Open Educational Resources: Reducing Textbook Costs in Oregon and Building Partnerships

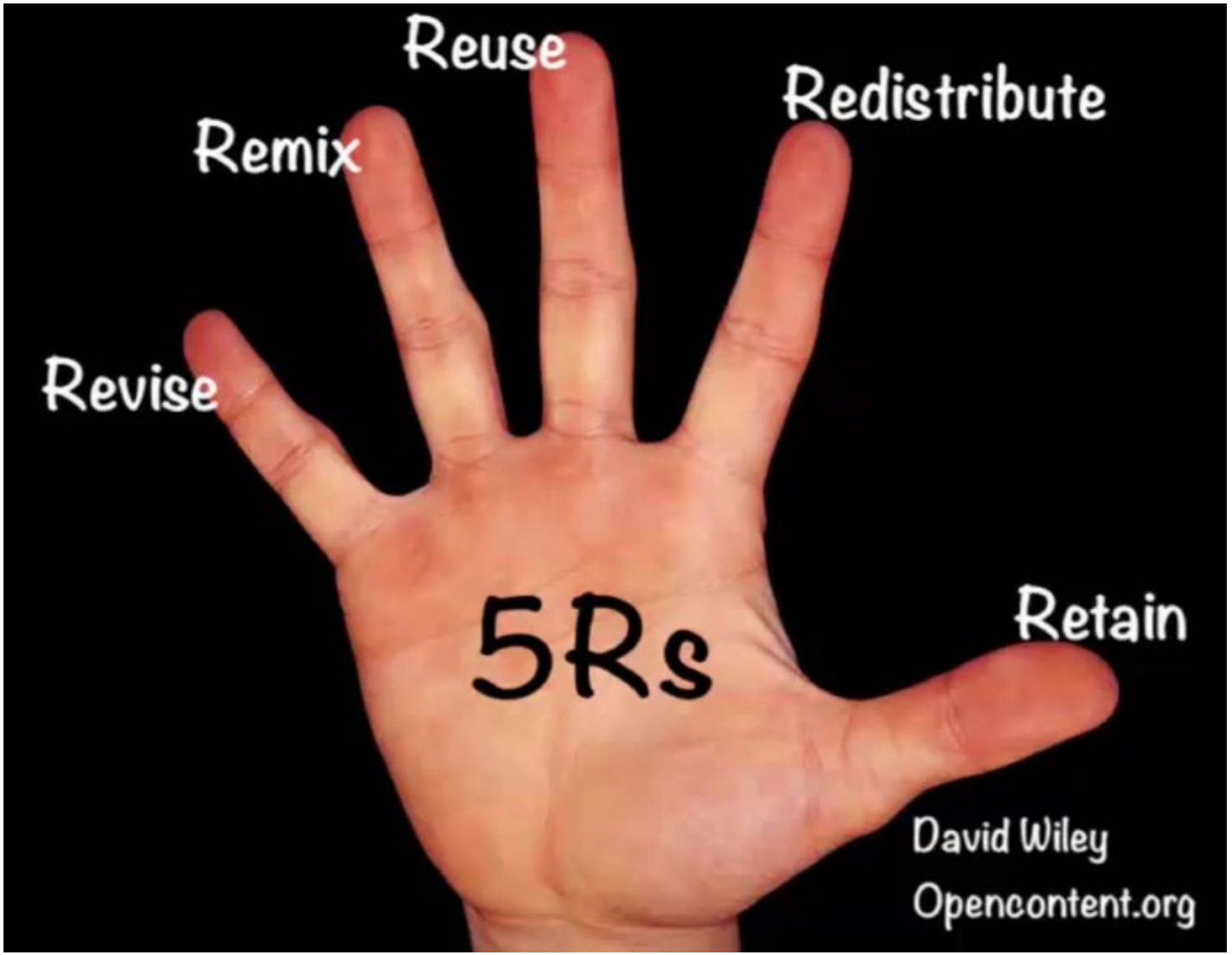
- Michele DeSilva – Public Services Manager, Deschutes Public Library
- Jacquelyn Ray – Director of Library & Media Services, Blue Mountain Community College
- John Schoppert – Director of Library Services, Columbia Gorge CC

Open Education Resources

Open educational resources (OER) means teaching, learning, and research resources that reside in the public domain or have been released under an intellectual property license that *permits their free use and repurposing by others*.

OERs include full courses, course materials, modules, textbooks, streaming videos, tests, software, and any other tools, materials, or techniques used to support access to knowledge.

- Hewlett Foundation



“Hand” by Golan Levin is CC-BY 2.0; Modified by Quill West.

Creative Commons Licenses

About the Licenses

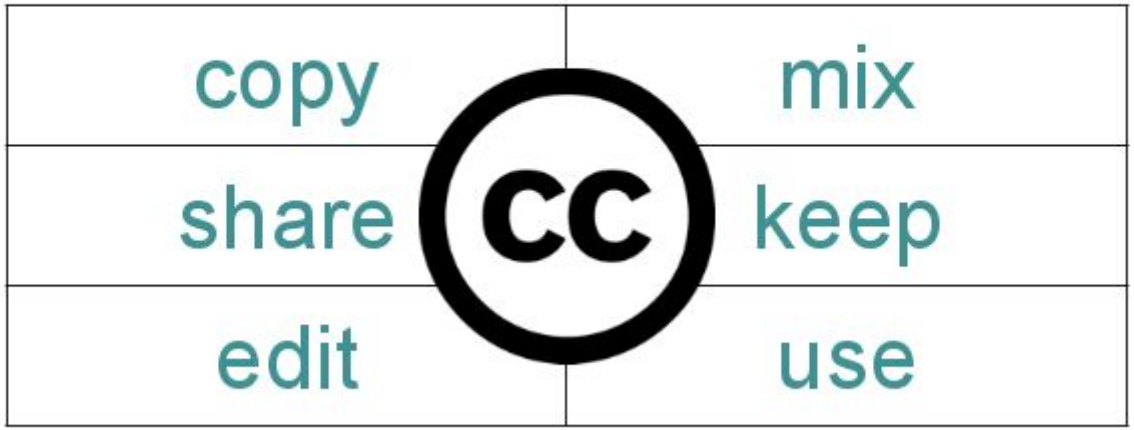
The key distinction about open resources is their use of an alternative to copyright called a Creative Commons copyright license.

