**SENATE RESOLUTION #2984**

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| **TITLE:** | Awareness for StartRight+ and Support for an Increase of Adoption Rates |
| **DATE INTRODUCED:** | 04/09/2024 |
| **AUTHOR:** | Senator Schliebe |
| **SPONSORS:** | Senator Gomelsky, Hulen, and Keasling; First-Year Senator Hargett |

1. WHEREAS, the purpose of the Associated Students of the University of Wyoming
2. (ASUW) is to serve our fellow students in the best manner possible; and,
3. WHEREAS, ASUW has a responsibility to announce endeavors
4. on campus that may affect students; and,
5. WHEREAS, upper administration has plans on releasing equitable access, a new
6. platform for receiving course materials at a lower relative cost, this fall in a collaborative
7. program between the University Store, faculty, and publishers called StartRight+
8. for UW students; and,
9. WHEREAS, the launch of StartRight+ is a step UW has taken to make attaining a
10. college degree more affordable and prepare students for life and adaptation to a changing
11. and increasingly digital world; and,
12. WHEREAS, StartRight+ will allow students to access materials at one predictable price
13. of $275 every academic semester through the WyoCourse/Canvas class pages through
14. the MyTextbooks sidebar navigation; and,
15. WHEREAS, as a digital-first program, any available material will be delivered digitally
16. through WyoCourses/Canvas with physical copies being available if digital is
17. unavailable; and,
18. WHEREAS, if a student wishes to opt-out of this program, that is a viable option; and,
19. WHEREAS, StartRight+ mirrors similar programs that have been implemented in
20. Universities since 2020; and,
21. WHEREAS, 70% of students at other institutions named ease and convenience as the top
22. reason for participating; and,

23. WHEREAS, course materials are delivered digital-first by the first day of class, which
24. aligns with the University of Wyoming's strategic plan; and,
25. WHEREAS, a 2022 Equitable Access Study found that students are 15.58% more likely
26. to complete the course with implementation of Equitable Access; and,
27. WHEREAS, recent research by Michael Moore shows that students are better prepared
28. for class in an EA program with a 16% increase in course completion rates for
29. participants; and,
30. WHERAS, the estimated average savings of StartRight+ is up to $1,000 per academic
31. year
32. WHEREAS, the first iteration of this program was first introduced in 2020 at UC Davis
33. with out an opt-out choice; and,
34. WHEREAS, the first model of this program that included a choice model was
35. University of Colorado Boulder in the fall of 2023; and,
36. WHEREAS, the inclusion of an opt-out method ensures that students with cheaper
37. materials are available to purchase their materials through other methods; and,
38. WHEREAS; ASUW would prefer an opt-in program to ensure that students directly
39. control where their money is allocated, but is unrealistic due to the nature of the
40. program; and,
41. WHEREA; announcing this program and raising awareness ensures students are aware
42. of this program so they can opt out if needed; and,
43. WHEREAS, ASUW approved StartRight+ when passing the student fee in fall of 2023;
44. and,
45. WHEREAS, adoption rates are the rates at which faculty members inform the University
46. Store which texts, books, and course materials they desire for the following
47. semester; and,
48. WHEREAS, faculty adoption's preestablished deadline for 2024 is April 26$^{th}$; and,
49. WHEREAS, 27% of faculty members are on time with adopting course materials; and,
50. WHEREAS, only 68% of faculty members complete their adoption; and,
51. WHEREAS, if faculty adoption is late or does not occur, the University Store cannot
52. receive the needed course materials and deliver them the first day of the semester; and,
53. WHERAS, this program's success rates will increase if faculty increases their adoption

54. rates for requesting materials; and,

55. THEREFORE, be it resolved that the Associated Students of the University of

56. Wyoming announces StartRight+ and encourages campus stakeholders and entities to

57. raise awareness about this program, including marketing strategies, tabling in the union,

58. etc.; and,

59. THEREFORE, be it further resolved that a copy of this resolution be sent to the Faculty

60. Senate to encourage faculty to increase adoption rates; and,

61. THEREFORE, be it further resolved that a copy of this resolution be sent to the

62. Branding Iron and posted on ASUW's Instagram after passage and the first week of

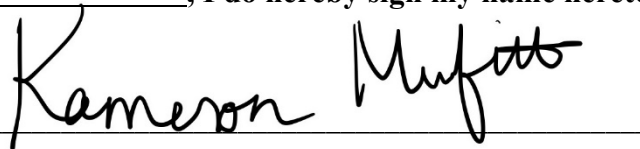63. classes this fall semester, so students are aware of the changes.


