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

Marilyn S Billings, University of Massachusetts Amherst
Sarah C Hutton, University of Massachusetts - Amherst
The Open Education Initiative @ UMass Amherst
Taking a Bite Out of High-Cost Textbooks

Curriculum Redesign Symposium | Shrewsbury, MA

Marilyn Billings | Scholarly Communication Librarian, University Libraries
Sarah Hutton | Head, Undergraduate Teaching and Learning Services, University Libraries
The UMass-Amherst Open Education Initiative: Genesis

**February 2011:** Temple University’s Teaching, Learning and Technology Roundtable launches e-text project

**March 2011:** Director of UMass Libraries and Provost establish a fund of $10,000 for open education initiative grants

**March 2011:** The University Libraries Open Educational Resources LibGuide is created [http://guides.library.umass.edu/oer](http://guides.library.umass.edu/oer)

**March 2011:** Workshops held for librarians to learn about OERs

**April 2011:** Round one of the Open Education Initiative Begins

**April 2011:** Workshops, consultation sessions held for faculty
Workshop & Consultation Process

• Two one-hour workshops reviewing available Open Educational Resources and library resources

• Individual consulting sessions for faculty with Scholarly Communication librarians and subject liaisons

• Topics covered: OER availability, copyright and licensing issues, accessibility concerns, creating a sustainable curriculum with OERs, managing resources in the LMS
OERs for faculty and students; local examples

OER insight from faculty

Copyright resources

General OER information

Open access images and videos

Annotated list of available OERs
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 Other / Multiple formats
License mark HTML+RDFa

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"> <img alt="Creative Commons License" src="http://creativecommons.org/images/public/v3/128x128.png" /> This work is licensed under a Creative Commons Attribution 3.0 Unported License. </a>
The Open Education Initiative: Round One

**April 2011:** OEI grant review team established. Faculty, librarians, and support staff.

**May 2011:** Deadline for OEI grants. Review team awards 11 grants to 8 faculty members.

**July 2011:** Money allocated to faculty through the Libraries’ business office.

<table>
<thead>
<tr>
<th>Faculty Member</th>
<th>Course Offered</th>
<th>Number of Students</th>
<th>Savings for Each Student</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maria Botelho</td>
<td>Education 615</td>
<td>30</td>
<td>$105</td>
</tr>
<tr>
<td>Leda Cooks</td>
<td>Comm. 620 &amp; 694</td>
<td>12 &amp; 8</td>
<td>$150 &amp; 175</td>
</tr>
<tr>
<td>Carlos Gradil</td>
<td>Animal Sciences 421</td>
<td>30</td>
<td>$80</td>
</tr>
<tr>
<td>Sanjiv Gupta</td>
<td>Sociology 212</td>
<td>40</td>
<td>$90</td>
</tr>
<tr>
<td>Miliann Kang</td>
<td>Women’s Studies 187</td>
<td>300</td>
<td>$75</td>
</tr>
<tr>
<td>Shona Macdonald</td>
<td>Art 697</td>
<td>12</td>
<td>$50</td>
</tr>
<tr>
<td>Charlie Schweik</td>
<td>Env. Conserv. 409 &amp; 592</td>
<td>80 &amp; 30</td>
<td>$50 &amp; $50</td>
</tr>
<tr>
<td>Pam Trafford</td>
<td>Management 630 &amp; 797</td>
<td>120 &amp; 40</td>
<td>$200 &amp; $200</td>
</tr>
</tbody>
</table>
The Open Education Initiative: Round Two

September 2011: Based on the success of the OEI the Provost and Director of Libraries co-found a second round of 15 grants

October 2011: Round two launched during Open Access Week faculty panel presentation

