



The Center for
College
Affordability &
Productivity

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PRESS RELEASE

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25 Ways to Reduce the Cost of College:

Section Four, “Exploit Technology to Reduce Costs,” to be released

Washington, DC –The Center for College Affordability and Productivity (CCAP), with generous support from Lumina Foundation, is pleased to announce the release of “Exploit Technology to Reduce Costs,” the fourth section of *25 Ways to Reduce the Cost of College*. [Exploit Technology to Reduce Costs](#) will be released December 1, 2010 and features the following five chapters:

#16: Move More Classes Online: For-profit institutions have demonstrated that online education can greatly lower costs for students by taking advantage of economies of scale. Furthermore, online courses can significantly reduce capital costs associated with traditional instruction. They also allow students to live at home and save money through reduced commuting and room and board costs.

#17: Reduce Textbook Costs: The price of college textbooks has soared over the years. More professors are opting for electronic books, and the development of devices such as the Kindle and the iPad are likely to further the revolution in electronic publishing. As technologies continue to develop, universities should find ways to encourage faculty to select texts that students can purchase through cheaper means.

#18: Digitize Academic Libraries: The revolution in information technology should radically revise the concept of the university library. The greatest promise for library cost savings comes from the digitization of books and periodicals. Services like JSTOR and the Google Library Book Project are enabling university libraries to downsize their physical presence as a book warehouse while providing more research materials in a more convenient fashion.

#19: Outsource Email Services: Email has become the dominant mode of communication. IT specialists like Google and Microsoft can offer email services much more cheaply than university providers through lower storage and staffing costs and reduced costs to maintain servers, archive and filter messages. Universities are in the business of creating and disseminating knowledge and could save money by outsourcing auxiliary functions like email to specialized private-sector providers.

#20: Utilize Course Management Tools: There are a vast number of new technologies available to revamp the learning experience to be more interactive and applicable to today’s students who are inhabitants of a new information age. Some examples include Blackboard, Wiki pages, blogs and electronic clickers. Such technologies should be analyzed carefully and implemented if they improve service quality in a cost effective manner.

An embargoed (until 12:01 AM, December 1, 2010) copy of each chapter can be accessed by clicking on the links above. Alternatively, you may download the entire fourth section [here](#).

The entire release schedule for all sections is as follows:

Section One: Use Lower Cost Alternatives.....Wednesday, November 10, 2010

[#1: Encourage More Students to Attend Community College](#)

[#2: Promote Dual Enrollment Programs](#)

[#3: Reform Academic Employment Policies](#)

[#4: Offer Three Year Bachelor's Degrees](#)

[#5: Outsource More Services](#)

Section Two: Use Fewer Resources.....Wednesday, November 17, 2010

[#6: Reduce Administrative Staff](#)

[#7: Cut Unnecessary Programs](#)

[#8: End the "Athletics Arms Race"](#)

[#9: Overhaul the FAFSA](#)

[#10: Eliminate Excessive Academic Research](#)

[#11: Streamline Redundant Programs at the State Level](#)

[#12: Promote Collaborative Purchasing](#)

Section Three: Efficiently Use Resources..... Wednesday, November 24, 2010

[#13: Improve Facility Utilization](#)

[#14: Increase Teaching Loads](#)

[#15: Encourage Timely Degree Completion](#)

Section Four: Exploit Technology to Reduce Costs.....Wednesday, December 1, 2010

[#16: Move More Classes Online](#)

[#17: Reduce the Cost of Textbooks](#)

[#18: Digitize Academic Libraries](#)

[#19: Outsource Email Services](#)

[#20: Utilize Course Management Tools](#)

Section Five: Improve Competition.....Wednesday, December 8, 2010

#21: Ease the Transfer Process Among Public Institutions

#22: Reform Financial Aid

#23: Reform Accreditation to Reduce Barriers to Entry

#24: Subsidize Students, not Schools

#25: Promote Competition Based on Value, Not Reputation

The entire book-length study will be available for download, beginning December 1, 2010 at:

<http://www.centerforcollegeaffordability.org/uploads/25Ways_to_Reduce_the_Cost_of_College.pdf>.

The Center for College Affordability and Productivity is an independent, non-profit higher education research center based in Washington, D.C.

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