

TAC – CHICAGO 2026

OSU Beaver Store: AutoAccess

Alternative to common opt-out programs

James Howard
Chief Academic Materials Officer
OSU Beaver Store

OSU BEAVER STORE IN CONTEXT…

- Serving Oregon State University since 1914.
- Not institutionally owned. Private non-profit 501 (c)(3) corporation owned by faculty and students of OSU.
- Beaver Store serves 3 campuses.
- Oregon State University FTE 38,000 as of '25-'26.





To IA or not to IA….

Challenges…

- ❖University explicitly stated they would not charge students directly for course materials.
- ❖Beaver Store does not have access to charge student accounts.
- ❖Unable to use the cookie-cutter approach to IA that publisher and 3rd party platforms prefer.
- ❖Frustration knowing publishers had IA pricing but could not participate.

❖**Pillars of AutoAccess**
- ➢Instant access
- ➢Correct material
- ➢Able to acquire material anytime, anywhere
- ➢Students better prepared to succeed

❖**Leverage CEI platform**
- ➢Permalinks in LMS
- ➢Secure transactions
- ➢Trackable transactions

❖Utilized VitalSource to lesser extent, for similar

But…at Oregon State University, we're used to doing things differently to succeed!

Fosbury flop



Dick Fosbury, alumni 1972.

Promotional material for campus

- ❖ Sent to faculty and academic department contacts
- ❖ Provided real estate on our website.



Promotional material for publishers

- Sent to all publisher representatives and regional managers
- Explaining how AutoAccess works and how it is essentially like an IA program

OSU BEAVER STORE

An Exclusive Partnership: OSU is Unique

Oregon State University has partnered with the OSU Beaver Store as its sole distributor of paid course materials. Pursuant to section 9 of our lease agreement with OSU entitled "Exclusive Rights", the OSU Beaver Store:

"...shall have exclusive rights to and Lessor shall not otherwise contract for the retail marketing or sale of...textbooks and other course materials in whatever form (e.g., printed, digital) and through whatever method of sale (e.g., sale, rental, licensed distribution, publisher or vendor affiliate program) and through whatever distribution channel (e.g., physical store, online) such products are promoted by the Lessor."

Oregon State University currently lacks a mechanism whereby the OSU Beaver Store could charge student accounts directly, precluding the standard type of "Inclusive Access/Opt-out" initiatives, but we are able to achieve similar benefits through a program we call Auto Access.

Auto Access: An "Opt-In" Approach

Common goals to those of "Inclusive Access/Opt-Out" distribution models

- Increased sell through and market share
- Reduction in the cost to students
- Bolstered student achievement outcomes by having early/easy access to material

"Opt-In" experience for the student that is similar to Inclusive Access

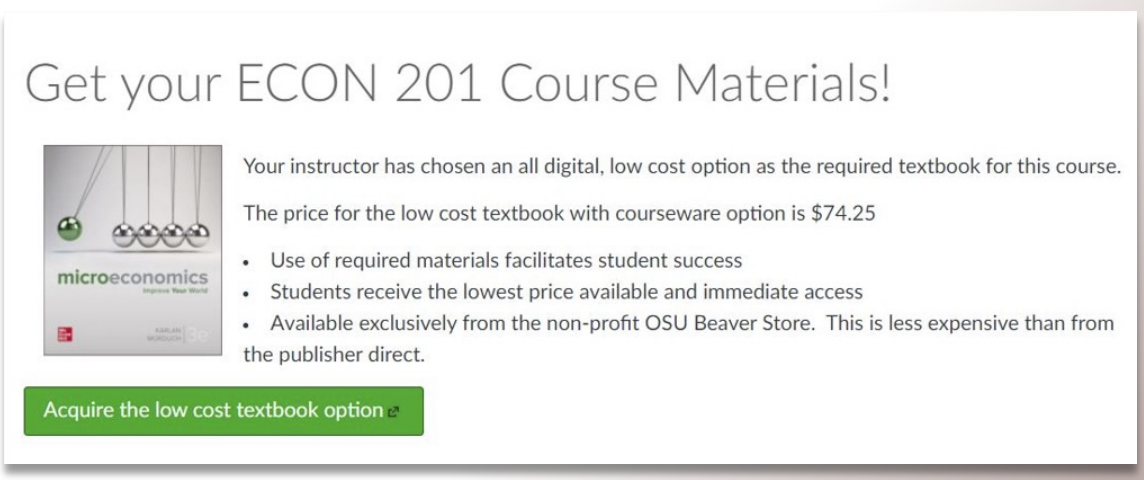
- Activation is linked from the course's Canvas page
- Intermediate step used to collect credit card information
- Optional in-store acquisition/payment
- Optional print upgrade
- Refunds through the second week of classes

