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COLLEGE TEXTBOOKS:
Contributing to Student Success



Students are Increasingly Unprepared and Have Diverse Learning Needs

- ◆ 55% of college instructors say entering freshmen not ready for college level courses
- ◆ Half of students who enter college drop out
- ◆ Only 54% who remain in college graduate in 4-6 years

Publishers are Responding to Help Meet These Needs

- ◆ Providing broader range of learning materials from which faculty can choose
- ◆ Low-cost editions, e-books, books by the chapter, and custom editions
- ◆ Complete teaching and learning solutions

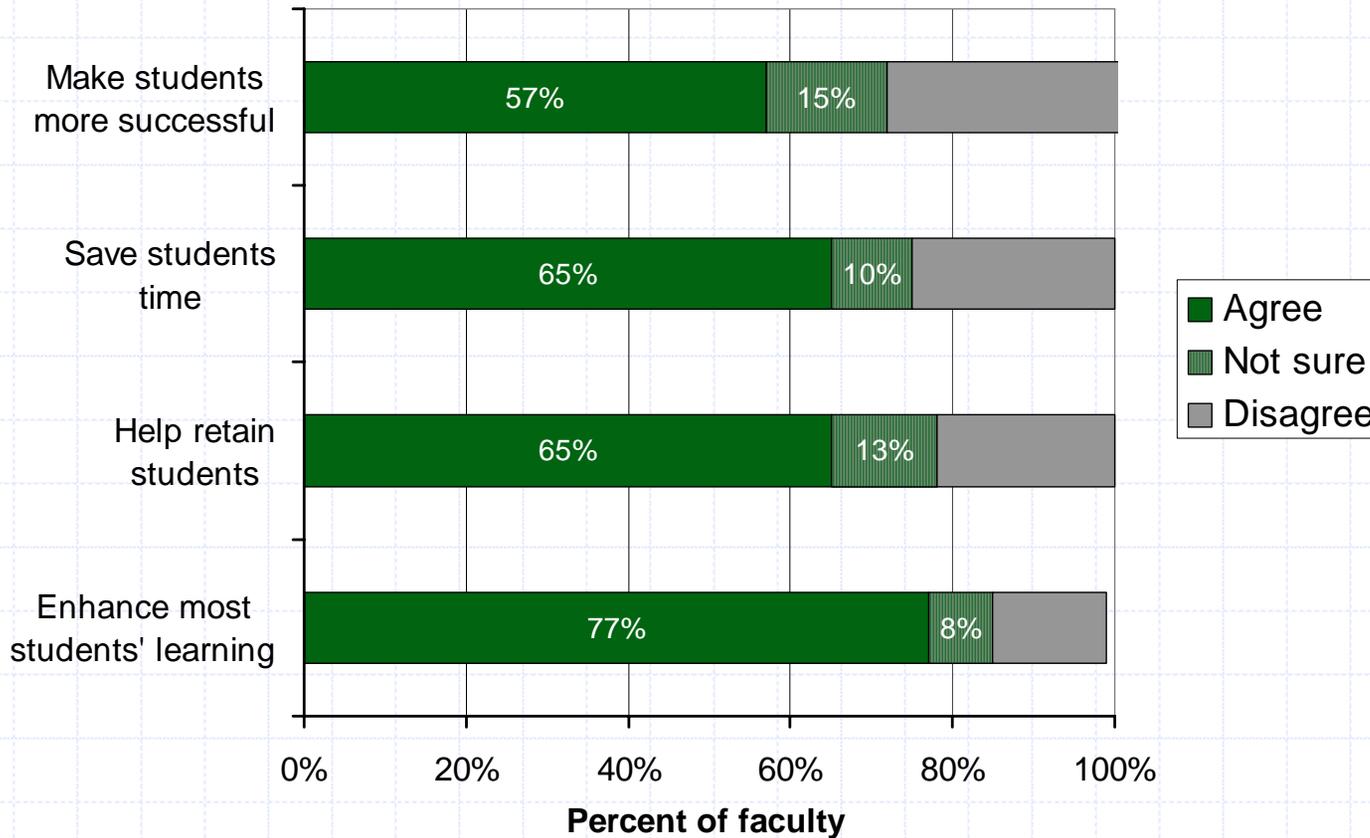
Many Price Options

- Introductory Psychology: 216 titles
\$23.50 to \$120.50
- Introductory Algebra: 234 titles –
\$40.75 to \$126.50
- Introductory Biology: 116 titles
\$22.00 to \$138.50

