



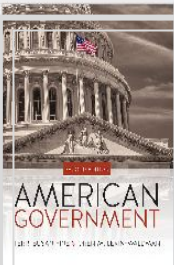
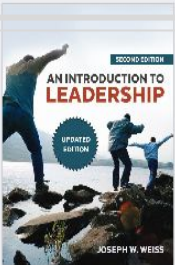

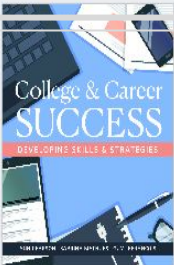


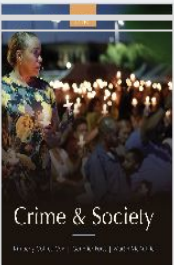
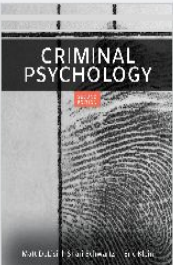
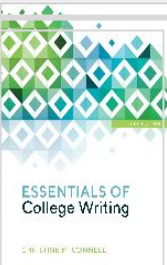
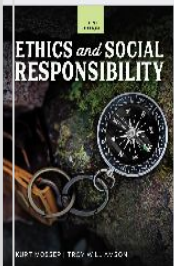
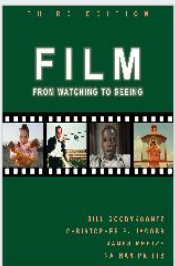
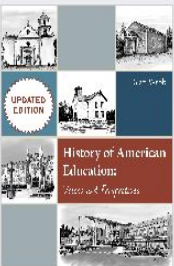
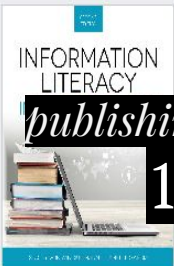

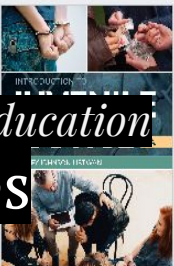
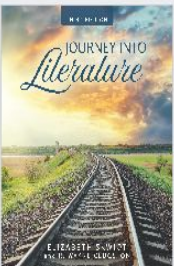
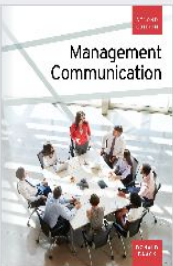


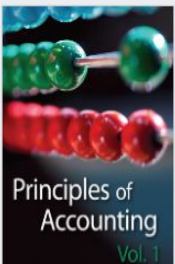
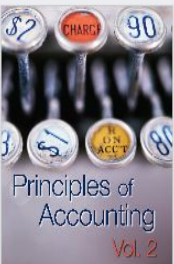
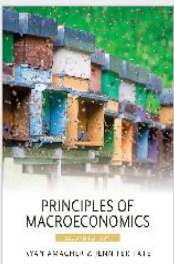
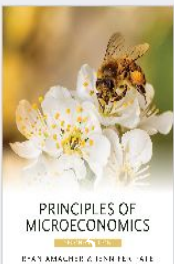
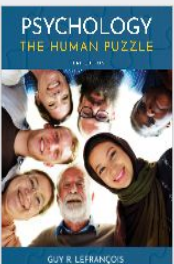



hello!

I am Rebecca Paynter

Associate Director, Editorial
The University of Arizona Global Campus



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Is custom textbook
publishing right for you?

Questions to ask along the way

Why do I want a custom textbook?

1

What approach do I want to take?

3

How much support will I need?

5

How will I measure success?

7

Why don't I want a custom textbook?

2

What do I want the end product to be?

4

What's in it for me?

6



answer me this

Who are you? What brings you here today?



answer me this

Why are you interested in
custom textbook publishing?

1. Why do I want a custom textbook?

What are my objectives?

