College Course Materials Market Forecast 2015

Description:

Simba Information has earned a reputation as a leading provider of market intelligence on the college market, and its new report, College Course Materials Market Forecast 2015, is the most recent in our collection of analytic reports on the business of providing instructional materials to college students in the U.S.

This newest edition continues the tradition of proving actionable data on:
- How the higher education landscape has changed;
- How moving to digital is not the only change ahead for course materials;
- How distribution models have evolved.

Turn to College Course Materials Market Forecast 2015 for both sizing and context to the market segments for course materials. And, with this edition, Simba has further broken down segmentation of course materials with a more precise look at sizing and forecasts for new course materials and that segment’s components: new print textbooks and multimedia materials (including etextbooks) and used textbooks.

This latest edition continues to provide the context of enrollment, funding and policy changes, as well as competitive insight about traditional and emerging providers of course materials, and specific takeaways for content providers, distributors, and industry observers.

Contents:

Methodology

Executive Summary

Chapter 1: Size and Structure
Introduction
Institutional Types include Four-Year, Two-Year, Private, Public
Online Courses are Part of the Mix
Who the Students are and Where They are
Enrollment Skews Older
Recession Impacts Student Employment
Enrollment Growth Projected
State Fiscal Support for Higher Education Grows Healthier
Tuition Hikes Stabilize
Emerging Budget Themes in 2015 State Legislative Sessions
State Level Policy: Eying New Business, Delivery Models
Breaking Barriers in Community Colleges
Rewarding Innovation in California
Increasing Dual-Credit Courses in Texas
Competency-Based Education Builds Momentum
Table 1.1: The Mindset List of the Class of 2018
Table 1.2: Degree-Granting Postsecondary Institutions 2013-2014
Table 1.3: Percentage of Institutions with Distance Students by Enrollment, 2013
Table 1.4: Enrollment by Institution Type
Table 1.5: Undergraduate Enrollment by Age of Student
Table 1.6: Employed Undergraduate Students
Table 1.7: Projected Undergraduate Enrollment by Institution Type
Table 1.8: State Fiscal Support for Higher Education, FY2015 vs. FY2014
Table 1.9: Tuition and Fees, 2014-2015 vs. 2013-2014
Table 1.10: Selected U.S. Budget Items for Postsecondary Sector FY2015-2016 Appropriations & FY2016 Proposals

Chapter 2: Course Materials
Introduction
New Textbooks Still Dominate Course Materials
Textbooks Face a Future under the Dunce Cap
Used Textbook Market Tightens
Platforms Power Multimedia Materials Growth
Etexts May Have Hit Their Peak
Publishers Transform into Digital Learning Solutions Providers
Pearson Wraps up Major Restructuring in 2014
Students Tap into Cengage's MindTap
Wiley Feels Pinch of Decline in Sales of Print Textbooks
Effecting Digital Transformation
Pearson Launches REVEL
Cengage Knewton Collaboration Coming to Market
Flashnotes.com Attracts Major Partners
Ingram Benefits from Consolidation Logistics Services
McGraw-Hill Embraces Open Source
Junction Education Looks to Monetize OER

Table 2.1: Share of Media Used in College Courses, 2014
Table 2.2: Sales of Key College Course Materials, 2013-2014
Table 2.3: Simba Information's Leading College Publishers, 2014 vs. 2013
Table 2.4: Selected Publisher's Digital Stats, 2014

Chapter 3: Distribution
Introduction
Campus Book Stores Maintain Relevance
Rafter Advocates for Text-in-Tuition Model
Follett is No. 1 Bookstore Operator
Barnes & Noble Education is Born
Nebraska Book Co. Sees Rental as Key
Chegg Shifts to all Digital
Amazon Sets up Shops on Campuses
Institutions Offer New Models
California Looks For Open Source Materials
UC Davis Tries Digital Hub All-Inclusive Pilot
New York Looks to Create Open Textbooks

Chapter 4: Conclusions and Outlook
Introduction
Conclusions
Outlook Strong New Course Material Growth in 2015

Table 4.1: Sales Forecast of Key College Course Materials, 2014-2018

Ordering:
Order Online - http://www.researchandmarkets.com/reports/3328986/
Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: College Course Materials Market Forecast 2015
Web Address: http://www.researchandmarkets.com/reports/3328986/
Office Code: SCH3CQ31

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF)</td>
<td>USD 3250</td>
</tr>
<tr>
<td>Single User</td>
<td></td>
</tr>
<tr>
<td>Hard Copy</td>
<td>USD 3450 + USD 58 Shipping/Handling</td>
</tr>
<tr>
<td>Electronic (PDF)</td>
<td>USD 19500</td>
</tr>
<tr>
<td>Enterprisewide</td>
<td></td>
</tr>
</tbody>
</table>

* Shipping/Handling is only charged once per order.

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [ ] Mr  [ ] Mrs  [ ] Dr  [ ] Miss  [ ] Ms  [ ] Prof
First Name: ____________________________________________  Last Name: ____________________________________________
Email Address: * ____________________________________________
Job Title: ____________________________________________
Organisation: ____________________________________________
Address: ____________________________________________
City: ____________________________________________
Postal / Zip Code: ____________________________________________
Country: ____________________________________________
Phone Number: ____________________________________________
Fax Number: ____________________________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World