Delivery Mechanisms

- Campus eBookstore Inc. (CEI) (courseware w/ebooks)
- VitalSource (ebooks only)

Program Management - CEI

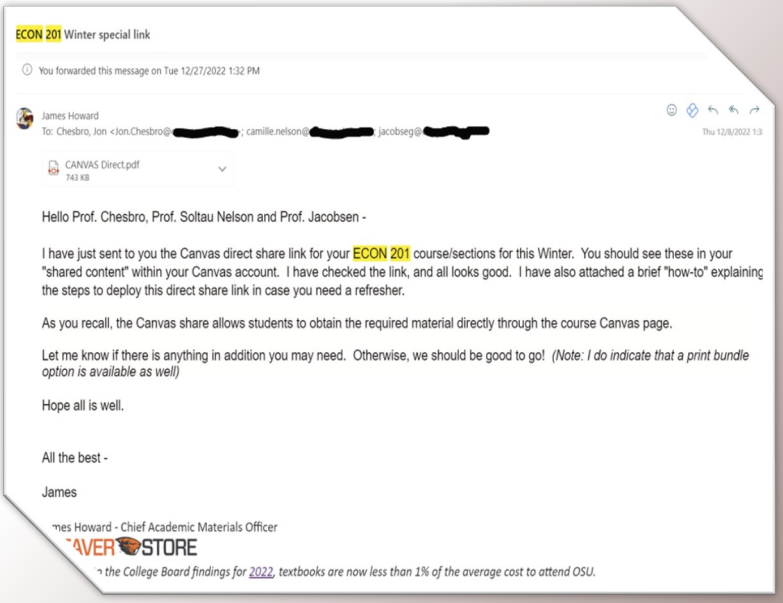
- ✓ We use the CEI platform for activation and management
- ✓ We list on CEI and create a special link for the course's Canvas page
- ✓ We transact sales and refunds



Example of image tile with acquisition link provided to faculty through their LMS account

Personalized touch…

- Sample email alerting faculty that their course-specific acquisition tile is all set up.
- Provide instructions on how to deploy.
- Assure faculty that link is functioning just fine.



ECON 201 Winter special link

You forwarded this message on Tue 12/27/2022 1:32 PM

James Howard
To: Chesbro, Jon <Jon.Chesbro@[redacted]; camille.nelson@[redacted]; jacobseg@[redacted]
Thu 12/8/2022 1:3

CANVAS Direct.pdf
743 KB

Hello Prof. Chesbro, Prof. Soltau Nelson and Prof. Jacobsen -

I have just sent to you the Canvas direct share link for your ECON 201 course/sections for this Winter. You should see these in your "shared content" within your Canvas account. I have checked the link, and all looks good. I have also attached a brief "how-to" explaining the steps to deploy this direct share link in case you need a refresher.

As you recall, the Canvas share allows students to obtain the required material directly through the course Canvas page.

Let me know if there is anything in addition you may need. Otherwise, we should be good to go! *(Note: I do indicate that a print bundle option is available as well)*

Hope all is well.

