



## Case Study



### XAVIER UNIVERSITY

Traditional textbooks have become so unreliable and expensive that some professors are ditching them altogether. The average college textbook has a shelf-life of 3.5 years—in today's digital age, where we can access the most up-to-date information at the click of a button, that just doesn't cut it. And on top of that, many professors are already aware of how much their students are already spending on their education and don't want to financially burden them further.

High prices and shelf-life alone are enough reason for college professors to side-step assigning a traditional textbook—but this means students lack a comprehensive resource to reference for learning and instruction.

### ABOUT SKYEPACK

Skyepack designs custom digital course materials for educators across the country, giving them access to a dedicated team of designers who curate and create innovative—and course-specific—digital educational materials. Throughout the thorough design process, Skyepack independently builds upon instructors' existing course materials, sourcing additional relevant resources through their digital database, giving professors time back to focus on what's most important – improving their effectiveness and learning outcomes for students.

Skyepack's modernized approach to creating custom learning materials allows professors to provide students with the most up-to-date information, ensuring that course materials are as flexible as professors' lesson plans. Best of all, Skyepack's solutions are low-cost and budget-friendly, ensuring financial accessibility and equal learning outcomes for all students.

### THE CHALLENGE

Dr. Ed Kosack, an associate professor of economics at Xavier University in Cincinnati, Ohio, is amongst those professors who felt the expense and unreliability of textbooks was reason enough to stop assigning one to his economics students altogether. He knew his intro to Economics students weren't using it and their school expenses, which on average reached \$1440 in the 2018-2019 school year, were burdensome enough.

But his students provided feedback that some reference materials could be helpful in their preparation for class and exams. As he revisited the idea to assign materials to improve learning outcomes, he came into contact with the Skyepack team.

**“TO US, THE CHALLENGE WAS CLEAR: DR. KOSACK NEEDED CUSTOM COURSE MATERIALS TAILORED TO HIS SYLLABUS THAT WERE EASILY ACCESSIBLE TO STUDENTS, BOTH IN TERMS OF MEDIUM AND COST.**

- SKYEPACK

## THE STRATEGY

Last Fall, Dr. Kosack began collaborating with the Skyepack team to develop a customized textbook course pack based on open resource materials and the modules in his class. During the process, Dr. Kosack made a few things clear: that all course materials needed to be accurate to combat inaccurate or misinformation, accessible to students, and affordable.

To start, our representative worked alongside Dr. Kosack to review his course materials and identify what ideas and concepts needed to be carried over to his eBook. He said this process was remarkably "easy" with Skyepack, noting that working with his representative "was great because they put it together...and then I went through everything and made sure that things were explained correctly...(and) in the way I would explain it (according to) the lecture."

Dr. Kosack emphasized his appreciation for how thorough the process of developing the eBook was. He noted that he enjoyed working alongside the Skyepack team, noting that he has "nothing but great things to say" about them. "They've been responsive. They've always answered every question and went above and beyond...(my representative) would get the work done way before I had time to review it...and I seldom had to change anything."

But from the jump, Dr. Kosack has prioritized creating resources that were accessible to students. He noted that he "never really wanted to make students pay the amount of money that a textbook costs." Skyepack maintains a commitment to making course material affordable and accessible to all, providing students from all backgrounds with the materials to help them further their education. And we might be biased, but we think Dr. Kosack couldn't have picked a better partner in this regard. Together, we were able to help him develop an eBook that is "really cheap relative to what's out there...and gives students another sort of reference piece of material."

## IMPACT

Together, Dr. Kosack and Skyepack were able to develop low-cost course materials for his students who initially didn't have any. Though he doesn't require reading, Dr. Kosack wanted to ensure his students had reference materials for studying and instruction should they need them—and Skyepack has been able to help him do just that. "Some students have told me...that they like the textbook and that the course pack has been helpful for them when I lecture on something and they're a little bit confused about. Now, they can go back and review it...I think they like it. And I think they feel, you know, better supported in some way by having it."



## A TRUSTED PARTNERSHIP

**"One of the reasons that I just keep using Skyepack is because of the people. They're really, really good."**

Looking for a partner to help you develop custom digital course materials for higher education, K-12 education, and corporate instruction?

Go to the link below to schedule a 20-minute introductory call with Skyepack today!