

University of Massachusetts Amherst

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May 19, 2015

The Open Education Initiative at UMass Amherst: Seeking Alternatives to High-cost Textbooks

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Available at: https://works.bepress.com/marilyn_billings/69/



The Open Education Initiative at UMass Amherst:

Seeking Alternatives to High-cost Textbooks

Marilyn Billings

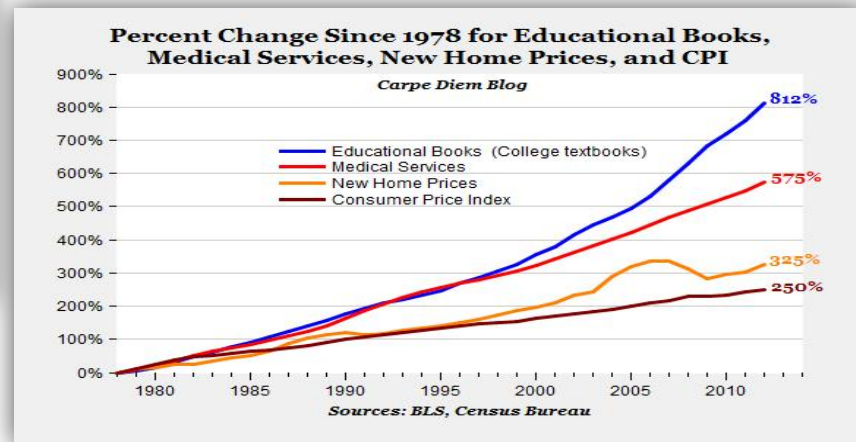
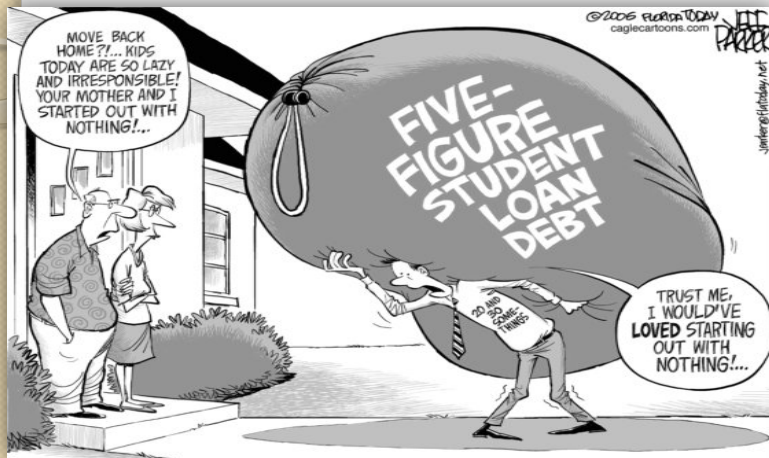
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Textbook Trends



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



Goals of Open Education Initiative

- To provide small incentive grants to faculty to adopt alternatives to high-cost textbooks
 - Funded by Provost and University Libraries
 - Other partners as well
- To provide support infrastructure for creation and/or use of open educational resources and library content
- To engage T & L partners and faculty in open education
 - Academic Computing
 - Center for Teaching and Faculty Development
 - University Libraries

What are OERs?

- O is for Open – openly accessible
- E is Educational – learning
- R is for Resources – content
- Think Five Rs
 - Reuse - use freely for own purpose
 - Redistribute - share with others
 - Revise - adapt, modify, change
 - Remix - combine / transform
 - Retain: Users have the right to make, archive, and "own" copies of the content



Workshop & Consultation Process

- Two 1 hour workshops reviewing available Open Educational Resources and library resources
- Individual consulting sessions for faculty with Scholarly Communication librarians and partners as needed
- Topics covered: OER availability, copyright and licensing issues, accessibility concerns, creating a sustainable curriculum with OERs, managing resources in the LMS

OER includes

Curriculum

Syllabi

Content modules

Course materials

Textbooks

Assignments

Simulations

Learning objects

Labs

Collections

Journal articles

E-books

Art galleries

Video libraries

Tools

Software

Calculators

Analytics

And more!