Attribution

Attribution-ShareAlike

Attribution-NoDerivs

open = free + **permissions**



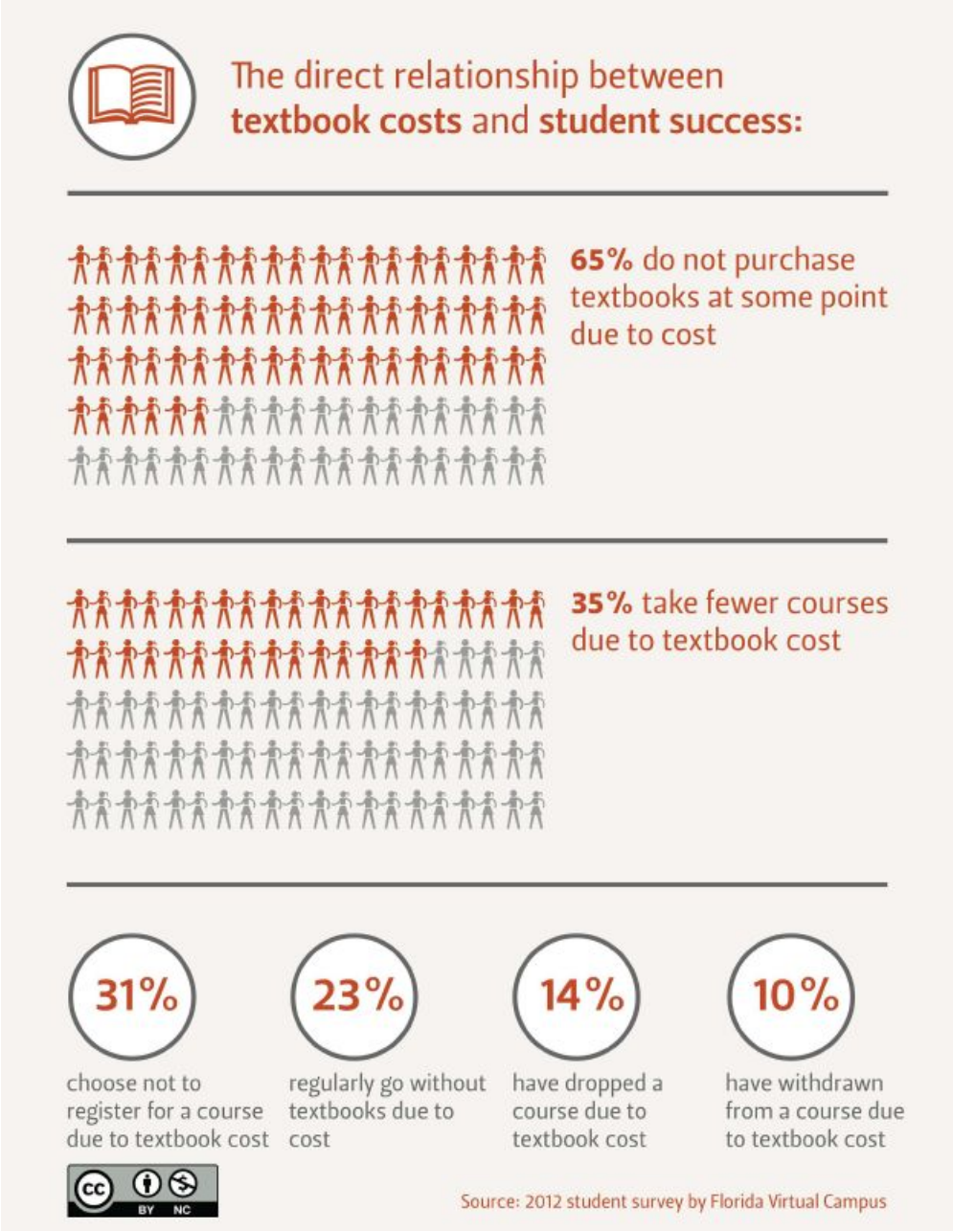
FEATURE > FRESHMAN YEAR

FRESHMAN YEAR AUG 6 2015, 11:35 AM ET

College Textbook Prices Have Risen 1,041 Percent Since 1977

by BEN POPKEN

http://www.nbcnews.com/feature/freshman-year/college-textbook-prices-have-risen-812-percent-1978-n399926



http://www.openaccesstextbooks.org/pdf/2012_Florida_Student_Textbook_Survey.pdf

The average student should budget

$1,249 - $1,364

for textbooks and course materials in 2015-16.

http://trends.collegeboard.org/college-pricing/figures-tables/average-estimated-undergraduate-budgets-2015-16