All the best -

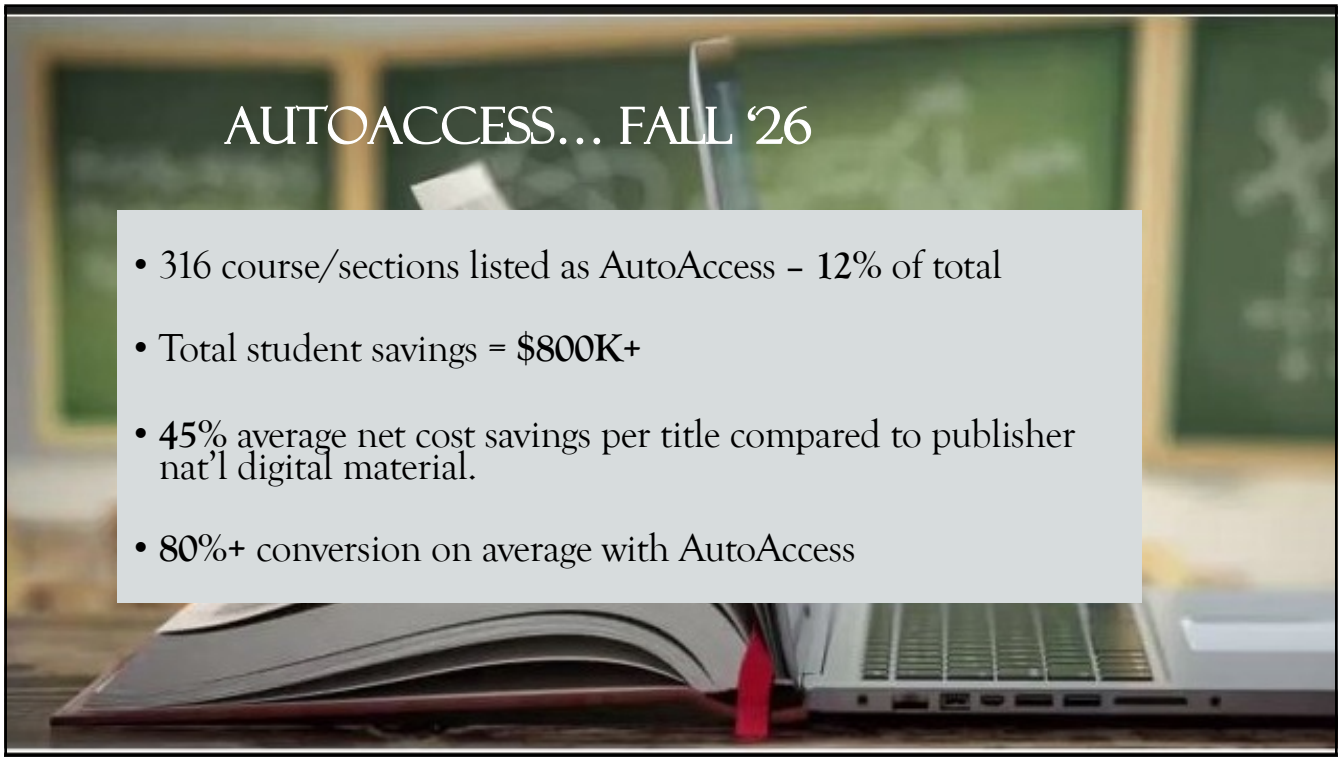
James

mes Howard - Chief Academic Materials Officer
AVER STORE
n the College Board findings for 2022, textbooks are now less than 1% of the average cost to attend OSU.

AutoAccess… in the beginning

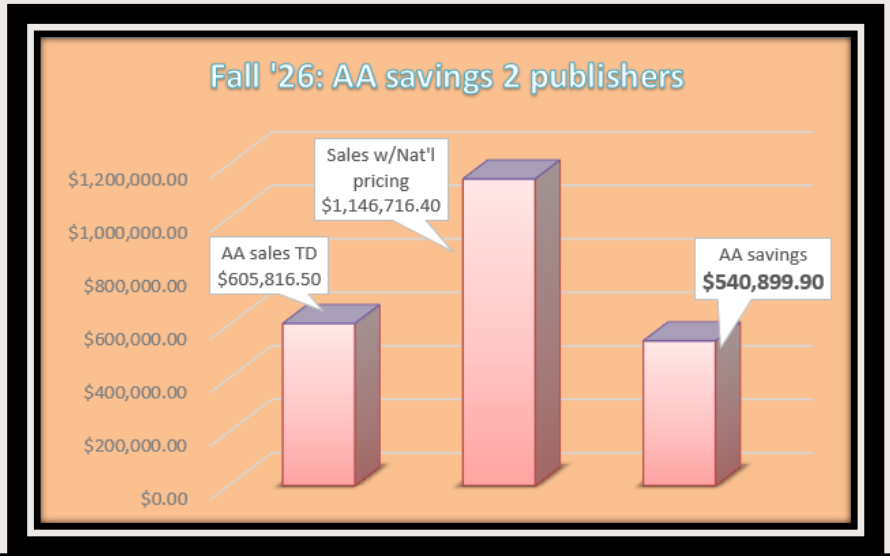
- 2017-2018: **12** course/sections listed as AutoAccess
- Total student savings = **$81,000.00**
- **64**% average cost savings per title compared to previously adopted print material.
- **20**% more students purchased via AutoAccess than the year before with same courses





Example of just 2 publishers results…

- ❖ To Date: Fall '26 term
- ❖ 25 courses/multiple sections in AutoAccess

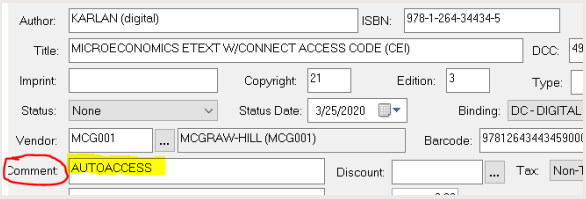


Operational considerations…

- Code participating titles in ICS
- Spreadsheet listing each term
- Engage campus LMS
- Share results
- Consistently strengthen publisher partnership



