Insights from a Campus Store
with California Baptist University

PRESENTER

Loretto Evans
Campus Store

Sponsored by VitalSource®

TAC

Supporting Student Success

CALIFORNIA BAPTIST UNIVERSITY

INCLUSIVE ACCESS AT CBU

INSTITUTION TYPE
4-year private, faith-based

ENROLLMENT
≈ 12,619 FTE

PROGRAM
Inclusive Access
("Immediate Access")

MODEL
Opt-out

ONLINE EDUCATION
Bachelors through Doctoral, fully online. IA piloted in 4 courses in Summer 2020; the only content-delivery method by 2022.

TRADITIONAL (TRAD)
In-person Bachelor's, Master's and PhD programs on the Riverside campus.



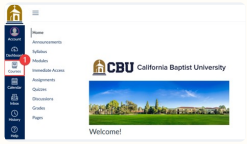
What do students care about? Identify it and cater to it.

STUDENT BUY-IN

SHOW THEM, STEP BY STEP

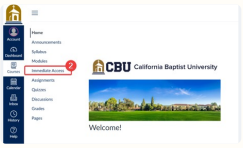
Our “How to Access” pictographic guides walk students and parents from Canvas login to the first page.

1 Open Canvas



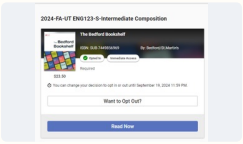
Sign in and go to the course using IA.

2 Immediate Access



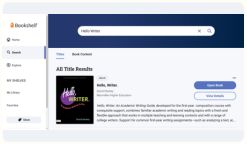
Click the Immediate Access link.

3 Click Read Now



The Bedford Bookshelf appears on the page.

4 Open your book



Search the title, then click Open Book.

TEACH THE PARENT TOO

When a parent is with the student, include them in the teaching moment.

SHOW THE EASE

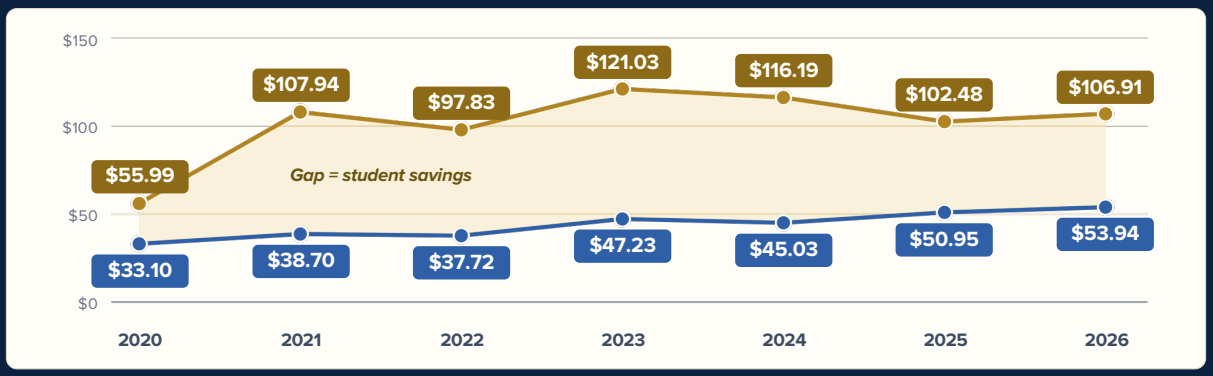
Speak with real excitement: content waits inside the course.

NAME THE SAVINGS

Compare the digital price with the cost of print materials.

