

Give Your School an Edge

Attract students and equip them for success with a
Student-Centric Digital Equipping Strategy



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Mission Statement

**We use technology to equip the church
to grow in the light of the Bible.**

Bringing God's Word to the world



5+ mil.
Faithlife
accounts



125,000+
Bible study
resources



6+
Native
Languages

Makers of Logos Bible Software



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**How many of you provide
digital resources to your
students right now?**



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Unprecedented Challenges in Education

- Increased decentralization
- Disconnected Students and Faculty
- Soaring Costs
- Restricted textbook access



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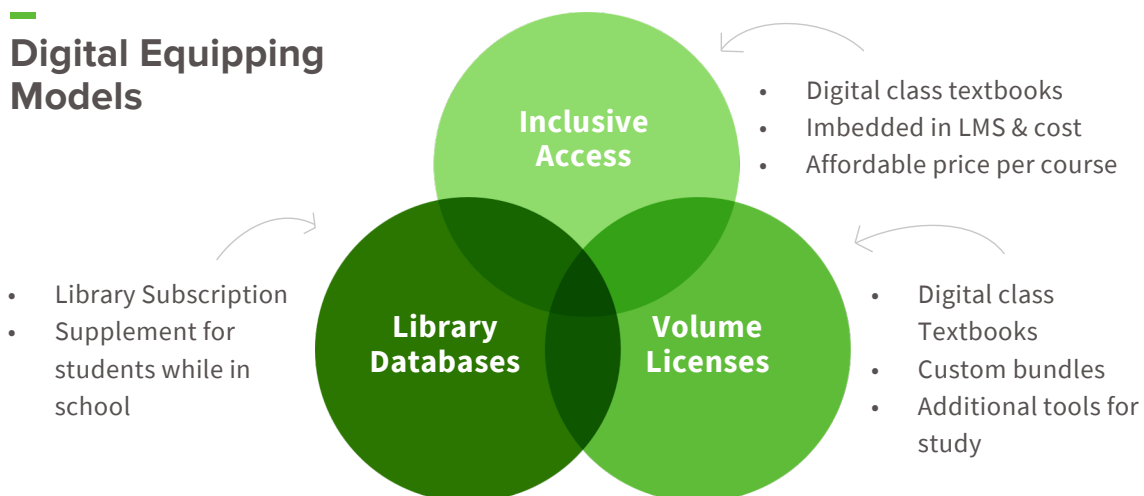
Reasons to Go Digital

- Reduced cost compared to print
- Flexible availability (online or on-campus; international)
- Aligned with younger, digital-first generation
- Ease of administration and analytics



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Digital Equipping Models



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Two Paradigms of Resourcing

Library-Centric (More traditional)

- Library Aggregation Services (Ebsco, Proquest, etc.)
- Digital book purchases for the library
- Shared library services

Student-Centric

- Inclusive Access Textbook Provisions
- End-user resource licenses and tools in volume



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Library-Centric Pros & Cons

Pros

- Potentially more cost-effective per title long-term
- Centrally managed
- Broader subject-matter coverage

Cons

- Limited access via usage/gating limits
- Restricted to use while students, no life-long equipping
- Certain publisher titles not available in this model



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Student-Centric Pros & Cons

Pros

- Most publisher titles available in this model
- Student empowered to use on own device
- With Logos, student keeps resources for life, value add to education
- Analytics on individual student usage, guarantee students are accessing materials
- Resources eligible for financial aid programs

Cons

- Tapping new budget for resources
- Some Inclusive Access models are rental only
- Potentially harder to administrate licenses (Non-LTI Integrated Options)
- Some required resources may not be available digitally



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Attract and Retain Students

- **>35% reduced costs across all resources:**
 - Textbooks
 - Supplemental research tools/resources
 - Lifelong library resources
- **Improve student performance by ~25-30%***
- **Build lifelong learning and connection through permanent ownership**



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Interesting Market Poll Results

- ~85% of students delay or avoid buying required textbooks and course resources
- ~80% of students would pay for textbooks and other course resources as part of their tuition
- ~72% of students prefer digital textbooks over print



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Hurdles to Overcome

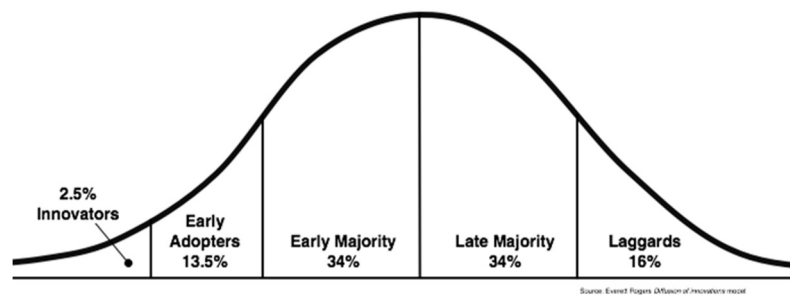
- Faculty resistance and/or lack of confidence
- Course Integration and Title Availability
- License management and student usage
- Funding



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Faculty Resistance

- Be realistic about roll out timing (See diffusion of innovation chart)
- Demos and training go a long way
- Build faculty buy-in through inclusion in the decision making process



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Course Integration & Titles

- Land and expand (Pilot courses to make sure you find the right fit)
- Different levels of integration for your organization
 - Just textbooks
 - Textbooks + tools
 - Textbooks + tools + research library
- Find ways to integrate the digital assets in the classroom via class objectives
- New student orientation (First year experience)
- Work to acquire more titles over time



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License Management/Resource Delivery

- LMS Integration via LTI 1.3 (Faithlife also now supports LTI 1.1 for Populi users)
 - Canvas
 - Blackboard
 - Moodle
 - Brightspace (D2L)
 - Populi (LTI 1.1)
- Make resources personally available to all students with just one click
- Inclusive Access programs can run through campus bookstore if needed



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Funding/Getting Started

- Course fees
- Student financial aid through bookstore
- Reallocation of library budget
- Donor/Development Campaign
 - DTS & ACTS Seminaries
- Grants and government resource funds
 - HEERF Funds (Joe Parle and CBS)
 - Lily Grant (TEDS)



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Logos Day One

An Inclusive access model provided by Faithlife provides:

- **Instant access**
 - Prior to Day 1 of class
- **Everywhere access**
 - Digital and multi-platform
- **Ease of access**
 - Imbedded in LMS
- **Lifetime access**
 - Students keep their books for life

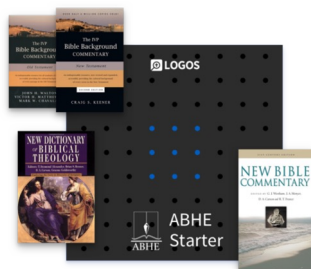


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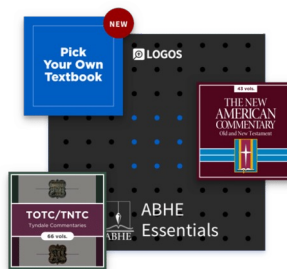
ABHE Premier Partner

Custom libraries built exclusively for ABHE Schools

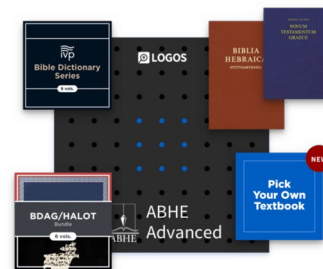
ABHE Starter Library



ABHE Essentials Library



ABHE Advanced Library



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**Let textbooks and tools
become a gateway to your
students' future, not a barrier
to entry.**



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Q&A



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