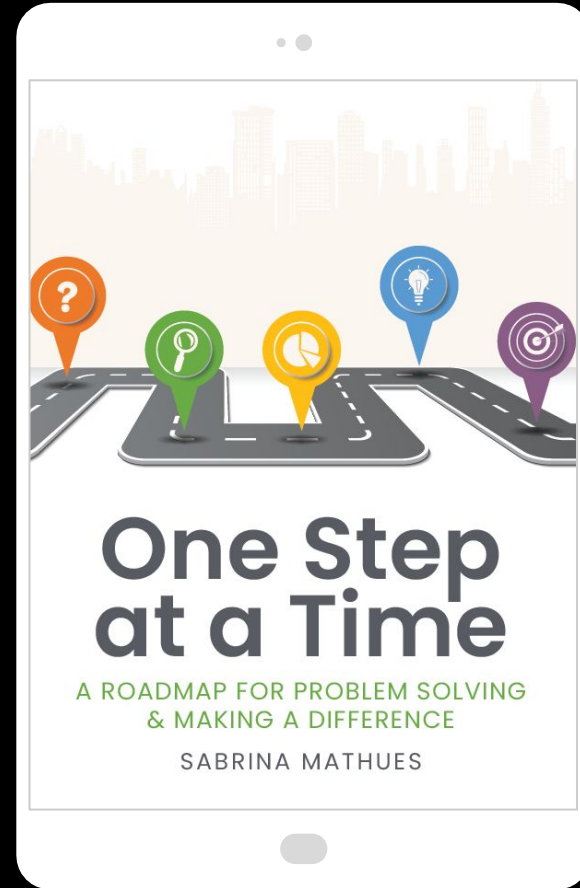
Why do I want a custom textbook?

To create a resource that better aligns with my course

- ▣ Address organization
- ▣ Add or eliminate coverage
- ▣ Fill a niche

GEN 499:

*One Step at a Time: A
Roadmap for Problem Solving
and Making a Difference*
by Sabrina Mathues



Why do I want a custom textbook?

To create a resource that better aligns with my students

- ▣ Personalized
- ▣ Brief
- ▣ Engaging
- ▣ Appropriate level or tone

BUS 311:

*Introduction
to Employment Law*
by Gwen Seaquist

Introduction to Employment Law



Gwen Seaquist



Why do I want a custom textbook?

To create a more affordable option

- ▣ Step out of the traditional model
- ▣ Keep costs down by including only needed content
- ▣ Have more say in the price and revision cycle
- ▣ Support students' perception of “value for money”

Why do I want a custom textbook?

To make the learning material more convenient or more accessible for my students

- ▣ Location
- ▣ Format

Why do I want a custom textbook?

To make my vision a reality

Why do I want a custom textbook?

To support my own professional development, develop a brand, or have an additional stream of income

2.
Why *don't* I want a
custom textbook?

What are my objectives?

Why *don't* I want a custom textbook?

- ▣ I want to have a lot of flexibility with my course.
- ▣ I want access to a lot of supplemental material.
- ▣ I don't have time or energy.

3. What approach do I want to take?

Do I want to use existing content or create my own?
What content exists?

What approach do I want to take?

Adapt

Repurpose, remix, rewrite
existing content

Yours

Your original content, including text and media

Theirs

Third-party and OER tools and content

Ours

The publisher's portfolio of content and tools

“Ours”: Working with a publisher

- Work with a representative to curate content
- “BYOB”: Build your own book from an online library

Yours

Your original content, including text and media

Theirs

Third-party and OER tools and content

Ours

The publisher's portfolio of content and tools

“Theirs”: Working with OER

- ▣ How much exists?
- ▣ Is it current? Is it high quality? Will it be updated in the future?
- ▣ What kind of license is attached?

Yours

Your original content, including text and media

Theirs

Third-party and OER tools and content

Ours

The publisher's portfolio of content and tools

What approach do I want to take?