**Referred to:** ___HOPE and AD&P_____

**Date of Passage:**_ April 16th, 2024 _____ **Signed:**_____

(ASUW Chairperson)

**"Being enacted on**_ April 16th, 2024 _____**, I do hereby sign my name hereto**
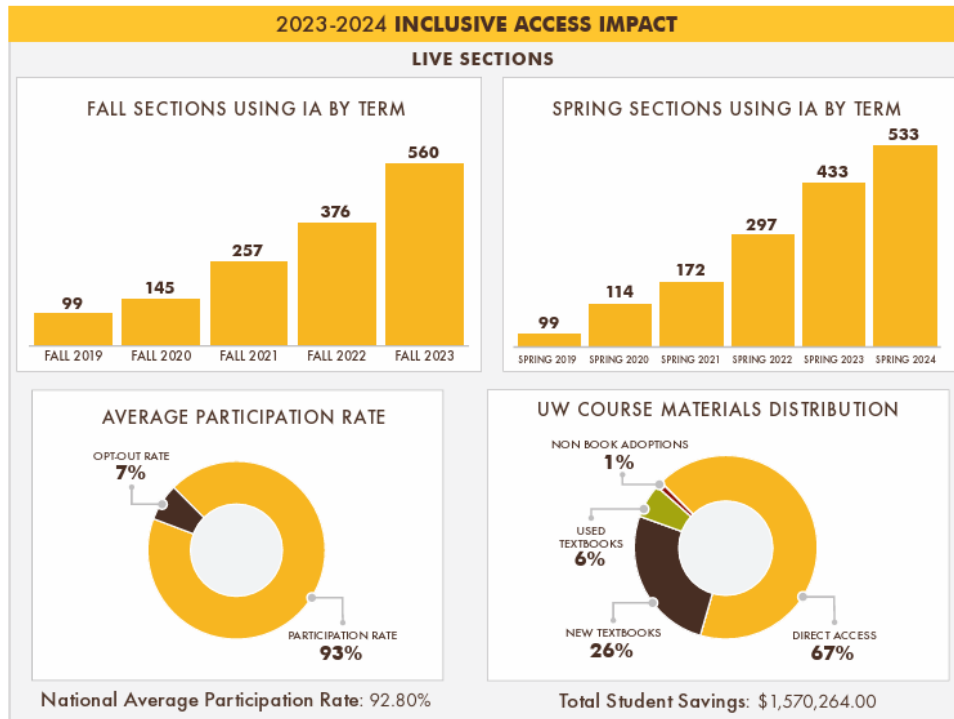
**and approve this Senate action."**  _____

**ASUW President**

**Addendum A**

**Inclusive Access**

*All Statistics and Information in the Resolution are Cited from the Following Source. For more information, visit uwyo.edu/startright.*

## STUDENT IMPACT

### EASE & CONVENIENCE
- Familiar model to today's subscription-based content platforms (i.e. Spotify and Netflix)
- 70% of students at other institutions named ease and convenience as the top reason for participating – parents agree too
- All required course materials will be provided digitally, where available, through WyoCourses/Canvas
- Once enrolled in a course, students have access to their materials, which means they can start studying right away

### AFFORDABILITY & VALUE
- Flat-rate fee per semester
- Easy budgeting and planning for financial aid
- Eliminates the hassle of shopping for course materials
- Average savings of up to $1,000 per academic year

### STUDENT SUCCESS
- 2022 Equitable Access Study: Students were 15.58% more likely to complete the course
- Students are free to explore their academic interests without weighing the costs of the associated course materials

## FACULTY IMPACT

### COURSE MATERIAL ADOPTION
- The process remains the same
- Academic freedom is maintained
- Library resources can also be available to students
- Adoption behaviors should remain the same – if there are increases in adopted materials, it will ultimately increase the fee to the students

### DIGITAL FIRST INITIATIVE
- Course Material adoptions will be assumed in digital format (if available)
- Effective Fall 2024 to support course material affordability
- Print format can be requested by faculty at the time of adoption

## INSTITUTIONAL IMPACT

### ALIGNMENT WITH THE UNIVERSITY OF WYOMING STRATEGIC PLAN
Enhancing Student Success
- Course materials are delivered digital-first by the first day of class- easy and convenient.
- Predictable low cost to students.
- Overall, student savings directly correspond to a reduced cost of attendance.
- Increased retention (Recent research by Michael Moore shows that students are better prepared for class in an EA program with a 16% increase in course completion rates for participants).
Cultivate Financial Stability/Diversification
- Delivers course materials at a lower price
- Eliminating barriers and impacting all students, not just some

Learn more at **uwyo.edu/startright**

**Addendum B**

**UW Announcement of StartRight+**

# UW to Launch StartRight+ This Fall for Textbooks

*Published April 04, 2024*

Beginning this fall, all University of Wyoming undergraduates will be able to access their required course materials for a flat fee of $275 per semester through an innovative new university program, StartRight+, aimed at breaking down financial inequities while enhancing the student experiences through academic preparedness.

