5 Considerations for an Easy Shift to Digital Content

Making the switch to, or adding, eBooks and audiobooks to your district or school can feel like a big undertaking, *but it doesn't have to.* We've put together the main points to consider before moving forward to help you avoid costly or time-consuming pitfalls.

1

DIGITAL CONTENT STRATEGY

One of the most important considerations is to determine which service can provide you with the best combination of eBooks and audiobooks from the best combination of publishers.

While a lot of districts and schools are actively seeking English Language Arts content, if you do your homework, you can offer students a complete digital package that also includes additional subjects such as science, math, social studies and foreign languages.

2

DEVICE COMPATIBILITY

What does your district or school's device mix look like? How can you make it easy for students and teachers to access all the digital content they need from all their devices – whether 1:1 or personally owned?

Laptops and tablets are the main devices students use to access eBooks. But since smartphones and eReaders are also utilized, you'll want to opt for a digital content provider that offers a wide range of device compatibility to maximize accessibility for all students, especially in bring-your-own-device programs.

3

RETURN ON INVESTMENT

Something to think about is how to maximize return on investment. One way to do this is to find a provider that will ensure institutional control of the content year after year.

A central platform gives everyone in the district access to the same titles. With that type of unified approach, you can get the most from your digital content investment.

4

LEVERAGING CONTENT

Before going digital, it's a good idea to decide how you plan on using this new content.

Most districts and schools are looking for more than just textbooks. They want to supplement their curriculum. If this is something that you're looking to offer, then you'll want to find a provider that offers additional content areas such as informational texts, literary nonfiction, professional development and literacy engagement/library resources.

5

BUDGET

No doubt about it. Budgeting for digital content is a major consideration.

In a survey of K-12 administrators from across the country, the district (66 percent) was the most frequently mentioned funding source for digital content, followed by grants (37 percent) and local funds (29 percent). The participating administrators reported allocating an average of 34 percent of their instructional budget toward digital content. This number is expected to rise alongside planned increases in usage.

To make the best use of your funds, choose a digital provider that only charges for the cost of content, with no additional hosting or platform fees.

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