Example of coding in ICS so can easily run reports →



Example of Excel spreadsheet for term ↓

Crs/Sec	DCC	SkU	isbn	vndr	Author	Title	Comment
ACTG/319/001	49-00-15	20411077	9781197909901	JOH003	KIESO (digital)	INTERMEDIATE ACCOUNTING ETEXT W/WILEY PLUS 150 DAY ACCESS (CEI)	AUTOACCESS
ACTG/319/002	49-00-15	20411077	9781197909901	JOH003	KIESO (digital)	INTERMEDIATE ACCOUNTING ETEXT W/WILEY PLUS 150 DAY ACCESS (CEI)	AUTOACCESS
ANTH/210/001	49-00-15	20243982	9780393428537	WWN001	GUEST (digital)	ESSENTIALS OF CULTURAL ANTHROPOLOGY EBOOK W/INQUIZITIVE ACCESS CODE	AUTOACCESS
ANTH/210/002	49-00-15	20243982	9780393428537	WWN001	GUEST (digital)	ESSENTIALS OF CULTURAL ANTHROPOLOGY EBOOK W/INQUIZITIVE ACCESS CODE	AUTOACCESS
ANTH/210/003	49-00-15	20243982	9780393428537	WWN001	GUEST (digital)	ESSENTIALS OF CULTURAL ANTHROPOLOGY EBOOK W/INQUIZITIVE ACCESS CODE	AUTOACCESS
ANTH/210/004	49-00-15	20243982	9780393428537	WWN001	GUEST (digital)	ESSENTIALS OF CULTURAL ANTHROPOLOGY EBOOK W/INQUIZITIVE ACCESS CODE	AUTOACCESS
ANTH/210/005	49-00-15	20243982	9780393428537	WWN001	GUEST (digital)	ESSENTIALS OF CULTURAL ANTHROPOLOGY EBOOK W/INQUIZITIVE ACCESS CODE	AUTOACCESS
ANTH/210/006	49-00-15	20243982	9780393428537	WWN001	GUEST (digital)	ESSENTIALS OF CULTURAL ANTHROPOLOGY EBOOK W/INQUIZITIVE ACCESS CODE	AUTOACCESS
ANTH/210/007	49-00-15	20243982	9780393428537	WWN001	GUEST (digital)	ESSENTIALS OF CULTURAL ANTHROPOLOGY EBOOK W/INQUIZITIVE ACCESS CODE	AUTOACCESS
ANTH/210/400	49-00-15	20243982	9780393428537	WWN001	GUEST (digital)	ESSENTIALS OF CULTURAL ANTHROPOLOGY EBOOK W/INQUIZITIVE ACCESS CODE	AUTOACCESS
ANTH/210/401	49-00-15	20243982	9780393428537	WWN001	GUEST (digital)	ESSENTIALS OF CULTURAL ANTHROPOLOGY EBOOK W/INQUIZITIVE ACCESS CODE	AUTOACCESS
BA/101/001	49-00-15	20248222	9781640872196	LUM004	LUMEN LEARNING	WAYMAKER INTRO TO BUSINESS ACCESS CODE (CEI)	AUTOACCESS-i
BA/101/400	49-00-15	20248222	9781640872196	LUM004	LUMEN LEARNING	WAYMAKER INTRO TO BUSINESS ACCESS CODE (CEI)	AUTOACCESS-i
BA/101/401	49-00-15	20248222	9781640872196	LUM004	LUMEN LEARNING	WAYMAKER INTRO TO BUSINESS ACCESS CODE (CEI)	AUTOACCESS-i
BA/101/001	49-00-15	20248246	9781952023231	MYE001	ALLEN	EXCEL EDUCATOR EBOOK (CEI)	AUTOACCESS-i
BA/101/400	49-00-15	20248246	9781952023231	MYE001	ALLEN	EXCEL EDUCATOR EBOOK (CEI)	AUTOACCESS-i
BA/101/401	49-00-15	20248246	9781952023231	MYE001	ALLEN	EXCEL EDUCATOR EBOOK (CEI)	AUTOACCESS-i
BA/162/010	49-00-15	20384142	9781265212902	MCG001	FERRELL (digital)	BUSINESS FOUNDATIONS ETEXT W/ CONNECT ACCESS CODE (CEI)	AUTOACCESS
BA/162/012	49-00-15	20384142	9781265212902	MCG001	FERRELL (digital)	BUSINESS FOUNDATIONS ETEXT W/ CONNECT ACCESS CODE (CEI)	AUTOACCESS
BA/162/013	49-00-15	20384142	9781265212902	MCG001	FERRELL (digital)	BUSINESS FOUNDATIONS ETEXT W/ CONNECT ACCESS CODE (CEI)	AUTOACCESS

