

University of Massachusetts Amherst

From the Selected Works of Marilyn S. Billings

January 16, 2013

The Open Education Initiative at UMass Amherst: Taking a Bite Out of High-Cost Textbooks

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Sarah C Hutton, *University of Massachusetts - Amherst*



Available at: https://works.bepress.com/marilyn_billings/51/



The Open Education Initiative @ UMass Amherst

Taking a Bite Out of High-Cost Textbooks

Curriculum Redesign Symposium | Shrewsbury, MA

Marilyn Billings | Scholarly Communication Librarian, University Libraries
Sarah Hutton | Head, Undergraduate Teaching and Learning Services, University Libraries

The UMass-Amherst Open Education Initiative: Genesis

February 2011: Temple University's *Teaching, Learning and Technology Roundtable* launches e-text project

March 2011: Director of UMass Libraries and Provost establish a fund of \$10,000 for open education initiative grants

March 2011: The University Libraries Open Educational Resources LibGuide is created
<http://guides.library.umass.edu/oer>

March 2011: Workshops held for librarians to learn about OERs

April 2011: Round one of the Open Education Initiative Begins

April 2011: Workshops, consultation sessions held for faculty

Workshop & Consultation Process

- Two one-hour workshops reviewing available Open Educational Resources and library resources
- Individual consulting sessions for faculty with Scholarly Communication librarians and subject liaisons
- Topics covered: OER availability, copyright and licensing issues, accessibility concerns, creating a sustainable curriculum with OERs, managing resources in the LMS

OERs for faculty and students; local examples



Last Updated: May 14, 2012 | URL: <http://guides.library.umass.edu/oer> | Print Guide | RSS Updates | SHARE | This Guide | Search

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For Educators | Comments(0) | Print Page

Additional Resources

Faculty Perspectives on Open Educational Resources and Open Access from Gideon Burton on Vimeo.

Comments (0)

Creative Commons License Information

- Creative Commons Licenses

Complete information on licensing information under Creative Commons.

Comments (0)

Fair Use

The American Library Association's guide to fair use and its limitations.

- Fair Use Guidelines

Comments (0)

OER for Educators

Academic Commons (<http://www.academiccommons.org/>)

- Academic Commons is dedicated to the development of free web-based resources for academic professionals focusing on liberal arts education via digital tools.
- The news aggregator showcases current developments and projects in the open education community.

AcademicPub (<http://www.academicpub.sharedbook.com/>)

- AcademicPub is a build-your-own-textbook service that offers students three different options for purchasing the book: digital download, paperback, or hardcover.
- Instructors can create a customized textbook with book chapters, case studies and journal articles.
- AcademicPub provides services to track how much royalties will cost for each custom textbook.

Community College Consortium for Open Educational Resources (<http://oerconsortium.org/>)

- The CCCOER collects open access resources for the creation of textbook alternatives, in addition to open content repositories and developmental tools.
- Access to over 500 open textbooks, as well as a useful guide to creating and implementing your own open access textbook.

Connexions (<http://cnx.org>)

- Connexions contains educational materials for everyone - from children to college students to professionals - organized in small modules that are easily connected into larger collections or courses

OER Sustainability

A paper by Stephen Downes from the National Research Council Canada on the three different models of OER sustainability.

[OER Sustainability Models](#)

Comments (0)

OER Discussion

A detailed discussion of Open Educational Resources in higher education, covering a wide variety of critical topics.

[Giving Knowledge for Free](#)

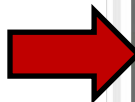
Comments (0)

Open Image Sharing

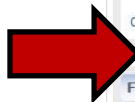
- Flickr: Creative Commons**
A collection of images published on Flickr using a Creative Commons license.
- NY Public Library Digital Gallery**
Open access to over 700,000 digital images from the new York Public Library's collections.
- U.S. Government Photos and Images**
A vast collection of photos and images from the U.S. Government, many of which are in the public domain and free to use.

