



CASE STUDY

Expanding Course Materials Access

How UCLA increases access, affordability, and convenience with Flexible Access.

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Developing Flexible Solutions

Introducing Bruin One Access

In Fall 2024, the University of California, Los Angeles (UCLA) reevaluated its course materials delivery model in order to better fit its large and diverse student body and launched its Flexible Access program, Bruin One Access. By bringing Flexible Access to campus, UCLA now offers students a flat-rate subscription option and the flexibility to purchase materials individually at the title level.



With the tagline “One Price, One Program, Day-One Access,” Bruin One Access provides predictable costs and ensures students have access to their materials by the first day of class.



Flexible Access is a course materials delivery model that combines Equitable Access, Inclusive Access, and retail options into one comprehensive program, so students can choose the most suitable and cost-effective method for accessing their course materials. To learn more about day-one access programs, visit get.vitalsource.com/day-one-access.

The Path to Access & Affordability



Since starting an Inclusive Access program in 2016, UCLA knew that it needed to explore more options to increase student access and affordability. Bringing Bruin One Access to UCLA was a collaborative effort, and Scott Chapman, Book Division Manager, UCLA, attended conferences and worked with peer institutions to determine that a two-tier model for delivering content to students would work best. “We needed a program that fit our unique needs. **Bruin One Access gave us the flexibility and affordability required to support our students,**” said Chapman.

In order to officially bring a Flexible Access program to campus, the UCLA store team worked hard to communicate the program’s benefits and logistics. They engaged with different stakeholders, including Academic Senate, financial aid, student government, and Veteran’s Affairs, to ensure campus alignment. “We shared details at over 50 meetings. **One of our most effective efforts was presenting at parent orientations, where parents immediately supported the program after learning about its affordability,**” said Chapman. By communicating with representatives from all over campus, Chapman and his team were able to effectively prove the overarching benefits of having a Flexible Access program at UCLA.



“We’ve been doing Inclusive Access since 2016, and when we looked to see what the next step was going to be to grow that program, a Flexible Access model gave us the best opportunity to customize a program to meet all the diverse needs of our campus at UCLA.”

