation, linked resources, reader commentary
- Chapter-level sales model
- Limited printing



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Recap

- New dedicated textbook program & team
- Bringing CUP quality and standards of excellence to develop learning & teaching solutions
- Model focusing on access and flexibility
- Ongoing development to respond to patron needs



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Questions & Discussion

- How do you interact with instructors regarding assigned materials?
- What additional features do you need?
- What are the challenges to accessing textbooks through the library?

- What else do we need to know?

