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UNIVERSITY PRESS

Cambridge Aspire

Enhancing teaching & learning

Librarian Welcome Kit

Welcome to Cambridge Aspire

Cambridge Aspire is the home for higher education textbooks and courseware from Cambridge University Press. Here you'll learn more about the features of our higher education eTextbooks, as well as details on key pieces of functionality that will enable you to help your students and instructors navigate this e-resource.

Cambridge Aspire is part of our Cambridge Core platform, so you may already be familiar with login, reporting, searching, and other features. Librarians can access Cambridge Aspire at the website cambridge.org/highereducation - all of the administrator functionality for the website happens on Core.

However, the website offers the highest quality content and resources to instructors and students, supporting successful teaching and learning journeys in today's rapidly changing educational environment. The enhanced features and functionality that students and instructors expect from the digital textbook experience are fully available via the personal login and Cambridge Spiral eReader on the website.

In addition to being authenticated on the university network (see page 4 for instructions on how to configure access at your institution), users can create a personal account in order to access all of the available features. This is a departure from how students and instructors normally use our ebooks on Cambridge Core, and so we have provided detailed instructions and rationale on page 5.

Please note: It is possible to read the textbook content on desktop devices without logging into a personal account. However, due to limitations of our mobile and tablet apps, users must log into those devices with their personal account in order to read the content. All users must log in with a personal account to make use of the enhanced functionality, regardless of device. For more information, please see the eReader Experience Comparison at cambridge.org/highereducation/ereader-experience-comparison.

Also, please note that GDPR guidelines for all contacts are followed globally; any user must actively opt-in to receive marketing when they register. So no library patrons will ever unexpectedly receive marketing messages. If you are not already familiar with Core, please see below.

We also offer video and PDF guides at:
cambridge.org/highereducation/services/librarians/



Notable key features

- Unlimited concurrent users
- Graphic-based usage statistics for individual textbooks
- Students can read content without creating an account
- Students can download and print up to 20% of each eTextbook with a Cambridge Spiral eReader account
- Instructors can share their notes on eTextbooks with their students
- Offline reading feature via Cambridge Spiral app and via offline bookshelf on Desktop
- Students can highlight and bookmark text, make notes and export them, and download citations (with a Cambridge Spiral eReader account)

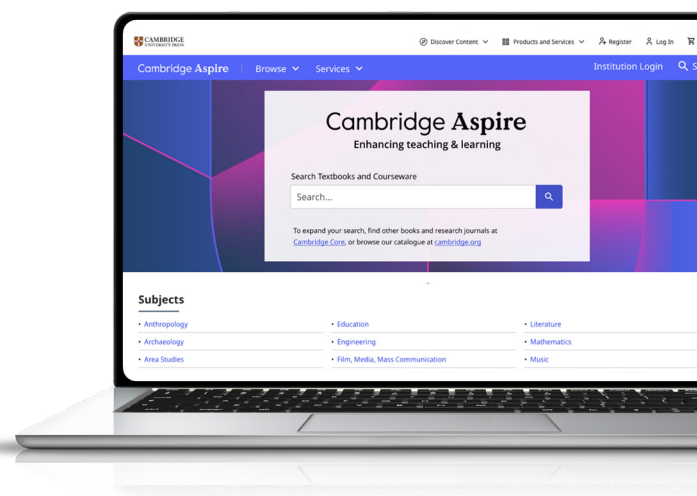
Information for librarians

Setting up your Cambridge Aspire textbooks access

If you already have a Cambridge Core account, you can use the same email address and password details to log into the website. The same administrator account will be used by both Cambridge Core and the website for Cambridge Aspire.

If you don't have a Cambridge Core account, you can set up an account by selecting the Register button on the top right of the homepage. You will then be redirected to the Cambridge Core platform to fill out a short form asking for your name, email address, organisation and country. You will also be asked to create a secure password.

Once you have registered, you will receive a verification email. Please follow the instructions in this email. If you do not receive your verification email, please check your junk email folder. If you are sure that you haven't received a verification email, please double-check that you have entered your email address correctly on the registration form. If you are still having problems setting up an account, please visit the Help page on Cambridge Core at corehelp.cambridge.org/hc/en-gb



Creating an Organisation account

An organisation account includes functions such as different access methods to control authentication, reports related to your bibliographic entitlements, and reports for usage of the content you have purchased for Cambridge Core and/or Cambridge Aspire from Cambridge University Press.

