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Creating a custom e-book for your course

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Creating an e-book



12:15 TECH TALK
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JEFFERSON SCHOOL OF NURSING
OCTOBER 22, 2012

Background



- Online course (NU708)
 - Older students, digital novices (some)
 - Distance students
- Integrated iPad2 technology
- iPads provided to students on loan
- Good opportunity to integrate e-books

The Basics: Set-up



1. Student handbook, multiple emails, courseboard
2. iTunes account required, in syllabus
3. Conference call



The Basics: Support



- Handbook
- AppleCare
- JeffIT, AISR
- AcademicPub, Jones & Bartlett (J & B now partnered with AcademicPub)
- For faculty: AISR, iPad committee, Drs. Smith & Shaffer



Finding a new way



Old way

- A chapter here, an article there
- Moderate reliance on humanities
- Campus Copy in West Philly
- Mail order, direct purchase
- Approx. 500 pages
- Faculty pre-purchase

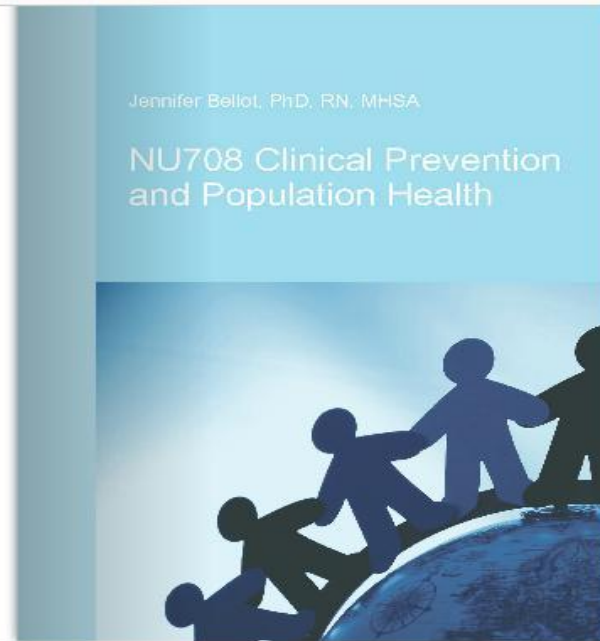
New way

- A chapter here, an article there
- Moderate reliance on humanities
- www.academicpub.com
- Jones & Bartlett bundling
- No pages (unless preferred)
- Limited-time access

Course Name: NU708 Clinical Prevention and Population Health

Instructor: Jennifer Bellot, PhD, RN, MHA

This initial preview is offered for a quick review of your content. This simple reader allows you to flip through pages and zoom in/out. The final book will be delivered at purchase.



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+ Zoom

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Pricing Review

Below are pricing details for each of the available book format options.

Available eBook Formats	Platform Fee	Permission Fee (?)	Royalties (details)	Total List Price
eBook - PDF format	\$ 9.95	\$ 2.50	\$ 31.52	\$ 43.97

Available Print Formats	Platform Fee and Printing (?)	Extra Pages	Permission Fee (?)	Royalties (details)	Total List Price
B&W Softcover Book	\$ 19.95	\$ 4.02 (134 @ \$ 0.03)	\$ 2.50	\$ 31.52	\$ 57.99
Color Softcover Book	\$ 29.95	\$ 20.10	\$ 2.50	\$ 31.52	\$ 84.07

Texts...more



The Challenges

- Jones & Bartlett product not accessible on the iPad (Adobe glitch)
- Many students still resistant to electronic text
- Limited time availability for access
- Time consuming

The Rewards

- No complaining from students! (To me, anyway...)
- About the same price
- Fantastic customer service
- Academicpub offers many tools such as libraries

AcademicPub, Jones & Bartlett



Advantages

- Paper copies available (AP)
- AP-free electronic text with purchase of paper text
- Surprisingly easy
- Good on a short timeline
- Individualized texts

Disadvantages

- Time-limited access**
- Formatting difficult
- AP required an additional (free) download of Blue Fire app, not stated initially

Students' use, thoughts, reactions



- Most purchased both e-text and paper
- 53% used the e-text exclusively
- **Only** 33% thought accessing course reading materials was easy.

Student Evals



- Preferred AP to J&B
- Good customer service with AP
- 60% thought AP/J & B customer service was helpful
- 74% of students felt computer resources were adequate for learning
- 87% thought the orientation call was valuable

Student qualitative feedback



“Using the iPad to read my course contents at anytime, I find it extremely useful for my schedule.”

“The Population Health book was difficult to read online.” (J & B)

Multiple instances of initial frustration with purchase and upload/opening, but surprisingly not negative through or after semester.

Lessons Learned



- Give yourself time!
 - Especially for checking and clearing copyrights
- Use the AcademicPub libraries, available syllabi, etc.
- Use our book representatives
- Handouts, questions, comments?

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