Following extensive research regarding affordable course material delivery programs by the University Store, the UW Board of Trustees has approved StartRight+ for the fall 2024 and spring 2025 semesters.

StartRight+ is a digital-first, subscription-based program in which undergraduate students will receive all of their required textbooks for one flat price per semester. All undergraduate students automatically are enrolled.

"We know that retention and persistence outcomes are impacted when students struggle to purchase course materials at the beginning of the semester, so we're excited to increase access to materials and support student success with StartRight+," says Misty Eaton, University Store director.

Through StartRight+, students are guaranteed access to their course materials at the start of the semester -- allowing them to engage with course content from day one, making them better prepared for academic success.

Under the StartRight+ program, faculty members retain full academic freedom and will follow the same course material adoption that is currently established. Faculty members are expected to submit all adoptions by the preestablished deadline of Friday, April 26.

StartRight+ benefits include:

-- Affordability and predictability: StartRight+ is a flat semester rate of $275. Students have the option to opt out of StartRight Choice for individual title purchases.

-- Student success: StartRight+ ensures all undergraduate students have access to their required course materials.

-- Convenience: As this is a digital-first program, materials are provided via WyoCourses. Should a class require print materials, students will receive an email detailing pickup at the University Store.

-- Sustainability: Digital materials eliminate thousands of textbooks from being printed and shipped to the campus each semester.

-- Academic freedom: Faculty members continue to determine materials for their classes, including open educational resources.

The launch of StartRight+ is a step UW has taken to make attaining a college degree more affordable and prepare students for life and adaptation to a changing and increasingly digital world. Students, faculty and staff are encouraged to visit the StartRight+ website for updated frequently asked questions, how-to guides and general information.

**Addendum C**

**University Store Adoption Rates**

*All Statistics and Information in the Resolution are Cited from the Following Source.*

# UNIVERSITY STORE

# ADOPTIONS, PUBLISHER AND PROCUREMENT TRENDS

## I. ON-TIME ADOPTIONS

a) FALL 2023 On-time adoptions –27% at Deadline of April 7th
   a. 3247 submitted before the 6-week (July 14) period 68% by the time students start ordering.
   b. 790 were submitted in August 16%
   c. 23 were submitted after classes were in session 0.4%
   d. The latest adoption we received was on OCT 4

b) ADOPTION ON-TIME SPRING 2024
   a. SPRING 2024 On-time adoptions – 68% at Deadline of NOV 17th
   b. 3995 were submitted before the 6-week (Dec 5) period 70% - students start ordering.
   c. 233 were submitted in January 4%
   d. 49 were submitted after classes were in session 0.8%
   e. The latest adoption we received was on FEB 8

   ***1322 sections – no submission - 23%

## II. HEOA REGULATION & SAP REVIEW

Per the HEOA, an institution of higher education receiving Federal financial assistance shall make available to a college bookstore that is operated by, … the most accurate information available regarding; (1) the institution's course schedule for the subsequent academic period; and (2) for each course or class offered by the institution for the subsequent academic period, (A) the information required by subsection (d)(1) of the HEOA for each college textbook or supplemental material required or recommended for such course or class; (B) the number of students enrolled in such course or class; and (C) the maximum student enrollment for such course or class.

*SAP* https://www.uwyo.edu/regs-policies/_files/docs/policies/university_store_course_materials_sap_10-3-18.pdf

The University Store is the exclusive department for the selling of course materials and related supplies to students on campus.

University Instructors (i.e., faculty, academic professional lecturers, etc.) will submit all required and/or recommended course material information to the University Store by the Store's established and published deadlines.

University Instructors shall designate through the University Store's electronic course material adoption system those classes where materials are not required.

## III. ON- TIME ADOPTIONS- WHY DOES IT MATTER?

a.  Ensures we have content for students by 1ˢᵗ day of class – *16% increase in student success and retention by having materials by first day of class.*

b. Custom materials or print on demand requires a minimum of 6–12-week lead time.

c. Sourcing used or any content is taking longer as supply is not as available. Supply will be continue to be problematic with increase in digital and no used books in market.

d. For students with delayed funding or scholarships- Store is only eligible provider

e.  Designated entity to communicate textbook information.

## IV.  PUBLISHER ISSUES & CURRENT PURCHASING TRENDS

a. Publishers substituting new editions without notice- Willey, 30% of titles substituted, MPS

b. Publishers are no longer printing- Digital 1ˢᵗ and on demand.

c. Increase in Publisher rental only titles.

d. Used book marketing is drying up.

e. Significant changes with representative and no customer service contact

f.  Cutting out the Store directly

## V.  STUDENT EDUCATION

a. Late enrollments

b. IA education?

i.  *Freshman/Saddle up*