5 Steps to Launching a Successful Digital Content Program

Included in Tuition for Under - Represented Students
Welcome. Nice to meet you.

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Why a digital content program?

- Give students an accessible, quality experience
- Give institutions data to understand their ROI
- Centralise and simplify institutional content
 Included in tuition widens participation

- 50% of students are worried about the affordability of bread and milk.
- 65% of students are not able to afford all their core textbooks.
- 94% of those students said that because of this their marks will suffer.

PIRG Study - Fixing the Broken Textbook Market
Make learning more effective

Search across every book at once, even inside images

Personal reading list, linked with their class enrollments

Take books offline on any device, read textbooks in any country

Highlights and comments, instantly synced online

Accessibility features built in
5 Steps to launch

- Identify stakeholders
- Target outcomes
- Don’t stress the tech
- Take-off with a pilot
- Timeline
#1 Identify stakeholders

Find champions early to help build momentum and spread the positive word.

“So the key stakeholder, is the students. Because without them, we wouldn’t be doing it in the first place.”

Pro Tip

Invite students to a lunch and learn to share what they expect from a modern university experience.
Who are the forward thinkers in your community?
#2 Target outcomes

Set measurements that map back to your program goals.

Personalized learning, widening participation, and increased retention are strong contenders.

**Pro Tip**

Look at your strategic plan; it might already identify outcomes that you can align your program to.
Demonstrate the reason why your making the move to digital

**Program overview of engagement**
See time spent by every title for better ROI

**Reading engagement by every class**
Know when and how often students are participating

**Student feature usage**
Track accessibility indicators to know students are benefiting
Ask yourself: How can engagement analytics help measure your program?
#3 Don’t stress the tech

If your institution is using a typical LMS/VLE, it only requires minimal input from your coordinator and a short chat with your IT team.

“I can see that students are able to engage with this material because they can all access it.”

Ian Snowley
Lincoln University
Why does single-sign-on matter to the student experience?
#4 Take-off with a pilot

Select the right courses
First-year courses offer the clearest picture of how students will adopt digital

Work closely with academics
Offer an intro presentation and give digital textbook access early

Highlight student analytics
Digital gives more insight than any other format. Share results with stakeholders
Ask yourself

What are the modern expectations of students in the digital world?
#5 Timeline

Getting a pilot off the ground can take as little as two weeks, and guarantees a more streamlined expansion in the next semester.
Thank you

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