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

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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
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 materials, content modules, learning objects / units, multimedia, etc.
- Tools, FOSS
- Courses, programs from institutions
- Other

Types of OERs

- Learning objects, units, textbooks, scholarly articles
- Multimedia objects (Open etc.)
- Courses, programs from institutions
- Tools, FOSS
- Other
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.

Learn more about Creative Commons and The TAACCCT* Federal Grant Program

*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
» Blog
» Campus Promo Kit
» CCCOER’s Path Forward
  » Bylaws
  » CCCOER Interim Governing Board
  » Committees and Boards
  » Membership Agreement and Dues
  » Mission and Purposes
» Colleges Promoting OER
» Directory of OER Faculty
» FAQs
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» Resources
» Shared Knowledge
» Training

Tweets by OER_Center

Error: Twitter did not respond. Please wait a few minutes and refresh this page.

Featured Sites
Welcome to College Open Textbooks!

Funded by The William and Flora Hewlett Foundation, College Open Textbooks is a collection of colleges, governmental agencies, education nonprofits, 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 development. Getting involved and helping the community is critical.
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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