



First Day™

First Day benefits

- Students start class prepared
- Course material savings up to 80%
- Customized integration with your school's systems
- Single aggregate inclusive access program service
- Millions of print and digital titles available
- eReader analytics maximize student success
- MBS Direct's strong publisher relationships keep prices low
- Students access content from the LMS

Why schools want inclusive access

vitalsource.com

- More than 80% of students forgo or delay textbook purchases
- 7 in 10 students say they would have earned better grades if they had the required course materials
- 92% of students say they do without textbooks because prices are prohibitive
- Inclusive access boosts student grades while lowering costs
- Inclusive access makes education more affordable for all

With MBS Direct First Day, students save money and have essential course materials on the first day of class. wThe innovative inclusive access program reduces the overall price of course materials and ensures students have required materials before the term begins. MBS Direct helps schools aggregate disparate inclusive access programs into First Day, streamlining processes, minimizing red tape and providing access to a focused client services team.

The inclusive solution

MBS Direct's inclusive access program, First Day, is a product of our ongoing commitment to making excellence in higher education more achievable for all.

When textbook costs prompt students to forgo or delay purchases, higher education becomes a two-track experience: One track is for students who can afford course materials, the other for those who can't. The students who buy required books before classes begin earn better grades, experience more satisfaction with their learning and navigate the path to graduation more easily. Students who have to pass up course material purchases often fall behind. Their learning experience is incomplete without critical materials and many become discouraged.

First Day levels the playing field. It ensures more students have access to essential course materials on the first day of class and lowers the books' overall cost so that more students can afford to start the semester right.

First Day stands out among inclusive access programs. We can streamline integration among your school's systems, publisher digital content and one of the largest inventories of print textbooks in the nation. Students can pay with financial aid and access materials from the LMS.

First Day is easy to implement and scale with expert assistance from the MBS Direct dedicated client services team. It's an all-in-one platform for print, eBooks and courseware that allows for just one point of contact — MBS Direct — rather than several publishers or programs. For schools considering inclusive access programs from disparate publishers, First Day will save time and money. Our strong publisher relationships let us negotiate the lowest possible price for each institution. Beyond that, LMS administrators will find First Day easy to set up.

MBS Direct allows for first-day access of digital and print content



— maximizing faculty's academic freedom — and administrators can gauge the program's success in real-time with analytics that show engagement by student, by class and by school.

| Book Title | RISN # | Publisher Name | Active Users | Session Count | Page Views | Page Hits |
|---|---------------|-------------------------------|--------------|---------------|------------|-----------|
| McCumin's Clinical Textbook for Veterinary Technicians | 9781437726800 | Elsevier Health Sciences (US) | 277 | 1308 | 11708 | 722 |
| ACP ILLUSTRATED GUIDE TO VETERINARY MEDICAL TERMINOLOGY | 9781305376717 | Cengage Learning US | 134 | 822 | 27098 | 652 |
| Trail Guide to the Body: A hands-on guide to locating muscles, bones and more | 9780991466610 | Books of Discovery | 53 | 193 | 3356 | 511 |

When students or faculty choose eBooks, the VitalSource eReader, Bookshelf®, provides metrics that can accelerate academic success. Faculty can use Bookshelf analytics to monitor student reading, highlights, and questions, and they share their own interactive textual notes with students — creating a customized reading guide for every course.

Students need textbooks on time

Inclusive access research shows that First Day can solve several course material-related problems in higher education. One southeastern community college saw student GPAs rise 6% after introducing inclusive access. An August, 2018 VitalSource survey showed that 85% of U.S. college students admit they have either delayed course material purchases or decided not to buy them at all. Of these, 92% said cost was the primary factor determining their choice.

The survey also found that among students:

- 70% believe they would have better grades if they had required course materials before class begins
- 86% believe they would earn better grades with an interactive eBook and digital tools like those Bookshelf offers

- 73% said they were interested in paying for course materials as part of tuition

Beyond that, the study showed that students devote much time and energy to finding the most affordable course materials available. 70% consulted at least three sources before making a purchase. With First Day, students can spend time preparing for class instead of shopping for discounts.

How it works

First Day can be adopted for an entire institution, a department or a single class — depending on your needs. We will scale the roll-out to suit your school. Once you're enrolled, MBS Direct will tailor the program to integrate with your school's existing SIS and LMS systems.

The First Day adoption process is simple and streamlined. Faculty will choose First Day materials in the same way they adopt other titles, and administrators will enter the selections in MBS Direct Course Director along with other adoptions.

First Day will be integrated with your SIS. When students log into your school's LMS, they will see a link to their First Day content in each participating course. Students will see the titles of print textbooks with links to the correct purchasing page in the Virtual Bookstore. Digital titles will either open in Bookshelf or within the publisher's courseware solution, allowing students to start class prep immediately.

| Student | Quartile | Total Time | Avg. Session Length | Sessions | Pages | Annotations | Last Activity | Study Activities |
|-----------------|----------|-------------|---------------------|----------|-------|-------------|---------------|------------------|
| Samir Benson | 4 | 28h 16m 27s | 20m 56s | 81 | 597 | 0 | 08/17/18 | |
| Beatrice Ortega | 4 | 23h 6m 39s | 18m 14s | 76 | 830 | 0 | 09/05/18 | |
| Karla Cherry | 4 | 9h 18m 5s | 25m 22s | 22 | 419 | 0 | 08/16/18 | |
| Xiomara Floyd | 3 | 9h 16m 51s | 13m 55s | 40 | 208 | 0 | 09/19/18 | |
| Kody Atkinson | 3 | 7h 15m 13s | 9m 27s | 46 | 548 | 0 | 08/29/18 | |
| Remington Bean | 3 | 5h 17m 19s | 7m 33s | 42 | 180 | 0 | 08/17/18 | |
| Mattilda Burton | 2 | 3h 12m 49s | 27m 32s | 7 | 11 | 0 | 08/13/18 | |
| Yael Nicholson | 2 | 3h 43m 31s | 9m 37s | 17 | 48 | 0 | 08/15/18 | |
| Joey West | 2 | 2h 33m 12s | 10m 12s | 15 | 124 | 0 | 08/13/18 | |
| Greyson Haas | 1 | 2h 9m 41s | 4m 48s | 27 | 184 | 0 | 08/17/18 | |



Institutions can choose between having students opt into the program or opt out and establish a time-frame that works best for them. MBS Direct only charges for materials students buy, so schools do not have to worry about paying for unpurchased materials.

Key features

Lower costs: MBS Direct can draw on our excellent publisher relationships to negotiate the lowest possible prices — saving students up to 80%.

Maximum academic freedom: First Day is one of the few inclusive access programs that offers print and digital titles.

Aggregated programs: Schools can have MBS Direct handle all of their inclusive access programs through First Day, saving time and money.

Student engagement metrics: Administrators can measure the program's success with analytics that show engagement by school, by class and by student.

Powerful learning analytics: Bookshelf gives faculty key information about students' reading, questions and and features tools that support ongoing interaction between teachers and students.

Easy access: Students can access the course materials directly in their LMS and cover the costs with financial aid.

Streamlined billing: MBS Direct will handle all the billing.

Excellent service: Our expert client services team will serve as a single point of contact, guiding the process and ensuring everything goes smoothly.

Greater student success: First Day is designed to further student success with easy access to affordable course materials, powerful learning analytics and digital tools.