Technology as Teaching and Learning Tools

- ◆ Online practice exams
- ◆ Tutoring
- ◆ Video clips
- ◆ Interactive websites
- ◆ Document resource centers
- ◆ PowerPoint slides
- ◆ 79% of instructors say less-prepared students would do better using these supplemental materials

Faculty Turn to Supplemental Materials



Source: im+m Technical Brief

New Learning Materials Help Meet Student Needs

◆ They improve student achievement

◆ Jackson State

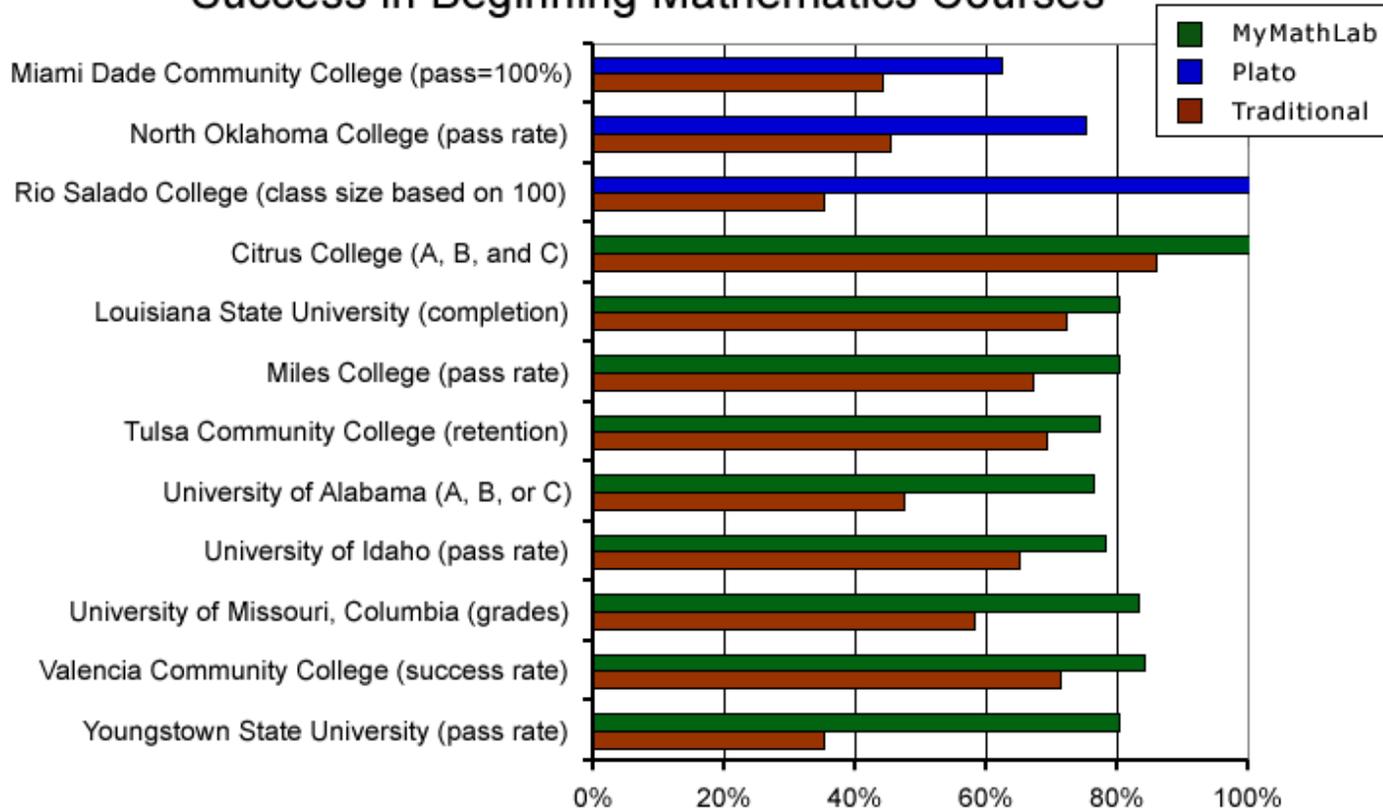
- Biology instructor reports use of ThomsonNOW increased exam score average from 64 to 76, a 19% improvement

◆ University of Alabama

- The percentage of students receiving an A, B or C increased from 40.6 to 76.2 using MyMathLab