To request an organisation account follow the instructions below:

- Log into Cambridge Core (www.cambridge.org/core/login) with your username and password
- Ensure you do not have an organisation account already by clicking on My Account in Cambridge Core and checking if you have My Organisation options on the left hand side of My Account.
- Fill out the Request An Account For Your Organisation form:
<https://www.cambridge.org/core/login?ref=%2Fcore%2Frequest-organisation>
- Optionally you can setup IP and/or Shibboleth access modes at the end of the form.
- Click Submit to send the form.
- Your application will be checked to ensure that your organisation doesn't already exist and you will be contacted via e-mail with confirmation of your organisation account.

Group Annotations

Instructors can now share their notes on eTextbooks with their students, making it easy to highlight key teaching points, introduce homework questions, or mark points for future class discussions.

Multiple groups can be created per title, each with a unique code to provide to those you wish to have access to the shared annotations.

Managing annotations to include in shared groups is easy either individually via the sharing icon on the annotation or via the bulk annotation editing option in the annotation tab.

You can see more about the group annotation feature by watching our user video: www.cambridge.org/highereducation/services/instructors/cambridge-spiral

For group annotations to work, instructors and students must have access to the book and be logged into their Cambridge Aspire account.

Engagement Analytics

Usage statistics are available for individual textbooks on each landing page, in visual graphical format. This is to give instructors the opportunity to examine textbook usage for specific books themselves. The usage statistics can be viewed at an institutional level if the instructor has logged in via their library. Instructors can download this data in tabular format as well.

Phase 2 of our engagement analytics development work will involve displaying activities inside the Cambridge Spiral eReader, to show what students are actually doing with the content when they enter the eTextbook. This will include analytics on time spent in books and chapter, the study tools that have been interacted with such as bookmarks, annotations and printing of pages. It will also show a breakdown of users who have not acceded the full capabilities of Cambridge Spiral as well as many other metrics. We welcome comments or suggestions on the kind of analytics your instructors would wish to see at a textbook level.

Introducing the MyBook feature

Students can now benefit from a discount on purchasing a physical copy of any textbook included in their institution's subscription.

- subject to regional availability
- available for textbooks where print is already offered alongside digital
- there is no obligation to purchase a print copy
- discount applies automatically as part of an instant checkout

Find out more at

www.cambridge.org/highereducation/services/students/MyBook

Learning Management System (LMS) integration

With the assistance of your institutional LMS administrator, instructors can integrate our eTextbooks into their course Learning Management System. We can integrate our eTextbooks with any LMS that is LTI v1.2 and above. This includes all popular systems such as Blackboard, Moodle, Canvas, Schoology, D2L, etc. Blackboard, Canvas and D2L are compatible with our full integration experience.

For more on integration for textbooks and courseware, please visit

<https://www.cambridge.org/highereducation/services/instructors/lms-integration-centre>

Once the integration is done, students can click from the link in their course directly to the selected textbook, and depending on their access rights, will be taken into the eTextbook in a new tab or shown different option screens. This means that the student does not have to navigate our website to find their assigned content, and simply has to follow the given link(s) within their course LMS.

Please follow our detailed guidelines on setting up LMS integration for specific textbooks in your course environment or refer these guidelines to your LMS administrator. For assistance with LMS integration, please contact us, or refer to your LMS administrator.

Deep Linking/Permalinks

Cambridge Aspire supports deep links (also known as permalinks) as an addition to a textbook's table of contents. Instructors or learning designers can use these links to direct users straight to an eTextbook chapter so that students can be taken as quickly as possible to the desired content. To see our deep links on the table of contents for any given textbook, your faculty must be registered as an instructor. Instructor status can be set on registration, or updated in a user's account settings.

Once approved as an instructor, deep links will become visible on the table of contents listings of a book. We offer two ways for your faculty to gather the links for use. You can download a CSV which will show you all the links for the selected textbook. Or you can navigate to an individual chapter and copy the deep link for that chapter. Once you have added the deep link to the content of your choice, your student will be guided to the content dependent on their device or access rights.

