

University of Massachusetts Amherst

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Seeking Alternatives to High-cost Textbooks: A Case Study of the UMass Amherst Open Education Initiative

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Available at: https://works.bepress.com/marilyn_billings/59/

Seeking Alternatives to High-cost Textbooks:

A Case Study of the UMass Amherst Open Education Initiative

MCCLPHEI Conference
June 19, 2014

Marilyn Billings

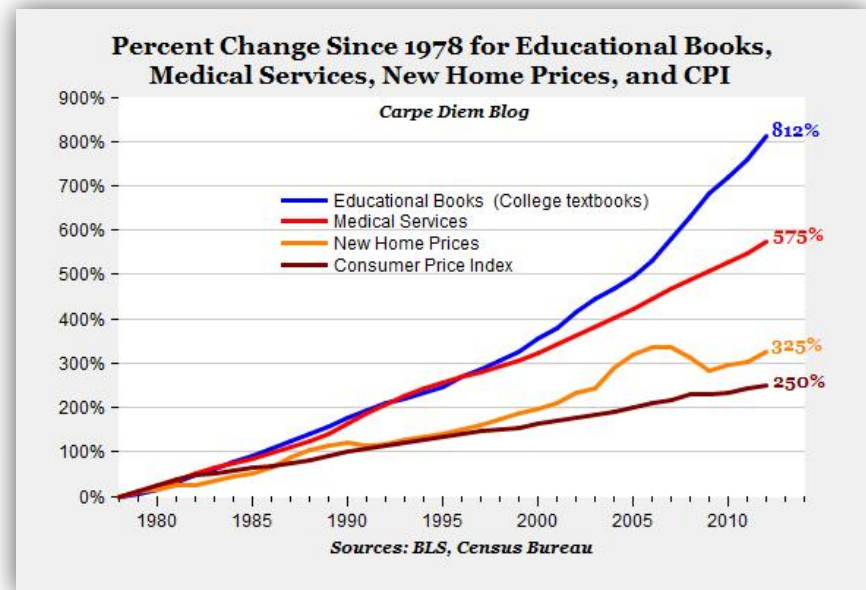
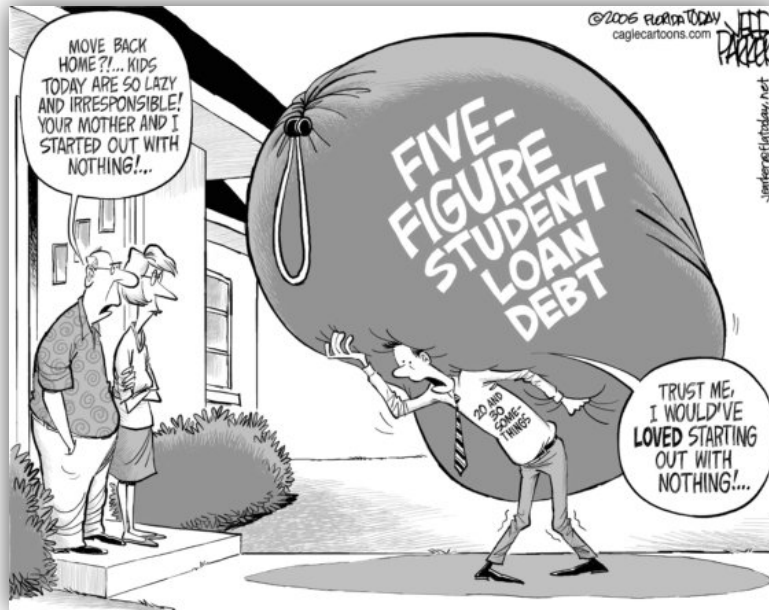
Scholarly Communication Librarian
University Libraries
University of Massachusetts Amherst



Outline

- National and UMass context
 - Genesis of Open Education Initiative
 - Implementation of OEI
 - Preliminary assessment
 - Next steps
-

Context: Textbook Trends



The high cost of commercial print textbooks is a major concern for parents, students, and even the federal government.

UMass Amherst Profile

- Public Land-grant, Research Intensive University
- Over 28,000 students, 1200 faculty
- 108 bachelor's, 76 masters, 50 doctorates



Open Educational Resources (OERs)?

- Teaching, learning, and research resources released under an open license
- “5Rs Framework” meaning that users are free to:
 - **Retain:** Users have the right to make, archive, and “own” copies of the content;
 - **Reuse:** Content can be reused in its unaltered form;
 - **Revise:** Content can be adapted, adjusted, modified or altered;
 - **Remix:** The original or revised content can be combined with other content to create something new;
 - **Redistribute:** Copies of the content can be shared with others in its original, revised or remixed form.

Seeking Solutions

- The Provost's Office and the University Libraries of the University of Massachusetts Amherst launched the Open Education Initiative (OEI) in the Spring of 2011.