Last updated: Feb 10, 2017 URL: <http://guides.library.umass.edu/oer> Print Guide RSS updates

Home For Educators For Learners Advocacy Open Education Initiative Library Liaisons

Home Comments(0) Print Page Search: This Guide Search

Additional Resources


Types of OERs

- Learning objects, units, textbooks, scholarly articles IRRODI.org
- Multimedia objects (Flash etc.) MERLOT
- Courses, programs full curriculum
- Tools, FOSS eduforge


Athabasca University Canada's Open University
Open Educational Resources from Open Access Week - AthabascaU

Quick Guide

Open Educational Resources



Additional Resources



Nicole Allen: Make Textbooks Affordable from SPARC on Vimeo.

[HTTP://GUIDES.LIBRARY.UMASS.EDU/OER](http://guides.library.umass.edu/oer)

Open Educational Resources Guide at UMass Amherst

Copyright and Author Rights

Two basic questions from faculty

- How do I protect my copyright on the works I create?
- How do I make sure I'm not infringing on the copyright of others?

Answer: It depends.

- How do you want your work to be used? What is it that you want out of this experience?
- Do you want other educators to be able to use it?
- Do you want to commercialize it?
- Do you want attribution?

The image shows a four-panel interface for selecting a Creative Commons license. The top-left panel, 'License Features', allows users to choose modifications (Yes, No, or Yes as long as others share alike) and commercial uses (Yes or No), and sets the jurisdiction to 'international'. The top-right panel, 'Selected License', shows the 'Attribution 3.0 Unported' license with its icons and a 'This is a Free Culture License!' message. The bottom-left panel, 'Help others attribute you!', provides fields for work title, attribution name, URL, source, and permissions, along with format and license mark options. The bottom-right panel, 'Have a web page?', displays the HTML code for embedding the license on a website and offers icon size options.

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

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Help others attribute you!
This part is optional, but filling it out will add machine-readable metadata to the suggested HTML!

Title of work

Attribute work to name

Attribute work to URL

Source work URL

More permissions URL

Format of work: Other / Multiple formats

License mark: HTML+RDFa

Have a web page?

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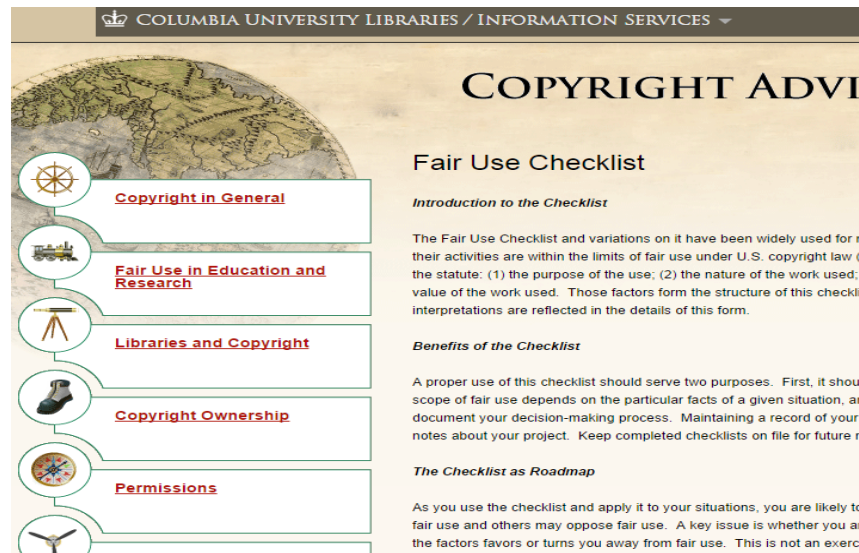
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☒ Normal icon ☐ Compact icon

Open Access and Fair Use

- Check the CC license to see how the creator would like something to be used.
- Exercise your fair use rights as academic educators and researchers.