Textbook collection withdrawals

We aim to keep all our collections up to date and revise the list annually, which means that some of our older editions get removed from the textbook collection at the end of the academic year, replacing them with the updated ones. These updates take place every year in July - you can find the latest and planned withdrawal data under the Editions Management section:

<https://www.cambridge.org/highereducation/services/librarians/editions-management>

Other important information for Account Administrators

Configuring IP access

1. Log in and click on My Account in the top right-hand corner of the screen.
2. Under Organisation Home on the left hand side, select Access and Authentication.
3. You will see your organisation's IP addresses listed under the IP Addresses tab. You will see Authorised IP Addresses and Blocked IP Addresses, if any. To make any changes to IP addresses, or to add remote users to your organisation's account, please reach out through our Help Centre: <https://corehelp.cambridge.org/hc/en-gb>

Configuring EZ Proxy

In order to set up EZ Proxy access to Cambridge Core, you need to use the domain name:

<https://cambridge.org/core>

OCLC have provided an EZ Proxy stanza for Cambridge Core here: https://help.oclc.org/Library_Management/EZproxy/EZproxy_database_stanzas/Database_stanzas_C/Cambridge_Core.

URLs and DOIs

Redirects for URLs and DOIs are now in place from our textbooks' previous home on Cambridge Core to preserve seamless access for our users. There is no need to amend any existing links or records.

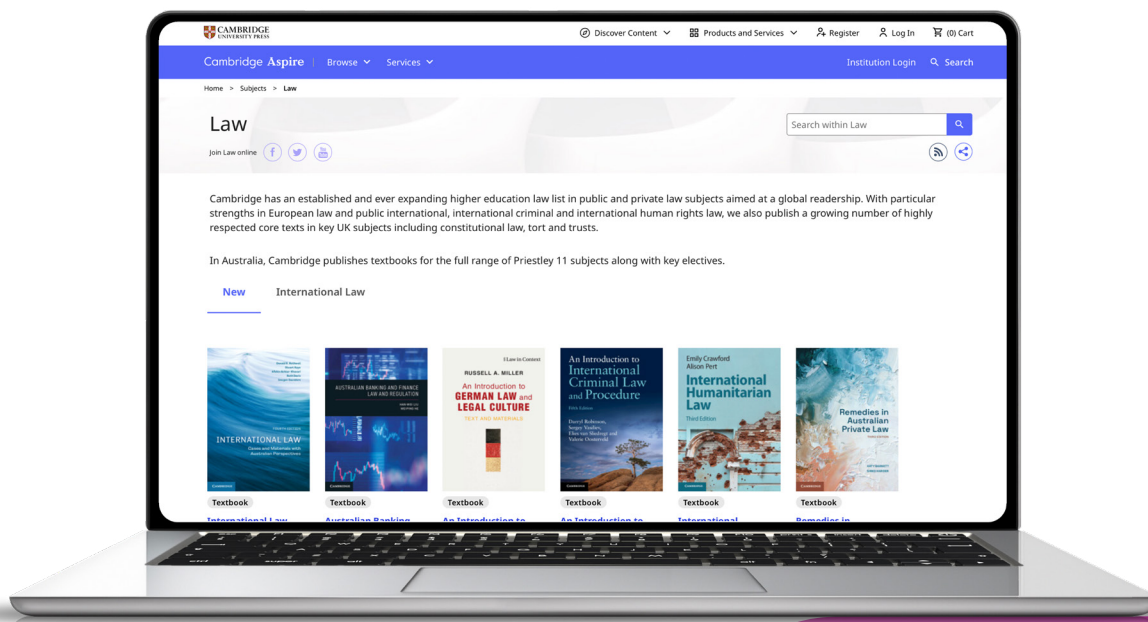
KBART list and MARC records

However, new KBART title lists and MARC records tailored to your institution can be downloaded if you wish from your organisation account area on Cambridge Core.

Usage statistics

COUNTER 5 reports for eTextbooks can be downloaded in the same way and in the same area on Cambridge Core as those for ebooks and journals statistics.

User guides, video demos and FAQs for librarians are available here:
www.cambridge.org/highereducation/services/librarians/librarian-hub



Information for faculty and students

Why it's necessary to log in to a personal account, in addition to being authenticated via institutional IP/Athens/Shibboleth

Access to the site is controlled by the usual Cambridge Core institutional authentication, plus a separate personal account login for the individual user. It is this personal account which enables the enhanced functionality for each user, whether instructor or student.

