

University of Massachusetts Amherst

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

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Available at: https://works.bepress.com/marilyn_billings/45/



The Open Education Initiative At UMass Amherst

Taking a Bite Out of High Cost Textbooks

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Abstract

- The high cost of commercial print textbooks is a major concern for both students and their parents. To address these concerns, the Provost's Office and the University Libraries of the University of Massachusetts Amherst launched the Open Education Initiative in the Spring of 2011. The OEI is a faculty incentive program that encourages either the creation of new teaching materials or the use of existing low-cost or free information resources to support our students' learning.

Now in its second phase, the Open Education Initiative has generated a total savings of over \$200,000 for students in classes that utilize open educational resources, library materials or faculty generated content. The third round of grants will support faculty teaching large general education courses who are interested in pursuing non-traditional educational resources as an alternative to the traditional textbook.

Faculty Roles and Open Access

- Faculty Roles
 - Authors
 - Peer-reviewers
 - Editors
- Open access options
 - Creative Commons licenses
 - SPARC addendum

How are faculty going to address these new roles and potential responsibilities?

Challenges

- Perception of faculty members
 - What value is there in publishing in open access journals?
 - Impact on tenure and promotion?
 - Potential problems with author pays financial model?
- Copyright Issues
 - Who owns the copyright to works published in an open access journal?
 - What can a faculty member do to preserve the right to post a previously published work to an open access journal?

Background of OEI

- Panel Discussion – Sept 2010
 - “How Can A Textbook Be Free?”
 - Stephen Carson, Eric Frank, faculty in SOM
 - University Libraries, Student Affairs, Office of Faculty Development
- SPARC phone call – March 2011
 - Steven Bell, Eric Frank

Open Educational Resources

- Educational materials and resources offered freely and openly for anyone to use and under some licenses to re-mix, improve and redistribute
- Teachers and learners share what they know in new ways

Advantages of OERs

- Convenience
- Enhanced functionality
 - Full searching
 - Multimedia
 - Linking of references
 - Collaboration
- Environmental sustainability
- Timeliness

Disadvantages of OERs

- Preference for reading offline
- Potential for decreased quality
- Longevity of file formats
- Lack of knowledge by faculty
 - Resources
 - Licenses, copyright
 - Support

Timeline

- SPARC call March 2011
- Consultation
 - University Libraries
 - Provost's Office
- Development of Grant Process
 - Call for Proposals March 31-April 30, 2011
 - Peer Review
 - Award May 6th
- Implementation Fall 2012 – Spring 2013

Publicity

- Marketing to Faculty
 - Announcement from Provost and Director of Libraries 3/31/11
- Marketing to Public
 - Chronicle of Higher Education
 - Local, regional publicity outlets
 - Press release

Education

- Workshop for Subject Liaisons 4/14/11
 - Goal of OEI
 - Roles for Liaisons
- Workshop for Faculty 4/27/11
 - Goals of OEI
 - Partners – Library, Academic Computing, Office of Faculty Development
 - Creative Commons, Copyright, Fair Use
 - Demonstration of Resources

UMass Amherst Libraries



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Open Educational Resources

Last update: Jun 7th, 2011

URL: <http://guides.library.umass.edu/oer>

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Additional Resources

Types of OERs

- Learning objects, units, textbooks, scholarly articles
[IRRODL.org](#)
- Multimedia objects (Flash etc.)
- Courses, programs full curriculum
- Tools, FOSS

Open Educational Resources from
Open Access Week - AthabascaU
on Vimeo.

[Comments \(0\)](#)

Useful Links

- [Scholarly Communication LibGuides](#)

Quick Guide

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.

Open Educational Resources include:

- Learning content: full courses, course material, content modules, learning

Additional Resources



Nicole Allen: Make Textbooks Affordable from SPARC on Vimeo.

[Comments \(0\)](#)

OER Information

7 Things You Should Know About Open Educational Resources

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Share, Remix, Reuse — Legally

Creative Commons is a nonprofit organization that develops, supports, and stewards legal and technical infrastructure that maximizes digital creativity, sharing, and innovation.

