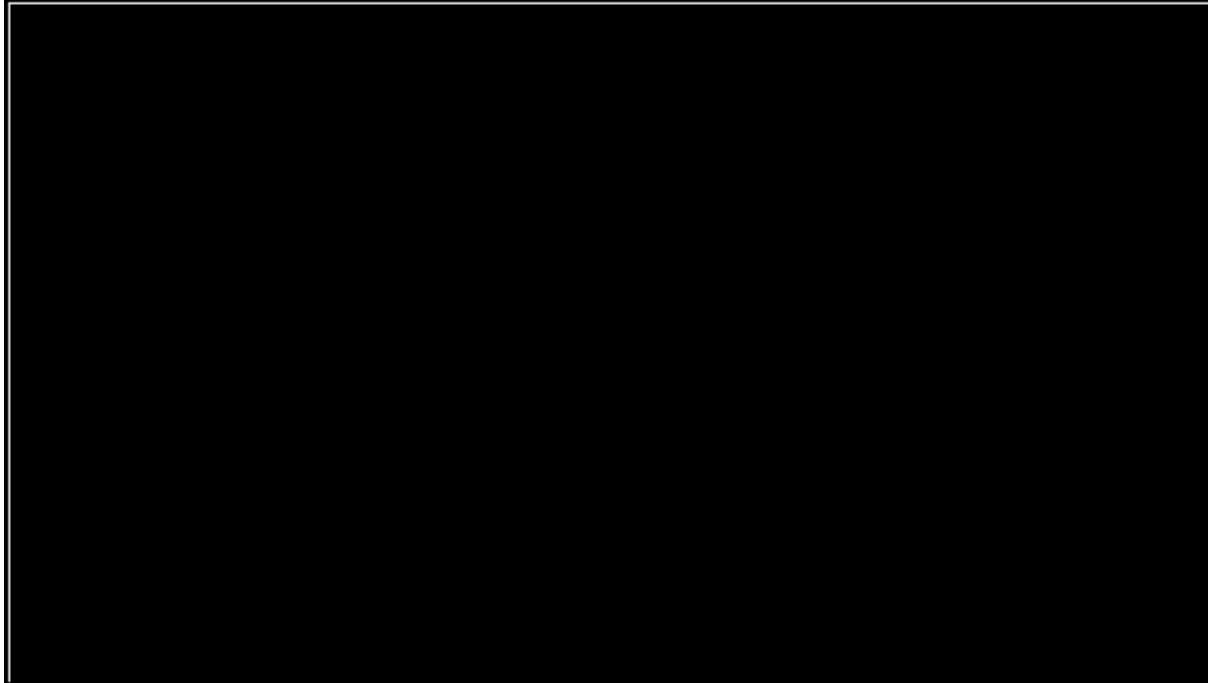


VitalSource™

An INGRAM Content Group Company



Millennials

Values and Beliefs

- Community
- Family
- Creativity
- Place twice as much value on being successful in a high-paying career than previous generations
- Less trusting than previous generations
- Positive outlook on college
- FOMO
- Team-Oriented
- Optimistic

Source: Pew Research Center

Recruiting Millennials

- Experience!!
- Opportunities for service
- Value proposition and ROI
- Technology is key

Retaining Millennials

- Ensure students have a hands-on methodology with the material
- Allow Millennial students to bring their own experiences into the learning process thereby actively engaging their prior learning in the process
- Engage in the use of technology with apps, blogs, social media and gamification for accessible, interactive learning experiences
- Allow Millennials to use their naturally collaborative skill set to work in teams to accomplish learning goals

How do we know this?

- Wakefield Research conducts an independent study each year with college students nationwide re: student attitudes toward classroom technology for VitalSource.
- Key takeaways:
 - Students are forgoing purchasing course materials due to cost.
 - Students have high expectations for the level of technology available in their education.
 - Students are tied to their devices. Research shows an average of 48 minutes between tech “fixes.”
- The desired college “experience” can not end when students enter the classroom.



Classroom Technology



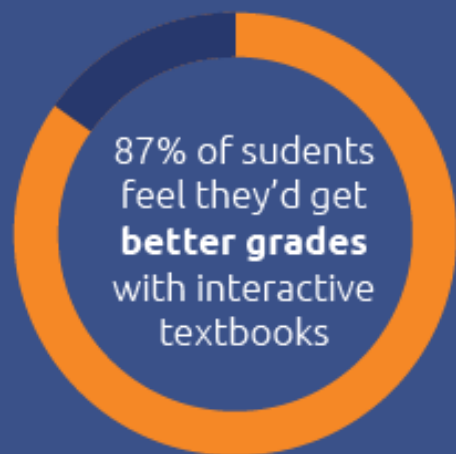
Only 22% Students are **completely satisfied** with the technology used in classrooms



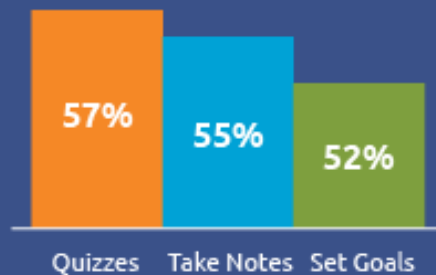
On average, college students can go just **48 minutes** without using technology



Interactive Textbooks and Features



Percentage of students who are interested in interactive features



Nearly 9 in 10 students feel that digital textbooks are **not worth the money** if it can't be viewed offline

Questions?