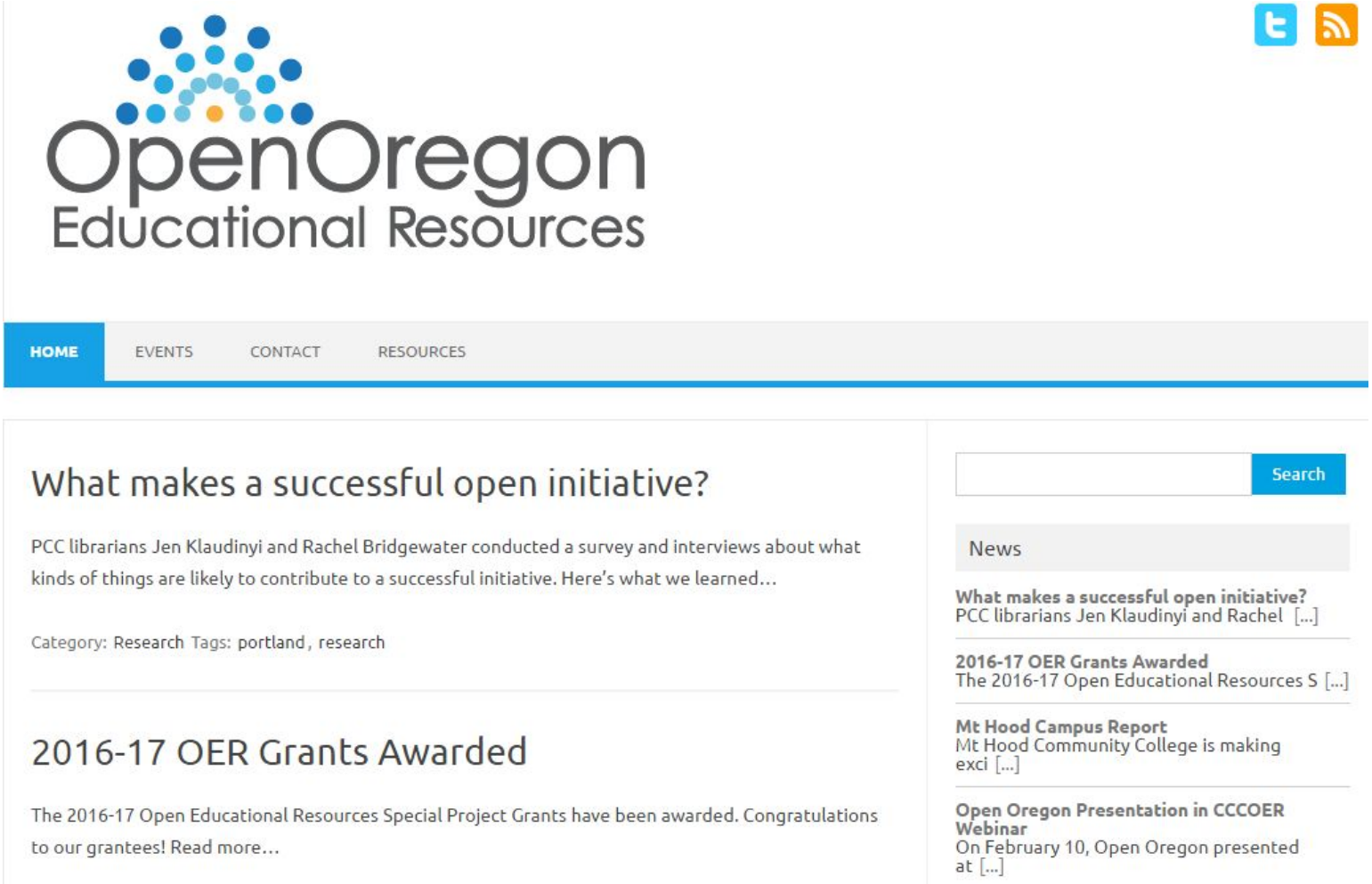
OpenOregon.org cost analysis -

average Oregon materials cost for a 2-year degree:

$2,142.84 for the AAOT

$2,002.96 for the AS

$2,316.19 for the ASOT-BUS



Amy Hofer
Coordinator, Statewide Open Education Library Services
openoregon.org

OpenOregon
Educational Resources

HOME | EVENTS | CONTACT | **RESOURCES**

Resources

Browse or search the table below to find out what other Oregon community college instructors are using to reduce textbook costs in their courses. If you see a name and email address, feel free to contact that person about their class.

Use this short form to submit your own course materials!

Search table by keyword | Search | Reset

INSTITUTION	COURSE	COURSE MATERIALS	LINKS	NAME
Linn-Benton Community College	AA 224	Strizver, I. (2014). Type rules! : The designer's guide to professional typography (Fourth ed.).	Available in the library via EBSCO concurrent use ebook purchase	
Linn-Benton Community College	AA 226	Lupton, E. (2010). Thinking with type : A critical guide for designers, writers, editors, & students (2nd rev. and expanded ed.). New York: Princeton Architectural Press.	Available in the library via Ebrary Academic Complete	
Lane Community College	ANTH 103	Cultural Anthropology Tutorials, an online resource authored and copyright by Dennis O'Neil from Palomar College.	anthro.palomar.edu/tutorials/cultural.htm	Denise Couch

2016-17 OER Grants Awarded from Open Oregon

Impact:

- 15 community colleges
- 7,000 students
- $1,142,624 potential savings in textbook costs
- OER courses built are open licensed and reusable
- Courses found on OpenOregon.org resources page

Adopting Best Practices for Textbook Affordability

A Report to the Higher Education Coordinating Commission

By the Textbook Affordability Workgroup

June 2014

Oregon HB2871 - The OER Bill

- $1.1 mil. funding for grants & HECC OER coordinator
- Grant funding for both 4-year & 2-year institutions
- Requires designation of OER classes in class schedule
- Request for grant applications (RFA) just announced
- Grant terms: June ‘16 - ‘17

RFA, due May 27th

http://orpin.oregon.gov

HECC OER Requirements:

- Focused on state-wide gen. ed. courses
- Top 15 enrolled courses
- Cross-institutional faculty engagement
- Quality peer review and assessment
- copyright issues - free access- Creative Commons licenses
- OER icon in class schedules

HECC top 15 enrolled courses:

Course – Individual	Course Number
College Algebra http://stitz-zeager.com/	MTH111
Introduction to Business http://open.umn.edu/opentextbooks/BookDetail.aspx?bookId=15	BA101
Trigonometry/ Pre-calculus http://stitz-zeager.com/	MTH112
Public Speaking http://open.umn.edu/opentextbooks/BookDetail.aspx?bookId=77	SP111
Introduction to Microeconomics http://open.umn.edu/opentextbooks/BookDetail.aspx?bookId=19	ECON201
Course – Series	**Course Number**
English Composition/ Argument http://open.umn.edu/opentextbooks/BookDetail.aspx?bookId=247	WR121-122
General/ Introductory Psychology I and II http://open.umn.edu/opentextbooks/BookDetail.aspx?bookId=48	PSY201-202
Human Anatomy and Physiology I, II, and III http://open.umn.edu/opentextbooks/BookDetail.aspx?bookId=169	BI231-233
Introduction to Biology I, II, and III http://open.umn.edu/opentextbooks/BookDetail.aspx?bookId=167	BI101-103

#GoOpen Districts

- #GoOpen team will develop a strategy for the implementation of openly-licensed educational materials.
- **Commit to replace at least one textbook with openly-licensed educational materials in the next year.**
- Document and share their implementation process.

Oregon Dept. Ed.:

- Oregon joins Dept.Ed. #GoOpen initiative
- Beaverton SD - #GoOpen Launch Dist.
- OER as an option in textbook purchasing cycle

- Oregon's #GoOpen: http://www.oregonednet.org/groups/go-open

- National #GoOpen info: http://tech.ed.gov/open-education/

- K-12 OER Collaborative: http://k12oercollaborative.org/

Oregon state-wide OER contacts:

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OpenOregon.org

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503-947-5980

OER and Eastern Promise

A K-16 Endeavor

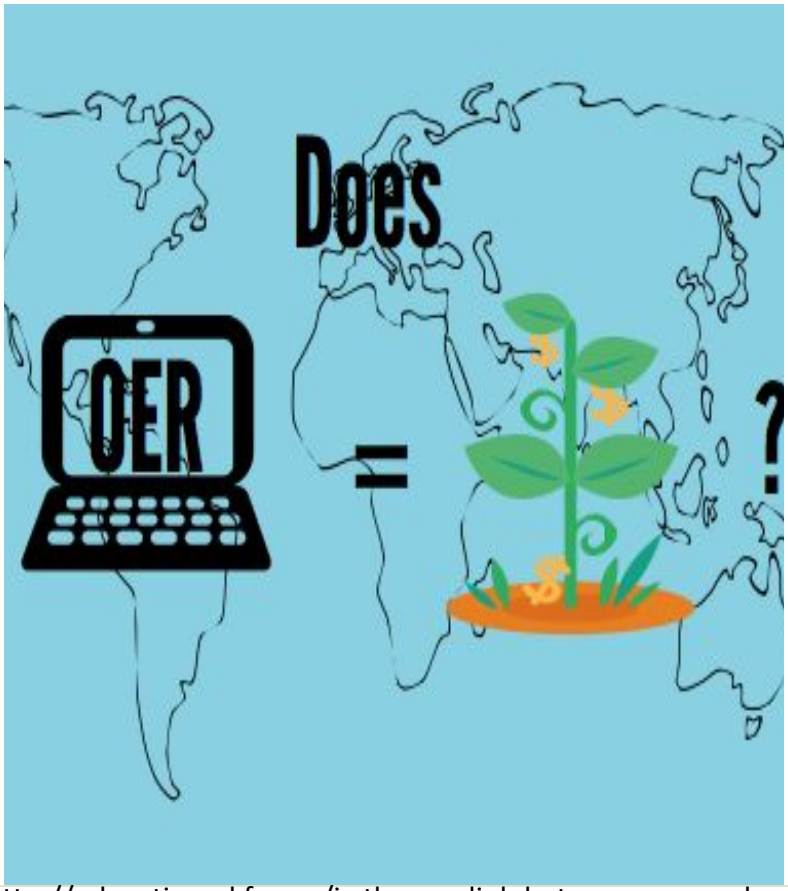
Open Educational Resources:

a pathway to equity

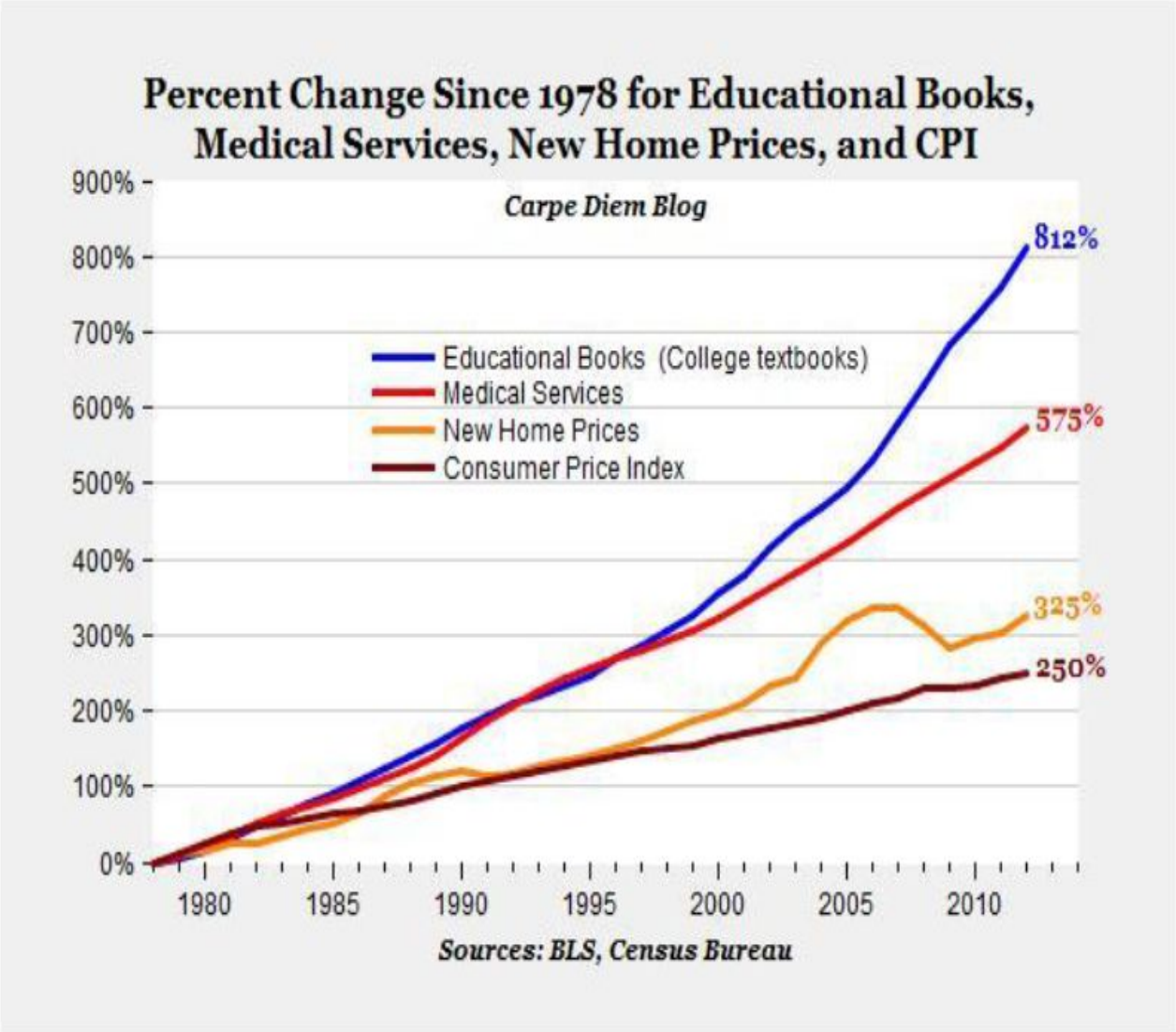
OER Impact

"OER are key not only to solving the global education crisis but to unlocking sustainable global growth in the 21st century...."

Ambassador David T. Killion, U.S. Permanent Representative to UNESCO, and Sir John Daniel, President and CEO of the Commonwealth of Learning from 2004 to 2012)
UNESCO World OER Congress in 2012



http://education.okfn.org/is-there-a-link-between-oer-and-economic-growth/



See: http://www.theatlantic.com/business/archive/2013/01/why-are-college-textbooks-so-absurdly-expensive/266801/

The cost barrier kept

2.4 million

low and moderate-income college-qualified high school graduates from completing college in the previous decade.

The Advisory Committee on Student Financial Assistance http://files.eric.ed.gov/fulltext/ED529499.pdf

Covering the Cost: a Student PIRGs report, February 2016

- Textbook prices disproportionately impact community college students: 50% of students report using financial aid for books at community colleges, compared to 28% at 4 year public schools. And, on average, community college students use more financial aid than their peers at 4 year schools.
- 5.2 million U.S. undergraduate students spend a total of $1.5 billion dollars of financial aid on textbooks every semester, or $3 billion per year.

http://www.studentpirgs.org/sites/student/files/reports/National%20-%20COVERING%20THE%20COST.pdf

In your academic career, has the cost of required textbooks caused you to:

63.6%	**Not purchase the required textbook**
49.2%	Take fewer courses
45.1%	Not register for a specific course
33.9%	Earn a poor grade
26.7%	Drop a course
17.0%	Fail a course

http://www.openaccesstextbooks.org/pdf/2012_Florida_Student_Textbook_Survey.pdf

What do you do?

https://www.youtube.huhjcom/watch?v=rjaTJC8zZJ4

What can we do?

