Cambridge Core
Textbooks
cambridge.org/core-textbooks
Welcome!

Your presenters today:

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

• Higher education textbooks at Cambridge
• Institutional access to textbooks
• Textbooks on Cambridge Core
  – Our Model
  – The Future
• Questions
First, a question for our audience....
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
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

Introduction to Quantum Mechanics
Health & Wellbeing in Childhood
International Law
Latin America in Colonial Times
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
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
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
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
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
## Textbooks on Core Pricing Structure

<table>
<thead>
<tr>
<th>Course Enrollment</th>
<th>Price per ISBN</th>
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<tbody>
<tr>
<td>&lt; 50</td>
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<tr>
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<tr>
<td>101-250</td>
<td>$4,500</td>
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<tr>
<td>&gt; 250</td>
<td>On request</td>
</tr>
</tbody>
</table>

Fixed tiers simplify – no precise enrollment figures needed
Future Developments

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