Enhanced functionality includes:

- Downloading and reading eTextbooks offline with our Cambridge Spiral eReader app, Cambridge Spiral. Learn more about Cambridge Spiral <https://www.cambridge.org/highereducation/services/students/offline-reading-apps>.
Please note: it is possible to read textbooks directly on the website when users have internet access.
- Annotations: users can directly make notes into their version of the e-textbook without impacting other users also reading the book
- Citations exporting
- Bookmarking
- Limited copy/paste and print
 - » copy/paste up to 20% of a textbook by word count
 - » print up to 20% of a textbook by page count

Please note that these percentages are within the annual subscription and reset each new year. Also, please note that each user will see what percentage of their 20% allowance has been used per each textbook.

Please note that there is an option for 'guest' access on desktop devices that does not require the personal login. Our mobile and tablet apps still require a personal login for reading. On a desktop device, guests will be able to read textbook content. However, they will not be able to use any of the enhanced functionality.

Textbook Resources and Supplementary Materials

Resources are supplementary materials available to use with textbooks. If a textbook has a Resources tab, Resources exist for that title and can be viewed via that tab.

There are two types of resources: General Resources, which are free to download without restrictions, and Instructor Resources, which require the user to be validated as an instructor. When accessing Instructor Resources, access must be requested via the 'Unlock instructor resources' button. Accessing this button is only available when the user has logged into their account, having first declared themselves as an instructor when registering for that account. For a user to be set up as an instructor after registration, please email collegesales@cambridge.org in the Americas, and lecturers@cambridge.org elsewhere in the world.

Once requests are processed, the Instructor Resources for that title will be unlocked for the user. Confirmations will be received via registered email addresses, and a green tick will be shown against the previously locked resources on the site.

Video and PDF guides for instructors are available here:
www.cambridge.org/highereducation/services/instructors/instructor-guides-and-faqs

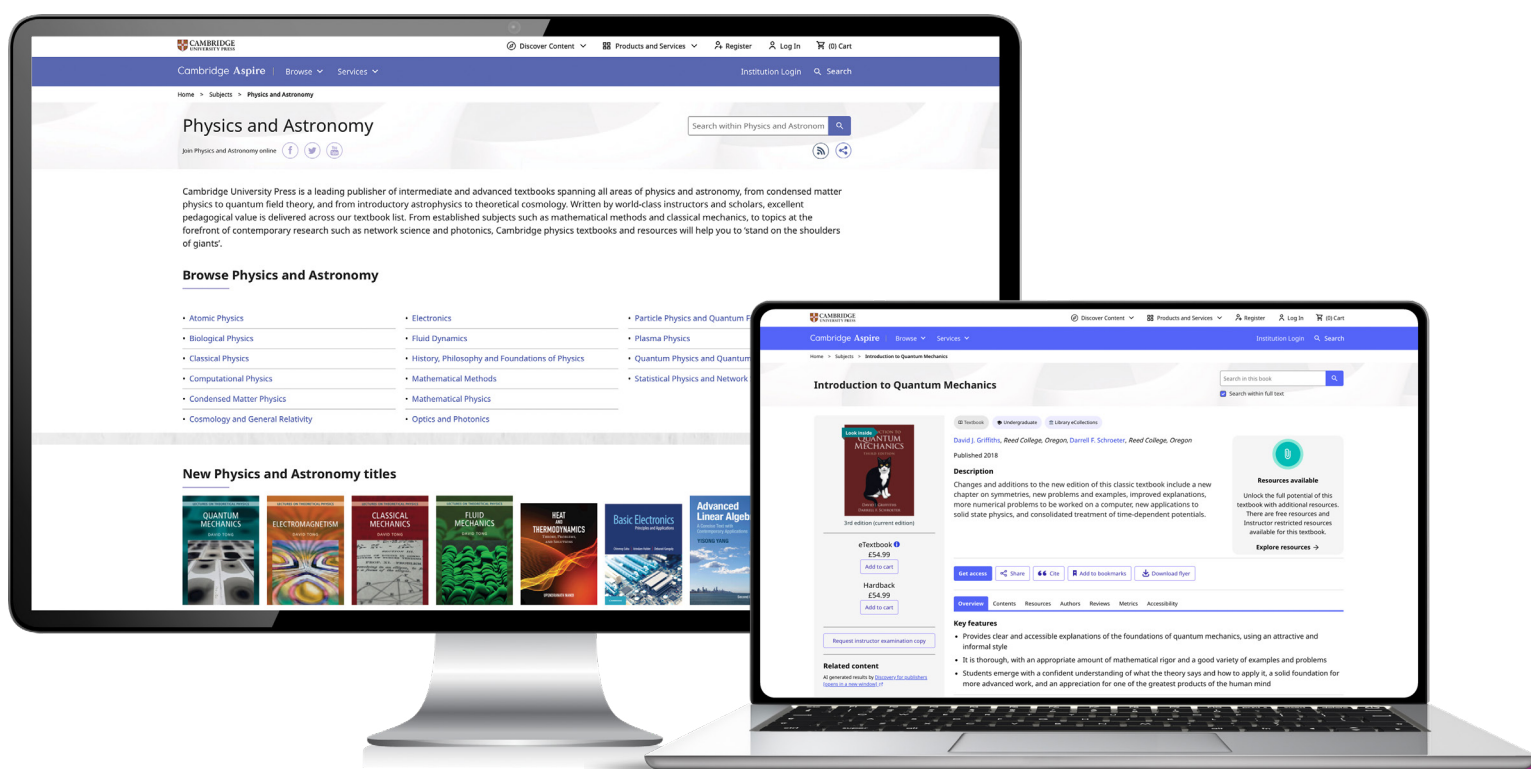
Reading without internet access from desktop or laptop