- Tuition and Fees
- Room and Board
- Books and Supplies
- Personal Expenses
- Transportation

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The Dilemma…

Costs Access Serendipity

An OER opportunity

The Team-a League of Early Adopters

- A community college instructor
- An "urban" high school instructor
- A rural high school instructor
- A Librarian

Julian Fong https://www.flickr.com/photos/levork/4965599865

Work to be done

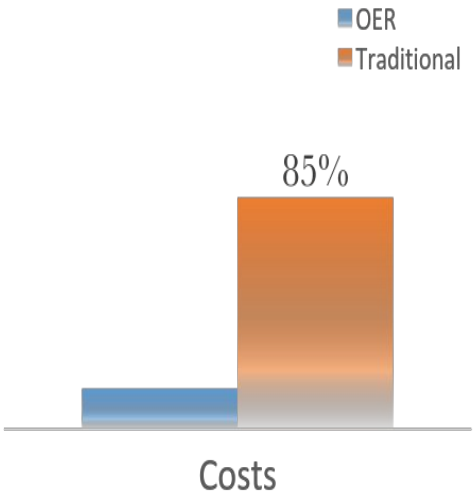
- Divide up the work evenly among chapters according to expertise.
- Locate, evaluate, and repurpose existing OER.
- Build up the ancillary primary source documents and supporting media
- Put it all together and SHARE!

Evidence from First Year

US History 201-203

Reviewed and adopted by 11 local schools (only 2 have not)

*Having this text was a "deal breaker"



Savings as of Winter 2016

$32,667

369 students x $120

Two high school faculty = $5,000

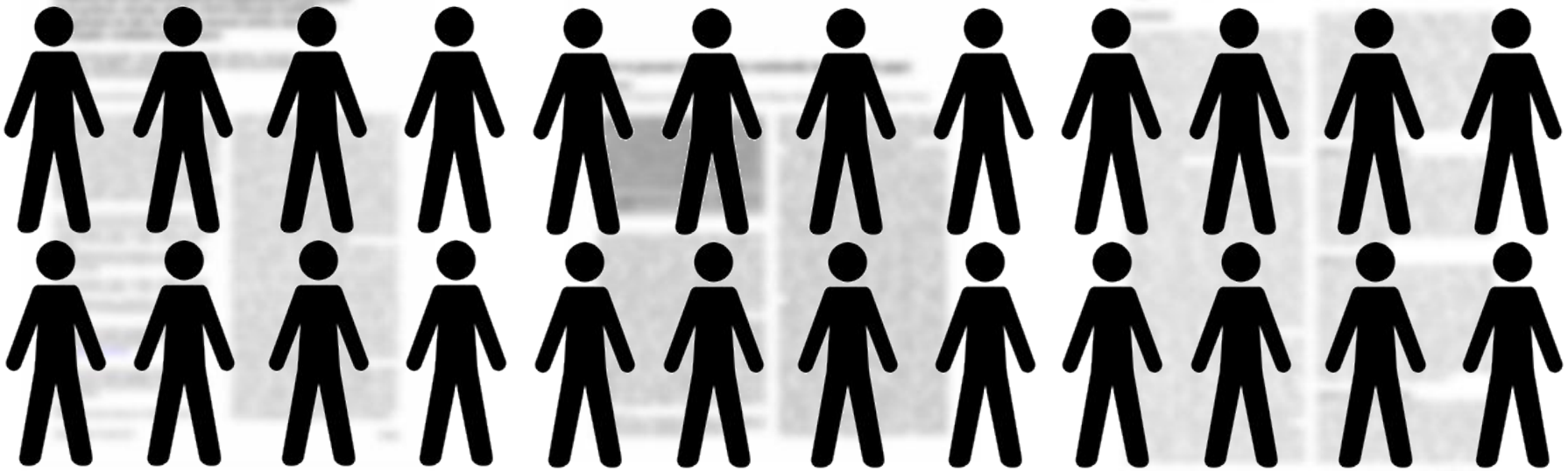
And growing savings...

How do we measure success?

- Significant cost savings
- A book that can be adapted up or down based on curricular needs
- A model collaborative endeavor
- A quality resource that can be shared across the state

Continued growth, better pedagogy, and improved learning…

48,623 Students



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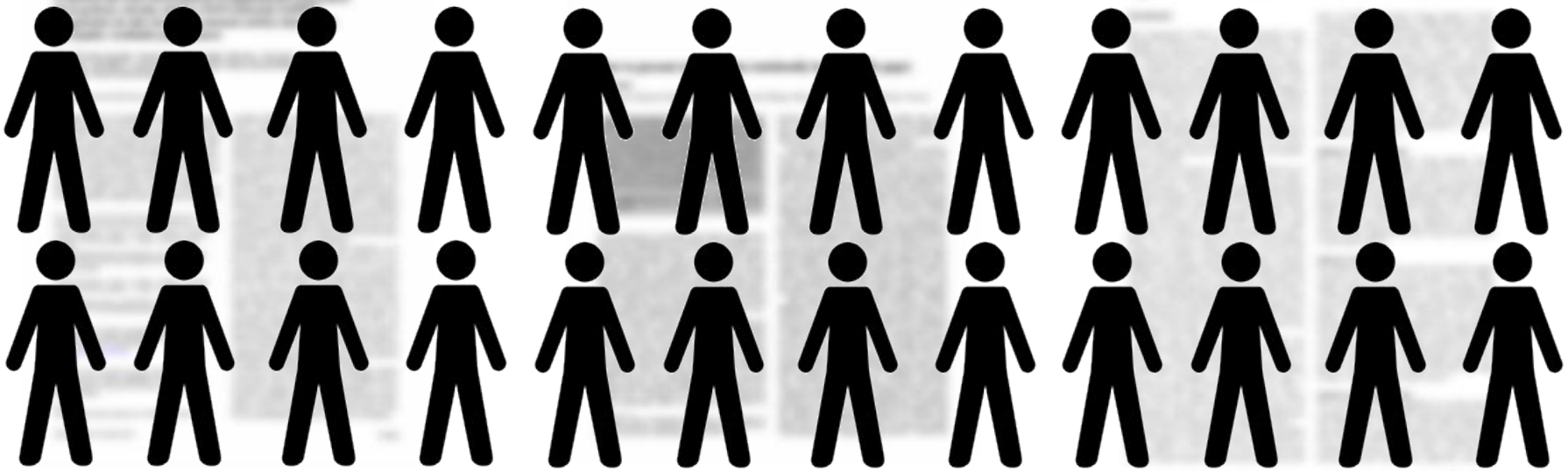
93% Same or Better Outcomes



http:

The next challenges:

Tweaking the current Mindset

- Changing Perception

- Conversation, Conversation,
- Conversation

Stakeholders:

Needs, Concerns, Buy-in, Advocacy

Second Wave

- Mix,Repeat & add Sprinkles

- Savings
- Students
- Strategic Plan
- Sustainability

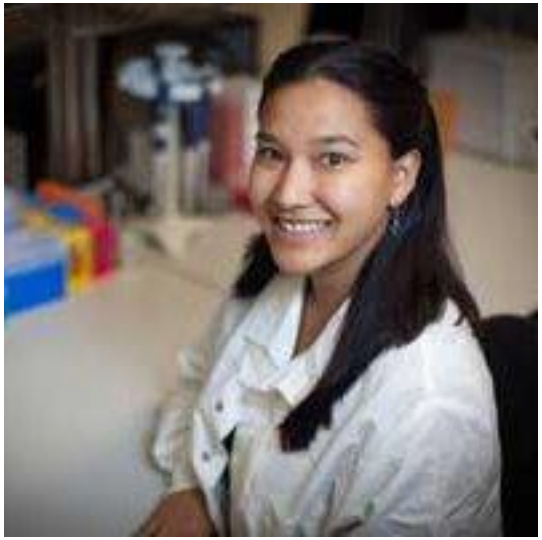
OpenOregon Grants Awarded to BMCC

- 35 Grants OpenOregon Grants Awarded
- BMCC received 6
- All have connected to Early Credit/"Promise" Classes

(My)Innovative Project Award Goes to:

Dr. Sascha McKeon:

Converting High School Science Labs to be College Ready, Safe, and Using OER.



Savings: $81k

Our total savings:
About $200,000

What's My Line?

- Increased access to resources from day one
- Improved Learner Outcomes
- Mitigating cost barriers
- Equity
- Expanding Partnerships

