



Colorado Community Colleges Online

INSTITUTIONAL SOLUTIONS

Colorado Community Colleges Online (CCCOnline) is a distance-learning consortium comprising the 13 member colleges of the Colorado Community College system, plus Dawson Community College of Montana, Northwest Missouri State University, and Pickens Technical College of Denver. Through its partner colleges, CCCOnline offers fully accredited Associate of Arts Degrees, Associate of Applied Science Degrees, and Certificates in various disciplines.

“The students are getting excellent content for a great value.”

—Rhonda Epper, Ph.D.
Co-Executive Director

In a groundbreaking partnership with Colorado Community Colleges Online, Pearson has agreed to provide digital textbooks throughout the consortium for a reduced and far more affordable fee per semester per student than previously possible for printed textbooks.

“Once e-content became more sophisticated and easier to use,” says CCCOnline co-executive director Rhonda Epper, “we saw an opportunity to improve our course content by adding interactivity while substantially lowering course costs for our students.”

Through the new eTextbook program, students pay a onetime digital materials charge with their tuition. They know upfront exactly how much it will cost to take their CCCOnline course—no hidden fees, no extra course material costs. Students may print sections from their eTextbook and may also obtain their text in a custom, low-cost, black-and-white print version via participating campus bookstores.

CCCOnline’s eTextbooks are more than PDF versions of the text. Each eBook includes rich, interactive digital content and links. “Students are getting more value for their money,” says Epper. “The materials can’t be separated from the course. They are integral parts of it.”

In addition, the Pearson-CCCOnline eTextbook model represents a solution to the problem of edition changes. “Because the book is digital, we decide when we move to a new edition and revise a course,” says Epper. “And we don’t worry about the bookstore’s running out of an edition. Having control over the revision cycle is a significant savings of staff time.”

Student surveys indicate that the embedded videos and slide shows are already big hits. Students appreciate that eTextbooks offer them control over their learning process: they can review concepts as many times as they need to and go as slowly or as quickly as suits their learning style.

Students had the following to say when asked to describe their eTextbook experience:

- “I really enjoyed it! I am in the military and have to travel with my laptop and schoolbooks to complete assignments. The digital textbook made a world of difference.”
- “Way to go green!”
- “I took the course during the time that my children started school. The money I saved on books allowed me the freedom to do other things for the start of my children’s schooling.”
- “It took the school a while to give me my financial aid voucher. Although I got behind in other classes because of a lack of material, I never got behind in this one; the material was here for my use.”

CCCOnline launched the program in summer 2008. By the end of spring 2009, 22 courses—in such departments as Biology, Business, Criminal Justice, Economics, Geography, History, Human Nutrition, Management, Marketing, Psychology, and Sociology—will be using eTextbooks. By 2011, the school expects the majority of courses will be taught with eTextbooks.

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