Where we're heading…

- ❖ Adding more courses term over term
- ❖ Including more no-cost titles
- ❖ Looking into CEI's Access Advantage LMS solution
- ❖ Program coincides with publisher strategies to go all digital
- ❖ Using positive results to tell our story on campus



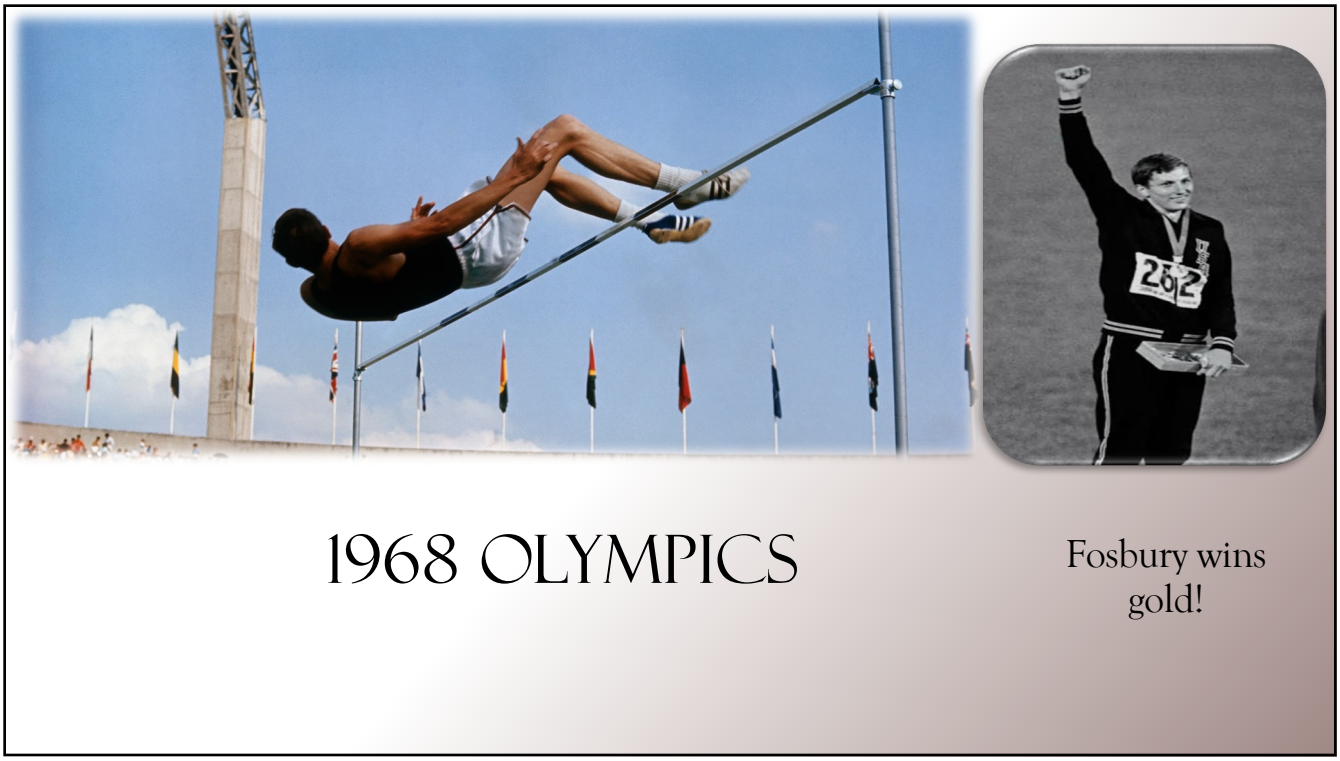
Takeaways…

- ❖ Homegrown solution is a doable option
- ❖ Leverage the partnerships
- ❖ Don't be limited by 3rd parties approaches
- ❖ Be the affordability expert and hero on your campus!

OSU BEAVER STORE

Campus eBookstore

VitalSource


1968 OLYMPICS
Fosbury wins gold!