Scott Chapman, Book Division Manager, UCLA

Delivering Results

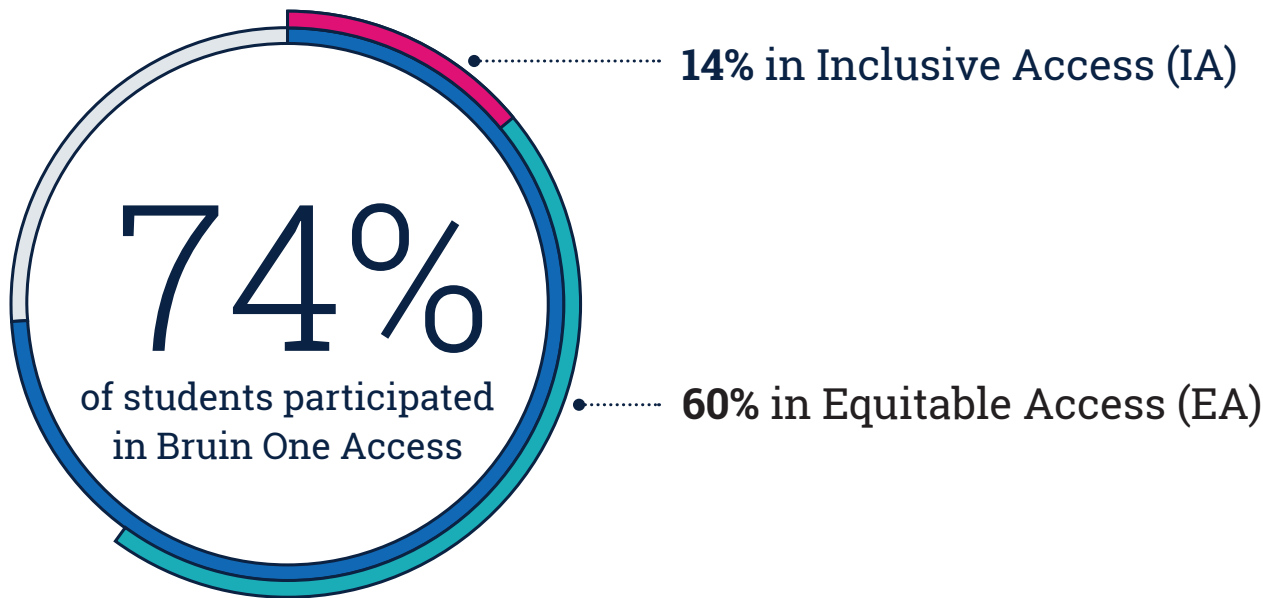


Bruin One Access delivered strong results in its first quarter. **74% of course materials were acquired through the Flexible Access program, with 60% of students choosing the Equitable Access subscription model and an additional 14% opting for the Inclusive Access option.** At a flat rate of \$129 per quarter, Flexible Access gives more students access to materials. “Our \$129-per-quarter flat rate caught parents’ attention. Many told us they used to pay more for a single book. This price reflects our dedication to using UCLA’s buying power to help students,” said Chapman.

In addition to the affordability of the program, **students are embracing the convenience of Bruin One Access. All digital materials are preloaded into the learning management system (LMS), and all required print materials are easy to pick up at the UCLA store.** To address faculty concerns around digital versus print formats, the team focused on showing faculty how the digital materials drive the low flat rate and benefit students across all courses.

Delivering Results

Bruin One Access boasts high participation rates across campus.




Streamlining Store Operations



Flexible Access programs improve access, affordability, and convenience for students, while also benefiting operations for campus stakeholders. **Bruin One Access significantly improved the efficiency of the UCLA store, reducing reliance on physical inventory and allowing the store to repurpose space and simplify workflows.** “Focusing on digital materials has allowed us to handle operations more efficiently. We’ve already seen smoother workflows and are planning further refinements,” said Chapman.

The impact of Bruin One Access demonstrates how digital-first approaches are reshaping campus operations while aligning with the broader goals of affordability and student success.



Choosing the Right Partner



When launching Bruin One Access, Chapman and the team at UCLA looked for a partner they could trust. VitalSource played a key role in the development, implementation, and ongoing success of Bruin One Access. “Our collaboration with VitalSource helped us create a program tailored to our campus. They’ve been a responsive and dependable partner,” said Chapman.

This partnership is about more than technology—it is about building a solution that aligns with UCLA’s goals for affordability, accessibility, and operational efficiency. With VitalSource’s commitment to innovation and support, UCLA is able to deliver a program that not only simplifies access to course materials but also positions the campus as a leader in modern, student-centered solutions.



“I’ve been working with VitalSource for a very long time, and I have really strong relationships with a number of the employees at VitalSource, and so we drive each other to be better and to perform better, and I, in some ways, pride myself on being a very demanding customer for VitalSource.”

Scott Chapman, Book Division Manager, UCLA

Planning for the Future

Looking ahead, UCLA plans to refine Bruin One Access for undergraduate students and explore an expansion of the program for graduate students. “We’ll continue analyzing participation rates and feedback. **Our goal is to make Bruin One Access the most effective and student-friendly program possible,**” said Chapman. By reviewing the success of the first quarter, Chapman and his team will continue to develop and grow Bruin One Access to benefit the maximum number of students.



This program reflects UCLA’s commitment to affordability, choice, and operational efficiency. By simplifying course materials access, the program supports UCLA’s diverse campus community while addressing the unique challenges of higher education.



“My partners at VitalSource understand that this partnership helps both of us be better, and that’s ultimately what we’re trying to do: drive each other to provide the best possible experience for our ultimate constituents, which are really the students.”

Scott Chapman, Book Division Manager, UCLA



A Flexible Access Case Study

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