What students save

AVERAGE PRICE PER BOOK, 2020–2026



PROGRAM TO DATE

$45.13
average Digital eText & Courseware price

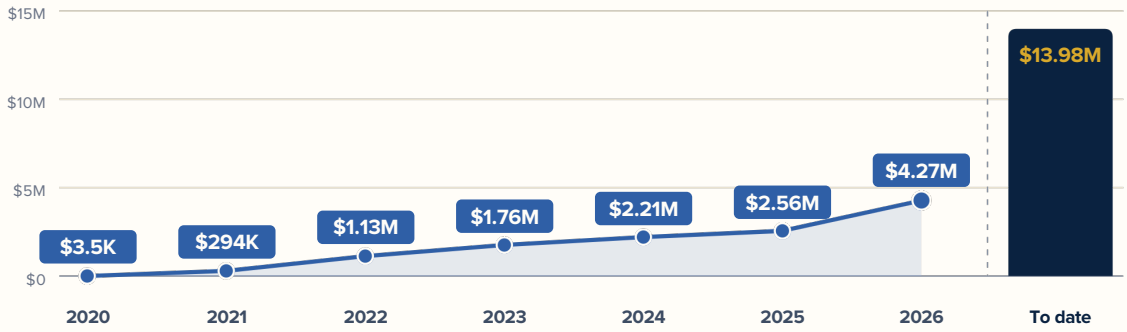
$101.05
average Print text & Courseware price

Academic-year averages. Program to date includes Fall 2026.

What students save

AGGREGATE STUDENT SAVINGS, 2020–2026

● By year ■ To date



PROGRAM TO DATE	$4.27M	$13.98M	Each year is an academic-year total. Program to date includes Fall 2026.
	saved in 2026	saved since the start of Immediate Access, to date	

What do professors care about?

FACULTY EXPERIENCE

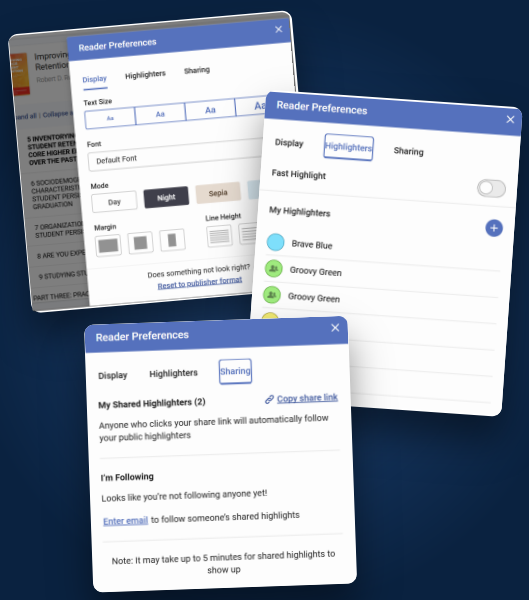
EVERY STUDENT, BOOK IN HAND, DAY ONE.

2 weeks early
Access opens once the professor publishes in Canvas.

3-week test drive
Try every eBook feature before the opt-out deadline.

Highlight | Take notes | Bookmark | Build flashcards

CAN A PHYSICAL BOOK DO THAT?



Affordability at the department level

FACULTY ALSO CARE ABOUT TEXTBOOK AFFORDABILITY

Deans and faculty look at what a whole department asks students to buy, not just one title at a time.

