



# Inclusive Access Communication Strategies for Success

An effective Inclusive Access (IA) communication plan relies heavily on the clarity of your message and the timing of its delivery. These examples provide content and timing that you can use to guide publisher reps, instructors, and students in the shift to IA.

Use the following links to jump quickly to the type of message you'd like to use:

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## 1. Coordinating with Publisher Reps

**Timing:** At the beginning of adoption collection

After working with hundreds of stores managing IA, we've found that the smoothest-running programs have two things in common:

- ✓ The campus store takes ownership of their IA program
- ✓ The campus store clearly communicates expectations to publisher representatives

These two factors consistently support faster program growth and help prevent the exchange of erroneous information.

You can use the following email template to set expectations and delineate responsibilities - ideally at the beginning of adoption collection season:

Hi [NAME],

I'm streamlining our Inclusive Access communications to help grow IA at [SCHOOL NAME]. Please use the following process when engaging with instructors about Inclusive Access adoptions. Together we can grow the IA program here at [University Name]!

In all IA email subject lines, include the course (e.g., ENGL 101) whenever possible.

- When you identify an IA instructor candidate, please send me the following info:
  - Course and section
  - Instructor name and email
  - Author, title, and edition
  - eBook or Courseware? (if Courseware, what product is it?)
  - IA net price to the campus store
  - Print equivalent national ISBN
  - Print upgrade Y/N? (If print upgrade, what is the net price to campus store?)
- Copy me on all IA emails to instructors, and I will do the same

After you provide me with the candidate info and net price, let's use this communication process to get the instructor on board:

1. The campus store will send you an email with the student price for the item
2. You contact the instructor to introduce IA (cc: me)
3. I will send an email to the instructor to reinforce IA and compare prices of print purchase, rental and digital

Thank you for your help with growing IA on our campus!

## 2. Pitching Inclusive Access to Instructors

**Timing:** When a publisher loops you into an exchange with a potential IA faculty member

Once publisher reps start including you in conversations with instructors, you can help close the deal in two ways:

- ✓ Legitimize the IA program
- ✓ Illustrate cost savings

The former will reinforce the publisher rep's claims, while the latter highlights the most compelling reason that most faculty decide to shift to IA.

Here's an example email you can use to encourage an instructor after a publisher rep brings you into the conversation:

TO: Instructor

CC: Publisher Rep

Hi [INSTRUCTOR NAME],

I am the [POSITION] at [CAMPUS STORE NAME], and writing to let you know that our [IA PROGRAM NAME] program helps lower the cost of course materials for our students. When you make Inclusive Access available for your class, students automatically receive digital course materials through [LMS NAME] on or before the first day of class, and they pay the lowest price possible.

Although students can opt-out of the digital materials and purchase their materials elsewhere, very few choose to do so because of the convenience and competitive pricing. Students who remain opted into their digital course materials will have their bursar account billed.

We noticed that your book for [COURSE] would be a good candidate for [IA PROGRAM NAME] this term. Here's a summary of potential student savings:

- New hardcover textbook: \$
- New looseleaf textbook: \$
- Used hardcover textbook: \$
- Used looseleaf textbook: \$
- Non-inclusive access eBook: \$

**[IA PROGRAM NAME] RedShelf eBook: \$**

If you are interested in offering this savings to your students next term, I'd be happy to discuss this further with you. Please let me know what works in your schedule.

### 3. Confirming Inclusive Access Adoptions with Instructors

**Timing:** Send immediately following the instructor's commitment to confirm IA participation

Confirming IA adoptions can be done in several ways, including having the instructor and publisher rep sign a form stating their understanding of the program and pricing. If you don't care to take that step, it's critical to confirm adoptions in writing, via email, as early as possible after receiving adoptions. This allows you to:

- ✓ Confirm final pricing to students
- ✓ Tell instructors what to expect

Here's an email you can use to confirm IA adoptions with instructors:

TO: Instructor

CC: Publisher Rep

Hi [NAME],

Thank you for participating in [CAMPUS STORE NAME]'s [IA PROGRAM NAME] program for [TERM]. **Please request your course in [LMS], and provide me with a list of your TAs so that we do not bill them.** You will receive an email with instructions for setting up access within your course in [LMS].

Your Inclusive Access course materials distribution for [COURSE] using the [TITLE, EDITION] RedShelf eBook are confirmed. The price to the student will be [PRICE] and your students will access the book through a link you will place in your course in [LMS].

In the weeks leading up to the term, you and your students will receive email communications from [CAMPUS STORE NAME]. You will receive instructions for setting up access within your course in [LMS]. Students will receive information about [IA PROGRAM NAME] and access instructions.

We are excited to deliver your students course materials by the first day of class, at the lowest possible price!

