

University of Massachusetts Amherst

From the Selected Works of Marilyn S. Billings

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UMA's Open Education Initiative: Perspective After 4 Years In

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Available at: https://works.bepress.com/marilyn_billings/64/



UMA's Open Education Initiative:

Perspective after 4 years in

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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 (free) information resources to support our students' learning.

OEI Workshops / Consultations

- Workshops reviewing available OERs and library-licensed resources
- Individual consulting sessions for faculty with Scholarly Communication and subject liaison librarians, IT staff and others as needed
- Topics covered: library databases, OER availability, copyright and licensing issues, 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
- Anticipated implementation date
- Narrative (500 words)
 - Outcomes
 - Sustainability
 - Challenges
 - Assessment



Photo credit: Derek Jensen aka FireChickenTA99

The current application form can be seen at <http://goo.gl/forms/NRH9IQTF2L>

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 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

Consultation
with partners
prior to award

Center for
TEACHING & FACULTY DEVELOPMENT

UMass Amherst **Libraries**



Liaison Assignment

oit
Office of Information Technologies

Peer-Review by:
CTFD
IT Program faculty
Librarians
OIT

Student Advocacy

The screenshot shows the Facebook profile for MASSPIRG-UMass Amherst Chapter. At the top, there is a login section with fields for 'Email or Phone' and 'Password', and a 'Log In' button. Below this is a cover photo featuring a group of students and a sign that says 'Update the Bottle'. A text overlay on the cover photo reads: 'MASSPIRG-UMass Amherst Chapter is on Facebook. To connect with MASSPIRG-UMass Amherst Chapter, sign up for Facebook today. Sign Up Log In'. Below the cover photo is a profile picture of two people and the text 'MASSPIRG-UMass Amherst Chapter' with '628 likes · 12 talking about this'. The page is categorized as a 'Political Organization' with the tagline 'Together we can make change happen.' and a description: 'Join us to work on campaigns to increase recycling, alleviate hunger and homelessness.' Below this is a post from 'MASSPIRG-UMass Amherst Chapter' dated April 14, which invites students to a Faculty Senate meeting and provides a video link. The video thumbnail shows a woman speaking with the text: '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 a class due to inability to acquire a textbook due to expenses or accessibility.' Below the post are sections for 'Recent Posts by Others on MASSPIRG-UMass Amherst Chapter' and 'Likes'.

The grid consists of 12 individual photographs of students in various campus settings. Each student is holding a large, hand-drawn sign in pink or red ink. The text on the signs reads: 'THANK YOU PROFESSORS FOR USING OPEN SOURCE TEXTBOOKS'. The students are smiling and appear to be participating in a campaign or protest. The background of the photos shows library or classroom environments.

Thank you Professors for using Open Source Textbooks

By MASSPIRG-UMass Amherst Chapter · Updated about 2 weeks ago

To learn more about UMass Amherst's open source initiative check out this website: <http://guides.library.umass.edu/oer>

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

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.

Lessons Learned: What Worked

- Value of mini grants
- Meet faculty where they are
- Capitalize on your strengths and leverage those of the partners
- Articulate value of existing library services

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?

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

This is a Free Culture License! 

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

License mark

Have a web page?



This work is licensed under a Creative Commons Attribution 3.0 Unported License.

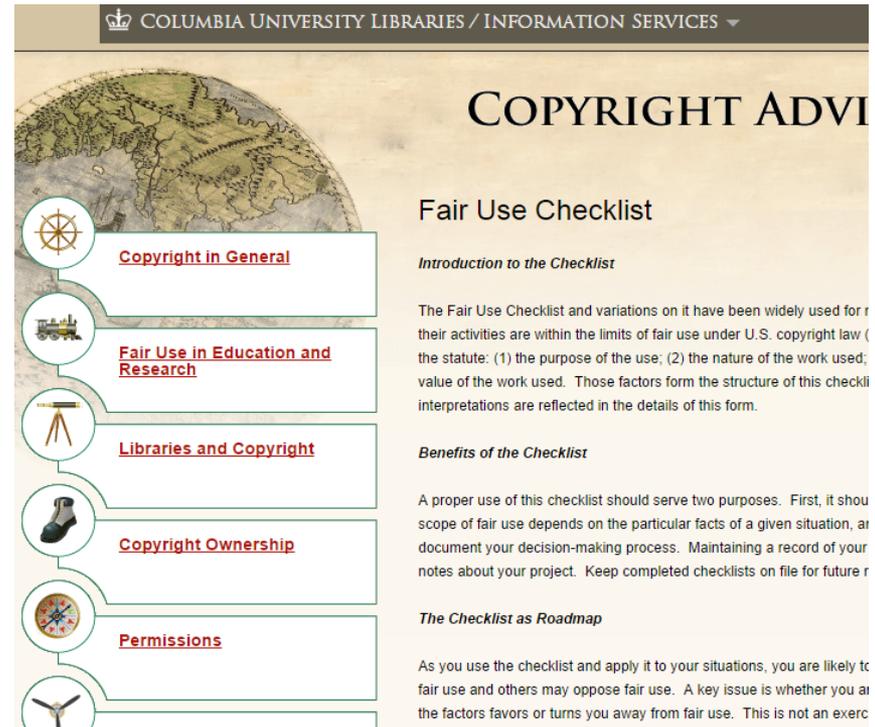
Copy this code to let your visitors know!

```
<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

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.



The screenshot shows the Columbia University Libraries website page for the Fair Use Checklist. The header includes the university name and a navigation menu. The main content area features a large globe graphic on the left and a list of six checklist sections, each with a corresponding icon: a ship's wheel for 'Copyright in General', a factory for 'Fair Use in Education and Research', a tripod for 'Libraries and Copyright', a shoe for 'Copyright Ownership', a compass for 'Permissions', and a person for 'Introduction to the Checklist'. The right side of the page contains introductory text and sections titled 'Introduction to the Checklist', 'Benefits of the Checklist', and 'The Checklist as Roadmap'.

COLUMBIA UNIVERSITY LIBRARIES / INFORMATION SERVICES

COPYRIGHT ADVISORY

Fair Use Checklist

Introduction to the Checklist

The Fair Use Checklist and variations on it have been widely used for their activities are within the limits of fair use under U.S. copyright law (the statute: (1) the purpose of the use; (2) the nature of the work used; value of the work used. Those factors form the structure of this checklist interpretations are reflected in the details of this form.

Benefits of the Checklist

A proper use of this checklist should serve two purposes. First, it should scope of fair use depends on the particular facts of a given situation, and document your decision-making process. Maintaining a record of your notes about your project. Keep completed checklists on file for future reference.

The Checklist as Roadmap

As you use the checklist and apply it to your situations, you are likely to find fair use and others may oppose fair use. A key issue is whether you are the factors favors or turns you away from fair use. This is not an exercise

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

Best Practices for Online Instruction

- Mix and match content from multiple sources to best suit your learning objectives
- For YouTube Videos use the Mashup tool
- Embed non-YouTube videos when possible
- For e-books with a detailed table of contents, provide web links to specific book sections
- Add short PDF documents as Files to open in the content frame
- Add long documents as Web Links and set to Open in New Window

Next Steps

- Explore new partnerships
 - University Press
 - Virtual Bookstore
- Start new forms for assessment
- Explore new sustainable models
 - Funding
 - Academic Department adoption

Stay open for new opportunities