

• Allen University Takes Digital Leap to Affordability with Cengage Unlimited



Dr. Charlene Spearen
Vice President of Academic Affairs
Allen University

As with many institutions, affordability is among the top challenges cited in maintaining competitiveness and keeping retention up.

"I've been with the institution for almost 10 years now, and the main complaint from faculty has been that students can't afford their books," explained Dr. Spearen.

Decentralized content also meant that Allen University faculty were struggling to find the time to gather and use relevant course materials from a variety of sources. "Faculty were having to search for articles, scan them, copy them and so on," Spearen shared.

A strong, centralized solution

Cengage Unlimited was a natural solution for Allen University's challenges.

According to Spearen, "Many of our students are coming from small, rural, low economic areas, and we can't expect them to pay \$300 for a biology textbook. While Allen is a small HBCU, our president, Dr. Ernest McNealey, set forth the initiative to provide digital resources to all of our students. To this end, the university made the commitment and the investment that all of our students would have a subscription to a Cengage Unlimited license."

The Cengage team provided ongoing support during the period of transition. "The representatives have been absolutely marvelous, working with faculty and students, providing answers and solutions to all questions," Spearen shared.

A more energized campus

"We're living in a digital world. There's no two ways about it. I've seen students create a short essay right on their phone, which is beyond my skill set. Thus, I do believe the availability of content on a mobile device definitely adds to the success of Cengage Unlimited," Spearen said.

"Utilizing Cengage resources has proved to equip faculty with an abundance of course material. Course content and instruction are now energized on all levels," she shared.

Spearen explained: "Providing all students with a Cengage Unlimited license has proved to be a tremendous success for ensuring all students have access to the tools they need to achieve academic success and graduate in a timely manner."

CHALLENGE

Allen University, a Historically Black College and University (HBCU), struggled to offer affordable courses to students, while also dealing with the challenges of decentralized course content and learning resources.

SOLUTION

Cengage Unlimited provided Allen University with a one-stop-shop to house all content, while offering a lower price point to each student and eliminating the need for them to buy costly course materials.

OUTCOME

The low, all-inclusive price point of Cengage Unlimited offers a more attractive enrollment incentive to students, and students benefit from increased digital engagement. Allen University faculty now have the power to pull exactly what they need into a given course.



"For us, being a smaller HBCU, [Cengage Unlimited] has been a godsend."