## 4. Communicating Pricing to Students

**Timing:** As soon as you receive an Inclusive Access adoption

Course material requirements and pricing should be communicated to students as early as possible. Your inventory management system and website are the best places to post that information as soon as you have a confirmed Inclusive Access adoption. Below are two descriptions you can use to make sure early shoppers understand your IA program, how they will be charged, and how much they will pay.

- Create a dummy ISBN for each IA item. In the Title field of the dummy ISBN, insert the following:

[Department number] - [Inclusive Access] DIGITAL MATERIAL DELIVERED VIA (LMS). NO ACTION REQUIRED. YOUR BURSAR ACCOUNT WILL BE BILLED [PRICE] FOR MATERIALS.

- Attach each IA item to its course.
- Add this note in Course Notes (or whatever field will display on the store's website):

YOUR INSTRUCTOR IS TAKING PART IN THE [INCLUSIVE ACCESS] PROGRAM FOR THE [TERM] SEMESTER TO HELP SAVE STUDENTS MONEY. ALL STUDENTS ENROLLED IN THE COURSE WILL HAVE IMMEDIATE ACCESS TO THE DIGITAL MATERIALS DURING THE [SCHOOL'S NAME] COURSE OPT-OUT PERIOD. IF YOU WANT TO PURCHASE THE MATERIALS IN ANOTHER MANNER, YOU MAY OPT-OUT OF THE PROGRAM VIA [LMS]. ALL STUDENTS WHO KEEP THE DIGITAL MATERIALS (THAT IS, THOSE WHO DO NOT OPT-OUT) WILL HAVE THE DISCOUNTED COURSE MATERIALS CHARGE OF [PRICE] BILLED TO THEIR BURSAR ACCOUNT.

## 5. Setting up Instructors for Stress-free Success

**Timing:** Send to an instructor 2-3 weeks before the first day of classes

As your most important partner in ensuring IA success, instructors need to know how and when to set up their course in the LMS and how to communicate with students.

Here is an instructor email example for LMS setup and student communication. This example was written for Canvas. Other LMS examples are available at [solve.redshelf.com](https://solve.redshelf.com).

Hi [NAME],

Thank you for participating in [IA PROGRAM NAME] this term. Your students will access course materials for [COURSE] through [LMS]. Below are instructions for adding the RedShelf tool into your [LMS] course. Please complete this step by [DATE] to ensure that your students will have access to the materials.

How to add the RedShelf tool:

- Go to "Courses" in Canvas
- Select the course using Inclusive Access
- Create or add to an existing module
- Select the + button next to the desired module
- Select "Add External Tool"
- Choose RedShelf (the URL and page name will auto-populate)
- Add item

Students will receive IA program and pricing information from the campus store. Please communicate with your students to reinforce those messages and to ensure that they all have access to the materials.

Tips for student communications:

- Include a [IA PROGRAM NAME] explanation in your syllabus and all email communications prior to the first day of class. [CAMPUS STORE NAME] can help you with that language.
- Assign homework using the course materials within the first week of class to ensure that students have access
- Provide the RedShelf Solve link ([solve.redshelf.com](https://solve.redshelf.com)) to refer questions and support

Please let me know if I can help further!

## 6. Introducing Students to Your Inclusive Access Program

**Timing:** Send to students several days before LMS opens for the term

To further support your IA program's success, make sure students who enroll in IA sections:

- ✓ Understand the concept of IA
- ✓ Trust they are getting a fair price
- ✓ Know what to expect - in terms of pricing, access, and future communications from the store

We have observed several best practices that schools with successful IA programs use to achieve this:

1. Create an email address using your school's domain specifically for your IA program, and appoint a lead manager to monitor it
  - a. Your IA manager will have an automatically filtered space to check for incoming communications
  - b. Ensure that the inbox is available to more than one person if the primary manager is unavailable
2. Create an IA program landing page on your school's website that contains explanations, access instructions, FAQs, and where to go for support
  - a. Place access information front-and-center - with a link to instructions for accessing their IA materials for various products through the LMS and then on the publisher website—this will cut down on email and phone inquiries from students during rush
  - b. Make a short link to this page that is easy to distribute and remember
  - c. For extra oomph, include the previous term's total student savings and give credit to IA-participating instructors for supporting the program

Here is an example email you can use to introduce Inclusive Access information and resources to students.

Dear Student,

Welcome to [IA PROGRAM NAME], [CAMPUS STORE NAME]'s digital course materials delivery program. It provides you access to online course materials that you'd otherwise purchase in the bookstore or on a publisher's website - like textbooks and courseware - but at significantly discounted prices. This term, your instructor for [COURSE] chose to participate in [IA PROGRAM NAME] so you can get the required materials for the lowest possible cost.

This also means you will have immediate access to your digital materials for a free trial period through the opt-out deadline. After that date, your bursar account will be charged the [CAMPUS STORE NAME] price of [PRICE].

If you do not want to purchase these materials through [IA PROGRAM NAME], you can opt-out through the link in [LMS]. If you opt-out by [OPT-OUT DEADLINE], your bursar account will not be charged.

