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Higher Education

from Cambridge University Press

The home of
Cambridge Textbooks



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Introduction to Higher Education

Higher Education from Cambridge University Press is the home for our textbooks, shaped by extensive feedback from librarians, students and instructors. An innovative, fully integrated digital website, it provides users with easy, affordable access to textbooks, together with all available supplementary teaching and learning materials. It is built on the same technology as Cambridge Core with the aim of making searching across the full breadth of our publications easier than ever before.

Users can bookmark, annotate and highlight text, and navigate through personalized copies in a way that makes sense to them. There is also cut and paste (15% by word count) and print (15% by page count) functionality per e-textbook for each user. Content will automatically resize to display on mobile devices and can be read both on and offline using our e-reader app. Instructors also have access to a streamlined process for requesting examination copies.

Access is provided through an annual lease, either to individual titles or collections that will grow as new books are published. Leases allow for an unlimited number of concurrent users.

During the site's first year, the number of textbooks grew from a few hundred to nearly 1,000. New, born-digital textbooks were and continue to be added as they're published. In addition, some flat-HTML textbooks, and other full-functionality textbooks formerly withdrawn from sale, were moved onto the site.

Why access e-textbooks on Higher Education?

Cambridge University Press has introduced a new set of strategies to support the changing teaching and learning needs as higher education institutions prepare for a more digitally driven future.

The structure and function of the Higher Education website prioritises easy and continuous accessibility for all users, especially people with disabilities. Using the Web Content Accessibility Guidelines (WCAG) 2.1, which explain how to make web content more accessible for people with disabilities; an annual accessibility audit; and accreditation from the Digital Accessibility Centre, the site ensures all members of the higher education community share the same experience in reading and accessing academic content, so that libraries are better equipped to support all patrons.

Digitalisation of education has sharpened all our senses by offering a variety of content formats to choose from, including video and audio lessons, interactive texts and infographics, and many more.

Recent events have highlighted how important it is for students to access learning materials remotely, without always having to go through their institutional websites. A key development of this site is that students are now able to access books offline while they are travelling or at home by logging on with a laptop, mobile phone or tablet.

Valuable usage data, including COUNTER5 reporting, is available to librarians via their administrator accounts on Cambridge Core.

The Higher Education website collates our premium e-textbooks to benefit students, instructors, and librarians.

Benefits of Higher Education:

- Same user experience as Cambridge Core
- **Search within the entire textbook**
- Ideal for remote learning
- **Annotate, bookmark pages and export citations**
- Available online or offline on our Cambridge Spiral e-reader for Windows, iOS and Android
- **Optional dual login to protect each user's account and ensure personal annotations are kept on each e-textbook**
- Users can download up to 20 e-textbooks to their own bookshelf to read offline
- **Flexible access options**
- Institutional access is available to the full collection, the HSS and STM collections, subject collections, or individual title-by-title selections

Access options

► Full collection

Access all available Cambridge textbooks, including new titles published during the lease period, with unlimited concurrent users.

► 19 subject collections

Access our subject collections including Humanities & Social Sciences; Science, Technology & Medicine; and 17 subject-specific groupings. These vary in quantity; all offer reduced prices per title. In addition, during the lease period, textbooks published in the subject will automatically be added to the subject collection.

► Title by title

This option offers the maximum flexibility and tiered pricing enables institutions of all sizes to be able to provide affordable textbooks.

► Special pricing for customized collections

We can match titles against your institution's reading list, if applicable, and offer reduced pricing for bundles of more than 5 textbooks.

Our HE site customers asked ...and we responded

Student read-only access to e-textbooks

➔ Guest access option



Originally our digital textbook collection required a dual login: students whose libraries purchased the collection would log in via the library to access the textbooks, and then be required to login again on a separate Higher Education account to actually read the material. Dual login was required at first because usage tracking was set up requiring an account to log against.

After librarians voiced concern for their students about the extra login step to get to the content, we put in place our "Guest Access", so students could just read without creating their own Higher Education accounts. This change also meant that we could track usage via the library login and access.

From receiving the librarian feedback in September 2020 to implementation of the guest access option took about 3 months.

Group annotations

➔ 'Group code' implementation



Instructors asked to be able to highlight and direct students to particularly important textbook extracts to aid learning.

Instructors at institutions who have access to our collection of textbooks can assign student email addresses to a "group" within our eReader, and those groups of students can see annotations that the instructor has written. If the student has their own individual HE account too, they can make private annotations alongside the notes their instructor has shared.

Implementation began in the summer of 2021 and our Group Code function was live in December. Our next step in annotations is to determine whether it will benefit students to be able to add comments to instructor annotations.

LMS integration

➔ Implementation underway, beginning with Moodle



Librarians asked us to create a process by which a student can access and open content directly from or within their learning management system, without having to come via our website first. Instructors asked us to enable deep linking within their syllabi, reading lists, and/or LMS, so students can click a link and enter the eReader at a specific chapter rather than at the beginning of the textbook.

LMS integration and permalinks/deep links will shortly be available for our digital textbooks, starting with Moodle; Blackboard, Canvas, Brightspace D2L, and Sakai will follow in mid-2022.

Engagement analytics

➔ Implementation underway; Phase 1 about to be delivered



The first phase of our engagement analytics development is graphical representations of COUNTER compliant statistics: textbook views over time, cumulative textbook views, and most popular device used to access. These will be made available to instructors as well as librarians, at a textbook-specific level and by institution.

Phase 2 will include a deeper dive into the engagement within specific textbooks, and what is actually happening in the eReader. This may include showing chapter-level engagement, the enrichment views, time spent on pages, and supplementary material usage if applicable.

Contact us

For further information please read our
Frequently Asked Questions here:

cambridge.org/highereducation/services/librarians/faq/

Contact your sales representative today at:

Americas: **online@cambridge.org**

Rest of world: **library.sales@cambridge.org**

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