<http://copyright.columbia.edu/copyright/files/2009/10/fairusechecklist.pdf>

Partners Providing OEI Support

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 intercession, 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**



Liaison Assignment

Consultation
with partners
prior to award

oit Office of Information Technologies

Peer-Review by:
CTFD
IT Program faculty
Librarians
OIT

OEI Grant: Faculty Proposals

- Basic course information
 - Number of students
 - Current textbook(s) and cost
- Anticipated implementation date
- Narrative (500 words)
 - Outcomes
 - Sustainability
 - Challenges
 - Assessment



Photo credit: Derek Jensen aka FireChickenTA99

Success Stories

Carlos Gradil



- Animal Sciences 421: Fundamentals of Reproduction
- Initial Cost Savings: \$2,400

Uses video to teach 3 different classes, a far superior teaching tool than text/static images

Miliann Kang



- Women's Studies 187: Gender, Sexuality and Culture
- Initial Cost Savings: \$22,500

OERs downloaded over 3,600 times, far over initial class of 300 students

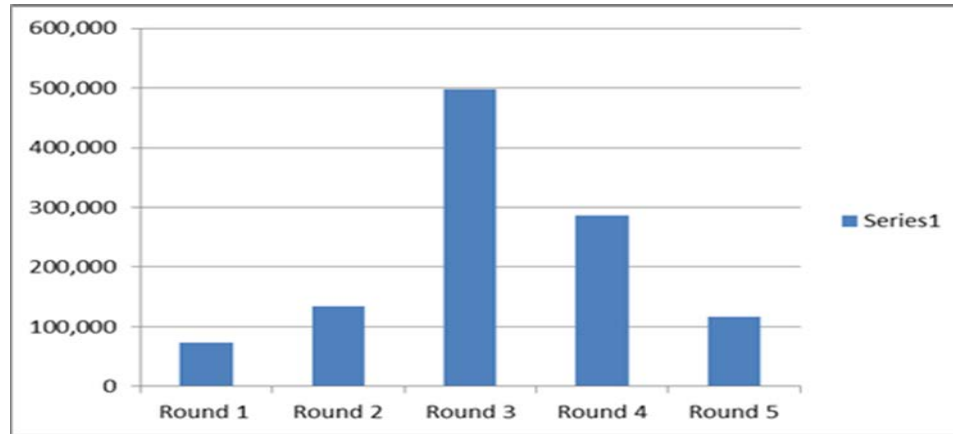
Hossein Pishro-Nik



- Electrical and Computer Engineering 314: Introduction to Probability and Random Processes
- Initial Cost Savings: \$14,630

Used his book in 6 courses, representing 6 times projected savings (\$87,700); other professors are using it too

Dollar savings to students with Open Education Initiative



- Predicted savings (# of students x expected text cost) each round 2011-1014

Assessment

Methods

- Surveys
- Qualitative interviews
- Enrollment numbers

Objectives

- Was there a cost savings?
- Did students learn effectively?
- Did faculty implement the parameters of the grant?

Results can be used for improvement and marketing.



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.



Outcomes

- **Intended Outcomes**
 - 50 faculty + over 85 classes taught = over \$1 million saved for students
 - Course evaluations show same quality of student satisfaction, or better
 - Service points on campus are partnering for student success
- **Unexpected Outcomes**
 - Instructors using new teaching styles and flipping their classrooms
 - Increased awareness on campus and queries from instructors about OERs
 - Professors report students better prepared for class and more engaged
 - Created resources add to available open education resources for everyone
 - Relationships between service point partners are stronger
 - Student involvement and passion are stimulating change



Lessons Learned: What Worked

- Value of mini grants and peer review
- Meet faculty where they are – create cohorts
- Capitalize on library strengths and value of existing services
- Leverage complementary strengths of the partners



And What Didn't, or “Challenges”

- Lack of knowledge by faculty
- Time consuming to find or develop OE content
- Lack of search tool or comprehensive catalog
- May lack prepared quizzes and other content
- Students may prefer print
- Time commitment from partners
- Getting beyond the “pilot” phase

Resources

- Babson Survey Research Group Report 2014

<http://www.onlinelearningsurvey.com/oer.html>

- Horizon Report 2015

<http://www.nmc.org/publication/nmc-horizon-report-2015-higher-education-edition/>

- Open Textbooks: The Billion-Dollar Solution

<http://studentpirgs.org/news/sp/report-open-textbooks-billion-dollar-solution>

Student Advocacy

facebook

Email or Phone Password Log In

Keep me logged in Forget your password?