Click here to view instructions for accessing your materials. (INSERT LINK)

For questions about [IA PROGRAM NAME], read the [IA PROGRAM NAME] FAQs (INSERT LINK) on our website. Additional questions can be emailed to [CAMPUS STORE IA EMAIL ADDRESS].

For questions about the RedShelf eReader or your RedShelf account, visit RedShelf Solve (solve.redshelf.com). For questions about a publisher website, see the Inclusive Access FAQ (INSERT LINK) for technical information on publisher partners.

Welcome to [SCHOOL NAME]! We look forward to serving you.

[CAMPUS STORE NAME] [IA PROGRAM NAME] Team

[CAMPUS STORE IA EMAIL ADDRESS]

[CAMPUS STORE IA LANDING PAGE URL]

Note that this email example also makes use of helpful tips we've learned from successful IA program managers:

- ✔ Link to your IA landing page and other relevant resources as often as possible (e.g., FAQs, access instructions)
- ✔ Be clear about where to go for different issues (campus store resources, publisher, or RedShelf)
- ✔ Use a team name (e.g., ACME UNIVERSITY'S INCLUSIVE ACCESS TEAM), even if you are only one person, to encourage the use of the general email address (this will make your life easier)

*descriptions continued on next page*

## 7. Opt-out Reminders and Billing Emails

**Timing:** Send opt-out reminder emails one week before, two days before, and the day of the opt-out deadline

You may receive communications from students who claim not to know when or what the opt-out deadline is. Your responses to these issues will be easier if you communicate opt-reminders early.

Here are three email examples you can use to communicate opt-out and billing information to students.

### Opt-out Reminder Email

Dear Student,

This is a reminder that [COURSE] is taking part in the Inclusive Access program at [SCHOOL NAME]. You currently have access to the digital course materials at no charge, and you do not need to take any action to continue this access at the significantly discounted price that has been negotiated with the publisher by [CAMPUS STORE NAME].

If you want to opt-out of the program, log into the course via [LMS] and follow the Inclusive Access link to the "MyCourses" page on RedShelf. Find your product and click the gray "OPT-OUT" button, and follow the prompts to complete the opt-out process.

The deadline to opt out of the program is [DATE] by [TIME].

If you do not opt out by this deadline, your bursar account will be charged [PRICE] on [DATE], and you will retain access to the materials. For additional information, visit [CAMPUS STORE IA WEBPAGE].

For questions about [IA PROGRAM NAME], email [IA EMAIL ADDRESS].

[CAMPUS STORE NAME] [IA PROGRAM NAME] Team

[CAMPUS STORE IA EMAIL ADDRESS]

[CAMPUS STORE IA LANDING PAGE URL]

## Generic Billing Email (Send immediately after accounts have been charged)

Dear Student,

This is a reminder that one of your [TERM] courses is part of the Inclusive Access digital materials delivery program at [CAMPUS STORE NAME].

Your bursar account has been charged for continued access to the materials; pricing information is available in the previous emails you have received on this topic.

For questions regarding your bill, email the [IA PROGRAM NAME] team at [CAMPUS STORE IA EMAIL ADDRESS].

Thank you!

[CAMPUS STORE NAME] [IA PROGRAM NAME] Team

[CAMPUS STORE IA EMAIL ADDRESS]

[CAMPUS STORE IA LANDING PAGE URL]

## Personalized Billing Email (Send immediately after accounts have been charged)

Dear [NAME]

This is a reminder that one of your [TERM] courses is part of the Inclusive Access digital materials delivery program at [CAMPUS STORE NAME].

Your bursar account has been charged [PRICE] for continued access to the materials, as indicated in previous emails you have received on this topic.

For questions regarding your bill, email the [IA PROGRAM NAME] team at [CAMPUS STORE IA EMAIL ADDRESS].

Thank you!

[CAMPUS STORE NAME] [IA PROGRAM NAME] Team

[CAMPUS STORE IA EMAIL ADDRESS]

[CAMPUS STORE IA LANDING PAGE URL]

# Inclusive Access Communication Resources

If you've had a lot of questions along your RedShelf Inclusive Access journey, you're not alone! We work with hundreds of campuses and harness that network to create powerful resources you can use to launch and grow a successful program.

**Visit our online knowledge base, [solve.redshelf.com](https://solve.redshelf.com), for resources to support:**

- **Campus Store Staff** - communications templates, screenshots, user guides, how-to videos, etc.
- **Publishers** - customized resources for each publisher
- **Instructors** - LMS tool instructions, student experience guidance, etc.
- **LMS Administrators** - integration information and help links

Inclusive Access provides tremendous benefits to your students, store, and campus. RedShelf helps you every step of the way to reach your full program potential.



Reach out to your Account Executive for more details, or visit [solve.redshelf.com](https://solve.redshelf.com) for step-by-step tools, training, templates, and support.