1 USING THE 4-YEAR COURSE CONTINUUM

Term	Course	Course Title	U	S	AUTHOR	TITLE	EDITION	ISBN	Required Optional Pick-One	PUBLISHER	COURSEWARE	Physical Book Price	IA Price	IA duration
2024 Fall	EGR 101	Introduction to Engineering	3	R	LANDIS	STUDYING ENGINEERING: A ROAD MAP TO	5th	9780979348723	REQUIRED	DISCOVERY PR	NO	$28.00	$21.00	180 Days
					DUCKWORTH	GRIT	16th	9781501111112	REQUIRED	Simon & Schus	NO	$19.00	$13.70	Lifetime
	ICS 105	Intro to Global Studies	3	R	ASHFORD	EVERY SQUARE INCH	1ST	9781577996200	REQUIRED	ANCHOR DIS	NO	$13.75	Not	Available
					HORTON	ARE YOU GOOD WITH GOD?	1ST	9780802428707	REQUIRED	MOODY	NO	$4.95	$3.80	Lifetime
					JACOBSEN	GLOBAL GOSPEL	1ST	9780801049934	REQUIRED	BAKER PUB	NO	$24.00	$21.40	Lifetime
					CROSSWAY BIBLE	ESV STUDY BIBLEPERSONAL SIZE	1ST	9781433524615	OPTIONAL	BAKER PUB	NO	$39.95	$49.00	Lifetime
	EGR 122	Visualization Languages 1	3	R	LIENGME	GUIDE TO MS.EXCEL 2016 F/SCIENT.+ENGRS.	1st	9780128182499	REQUIRED	ELSEVIER	NO	$60.00	$33.15	Lifetime
					PLANTENBERG	ENGINEERING GRAPH.ESS.W/AUTOCAD'23	2022	9781630575199	REQUIRED	SDC PUBLICAT	NO	$58.75	$55.75	Lifetime
	GST 100	First Year Experience	1	R										
	ENG 113	Composition (3/4)	3	R	BEDFORD/ST. MAR	THE BEDFORD BOOKSHELF	2024	2811500016440	REQUIRED	MAC HIGHER	NO	$25.00	$23.50	180 Days
					NAYERI	EVERYTHING SAD IS UNTRUE (A TRUE STORY)	2023	9781646142729	REQUIRED	LEVINE	NO	$10.50	$6.85	Lifetime
	EGR 182	Intro Math for Engr Appl	4	R	RATTAN	INTRO.MATHEMATICS F/ENGR.APPL.	2nd	9781119604426	REQUIRED	WILEY	NO	$81.25	$42.35	Lifetime
2025 SPRING	EGR 102	Intro to Engineering Design	4	R	TOOSSI	ENERGY AND THE ENVIRONMENT: CHOICES ANI	6th	9781637326305	REQUIRED	VERVE	NO	$137.50	$91.50	180 DAYS
	EGR 120	Intro to Computer Programming in Python	3	R	ZYBOOKS	INTRODUCTION TO COMPUTER PROGRAMMING	--	979820442789	REQUIRED	ZYBOOKS	NO	$89.00	Not	Available
	ENG 123	Intermediate Composition (3/4)	3	R	BEDFORD/ST. MAR	THE BEDFORD BOOKSHELF	2024	9781319530297	REQUIRED	MAC HIGHER	NO	$25.00	$23.50	180 Days
	MAT 245	Analytical Geometry & Calc 1	4	R	LARSON	WEBASSIGN FOR LARSON/EDWARDS CALCULUS	12TH	9780357749319	REQUIRED	CENGAGE	YES	$172.50	$127.00	2 years
	PHY 201	Physics for Engineers 1 (w/ Lab)	4	R	GIANCOLI	MODIFIED MASTERING PHYSICS FOR PHYSICS FC	5TH	9780137658640	REQUIRED	PEARSON	YES	$149.99	$80.00	130 Days
2025 Fall	EGR 231	Circuit Theory I	4	R	SVOBODA	INTRO.TO ELECTRIC CIRCUITS	9th	9781118477502	REQUIRED	WILEY	NO	$267.95	$47.00	150 Days
	EGR 241	Statics	3	R	HIBBELER	STATICS AND MECHANICS OF MATERIALS (DG)	6th	9780137964932	REQUIRED	PEARSON	YES	$150.00	$112.90	130 Days
	MAT 255	Analytical Geometry & Calc 2	4	R	LARSON	WEBASSIGN FOR LARSON/EDWARDS CALCULUS	12th	9780357749319	REQUIRED	CENGAGE	YES	$172.50	$123.50	365 Days
	PHY 203	Physics for Engineers 2 (w/ Lab)	4	R	GIANCOLI	MODIFIED MASTERING PHYSICS FOR PHYSICS FC	5TH	9780137658640	REQUIRED	PEARSON	YES	$149.99	$80.00	130 Days
	EGR 232	Circuit Theory II and Design	4	R	SVOBODA	INTRODUCTION TO ELECTRIC CIRCUITS	9th	9781118477502	REQUIRED	WILEY	NO	$267.00	$47.00	150 Days