MASSPIRG-UMass Amherst Chapter is on Facebook.

To connect with MASSPIRG-UMass Amherst Chapter, sign up for Facebook today.

Sign Up Log In

Update the Bottle

MASSPIRG-UMass Amherst Chapter

628 likes · 12 talking about this

Political Organization

Together we can make change happen.

Join us to work on campaigns to increase recycling, alleviate hunger and homelessness.

MASSPIRG-UMass Amherst Chapter

April 14

Come to the Faculty Senate meeting on Thursday at 3:30 in Herter 227 to hear MASSPIRG's affordable textbooks coordinator, Stephanie, talk about the Student PIRG's campaign efforts!

In the meantime, check out this video to see how you can get involved and help spread the Open Education Initiative.

"It is outrageous as well as appalling how expensive textbooks can get. As a college student, these are necessary but unwanted expenses. It can often times be difficult for students to perform well in class due to inability to acquire a textbook due to expenses or accessibility." - Caryl Choa, Class of 2015

Like Comment Share

Recent Posts by Others on MASSPIRG-UMass Amherst Chapter

Jason Booker

Hey, I'm signed up for 9-11PM at Craig's Place Sunday. Can I...

April 11 at 7:35am

Carly Korman

It's not you haven't voted yet, SGA elections are right now! You...

March 9 at 6:13pm

UMass Student Government Association

Look at us posing with the MASSPIRG-UMass Amherst Cha...

March 9 at 9:16pm

Ellie Miske

Can't wait to see you all at the Tabling expo!

February 27 at 6:47am

More Posts

Like

UMass Democrats

Political Organization

Daily News of Newburyport

Newspaper · Arts & Marketing · Advertising Service

MASS LIVE

UMass students, librarians want more faculty to use open source textbooks to save students money

3

MASSPIRG

Massachusetts Student Public Interest Research Group

UMASS AMHERST HEADLINES

North Amherst apartment complexes banning guest parking, warning residents in anticipation of Blarney Blowout Saturday

Medical examiner determines cause of Amherst woman's death

Amherst Town Manager John Musante responds to lawsuit filed against town police

14 police agencies to aid Amherst police Saturday, video cameras to monitor 'high liability areas'

UMass basketball, former football coaches are top-paid Massachusetts employees in 2014

By Diane Lederman | dlederman@repub.com

Follow on Twitter

on February 25, 2015 at 12:01 PM, updated February 25, 2015 at 5:21 PM

AMHERST - About 65 percent of college students don't buy textbooks because of cost, said Matt Magalhaes, the affordable textbook campaign coordinator for MassPirg at the University of Massachusetts.

Textbooks can cost students \$1,200 a year.

He and other students and librarians at the university are hoping that students will pressure their professors to adopt open source textbooks.

MassPirg organized a press conference Tuesday by student public interest groups urging institutions to use open source textbooks in their classrooms and report that students would save more than \$1 billion nationally a year.

Marilyn Billings, scholarly communication and special initiatives librarian at UMass, and Jay Schaefer, director of libraries, both spoke at the news conference, also urging more faculty to

POPULAR PHOTO GALLERIES

International Biergarten in Springfield

Pets available for adoption in Western Mass. shelters

Girl Scout's Fork It Over event in Worcester

POPULAR PHOTO GALLERY 3

Active Discussions

1 Those who boycotted Netanyahu's speech should be applauded: Letter to the Editor (224 comments)

2 Animal rights group: 'Every animal deserves to live just as we want to live'. Reader viewpoint (41 comments)

3 A challenge for Hillary Clinton? E-mail flap just the start: Editorial (33 comments)

4 What's in Hillary Clinton's secret emails? House committee issues subpoenas to find out (114 comments)

5 Elizabeth Warren chooses politics over slamdunking: Viewpoint (197 comments)

See more comments >

Most Read

MASS LIVE Massachusetts state

<http://masspirgstudents.org/campaigns/ma/make-textbooks-affordable>