Adapt

Repurpose, remix, rewrite
existing content

Create

Publish your own title,
ancillaries, and supplements

TOP HAT

FlatWorld



XanEdu

A Scholarus Learning Company

Kendall Hunt
publishing company

PB PRESSBOOKS

want to create?

Custom publishing landscape



Academic Media Solutions

Affordable - Quality Textbooks, Study Aids, & Custom Publishing



VitalSource® Studio

4.
What do I want
the end product to be?

What will my students use or find useful?

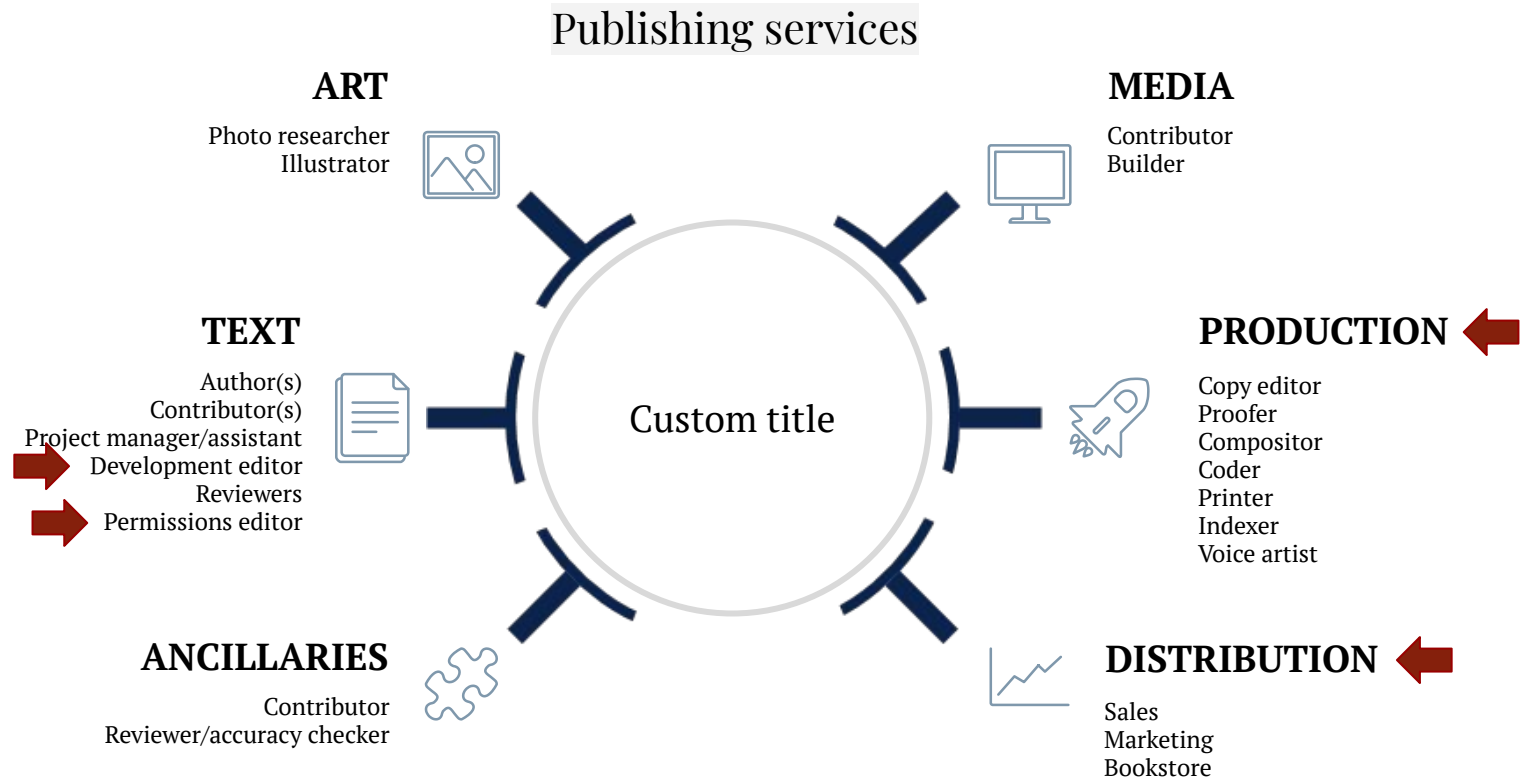
What do I want the end product to be?