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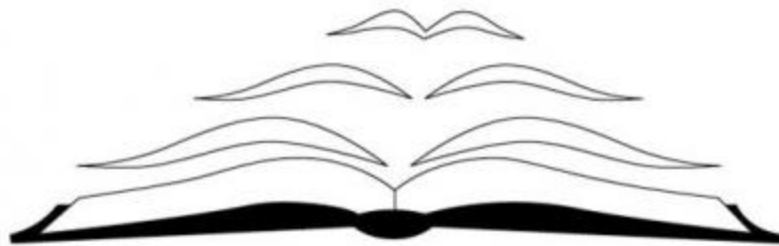
*Trade Adjustment Assistance Community College and Career Training

Creative Commons is Global

Our worldwide network of 100+ affiliates provides local and regional expertise, scaling CC adoption and outreach efforts globally.

Our Vision

Realizing the full potential of the internet — universal access to research, education, full participation in culture, and driving a new era



Community College Consortium for Open Educational Resources

Shared Knowledge

When educators pool their expertise to create a culture of shared knowledge, everyone benefits. Use of free and open textbooks can lower educational costs for students. Become involved with the open educational resources (OER) movement so that doors to higher education stay open to all. For the latest information, check our [blog](#) and follow us on [Twitter](#).



Adopt Open Textbooks

The **Community College Consortium for Open Educational Resources (CCCOER)** is a joint effort by the [OER Center for California](#), Foothill-De Anza Community College District, the League for Innovation in the Community College, [OCW Consortium](#) and many other community colleges and university partners to develop and use open educational resources (OER) and especially [open textbooks](#) in community college courses. We now have over **200 members** of the OER Consortium. For more details, see the [It Takes a Consortium to Support Open Textbooks](#) article in the [January/February 2009 issue of Educause Review](#) magazine.

♦ Read about CCCOER's Path Forward in 2011

[\(click here\)](#)

CCCOER Quarterly Meeting on Feb. 27th at Innovations 2011 was a great success.

Read Una Daly's post about the meeting: [Feb 27 CCCOER Quarterly Meeting: Great Information Exchange](#)

Information



- » [About](#)
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 - » [CCCOER Interim Governing Board](#)
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Featured Sites

Driving Awareness and Adoption of Open Textbooks

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Welcome to College Open Textbooks!



Funded by The William and Flora Hewlett Foundation, College Open Textbooks is a collection of colleges, governmental agencies, education non-profits, and other education-related organizations that are focused on the mission of driving the awareness and advocacy for open textbooks. This includes providing training for instructors adopting open resources, peer reviews of open textbooks, and mentoring online professional networks that provide support to authors who open their resources. Through our community outreach, we have found that open textbooks should be:

- easy to use, get and pass around,
- editable so instructors can customize content,
- cross-platform compatible,
- printable,
- and accessible so they work with adaptive technology.

That's just the short list.

Help us shape and continue to define what open textbooks turn out to be. Your voice will help create open textbook standards and guide



News & Events

June 7th, 2011

Open Textbook Adopter Communities: Transforming Teaching and Learning with Open Educational Practices

[More >](#)

June 2nd, 2011

Hats Off to Virginia! (Part 1)

[More >](#)

May 26th, 2011

OPEN DOORS AND OPEN MINDS: The future of open education through collaboration

[More >](#)

May 19th, 2011

Open to Innovation: Building Better Textbooks with Eleven Learning

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Proposal development

- Basic course information
- List current textbook(s) and cost, plus number of students
- Narrative (500 words)
- ID alternative sources-workshop, liaisons
- Evaluation of course – outcomes, value of alternative resources, sustainability
- Anticipated start date-Fall 11/Spring 12

Award Winners

First Round

- Disciplines
 - Animal Sciences
 - Art
 - Communication
 - Education
 - Management
 - Natural Resources Conservation
 - Sociology
 - Women's Studies

OEI Round 2

- Open Access Week, Oct 2011
 - Program – faculty and student panel
 - Announcement of Round 2
- Timeline
 - Call for Proposals due December 16, 2011
 - Award, January 8, 2012

Award Winners

Second Round

- Disciplines

Agriculture

Anthropology

Art History

Chemistry

Communication

& Journalism

Civil Engineering

Geosciences

Plant and Soil Sciences

Public Health

Statistics

Next Steps

- Accessibility
- Assessment
- Sustainability
- New possibilities

Transforming Librarian Roles

- Nexus of communication
- Create strategic partnerships
- Promote Open Access initiatives
- Curate digital materials
- Provide expertise on metadata, author rights, usage rights, etc
- Expand liaison role with faculty
- Provide education and workshops

Questions / Discussion

- **Contact Information**

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