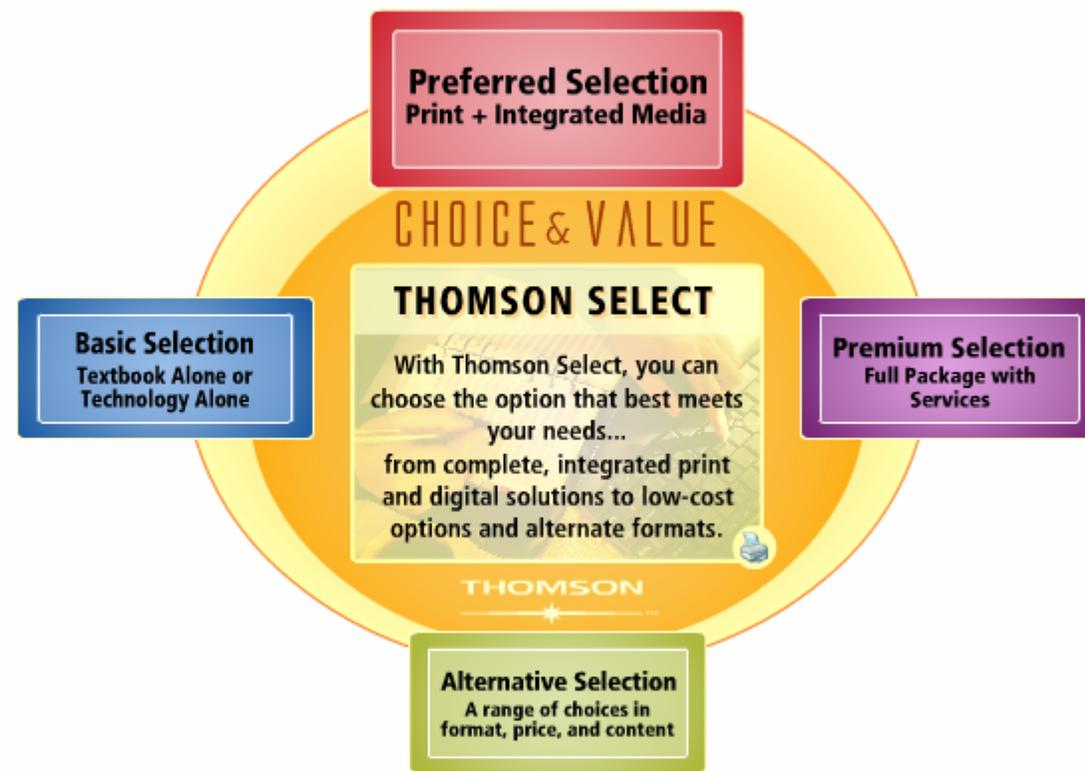
Impact on Student Success

Success in Beginning Mathematics Courses



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Thank you

Sean Wakely
President
Thomson Arts & Sciences



**Remarks before the
Advisory Committee on Student Financial Assistance**

**By Sean W. Wakely, President, Thomson Arts & Sciences, Belmont CA
Thomson Learning**

March 5, 2007

[Slide 1]

My name is Sean Wakely, and I am president of Thomson Arts & Sciences, a division of Thomson Learning that publishes educational materials for the higher education market in the areas of social sciences, humanities, mathematics, and natural sciences. Our office is located in Belmont, CA.

Thank you for allowing me the opportunity to discuss with you today the many ways in which college publishers are working to provide affordable access to learning materials for all students, regardless of ability and level of preparation; to support a wide variety of excellent teaching strategies; and to ensure choice and value at every stage of the decision-making process.

[Slide 2]

One area that seems to generate agreement among faculty is that today's students are increasingly under prepared for college work, particularly at the freshman/sophomore level. However, it might be that study skills are not simply weaker than in the past, but that students may be differently prepared—they are more visually oriented, expect to be entertained while learning, and are more inclined to absorb information in smaller chunks. For example, faculty members often express to me the struggles they have ensuring students have completed reading assignments before coming to class. As a result, they often tend to gravitate to the more colorful and visually appealing printed products that feature multimedia supplements and extensions for the introductory courses in order to pique students' interest in the material. Yet, even with "spicing up" the courses and the availability of extensive remedial resources on many campuses, over 50% of students entering college drop out at some point and of those who remain, only about half graduate within four – six years.

[Slide 3]

To help faculty address the student retention challenges they face, publishers offer a wide variety of materials aimed at a diversity of learners. For those instructors who believe their students learn better from comprehensive and colorful texts with extensive learning support packages, we offer premium solutions. It is worth noting that for many years Thomson Arts & Sciences and other publishers have offered lower cost, less colorful alternatives for those instructors who would trade less color and robust support packages for a lower price. As a matter of fact, our Wadsworth division was founded fifty years ago specifically to serve the emerging needs of California students, piloting low-cost paperback textbooks as the first main offerings.

