Creating a custom e-book for your course

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Creating an e-book

12:15 TECH TALK
JENNIFER BELLOT, PHD, RN, MHSA, CNE
JEFFERSON SCHOOL OF NURSING
OCTOBER 22, 2012
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](http://www.academicpub.com)
• Jones & Bartlett bundling
• No pages (unless preferred)
• Limited-time access
PRICING REVIEW

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

<table>
<thead>
<tr>
<th>Available eBook Formats</th>
<th>Platform Fee</th>
<th>Permission Fee (1)</th>
<th>Royalties (details)</th>
<th>Total List Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>eBook - PDF format</td>
<td>$9.95</td>
<td>$2.50</td>
<td>$31.52</td>
<td>$43.97</td>
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<table>
<thead>
<tr>
<th>Available Print Formats</th>
<th>Platform Fee and Printing (2)</th>
<th>Extra Pages</th>
<th>Permission Fee (3)</th>
<th>Royalties (details)</th>
<th>Total List Price</th>
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<tbody>
<tr>
<td>B&amp;W Softcover Book</td>
<td>$19.95</td>
<td>$4.02</td>
<td>$2.50</td>
<td>$31.52</td>
<td>$57.99</td>
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<tr>
<td>Color Softcover Book</td>
<td>$29.95</td>
<td>$20.10</td>
<td>$2.50</td>
<td>$31.52</td>
<td>$84.07</td>
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<tr>
<td>The Challenges</td>
<td>The Rewards</td>
<td></td>
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<td>---------------------------------------------------</td>
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<tr>
<td>• Jones &amp; Bartlett product not accessible on the iPad (Adobe glitch)</td>
<td>• No complaining from students! (To me, anyway...)</td>
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<tr>
<td>• Many students still resistant to electronic text</td>
<td>• About the same price</td>
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<tr>
<td>• Limited time availability for access</td>
<td>• Fantastic customer service</td>
<td></td>
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<tr>
<td>• Time consuming</td>
<td>• Academicpub offers many tools such as libraries</td>
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<tr>
<td>Advantages</td>
<td>Disadvantages</td>
<td></td>
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<td>------------------------------------------------</td>
<td>-------------------------------------------------------------------------------</td>
<td></td>
<td></td>
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<tr>
<td>• Paper copies available (AP)</td>
<td>• Time-limited access**</td>
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<tr>
<td>• AP-free electronic text with purchase of paper text</td>
<td>• Formatting difficult</td>
<td></td>
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<tr>
<td>• Surprisingly easy</td>
<td>• AP required an additional (free) download of Blue Fire app, not stated initially</td>
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<td>• Good on a short timeline</td>
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<td>• Individualized texts</td>
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</table>
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
“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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