Direct Digital Access RESULTS:
BY THE NUMBERS

Texas State University Direct Digital Access (DDA)

This survey was conducted at Texas State University during a Fall 2020 pilot. 87 students offered their feedback regarding their experience with the DDA program.

Impact on Outcomes

» In the absence of a Direct Digital Access (DDA) program, fewer than 50 percent of students obtain their materials by the first day of class. Research* has shown that students having access to critical learning resources on day one of class helps to improve retention and overall success in the course by 25%. In addition to improved outcomes, students can recognize up to a 75% savings over the current cost of course materials when purchased in the DDA program.

» Research* shows that students perform 20 points higher in their course by having access to critical learning resources on day one over their peers who wait until week three of the term or beyond to access their course materials.

*Connect study on First Day. See more about the study at:
https://s3.amazonaws.com/ecommerce-prod.mheducation.com/unitas/highered/inclusive-access/case-study-somerset-cc-biology.pdf

What Students are Saying

91%

of students rated the ease of accessing materials as either good or great.

86%

of students would recommend the DDA program to other students.

92%

of students decided not to purchase the loose-leaf upgrade.

What is DDA?

DDA is a partnership between an institution, bookstore, and publisher to deliver digital course materials to students, below market rates, on or before the first day of class.

Learning Solutions Snapshot

We combine proven content and a deep understanding of how students learn with our innovative technology. The result is engaged students and better outcomes.

Mc Graw Hill ALEKS®

ALEKS is an adaptive, artificially intelligent learning system that provides students with an individualized learning experience tailored to their unique strengths and weaknesses.

Mc Graw Hill connect®

Connect is a highly reliable, easy-to-use homework and learning management solution that embeds learning science and award-winning adaptive tools to improve student results.

Mc Graw Hill SIMnet®

SIMnet is an easy-to-use online training and assessment solution for Microsoft Office, providing students with life-long access and unlimited practice on Microsoft Word, Excel, Access and PowerPoint.

What Students Think of DDA

"I like that there was little effort involved in obtaining a textbook, I did not have to shop around it was there for me with little time wasted."

"Having the online registration included with tuition allowed me to more efficiently budget my school costs."

"I liked the DDA Program because I did not have to worry about purchasing the textbook after enrolling in my marketing class. I had quick and easy access in my first day of class, this made everything easier. I did not have to wait for any textbooks to arrive to my home. Other classes should use the DDA Program so everything can be easier for students."

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