For several years now, Thomson Arts & Sciences has offered titles through our “Advantage Program” which makes available a wide selection of lower cost options for faculty to adopt for their classes. In addition to low-cost options for major course areas, all publishers make available digital versions of their books at deep discounts. Most publishers also work with faculty to create custom versions that allow instructors to drop chapters they do not cover in order to lower the price to students.

[Slide 4]

I am currently passing around examples that illustrate some of these options: From our history publishing program, you will see two versions of our textbook *Liberty, Power and Equality*. The hardcover edition includes an extensive number of components listed on the back cover. The paperback version, labeled “Thomson Advantage” in yellow at the top of the front cover, is designed to serve the needs of faculty who are more specifically concerned about price and who also have the time and the skill to supply all of their own additional teaching tools – it nets for \$22.25, less than one-third the price of the premium product.

You will also see two versions of our best-selling introduction to psychology text, *Psychology Themes & Variations*, by Wayne Weiten. The larger book is the standard version used at colleges and universities across the country while the slimmer volume is customized to the exacting academic needs of the United States Military Academy at West Point.

As I mentioned earlier, today’s college students enter university with different skill sets and expectations for what the learning experience should be. To help faculty keep pace and remain effective and relevant, publishers offer an increasingly digital set of supplements that extend beyond or, in some cases even replace, the basic textbook. While not every faculty member may need or assign all of these supplements, enough instructors require enough of these items that to remain competitive every publisher must make a full array available.

[Slide 5]

As president of my publishing group, I can tell you that it takes a great amount of resources to create the necessary teaching and learning aids required by our customers, including online practice exams, homework systems, online or live tutoring, video segments, audio clips, 3-D graphics, interactive Web sites, document resource centers, online courses, and multimedia PowerPoint presentations to name a few.

[Slide 6]

An overwhelming number of college faculty members, particularly at the introductory level, report that such supplemental materials help them more effectively teach and their students better learn the material.

[Slide 7]

For example, faculty in the biology department at Jackson State University in Mississippi report that use of our ThomsonNow for Biology homework assignment and grading system has helped increase exam scores by over 19%; and at the University of Alabama the use of a publisher-created math homework system increased student success from 41% to 76%.

[Slide 8]

In fact, we have tracked the positive impact of technology in college classes at many institutions. You can see on this slide the dramatic improvement in student success in beginning math classes taught at two- and four-year colleges and universities across the country. It is this type of tangible academic assistance for which students pay when they purchase their course materials.

[Slide 9]

The ever-expanding universe of choices for instructors and students poses its own problems, of course: It is a growing challenge to ensure everyone knows and understands the breadth of options publishers make available. While a typical sales representative and an instructor used to simply page through a book during informal office calls, today's selling process involves extensive walk-through demonstrations, multimedia presentations, faculty in-service trainings, workshops, and focus groups. And, since more and more instructors access product information online, we ensure that our wide range of choices is conspicuously represented and explained in detail on our faculty Web sites, as represented by the graphic shown here which appears on the Thomson Web site.

[Slide 10]

Thomson Learning is also proud to be the only publisher to provide students with maximum choice and value through our iChapters.com eCommerce Web site which offers a variety of formats and prices for our products—all in one convenient eCommerce storefront. Students can choose among print textbooks, greatly discounted digital versions of the entire book, and the option to purchase by the chapter in digital format. The site also features digital and print study tools designed to drive student success whatever the academic level or learning style.

[Slide 11]

To reiterate, we at Thomson Learning provide world-class teaching and learning solutions in a wide variety of ways that deliver value and can save students money.

These include:

- format choices like paperback and looseleaf
- packaging choices that range from premium selections that include a multitude of teaching and learning tools to the low-cost book alone
- ebooks at 50% savings
- the ability for students to purchase by the chapter in digital format
- cutting-edge technology solutions like ThomsonNOW and Aplia
- and content customized by faculty so students only pay for what they will use in the course

[Slide 12]

In closing, I would like to thank you for allowing me the opportunity to briefly explain some of the ways we partner with instructors and students to develop and distribute a variety of learning solutions that enhance teaching and learning for all. The United States is a well-respected leader among nations in the area of higher education and as a college publisher I am proud to be an important contributor to the educational enterprise. We take our mission and responsibility very seriously: to work closely with faculty and students to create the world's best educational materials, while maximizing choice and value to address every teaching and learning need.

Thank you.