Comments (0)

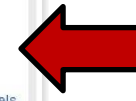
OER insight from faculty



Copyright resources



General OER information



Open access images and videos



Annotated list of available OERs

License Features

Your choices on this panel will update the other panels on this page.

Allow modifications of your work?

- ☒ Yes ☐ No
- ☐ Yes, as long as others share alike

Allow commercial uses of your work?

- ☒ Yes ☐ No

License Jurisdiction:

International



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Source work URL

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Format of work

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```
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☒ Normal Icon ☐ Compact Icon

The Open Education Initiative: Round One

April 2011: OEI grant review team established
Faculty, librarians, and support staff

May 2011: Deadline for OEI grants. Review team awards 11 grants to 8 faculty members.

July 2011: Money allocated to faculty through the Libraries' business office

Faculty Member	Course Offered	Number of Students	Savings for Each Student
Maria Botelho	Education 615	30	\$105
Leda Cooks	Comm. 620 & 694	12 & 8	\$150 & 175
Carlos Gradil	Animal Sciences 421	30	\$80
Sanjiv Gupta	Sociology 212	40	\$90
Miliann Kang	Women's Studies 187	300	\$75
Shona Macdonald	Art 697	12	\$50
Charlie Schweik	Env. Conserv. 409 & 592	80 & 30	\$50 & \$50
Pam Trafford	Management 630 & 797	120 & 40	\$200 & \$200

The Open Education Initiative: Round Two

September 2011: Based on the success of the OEI the Provost and Director of Libraries co-found a second round of 15 grants

October 2011: Round two launched during Open Access Week faculty panel presentation

November 2011: Workshops and consultations offered

December 2011: OEI review team awards 15 grants to 13 faculty members

Faculty Member	Course Offered	Number of Students	Savings for Each Student
Allen Barker	Plant, Soil Sciences 530	25	\$60
Patricia Bianconi	Chemistry 342	45	\$235
Sergio Brena	Civil & Envir. Eng. 433	80	\$120
Briankle Chang	Communication 318 & 491	35 & 45	\$70 & \$50
Elizabeth Chilton	Anthropology 396	35	\$75
Lisa DePiano	Permaculture 197	15	\$200
John Gerber	Plant, Soil Sciences 290	75	\$122
Christine Hatch	Geoscience 297	58	\$100
HK Hsieh	Statistics 501	45	\$150
Laetitia La Follette	Art History 100 & 115	400	\$175
Daiheng Ni	Civil & Envir. Eng. 520	21	\$150
Nicholas Reich	Public Health 590	30	\$130
Barbara Roche	Journalism 397	15	\$100

The Open Education Initiative: Summary of Rounds One and Two

- Total investment of \$26,000
 - \$11,000 in Round One, \$15,000 in Round Two
- Grants awarded to 21 faculty members teaching 26 courses
 - 8 faculty, 11 courses in Round One; 13 faculty, 15 courses in Round Two
- Total of 1,616 students affected
 - Average savings of ~ \$127 per student
- Total recurring savings of \$205,500

Next Steps for OEI at UMass Amherst

Assessment of OEI courses through the 2012-2013 academic year

Formation of the Faculty Senate Ad-hoc Committee on Open Educational Resources

OEI Round Three in Fall 2013, 10 grants plus grants for 2 large general education courses

Liaison Program Snapshot

70 Departments & Programs

11 Schools & Colleges

20 Certificate Programs

16 Centers & Institutes

(There are currently **18** of us *"Uniting faculty and librarians in their common goals of teaching and learning"*)

Faculty OEI Support: Liaisons

Faculty Award Letter

Hi John Q. Professor,

Congratulations! I am very pleased to let you know that you have been selected as one of the winners of an OEI grant for your proposal NANO-SCI 999RL, NCR 999RL. Your official congratulations letter from the Provost and Director of Libraries with more details will be coming through the mail in a couple of weeks.

