College Course Materials Market Trends & Forecast 2016

Description: College Course Materials Market Trends & Forecast 2016 provides an overview of the changing market for instructional resources in higher education. This new edition of annual reporting on the college instructional materials market offers a particular focus on the disruption in:

- Distribution channels;
- Enrollment trends;
- The shift to digital as students opt for renting textbooks.

Sizing and context for the market segments are provided for new course materials, new textbooks (print), digital media (including etextbooks) and used textbooks. The report discusses market segment sales estimates for the 2014-2015 academic year and provides segment sales projections through 2019.

In the higher education landscape, change is touching every ivy-covered brick quadrangle and laptop station at Starbucks—wherever students learn.

- Where and how students acquire their post-secondary certificates or diplomas—and sometimes badges—increasingly varies just as does the description of the ‘traditional’ college student.
- Colleges and universities increasingly are putting more focus on ensuring that students successfully complete their degrees and do so in a reasonable amount of time. The freshman flunk-out course, long a staple for weeding out the non-college ready, is ceding ground.

As a result, the course materials industry also is confronting change. Change is not just the migration from print to digital but how to offer and deliver resources that will help each student successfully navigate individual courses and move toward successful completion of a degree. In College Course Materials Market Trends & Forecast 2016, Simba Information examines how the changing dynamics in the higher education market are impacting what kinds of instructional materials publishers are providing and how they are getting the materials to the students who need them.

Topics in College Course Materials Market Trends & Forecast 2016 include:

- Current and projected student enrollment by institutional type
- Changing shape of the for-profit career-college market segment
- Growth in appeal of distance learning for college students
- State fiscal support for higher education in fiscal 2016
- Outlook for federal student aid and expanding access
- Course materials sales by segments for 2014-2016
- Drivers of growth in digital media
- Inroads by open educational resources (OER)
- Continued relevance of textbook rental programs
- Competitive analysis of four leading course materials providers
- Disruption in distribution channels
- Bookstore changes and digital initiatives
- Growth of publisher ecommerce channels
- Trends shaping the higher education market in the next several years
- Course materials segment sales projections through 2019

Contents:

METHODOLOGY
EXECUTIVE SUMMARY
INTRODUCTION
Table: The Beloit College Mindset List, Class of 2020

CHAPTER 1: MARKET SIZE AND STRUCTURE
INSTITUTION TYPES AND NUMBERS
Table 1.1: Degree-Granting Postsecondary Institutions, 2014-2015
WHERE STUDENTS ARE ENROLLED
Table 1.2: Enrollment by Institution Type
Table 1.3: Simba Information Career College Enrollment Index
ENROLLMENT PROJECTED TO RISE OVER NEXT DECADE
Table 1.4: Projected Undergraduate Enrollment by Institution Type
MORE STUDENTS LEARNING AT A DISTANCE
Table 1.5: Percent of Students Taking at Least One Course at a Distance
STATE FISCAL SUPPORT FOR HIGHER EDUCATION INCREASED IN FISCAL 2016
Table 1.6: State Fiscal Support for Higher Education, FY2016 vs. FY2015
RECENT TUITION HIKES ARE RELATIVELY SMALL
NEW STATE HIGHER EDUCATION MEASURES
Table 1.7: Tuition and Fees, 2015-2016 vs. 2014-2015
FEDERAL BUDGET FOCUS: STUDENT AID AND EXPANDING ACCESS
FEDERAL POLICY FOCUS UNDER TRUMP: TBD
Table 1.8: Selected Federal Budget Items for Postsecondary Sector, FY 2015-FY 2017I

CHAPTER 2: COURSE MATERIALS
SHARE SHIFT AMONG MEDIA IN COLLEGE COURSE MATERIALS
Table 2.1: Share of Media Used in College Courses, 2015
TRADITIONAL PRINT TEXTBOOKS ARE LOSING PROMINENCE
THE CHANGING VIEW OF PRINT TEXTBOOKS
Table 2.2: Sales by Segment of Key College Course Materials 2014-2015
DIGITAL MEDIA FIRMING UP AS MARKET LEADER
PUBLISHER FOCUS: DIGITAL LEARNING SOLUTIONS FOR STUDENT SUCCESS
PEARSON PARES & RESTRUCTURES
HIGHER-ED DIGITAL UNIT SALES TOP PRINT AT CENGAGE
Table 2.3: Simba's Leading College Publishers, 2015 vs. 2014
MCGRAW-HILL MAINTAINS DIGITALLY ROSY OUTLOOK
WILEY CONFRONTS A MORE CHALLENGING MARKET ENVIRONMENT
OER: GROWING COMPETITOR TO COMMERCIAL COURSE MATERIALS
Table 2.4: Publishers’ Digital Metrics, 2015
OPENSTAX EMBODIES OER
CALIFORNIA PROGRESSES TOWARD OPEN SOURCE MATERIALS
Table 2.5: OER Degree Initiative Participants
ACHIEVING THE DREAM’S $9.8M GRANT INITIATIVE
UNDERSTANDING OF OER IS SOMETIMES MURKY
IMPACT ON PUBLISHERS

CHAPTER 3: DISTRIBUTION
COMPETITIVE CAMPUS STORE LANDSCAPE
Table 3.1: Campus Store Operators
FOLLETT BUYS NEBRASKA BOOK STORE OPERATIONS
BARNES & NOBLE EDUCATION SPINS OFF AND GROWS
AMAZON GOES TO GROUND
CAMPUS STORE FOCUS MOVING FROM BOOKS TO CAMPUS HUB
PROMOVERSITY ADDS BRANDED GOODS TO B&N EDUCATION
AMERICAN U STORE GOES TEXTBOOK FREE
NACS MERGES GENERAL MERCHANDISE & COURSE MATERIALS BUSINESSES
ONLINE DISTRIBUTION AND SERVICES
FOLLETT: ADOPTION, AFFORDABILITY AND ACCESS
B&N ED SHELVES YUZU, BUYS LOUDCLOUD
VITALSOURCE AND INGRAM TO EXPAND ACCESS
NEBRASKA BOOK FOCUSES ON ECOMMERCE
RAFTER SHUTS DOWN AFTER A DECADE
DISTRIBUTORS, COLLEGES WORK TO HARNESS OER
B&N EMBRACES OER
CALIFORNIA PROGRESSES (SLOWLY) TOWARD OPEN SOURCE
COMING: MORE PUBLISHER ECOMMERCE

CHAPTER 4: CONCLUSIONS AND OUTLOOK
CONCLUSIONS
Table 4.1: Sales by Segment Forecast of Key College Course Materials 2015 - 2019
OUTLOOK
OUTLOOK FOR 2017

Ordering:  
Order Online - http://www.researchandmarkets.com/reports/4071722/

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 Trends & Forecast 2016
Web Address: http://www.researchandmarkets.com/reports/4071722/
Office Code: SC2G788Q

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

<table>
<thead>
<tr>
<th>Format</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
<td></td>
<td>USD 3250</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide:</td>
<td></td>
<td>USD 19500</td>
</tr>
</tbody>
</table>

* The price quoted above is only valid for 30 days. Please submit your order within that time frame to avail of this price as all prices are subject to change.

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