Questions to consider:

- ▣ What format or platform will my students use and find most accessible?
- ▣ What reading and engagement tools are important?

5.
How much support
do I need?

How much am I willing to do on my own?



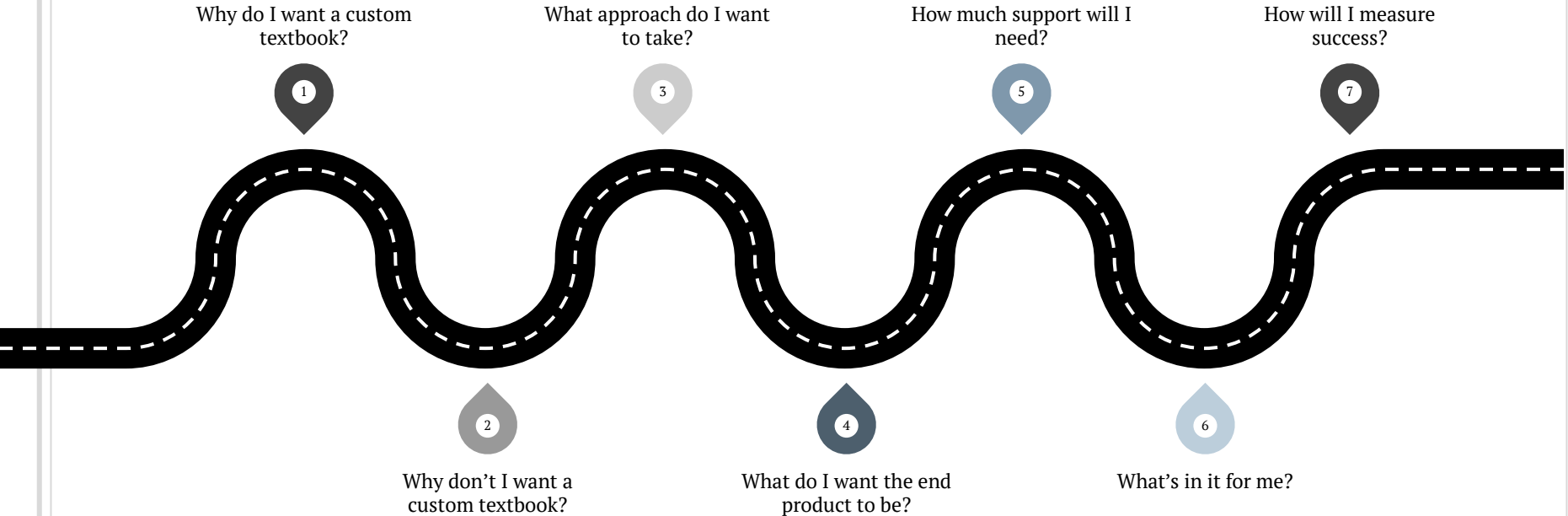
6. What's in it for me?

Do I want or need anything to be in it for me?

7. How will I measure success?

Why do I want a custom textbook?

Questions to ask along the way





“

We believe that high-quality, effective, customized content is a powerful tool that can help create an inspiring, supportive environment for students and faculty alike.

Credits

Special thanks to

- All of you for listening!
- TAA for the opportunity
- SlidesCarnival for the free presentation template

References

McGraw-Hill. (2023). McGraw Hill's custom courseware solutions.
<https://www.mheducation.com/highered/learning-solutions/custom-courseware-solutions.html>



thanks!

Any questions?

You can reach me at
rebecca.paynter@uagc.edu