If you'd like to get started with your course preparation during intersession, I encourage you to be in touch with your librarian liaisons, **Naka Ishii** or **Maxine Schmidt**, Mei Shih in the Center for Teaching and Faculty Development, Matt Sheridan in the Scholarly Communication Office, or one of the rest of the team copied on this email.

Thank you for your interest in this new initiative,

Marilyn

Center for
TEACHING & FACULTY DEVELOPMENT

UMass Amherst **Libraries**

oit
Office of Information Technologies



Liaison Assignment

Supporting OEI Faculty

I: Content Recommendation

II: Accessibility

II: Content Sustainability/Support

I: Content Recommendation

Audience

- Discipline
- Constituency

Outcomes

- Quality
- Assessment

Skillset(s)

- Faculty
- Students

Available Content: Options

Openly Accessible

Library Owned

Faculty-created



Openly Accessible

UMass Amherst **Libraries**



UMass Amherst Libraries » Subject Research Guides » Open Educational Resources

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Open Educational Resources

Last Updated: May 14, 2012

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AcademicPub (<http://www.academicpub.sharedbook.com/>)

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[Comments \(0\)](#)

We refer to 'For Educators' section of OER Guide: <http://guides.library.umass.edu/oer>

Library e-Resources

Safari
Books Online

 **GALE**
CENGAGE Learning

 **ebrary**

 **Knovel**

e-books



The LIBRARY of CONGRESS
AMERICAN MEMORY

 **ARTSTOR**

LUNA

Ap Images

Images



Counseling and Therapy
in Video



Atomic Learning

 **naxosvideolibrary**

 Music Online: Dance in Video

FILMS ON DEMAND
DIGITAL EDUCATIONAL VIDEO

Video

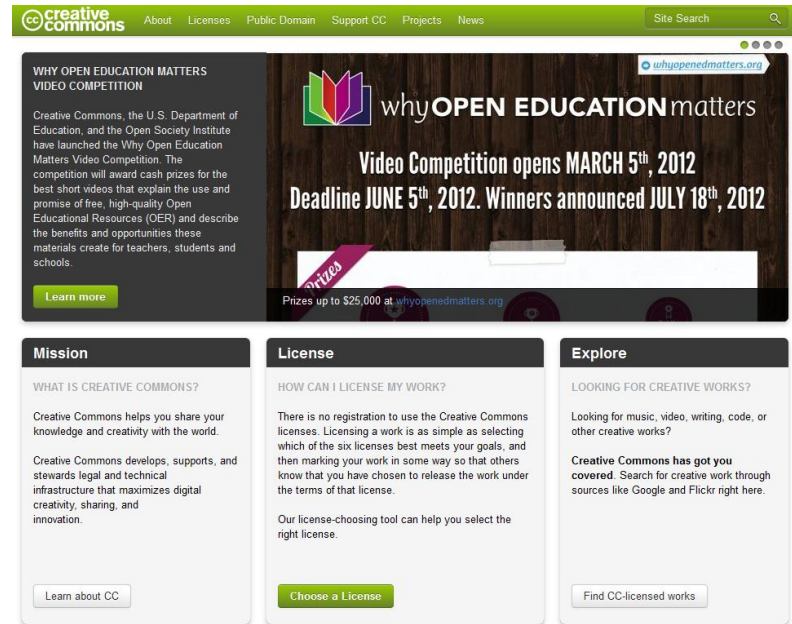


Faculty-Created Content

Publishing Platforms

Licensing

Skillset(s)



II: Accessibility

Hardware (devices)

Software (platforms, epub)

NetID (is it proxied?)

Not Just a Library Concern!

How are academic institutions addressing accessibility issues with electronic content and devices?



UNITED STATES DEPARTMENT OF EDUCATION

OFFICE FOR CIVIL RIGHTS

THE ASSISTANT SECRETARY

May 26, 2011

Frequently Asked Questions About the June 29, 2010, Dear Colleague Letter¹

General Issues

1. Does the June 29, 2010, Dear Colleague Letter (DCL) on access to electronic book readers impose new legal obligations?