Affordability at the department level

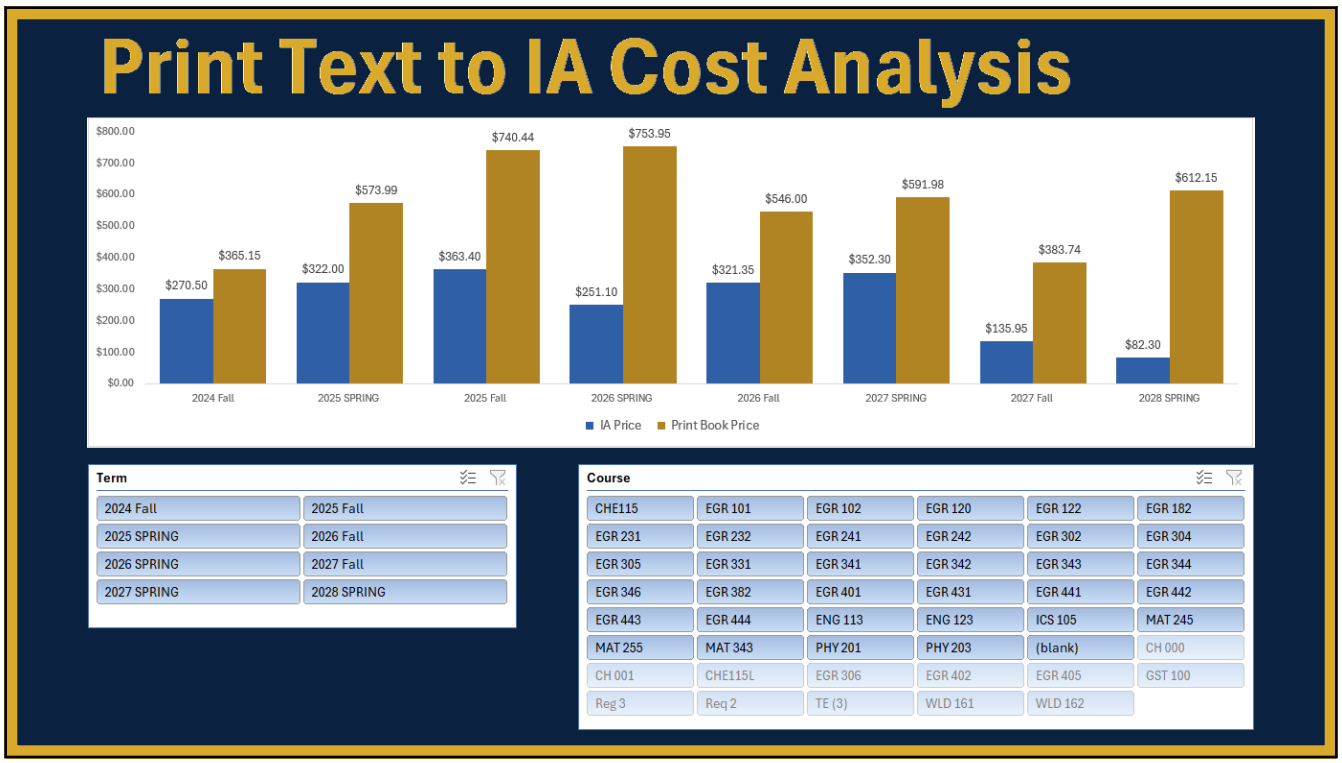
FACULTY ALSO CARE ABOUT TEXTBOOK AFFORDABILITY

