

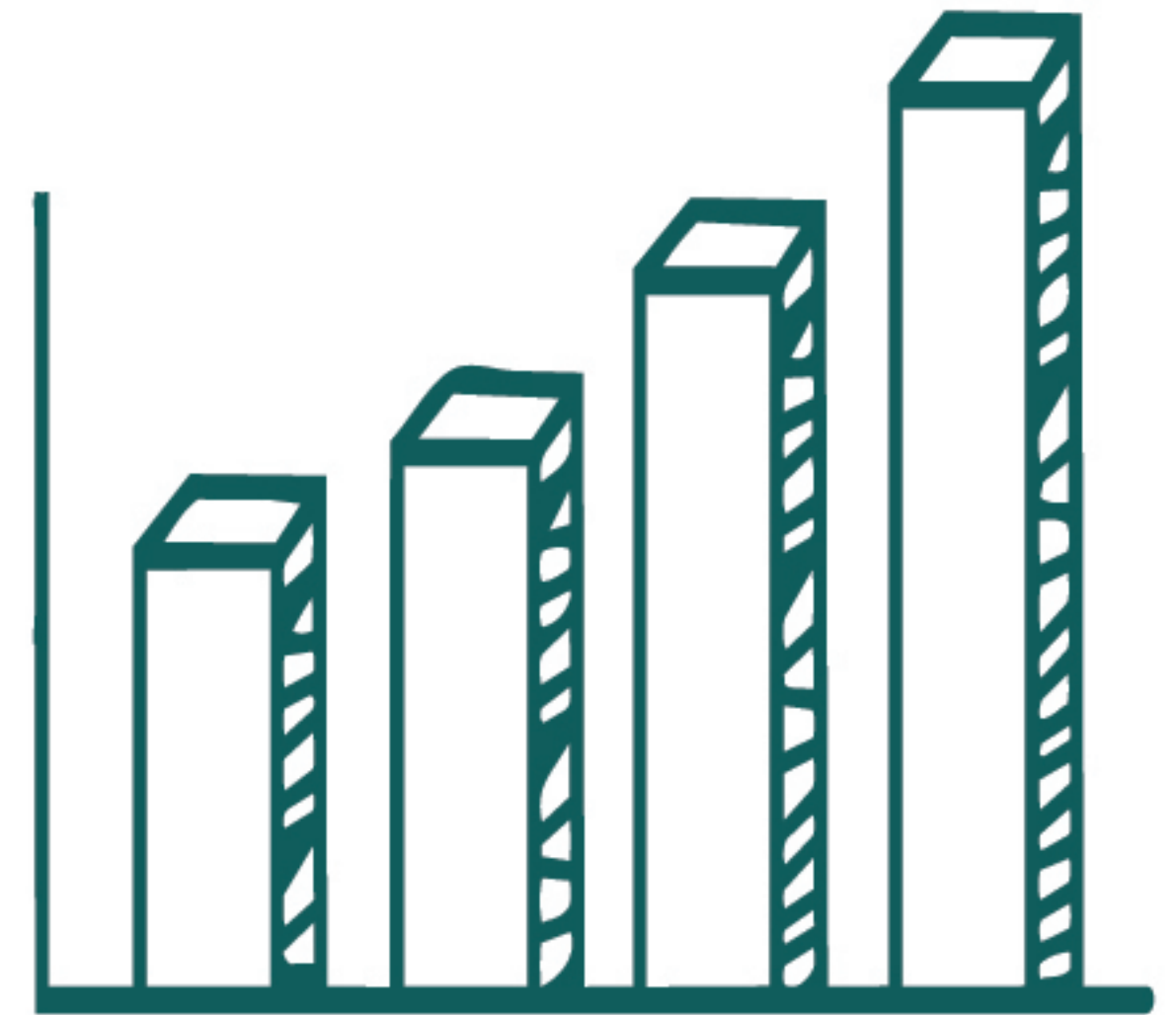
Small Change, BIG IMPACT

Why Cost Indicators Matter for Your Courses

The Data is Clear:

Cost Impacts Learning

A recent study of post-secondary students across British Columbia shows that textbook costs affect student behaviour and can directly impact student success:



New Study



46%

of students have skipped buying a required textbook at least once



19%

have taken fewer courses due to costs



14%

have avoided registering in a course altogether



4%

have dropped or withdrawn from a course



14%

report earning a poorer grade because they couldn't afford course materials

Why Use Cost Indicators?

Adding a cost indicator to your course is a simple step that can:



Increase transparency before registration



Support informed financial planning



Highlight open and affordable course options



Promote the use of OER, library materials, and low-cost resources

“ Course marking has many benefits including enhancing student decision making, highlighting open and affordable courses, encouraging faculty in their creation of open educational resources (OER), and cost savings to students and institutions. ”



End the Guessing Game

When students can see the cost of learning upfront, they can make informed choices as they plan ahead.



Use cost indicators, because costs shouldn't be a guessing game.

Sources:

- Clyne, C., & Jhangiani, S. (2026). Investigating the Perceptions, Use, and Impact of Open Textbooks: A Survey of Post-Secondary Students in British Columbia Revisited.
- Johnson, G., Parks, J., Many, A., Diaz Solodukhin, L. (2024). A Course Marking Roadmap. Midwestern Higher Education Compact.