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## **Report Highlights Positive Individual and Societal Benefits of Higher Education**

*Publishers provide students with the learning tools they need to be successful in college*

Washington, D.C.—The College Board’s 2007 *Education Pays* report, which details the positive economic and lifestyle benefits of a college degree, underscores the importance of providing students with the critical tools they need to be successful in higher education, according to the Association of American Publishers (AAP).

“The latest *Education Pays* report reinforces the notion that a college education will continue to reap economic, social and positive lifestyle benefits for both individuals and society as a whole,” said Bruce Hildebrand, AAP Executive Director for Higher Education. “That is why it is critical that those who are helping students succeed, including publishers, equip students with the learning tools they need to thrive in their college careers and beyond.”

According to a Zogby International faculty survey, 65 percent of college instructors say that supplemental course materials, such as study guides, online homework and tutorial systems, help retain students who might otherwise fail to complete courses or drop out of school. Nearly eight in ten (79 percent) say their less-prepared students would do “significantly better” in introductory-level courses if they spent more time using these supplemental materials, and nine in ten professors (90 percent) say these students would do better if they made greater use of the assigned textbook.

“The wide variety of learning materials publishers make available today can help students achieve better results in college course work,” Hildebrand said. “Today’s colleges and universities are being asked to serve students with varied learning styles and a wider range of preparedness and skills than ever before. In fact, the College Board report found that college enrollment rates have increased faster over time for students at the lower end of the income distribution. And publishers are answering the call to provide a variety of learning materials geared to student bodies with more diverse needs.”

The publishing industry is taking full advantage of interactive and online technologies to develop comprehensive learning tools and programs that are changing the way students approach their college coursework. These new innovations such as interactive tutorials, video lectures, practice quizzes, tutoring and study centers are helping students succeed in their college coursework from day one. To view an online demonstration of these new technologies, please visit [www.textbookfacts.org/textbooks360](http://www.textbookfacts.org/textbooks360).

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The Association of American Publishers (AAP) and its member publishers understand college students' concerns about the cost of college, including textbook costs – and publishers have responded to these concerns by increasing both the number of lower-cost options available to faculty and students and the kinds of materials available, such as custom textbooks and course materials and e-books. Publishers are committed to providing the best possible learning tools to help more students succeed in college. More facts are available at [www.textbookfacts.org](http://www.textbookfacts.org).