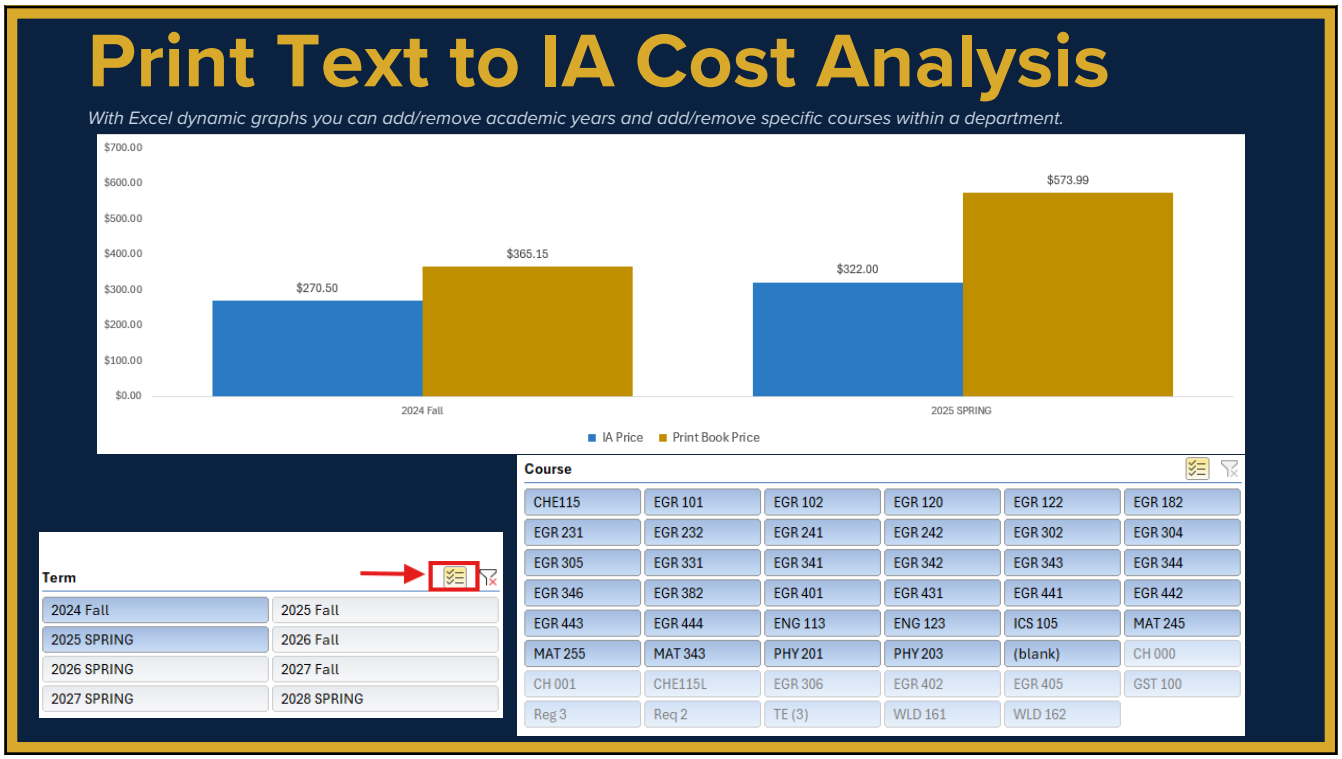
Deans and faculty look at what a whole department asks students to buy, not just one title at a time.

2 BUILD A PIVOT TABLE CONTAINING COURSE, IA PRICE, AND PRINT BOOK PRICE

Row Labels	IA Price	Print Book Price
2024 Fall	**$270.50**	**$365.15**
EGR 101	$21.00	$28.00
EGR 122	$33.15	$60.00
EGR 182	$42.35	$81.25
ENG 113	$23.50	$25.00
GST 100		
ICS 105	$0.00	$13.75
(blank)	$150.50	$157.15
2025 SPRING	**$322.00**	**$573.99**
EGR 102	$91.50	$137.50
EGR 120	$0.00	$89.00
ENG 123	$23.50	$25.00
MAT 245	$127.00	$172.50
PHY 201	$80.00	$149.99
2025 Fall	**$363.40**	**$740.44**
EGR 231	$47.00	$267.95
EGR 241	$112.90	$150.00
MAT 255	$123.50	$172.50
PHY 203	$80.00	$149.99
2026 SPRING	**$251.10**	**$753.95**
CH 000		
CHE115	$38.80	$45.00
CHE115L		
EGR 232	$47.00	$267.00
EGR 242	$112.90	$150.00
EGR 382	$41.15	$231.95
(blank)	$11.25	$60.00
2026 Fall	**$321.35**	**$546.00**
2027 SPRING	**$352.30**	**$591.98**
2027 Fall	**$135.95**	**$383.74**
2028 SPRING	**$82.30**	**$612.15**
Grand Total	**$2,098.90**	**$4,567.40**

As presented at TAC 2026, November 3-4







What do Academic Affairs, chairs, deans, and provost care about?

ACADEMIC AFFAIRS

ACCESS, RETENTION, AND PERSISTENCE.

Access anywhere, online or offline
Online from a dorm room. Offline for athletes on a two-hour bus ride to an away game.

More access, stronger persistence
Studies link access to required materials with students who persist.

Lower cost, better retention
No student has to choose between buying food and staying opted in.

Required materials at a cost that lets students persist through graduation.

What do the University President, Chancellor, or Board of Regents care about?

EXECUTIVE LEADERSHIP

ENROLLMENT & ADMISSIONS.

