

**University of Massachusetts Amherst**

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**From the Selected Works of Marilyn S. Billings**

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

Marilyn S Billings, *University of Massachusetts Amherst*



Available at: [https://works.bepress.com/marilyn\\_billings/64/](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/NRH9lQTF2L>

# 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.

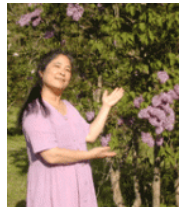
Thank you for your interest in this new initiative,

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

facebook

Email or Phone Password Log In

Keep me logged in Forgot 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

**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 · 19

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 a class due to inability to acquire a textbook due to expenses or accessibility." - Waryl Choa, Class of 2015

Like · Comment · Share

Recent Posts by Others on MASSPIRG-UMass Amherst Chapter. See All

**Jason Booker**  
Hey, I'm signed up for 9-11PM at Craig's Place Sunday. Can I...  
Q2 · April 11 at 7:35am

**Carly Korman**  
If you haven't voted yet, SGA elections are right now! You...  
a3 · March 9 at 6:13pm

**UMass Student Government Association**  
Look at us posing with the MASSPIRG-UMass Amherst Cha...  
a3 · March 4 at 9:16pm

**Ellie Miske**  
Can't wait to see you all at the Talking expo!  
a3 · February 27 at 6:47am

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**UMass Democrats**  
Political Organization

**Daily News of Newburyport**  
Newspaper · Arts & Marketing · Advertising Service

**Thank you Professors for using Open Source Textbooks**

By MASSPIRG-UMass Amherst Chapter · Updated about 2 weeks ago · 19

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



The image displays a 4x4 grid of 16 photographs. Each photograph shows a student or a small group of students holding a bright pink sign. The sign has the text 'THANK YOU PROFESSORS FOR USING OPEN SOURCE TEXTBOOKS' written on it in black marker. The students are in various indoor settings, likely on campus, and are smiling or looking towards the camera. The background of each photo is slightly different, showing various campus environments like hallways, libraries, and outdoor areas.

<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?

The image shows a four-panel interface for selecting a Creative Commons license. The panels are connected by arrows indicating a sequential flow.

- License Features:** This panel allows users to configure their license. It includes two sections: "Allow modifications of your work?" with radio buttons for "Yes" (selected), "No", and "Yes, as long as others share alike"; and "Allow commercial uses of your work?" with radio buttons for "Yes" (selected) and "No". There is also a "License Jurisdiction:" dropdown menu currently set to "International".
- Selected License:** This panel displays the chosen license, "Attribution 3.0 Unported", with the CC and BY icons. It includes the text "This is a Free Culture License!" and a green circular badge that says "APPROVED FOR EDUCATION".
- Help others attribute you!** This panel provides optional metadata fields: "Title of work", "Attribute work to name", "Attribute work to URL", "Source work URL", "More permissions URL", "Format of work" (set to "Other / Multiple formats"), and "License mark" (set to "HTML+RDFa").
- Have a web page?** This panel shows a small version of the CC BY icon and the text "This work is licensed under a Creative Commons Attribution 3.0 Unported License." It includes a section "Copy this code to let your visitors know!" with a text area containing the following HTML code:

```
<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>
```

At the bottom, there are radio buttons for "Normal Icon" (selected) and "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>

# 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