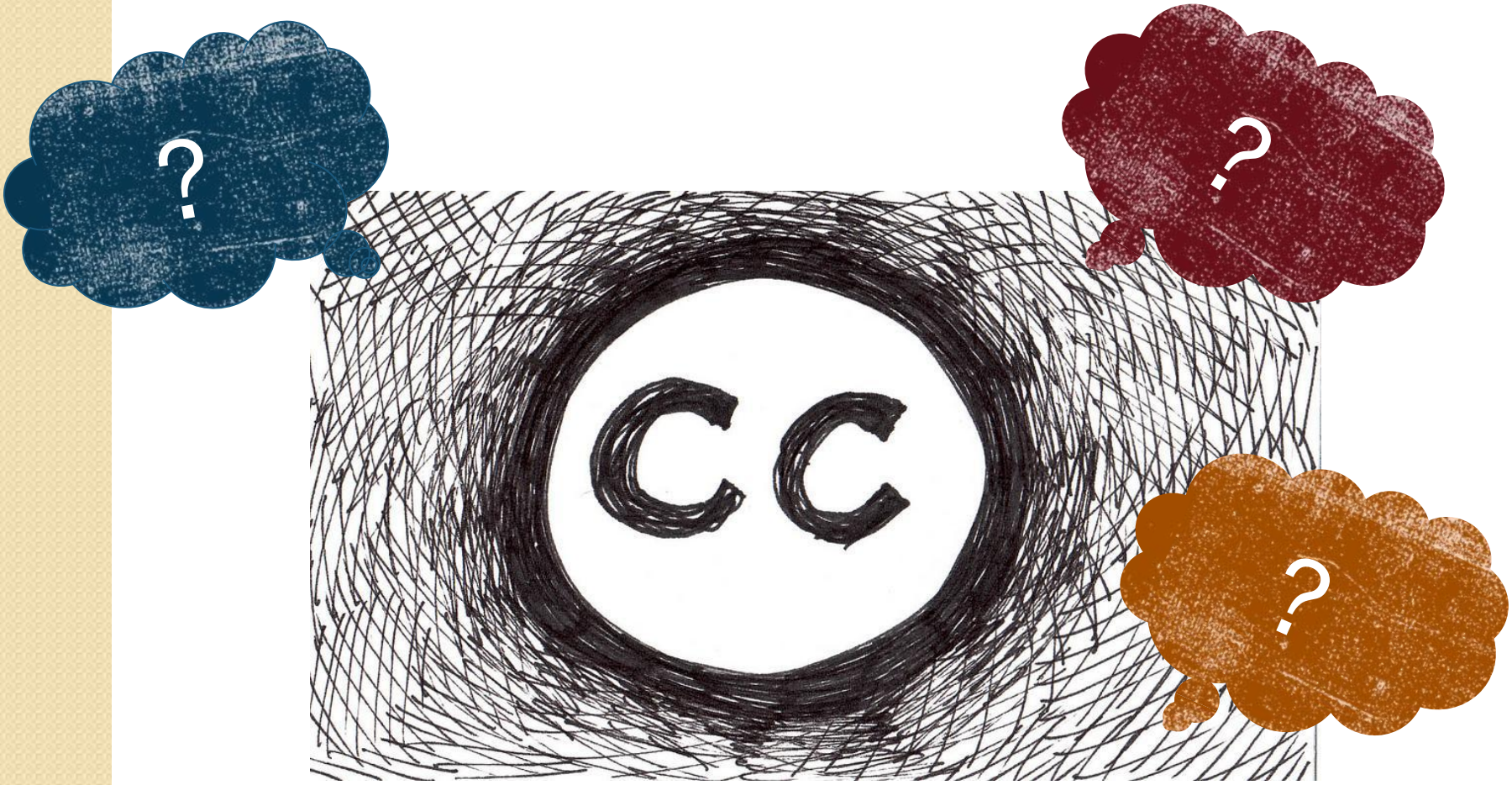
COCC and OER

Image credit: Fresh Start by Adam Levine, CC BY 2.0

OpenOregon

Our fabulous OER team: Annemarie Hamlin, Michele DeSilva, and Chris Rubio

Photo: Day 573/365 - How to fix the credit crunch by Jason Rogers, CC BY 2.0



Creative Commons by Karin Dalziel, CC BY-NC 2.0

OER - a bridge to access, retention, and partnerships

John Schoppert

Director of Library Services

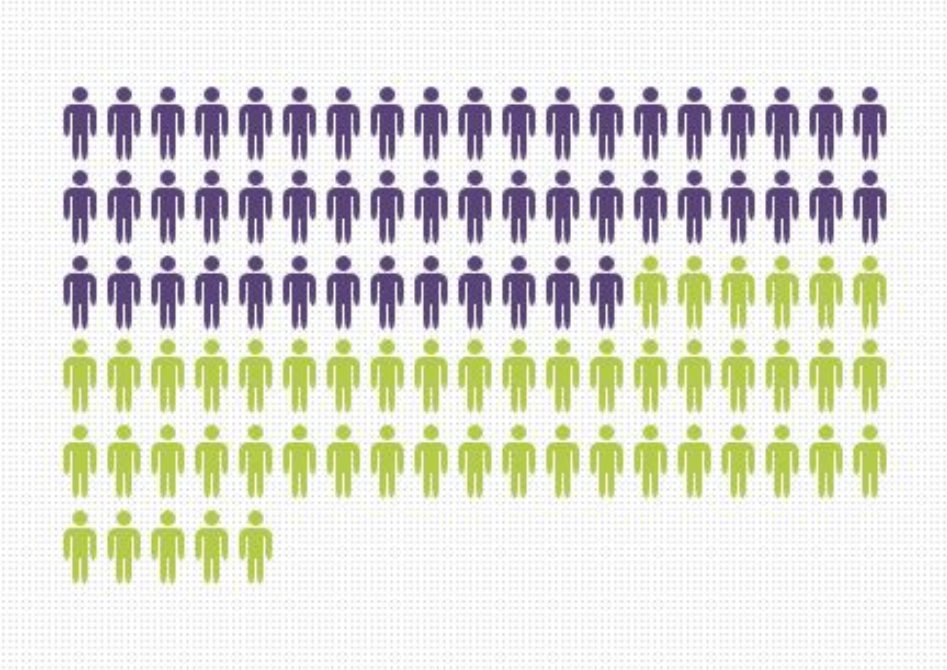
Columbia Gorge Community College (CGCC)
email address: jschoppert@cgcc.edu

cgcc.edu/library

GO – Gorge Open

Columbia Gorge Community College
Commercial Textbook Alternative Program
The Dalles, Oregon

Retention - After One Year



Only 51 out of 100 FTEs
are still enrolled after one year

Discover

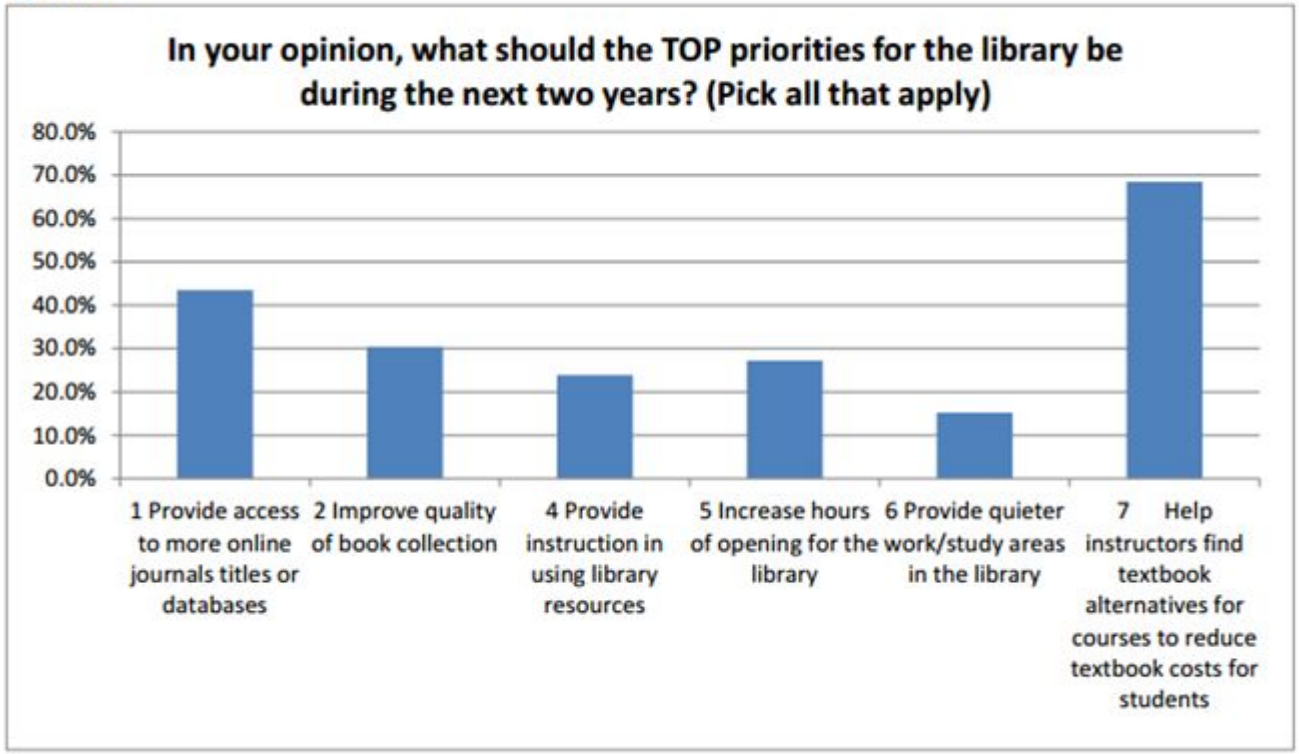
- "Textbooks have been so expensive that I decided to not even purchase the text for a couple of my classes."

  Margaret, CGCC Student Life President

- Textbook cost sensitivity level – some faculty already use previous editions of textbooks

Survey

Question 7



CGCC Library Survey, 2013

Embrace cheerleading

- Library as hub
- Become a project lead
- Establish partners
- Build taskforce

Talk isn't Cheap, It Takes Time

- Administration
- Faculty
- Bookstore & Foundation
- Student Government & Advisors
- Outside Media
- Other Institutions
- Listservs –

  oerconsortium.org

  sparc-liboer@arl.org

Funding

COLUMBIA GORGE
COMMUNITY COLLEGE
FOUNDATION

OpenOregon
Educational Resources

Achieving the Dream™
Community Colleges Count

STATE OF OREGON
1859

Faculty stipends paid through NOTA

COLUMBIA GORGE
COMMUNITY COLLEGE

Open Educational Resources Application and Contract

Course Number and Title:

Maximum number of curriculum development hours requested:

Gorge Community College for the implementation of open
al of the work by Director of Library Services is required for

Course adopted

Please indicate the Open Educational Resources curriculum development work (check all that apply):

	Creating an activity using open educational activities
	Rewriting all curriculum to eliminate textbook costs for students

Will this save students money? Yes/No If so, how much per student/term?