$5M+
saved by Online Education students, 2020–2024

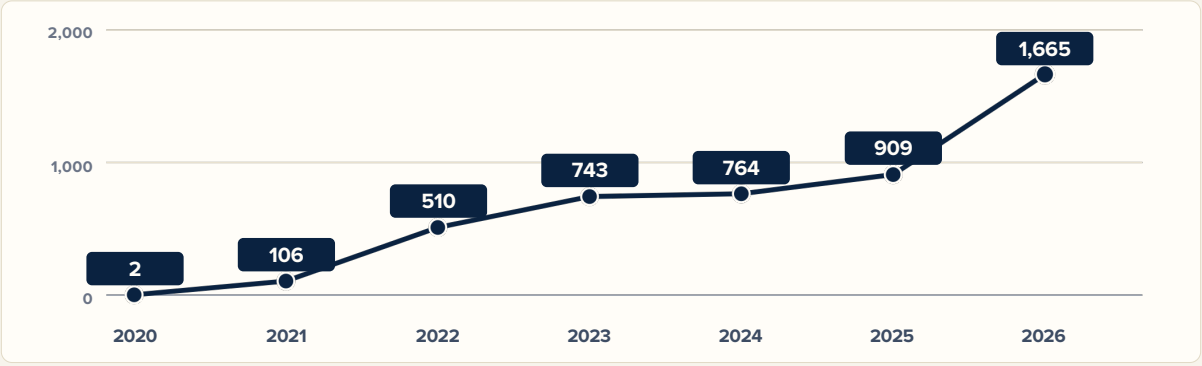
$13M+
saved to date, with both tracks live since Fall 2026



A recruiting edge. Admissions counselors can lead with these savings at high school college fairs and admission events.

Immediate Access by the numbers

PARTICIPATING COURSES, 2020–2026



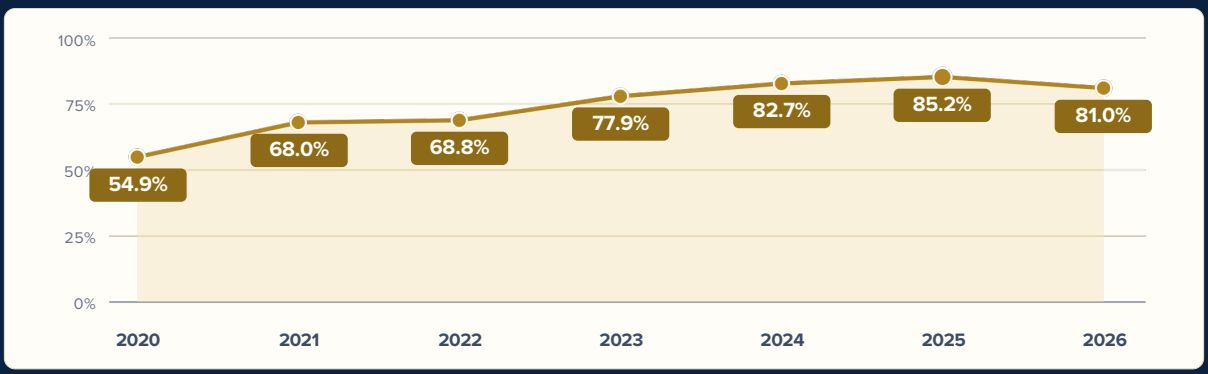
PROGRAM TO DATE **5,427** participating courses

Academic-year totals. Program to date includes Fall 2026.

Immediate Access by the numbers

STUDENT PARTICIPATION, 2020–2026

Students who stay opted in



PROGRAM TO DATE **79.7%** student participation **261,766** participating student enrollments

Academic-year rates. Program to date includes Fall 2026.

From our program to yours

KEYS TO GROWING YOUR PROGRAM

1
PILOT FIRST
Nothing wrong with starting small and proving it works.

2
GROW IN STEPS
Scaffold incremental growth where it makes sense.

3
BEFRIEND EVERYONE!
Every unit on campus: admissions, advising, the bursar's office, the library.

4
BEST-BEFRIEND THE LMS TEAM
MOST IMPORTANT

Access to Canvas, Blackboard, Moodle, or whichever LMS your campus uses is key to resolving the issues that will inevitably arise.

THIS CONTENT WAS CREATED IN COLLABORATION BETWEEN HUMANS AND AI

Claude

Artificial Intelligence
Opus 5.5 model



Humanoid
Loretto Evans
Director of Course Materials