Direct Digital Access (DDA)

Scope:
This procedure applies to all departments offering courses at the College of Southern Maryland.

Overview:
Through the textbook adoption process, some titles may be identified as eligible for the DDA program.

Definitions:
Direct Digital Access (DDA) - The Direct Digital Access program is a new textbook model in collaboration with top publishers that seeks to provide timely course materials to students at the lowest possible price. All students in a class buy into the content, lowering the cost for everyone. In addition, all students in that class get access to the content one week prior to the start of their course and they are provided a grace period for opting out of the program, if necessary.

Procedure:
1) Departments that are interested in participating in the DDA program must submit a textbook adoption form for each course and section by the following deadlines:
    a. Winter term – September 15
    b. Spring semester – October 1
    c. Summer semester – February 1
    d. Fall semester – March 15
2) In order for course materials to be included in the DDA program, they must be available through Redshelf. **Course materials not provided by RedShelf will not be considered for the program.**
    a. RedShelf provides the College Store with a centralized Admin Dashboard that allows the textbook manager full control of student communication, a manual ability to opt-out students, and reporting.
    b. Redshelf is the approved vendor for the DDA program, having undergone a comprehensive institutional review, including FERPA, web security, and ADA.
3) Once the Course Materials Requisition is returned to the bookstore, the textbook manager will confirm correct ISBN, pricing, and availability through Redshelf. This information will be communicated back to the department for final approval by email.
4) The textbook manager will process the adoption and enter the e-book fee into Colleague. In addition, the textbook manager will send faculty information about the DDA program and opt-out deadlines to include in their syllabi.
5) Faculty will receive an email from Redshelf with a link and information on how to add course content to the learning management system.
6) Once registration begins for students, no changes to either the course materials or e-book fees can occur without express written permission from the Department Chair, Vice President of Academic Affairs, and the textbook manager.

a. If approved, the department(s) will be responsible for notifying the student(s) of the changes to their course(s).
b. Alternatively, late DDA adoptions may be considered for subsequent semesters.

For more information contact: Textbook Manager, ext. 4751