A: No. The DCL discusses long-standing law. Specifically, it addresses key principles of Federal disability discrimination law: the obligation to provide an equal opportunity to individuals with disabilities to participate in, and receive the benefits of, the educational program, and the obligation to provide accommodations or modifications when necessary to ensure equal treatment. Under Section 504 of the Rehabilitation Act of 1973 (Section 504), these legal standards apply to entities that receive Federal financial assistance, including elementary, secondary, and postsecondary institutions. (In this FAQ, the term "schools" refers to all these types of institutions.) Under Title II of the Americans with Disabilities Act (ADA) of 1990 (Title II), these obligations apply to entities of state and local government, including public schools.²



**Electronic Book Reader Dear Colleague Letter:
Questions and Answers about the Law, the
Technology, and the Population Affected**

What are the Americans with Disabilities Act of 1990 and Section 504 of the Rehabilitation Act of 1973?

- ❖ The Americans with Disabilities Act of 1990 (ADA) is a federal law prohibiting discrimination on the basis of disability. The Department of Justice (DOJ) is responsible for enforcement and implementation of title III of the ADA, which covers private colleges and universities. DOJ and the Department of Education (ED) both have enforcement authority under title II of the ADA, which covers public universities.

III: Content Sustainability/Support



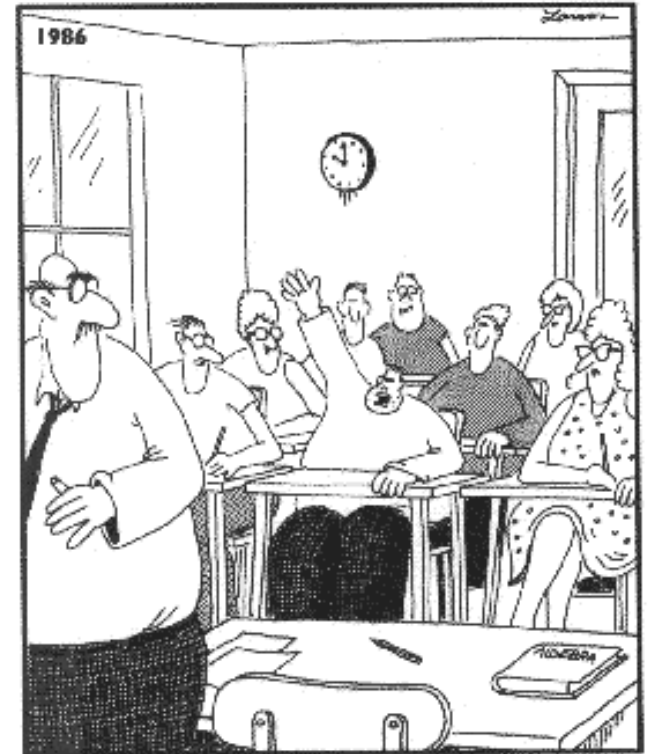
Sharing the Learning Process

Libr/OIT Get-Togethers

Reference and Instruction
Services (RIS)

Service Points

Staff Training



"Mr. Osborne, may I be excused? My brain is full."

Continuing Liaison Partnerships

Promote Open Access initiatives

Curate digital materials

Provide expertise on metadata, author rights, usage rights, and more

Provide education and workshops

Elsewhere in the Commonwealth

Other Developments



Community College Consortium for Open Educational Resources

OPEN COURSEWARE
CONSORTIUM

» Welcome to the Consortium

WELCOME!! Our mission is to expand access to education by promoting awareness and adoption of Open Educational Resources (OER). Over 100 colleges are members of our consortium and many more participate in our activities and use the resources posted here. We invite you to join the Community Colleges at the Open Courseware Consortium.

[Click here for our FALL 2012 Webinar Lineup!!](#)

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