Tracking student savings

Will this save students money? Yes/No If so, how much per student/term?

Contract Begins: _____ Contract Ends: _____

Pay Rate Confirmation: _____ _____
Payroll & Benefits Date

_____
Signature of Faculty Member Date

_____
Signature of Department Chair Date

_____
Signature of Director of Library Services Date

_____
Signature of Instructional Director Date

_____
Signature of Chief Academic Officer Date

Signatures –
- Faculty,
- Dept. Chair
- Project Lead
- Directors
- Admin

□ Payroll Authorization Attached

Course completion approval: *** Route original packet to Payroll Department upon completion***

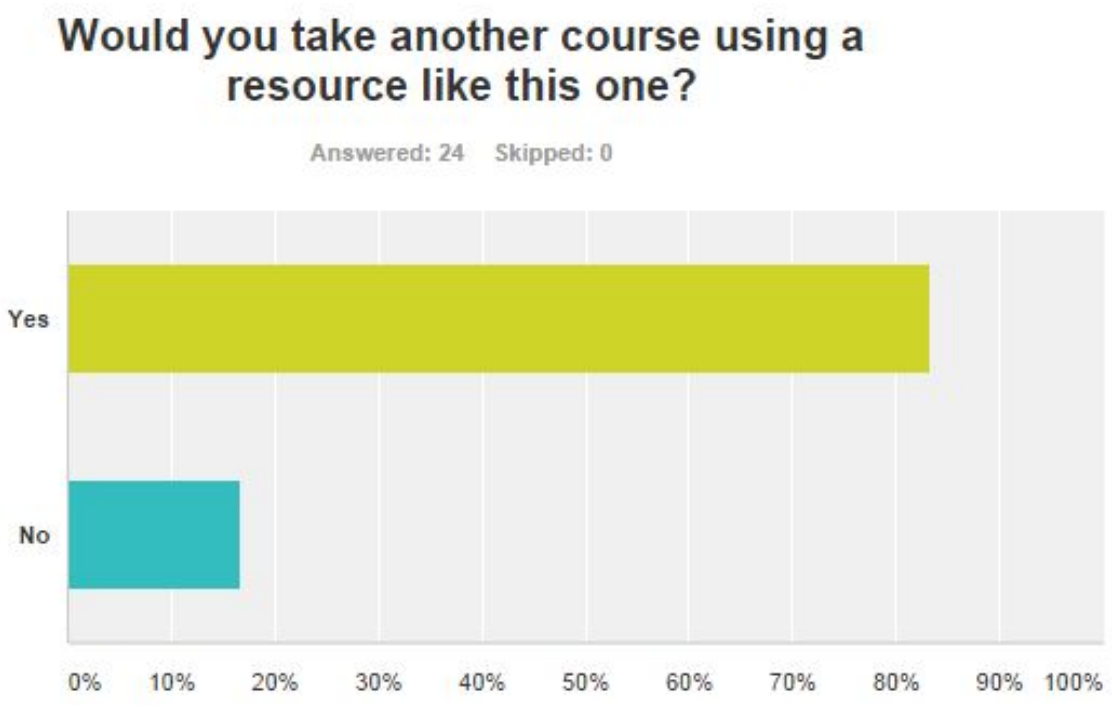
PCC copyright solution for non-grant funded OER:

Creative Commons request

Use the form below to provide notice of your intent to apply a Creative Commons license to copyrighted material you created but that is owned by the College. Completion of this form is all that is required to apply the Creative Commons license to your work. This form is intended for use only for materials that are owned by the College due to the Intellectual Property clauses of employee contracts. If some other contract applies or if you were not the sole creator of the work, please consult with the Copyright Committee (copyright@pcc.edu) for guidance.

Remember to provide notice that the work is owned by the College.
For example: "Title of Work" by [Author of work] is licensed by Portland Community College under a Creative Commons Attribution 3.0 license. For help building an attribution, try the Open Attribution builder: http://www.openwa.org/open-attrib-builder/

Assessment



CGCC OER Course Assessment, 2014

Student feedback

Q: Would you take another course using a resource like this one?

"Yes, because it saved me lots money not buying a textbook."

"I left my books at home and just logged on to my CGCC account with my smartphone and read the required reading while sitting under a tree snacking on a sandwich. I loved it."

"I felt that the information pertaining to the subjects we discussed was more accurate than a text book. There were real life experiences and people. Reading a textbook for the purpose of memorization teaches us nothing. I loved that I got to relate with the people talking, *use the articles that we were asked to use, and apply our knowledge creatively*."

CGCC OER Course Assessment, 2014

Build a brand

Online

WR 122 English Composition **4 cr.**

ONLINE COURSE. Continues the focus of WR 121 on academic writing as a means of inquiry with added emphasis on persuasion and argument supported by external research. Uses critical reading, discussion and the writing process to explore ideas, develop cultural awareness and formulate original positions. Emphasizes development of writing and critical thinking through logical reasoning, rhetorical control, independent research and information literacy. Prerequisite: WR 121. Audit available. Moodle fee: $5

1087355 12 wks Webster

ONLINE info on pg 11

This course does not require a text-book. Gorge Open (GO) classes are textbook-free by using materials created or adapted by faculty.

TDC = The Dalles Campus HRC = Hood River—Indian Creek Campus
M = Monday Tu = Tuesday W = Wednesday Th = Thursday F = Friday S = Saturday U = Sunday

What's This? Quality Matters (QM) is a nationally recognized, faculty-centered, peer review process designed to certify the quality of online courses.

Celebrate achievement

Classes Using Open Education Resources have saved our students **$101,551.34** in textbook costs since June 2011.

cgcc.edu/online/open-educational-resources

CGCC accelerated learning

2009 - 2015: ~20% increase

- College Now
- Expanded Options
- Running Start
- Early College

#GoOpen Districts

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- **Commit to replace at least one textbook with openly-licensed educational materials in the next year.**
- Document and share their implementation process.

CGCC - Hood River Valley HS

2016 OpenOregon grant:

- Create ENG253, 254 Am. Lit OER
- College Now & CGCC concurrent courses
- Course assessments & reports

CGCC - Hood River Valley HS

2017 OpenOregon grant:

- Create WR115 OER grammar textbook
- build on Pressbook platform
- print, share, adapt

GO – Gorge Open

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Jackie Ray
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John Schoppert
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