- The OEI is a faculty incentive program (a small grant) that encourages:
 - the creation of new teaching materials,
 - the use of library subscription materials,
 - or the use of existing open (no-cost) information resources to support our students' learning.

Open Education Initiative beginnings

February 2011:
SPARC initiates
topic with call
about e-text
project at Temple,
and the Flat World
Knowledge model

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 and partners
to learn about OERs

April 2011: Round
one of the Open
Education Initiative
begins.

April 2011:
Workshops,
consultation sessions
held for faculty.

OEI Workshops / Consultations

- Two one-hour workshops reviewing available OERs and library licensed resources:
 - 1) library, partners; 2) faculty
- Individual consulting sessions for faculty with Scholarly Communication and subject liaison librarians, IT staff and others as needed
- Topics covered: OER availability, copyright and licensing issues, Creative Commons licenses, accessibility concerns, creating a sustainable curriculum with OERs, managing resources in the LMS, assistance with creation of new content

OEI Grant: Faculty Proposals

- Basic course information
 - Number of students
 - Current textbook(s) and cost
- Narrative (500 words)
 - Outcomes
 - Sustainability
 - Challenges
- Anticipated OER implementation date
- Participation in follow up activities

Partners Providing OEI Support

Peer-Review by:
CTFD
IT Program faculty
Librarians
OIT

Consultation with
partners prior to
award

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

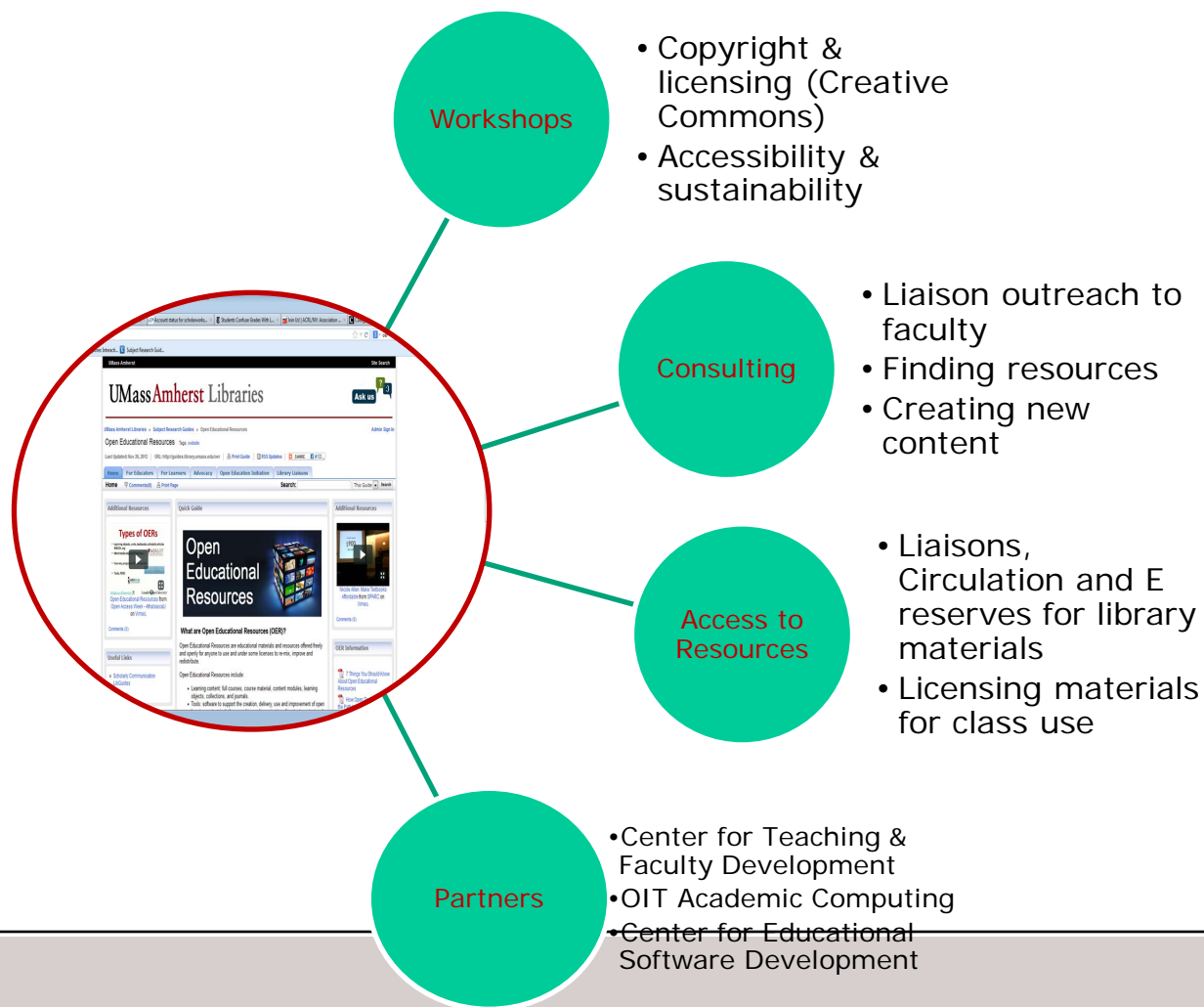
oit Office of Information Technologies

UMass Amherst **Libraries**



Liaison Assignment

Library at Work



UMass Amherst Libraries

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Open Educational Resources Tags: [website](#)

Last Updated: May 21, 2014 | URL: <http://guides.library.umass.edu/oer> | [Print Guide](#) | [RSS Updates](#)

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Downloadables

What and Why

Open Educational Resources



What are Open Educational Resources (OER)?

