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## **Courseware in 2024: Empowering, Engaging and “Not Your Parents’ Textbook”**

Today’s Learning Materials are a Dynamic, Evolving Foundation for Post-Secondary Student Success

- Learning materials produced by our Higher Education members like textbooks and courseware are a critical part of student success at colleges and universities across Canada.
- Contemporary learning materials meet students where they are and how they prefer to learn, and provide instructors with dynamic insight, support and quality they can trust.
- These dynamic learning tools feature built-in interactivity that delivers an enriched learning experience and provides personalized learning that supports better learning outcomes.
- Through on-demand, digital access, students can access their learning materials through a variety of devices—laptops, tablets, even mobile devices—wherever and whenever they want, or choose a print-on-demand option if they prefer.

### **FAQs about publisher-provided courseware**

#### **Q: What is the cost of course materials?**

Providing quality resources at an affordable price is a key priority for our industry. While the cost of tuition, housing and transportation has been steadily rising for students, over the past decade, the average price for higher education materials declined by 29%, nearly a third, after adjusting to real dollar values and inflation. Publisher-provided courseware has not only become increasingly affordable but provides value that extends beyond the dollar cost.

#### **Q: Why is student-spending on course materials declining?**

When it comes to acquiring course materials, students have more choices—and more affordable alternatives—than ever, including subscription options for digital materials, loose-leaf print versions and creative new distribution models such as Inclusive Access. Today’s students are taking full advantage of the new, cost-effective options that publishers have made available, which has led to a significant decline in student spending.

## **Q: How do Canadian Higher Education publishers support better learning outcomes in Higher Education?**

Canadian Higher Education publishers support better learning outcomes through the following ways:

- Over 90% of all publisher-provided courseware is digital. Courseware and other digital learning materials are critical aspects of student success in today's classrooms.
- CPC HED members produce quality, peer-reviewed content delivered in dynamic formats that are proven to increase student engagement and preparedness.
- Examples of digital learning materials include e-book content, animations, virtual workplace simulations, practice materials and personalized learning paths.
- Students can use assigned content to learn at their own pace, identify and focus on areas that are uniquely challenging or interesting to them, and empower themselves to study on their own.
- Instructors have access to dynamic teaching materials to make the most of in-class time and insight that allows them to tailor their teaching strategies in response to real-time data.
- Publisher-provided courseware meets the needs of today's classrooms, which are increasingly digital or hybrid settings. The on-demand, digital access of publisher-provided courseware meets students where they are and how they prefer to learn.
- Publisher-provided courseware is reliable, up-to-date and subject to high editorial standards.
- Publisher-provided courseware can easily adapt to the pedagogical foundation of individual instructors, leading to dynamic learning and teaching experiences.
- Efficacy studies from CPC Higher Education firms have proven that student engagement increases when publisher-provided courseware is introduced in the classroom.
- Publisher-provided courseware yields significant security and privacy benefits.

To learn more about the publisher-provided courseware offerings from the Higher Education members of the CPC, visit our [Members page](#).