

Students Are Demanding Course Packs Go Mobile

Generate a new electronic-based revenue stream with Mobile Course Packs, created and delivered by Xerox® FreeFlow® Digital Publisher.

A mobile course pack is a collection of materials from various sources (including journal, magazine or newspaper articles, book excerpts, video clips, sound files, diagrams and other materials) selected by a course instructor for distribution to students as required or supplemental reading to support the course curriculum.

Mobile course packs are an electronic equivalent to a standard hard-copy course pack, but bring the advantages of electronic distribution to college and university in-plants and ease of access for students, delivered securely to the student's smart device of choice – PC/Mac®, tablet or smartphone.

Mobile course packs are typically:

- Access restricted and must be sold by an approved college/university source
- Approved as supporting an accredited college/university course
- Numerous electronic files in excess of 100 pages, stitched together
- For students who must be registered to receive their mobile course pack – either manually or electronically
- Authentication-based
- Delivered from the cloud and require a Web browser using one of the two most recent versions of Internet Explorer®, Firefox®, Google® Chrome™ or Apple® Safari®, as well as Internet access to view

Changing Study Habits – The Importance of Mobile in Higher Education

“Students tend toward shorter, more concentrated bursts of studying anywhere they are able, rather than waiting for several hours to hunker down in the library.”

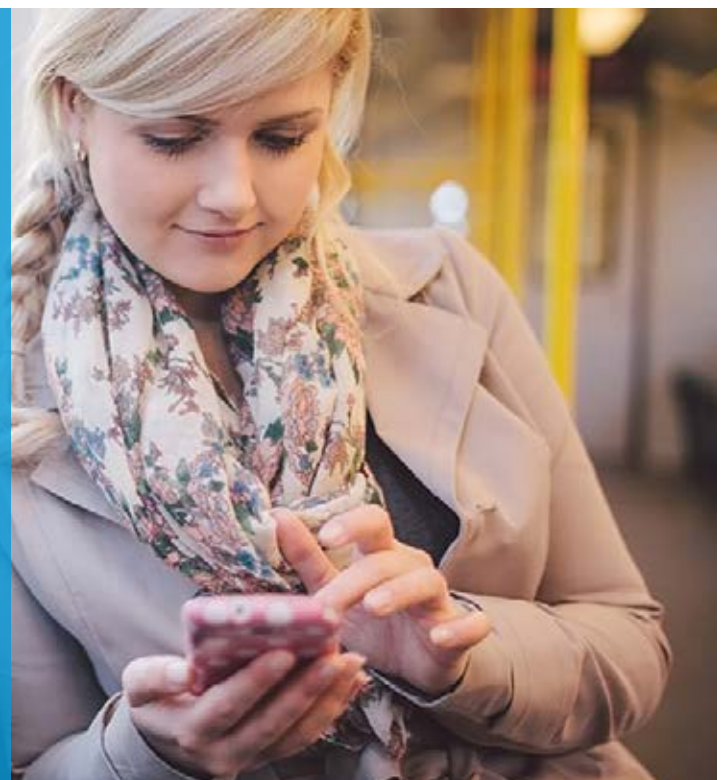
– Sharon Loeb, Vice President of Marketing for McGraw-Hill Education, Higher Education

81% of students use mobile devices to study

62% of students say technology helps them feel better prepared for class

48% of students say technology helps save them time

McGraw-Hill Education's 2015 Digital Trends in Higher Education





Mobile Course Pack – Higher Education

Key Benefits

Exceptional Reader Experience

- Goes where the students already go – on their Web browser, iOS, Android™ or Amazon® Kindle®
- Not a PDF or Adobe® Flash® solution
- Adapts to the reader's device and operating system
- Text-to-speech capable

Document Control

- Restriction capabilities much more robust than a PDF
- Documents delivered from the cloud

Analytics

- Readership by document/page/views
- Relevancy

Insourced and Integrated into POS System

- Increased margins to the educational institution

Making a Mobile Course Pack

- A course professor provides a set of files to be included in the mobile course pack, along with any videos or other electronic assets (PDF file, JPG, MP4, etc.).
- After the input files are received, a course title is set up, which typically takes 2-3 days.
- Once the course title is set up, the input files are processed by the workflow and converted to digital and mobile content, taking 3-4 days.
- The workflow operator inserts videos and audios into the mobile course pack within the dashboard, which typically takes 1-2 minutes per rich media.
- Point of Sale (POS) authentication setup takes 1-2 days post-production of the mobile course pack.



Scan this QR code to see an example of a mobile course pack up close.