Open Educational Resources are educational materials and resources offered freely and openly for anyone to use and under some licenses to re-mix, improve and redistribute. They include:

OER

[About](#)
[Resources](#)
[the](#)
[Edu](#)
[Com](#)

Addi

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



Selected License Attribution 3.0 Unported



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Attribute work to URL

Source work URL

More permissions URL

Format of work

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<a rel="license" href="http://creativecommons.org/licenses/by/3.0/deed.en_US"></a><br />This work is licensed under a <a rel="license" href="http://creativecommons.org/licenses/by/3.0/deed.en_US">Creative Commons Attribution 3.0 Unported License</a>
```

- ☒ Normal Icon
 ☐ Compact Icon

Content Sustainability/Support



Resources



'Free' vs OPEN



Multiple Editions?



Navigating
Copyright



Licensing
Agreements



Support

Oh, the devices!



OEI Summary 2011-13, Rounds 1-3

- Over 30 faculty participants, 44 courses (Gen Ed through Graduate level)
 - Humanities
 - Social Sciences
 - Sciences
 - Professional Schools
- \$39,000 invested, over \$1 million in savings for more than 5000 students
- Demonstrated results!

We want more!!

Academic Library Leadership

- Form a nexus of communication for campus
 - Create strategic partnerships
 - Academic Computing, Center for Teaching and Faculty Development, Center for Educational Software Development, University Press and more
 - Promote Open Access initiatives
 - Curate digital materials
 - Provide expertise on metadata, author rights, fair use rights, copyright
 - Provide expertise on content, accessibility
 - Provide education and workshops
-

Assessment: Faculty Survey Results

On a scale of 1 to 5, 5 being the highest

- My teaching needs were met by the Open Educational Resources implemented in the course. (4.27)
 - Student performance improved compared to past semesters when a traditional textbook was used. (4.36)
 - Student engagement increased compared to past semesters when a traditional textbook was used. (4.09)
-

Faculty Comments

- “The students are much more satisfied with the new materials; they are more engaged and more prepared than I have ever seen them.”
 - “Grades have improved drastically since using [Open Educational Resources] in my course...the support from the Libraries was outstanding.”
 - “My students are reading more, they are much more organized, and they are happy that they no longer need to spend so much money on materials.”
 - “I was highly satisfied with the resources provided by the Libraries, as are my students.
 - “I received excellent technical support from the Libraries.”
 - “I believe in the importance of attainable resources...I didn’t have to spend money on expensive textbooks or deal with the stress of finding materials online to ship to my dorm after classes started.”
-

Benefits

- Convenience
- Enhanced functionality, reuse, mixing
 - Full searching
 - Multimedia
 - Linking of references
- Environmental sustainability
- Timeliness
- Pedagogical Implications
 - Increased control of course content
 - Opportunity to rethink/redesign course
 - More engaging for students
 - Potentially more collaborative

Barriers

- Time consuming to find high quality OER
- Time consuming to create OER
- May lack prepared tests/quizzes that commercial textbooks offer
- Student preference for reading offline
- Longevity of file formats
- Lack of knowledge by faculty
 - Resources
 - Licenses, copyright
 - Support

Digital Resources: Pros & Cons

Reasons for preferring a print over digital	Reasons for preferring digital over print
Prefer look/feel of print	Easy search and reference
Easier to bookmark	Costs less than print
No buyback with digital	Easy to carry around
Lose access to digital content at end of semester	Can be obtained more quickly
Poor experience with digital	More convenient
Limits to sharing/copying digital material	Allows interaction with content
Don't have device	Can integrate with other content
Digital doesn't have enough advantages over print	Can try out before buying
Privacy concerns	Environmentally friendly

"College Students' Attitudes About E-Textbooks, 2011-12" (2013) *Chronicle of Higher Education*.
<http://chronicle.com/article/College-Students-Attitudes/140759/>

Best Practices

- Library leadership
 - Partnerships throughout campus
 - Peer review mechanism
 - Assessment tools
 - Marketing and Advocacy
-

Future Needs

- Sustainability
- Copyediting, proofing expertise
- Assessment
- Advocacy, marketing, publicity
- University-wide involvement
 - Registrar, Institutional Research

Questions/Discussion

Contact Information

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