

Grow Inclusive Access in Your Territory

We're proud to partner with our publisher representatives by putting student success first. With Inclusive Access, together we can drastically improve course materials affordability and access for students.

HERE ARE SOME WAYS YOU CAN GROW INCLUSIVE ACCESS IN YOUR TERRITORY TO INCREASE DIGITAL SELL-THROUGH AND RENEWABLE SALES:



Identify your accounts with Inclusive Access programs

Once you build this list, you can determine:

- How many courses participate in the program
- Which courses use your course materials (including courseware)



Work with your local VitalSource Account Executive

Your VitalSource AE is a great partner to help you grow IA business at your institutions. Schedule a call with them to discuss your target schools and courses, then brainstorm the next best steps on campus together. Turn over to find your local VitalSource AE!



Target courses already using courseware

These are the easiest courses to move to IA as the instructors are already using digital.



Target courses with a digital match and national IA pricing

VitalSource maintains a deep catalog of titles to support our shared affordability goals and academic freedom for instructors. Even better, instructors don't need to change their adopted materials or syllabus for titles with a digital match or national IA price. Discuss with your instructors how to convert these courses and the benefits available to students—be sure to share our Instructor Inclusive Access flyer!



Review high-enrollment courses with low sell-through

These courses can benefit the most students at once and increase awareness of efforts by the campus store and publisher to deliver affordability to students. Your bookstore manager can help you identify and share this information, and you can discuss the many benefits offered by IA with instructors teaching these courses.



Work with your campus store manager

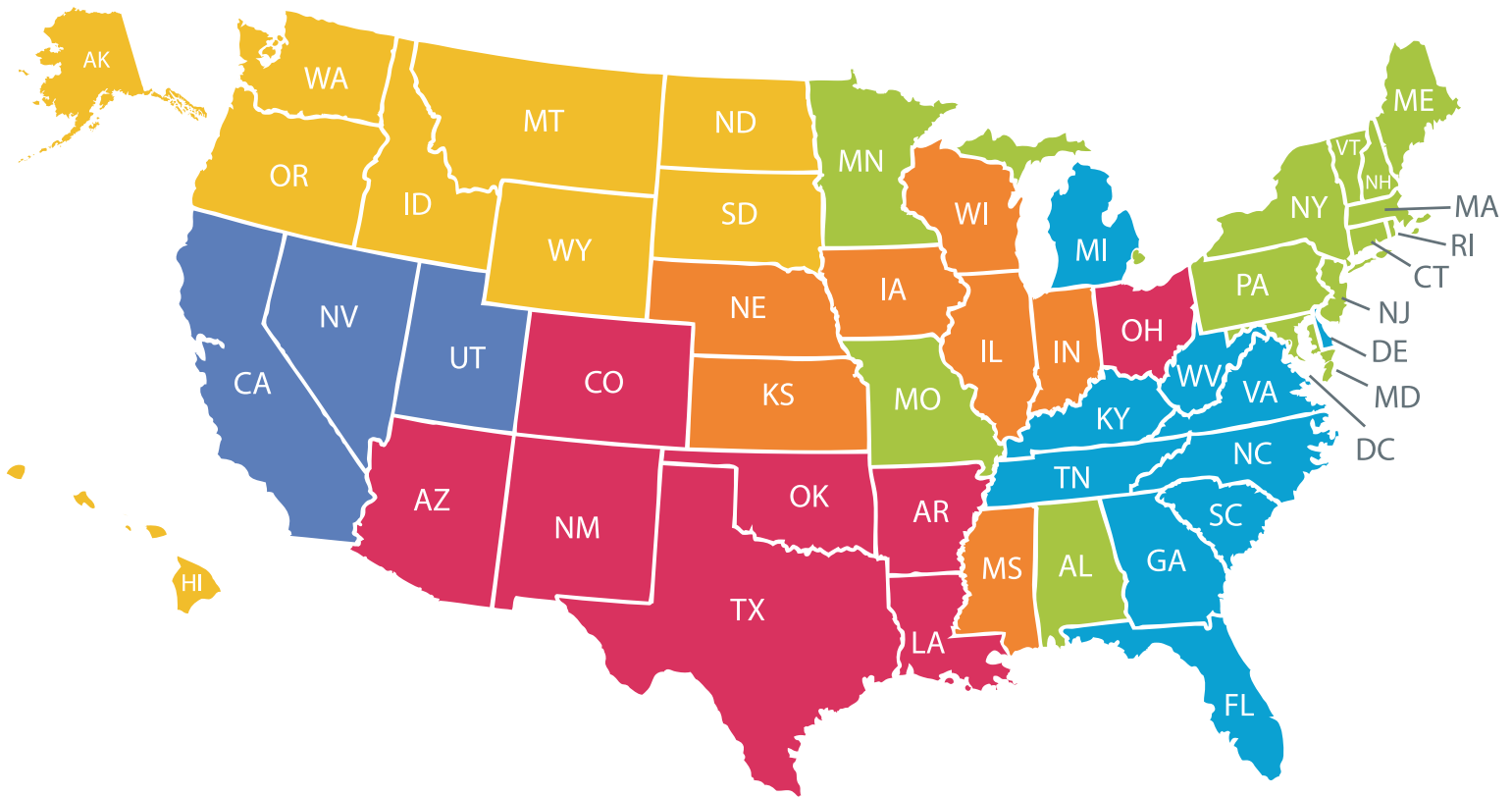
Together with the store manager, discuss which key courses make sense to move to IA and determine targets. Courses with textbook rentals and/or used books are great candidates to switch to IA and regain renewable sales through the store. Ask your store manager if they would be willing to share this information with you.



What are some next steps?

- Contact bookstore manager with closed IA adoptions
- Contact VitalSource to communicate custom ISBN information (see back)
- Obtain information through your sales operations team or the store
- Still need help? Work with your manager or contact Sonny Matharu, national account sales manager at VitalSource (see back)

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