- Use the 'add to offline bookshelf' option to store up to 20 books from your institution's collection for offline reading
- Additional features like annotations and bookmarking will sync when you're next online
- Simply select 'remove from offline bookshelf' when you no longer need offline access

For more information about the offline bookshelf go to
www.cambridge.org/highereducation/services/students/offline-reading-apps

Reading without internet access from mobile devices

- Read eTextbooks offline with the Cambridge Spiral app
- Download the app for your Android/iPhone device below and follow the instructions
- Add multiple titles, including for offline reading, to your bookshelf
- Easy download feature: simply click the circle in the middle of its cover
- Access your bookshelf both via your laptop and mobile device



Downloading instruction for Cambridge Spiral eReader

Desktop Apps (Windows 7+ or Mac OS 10.12 Sierra and above)



Windows download link:

<https://spiral-download.s3-eu-wesr-l.amazonaws.com/Spiral.exe>



Mac OS download link:

<https://spiral-download.s3-eu-wesr-l.amazonaws.com/Spiral.pkg>

Once downloaded, double-click on the file Spiral.exe to install the application and proceed by answering the installer questions.

Android app and iOS App (Android version 8.0 or iOS 10.0 and above)



iOS download link:

<https://apps.apple.com/az/app/cambridge-spiral/id1526644662?ign-mpt=uo%3D2>



Android download link:

<https://play.google.com/store/apps/details?id=org.cambridge.he.spiral>

Video and PDF guides for students are available here:

www.cambridge.org/highereducation/services/students/student-user-guides-and-faqs

Help us make informed decisions

Can you commit a few minutes each month to help shape the future of Academic publishing?

Cambridge University Press are recruiting individuals from a range of backgrounds and in a range of roles to help us stay up to date with the varied opinions and priorities surrounding academic publishing. You can help us to inform the development of our services, online platforms, and sales models and help us understand changing customer needs. Additionally, as a panel member, you can share your insights with peers across the globe, building networking communities.

What are the Academic panels?

The panels are online communities of people interested in the future of academic publishing. You don't have to be a Cambridge University Press customer to join, as long as you are keen to answer questions and give your opinions.

What do panellists do?

Panellists complete one to two 10 minute online activities per month including surveys, reviewing images and card sorting. Each activity is based around a theme and is available for two weeks.

The Cambridge Librarian panel

Our Librarian panel is made up of librarians in a wide range of library roles, such as 'audio-visual librarian' and 'metadata specialists'. Expect some topics to cover Metadata and Open Research. Previous activities include Discovery systems; Understanding librarian needs around journal archives; The librarian role: practical considerations; Higher Education platform feedback; and challenges and opportunities.

Take part to be entered into a prize draw to receive £200 (or local equivalent currency) toward a preloaded Visa card or a charity donation (terms and conditions apply).

For more information

Please go to: www.cambridge.org/gb/universitypress/academic-panels





CAMBRIDGE
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Key contacts

For librarians

Help available for setting up accounts,
access, usage reporting
library.sales@cambridge.org

For faculty

Help available for instructor resources,
print desk copies, exam copies

Americas:

collegesales@cambridge.org

Rest of world:

lecturers@cambridge.org