November 2011: Workshops and consultations offered

December 2011: OEI review team awards 15 grants to 13 faculty members

<table>
<thead>
<tr>
<th>Faculty Member</th>
<th>Course Offered</th>
<th>Number of Students</th>
<th>Savings for Each Student</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allen Barker</td>
<td>Plant, Soil Sciences 530</td>
<td>25</td>
<td>$60</td>
</tr>
<tr>
<td>Patricia Bianconi</td>
<td>Chemistry 342</td>
<td>45</td>
<td>$235</td>
</tr>
<tr>
<td>Sergio Brena</td>
<td>Civil &amp; Envir. Eng. 433</td>
<td>80</td>
<td>$120</td>
</tr>
<tr>
<td>Briankle Chang</td>
<td>Communication 318 &amp; 491</td>
<td>35 &amp; 45</td>
<td>$70 &amp; $50</td>
</tr>
<tr>
<td>Elizabeth Chilton</td>
<td>Anthropology 396</td>
<td>35</td>
<td>$75</td>
</tr>
<tr>
<td>Lisa DePiano</td>
<td>Permaculture 197</td>
<td>15</td>
<td>$200</td>
</tr>
<tr>
<td>John Gerber</td>
<td>Plant, Soil Sciences 290</td>
<td>75</td>
<td>$122</td>
</tr>
<tr>
<td>Christine Hatch</td>
<td>Geoscience 297</td>
<td>58</td>
<td>$100</td>
</tr>
<tr>
<td>HK Hsieh</td>
<td>Statistics 501</td>
<td>45</td>
<td>$150</td>
</tr>
<tr>
<td>Laetitia La Follette</td>
<td>Art History 100 &amp; 115</td>
<td>400</td>
<td>$175</td>
</tr>
<tr>
<td>Daiheng Ni</td>
<td>Civil &amp; Envir. Eng. 520</td>
<td>21</td>
<td>$150</td>
</tr>
<tr>
<td>Nicholas Reich</td>
<td>Public Health 590</td>
<td>30</td>
<td>$130</td>
</tr>
<tr>
<td>Barbara Roche</td>
<td>Journalism 397</td>
<td>15</td>
<td>$100</td>
</tr>
</tbody>
</table>
The Open Education Initiative: Summary of Rounds One and Two

• Total investment of $26,000
  o $11,000 in Round One, $15,000 in Round Two

• Grants awarded to 21 faculty members teaching 26 courses
  o 8 faculty, 11 courses in Round One; 13 faculty, 15 courses in Round Two

• Total of 1,616 students affected
  o Average savings of ~ $127 per student

• Total recurring savings of $205,500
Next Steps for OEI at UMass Amherst

- Assessment of OEI courses through the 2012-2013 academic year
- Formation of the Faculty Senate Ad-hoc Committee on Open Educational Resources
- OEI Round Three in Fall 2013, 10 grants plus grants for 2 large general education courses
Liaison Program Snapshot

70 Departments & Programs
11 Schools & Colleges
20 Certificate Programs
16 Centers & Institutes

(There are currently 18 of us "Uniting faculty and librarians in their common goals of teaching and learning")
Faculty OEI Support: Liaisons

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, Nada Ismail or Maxine Schmidt; Mei Shi 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

UMass Amherst Libraries

Liaison Assignment
Supporting OEI Faculty

I: Content Recommendation

II: Accessibility

II: Content Sustainability/Support
I: Content Recommendation

Audience
- Discipline
- Constituency

Outcomes
- Quality
- Assessment

Skillset(s)
- Faculty
- Students
Available Content: Options

Openly Accessible

Library Owned

Faculty-created
We refer to ‘For Educators’ section of OER Guide: http://guides.library.umass.edu/oer
Library e-Resources

- e-books
- Images
- Video
Faculty-Created Content

Publishing Platforms

Licensing

Skillset(s)
II: Accessibility

Hardware (devices)

Software (platforms, epub)

NetID (is it proxied?)
Not Just a Library Concern!

How are academic institutions addressing accessibility issues with electronic content and devices?

Electronic Book Reader Dear Colleague Letter: Questions and Answers about the Law, the Technology, and the Population Affected

What are the Americans with Disabilities Act of 1990 and Section 504 of the Rehabilitation Act of 1973?

- The Americans with Disabilities Act of 1990 (ADA) is a federal law prohibiting discrimination on the basis of disability. The Department of Justice (DOJ) is responsible for enforcement and implementation of title III of the ADA, which covers private colleges and universities. DOJ and the Department of Education (ED) both have enforcement authority under title II of the ADA, which covers public universities.
III: Content Sustainability/Support

Resources
- ‘Free’ vs OPEN
- Multiple Editions?
- Navigating Copyright
- Licensing Agreements

Support
- Oh, the devices!

SPACe Digital Curation
bepress™ SCHOLARWORKS UMass Amherst
Sharing the Learning Process

Libr/OIT Get-Togethers

Reference and Instruction Services (RIS)

Service Points

Staff Training
Continuing Liaison Partnerships

Promote Open Access initiatives

Curate digital materials

Provide expertise on metadata, author rights, usage rights, and more

Provide education and workshops
Elsewhere in the Commonwealth
Other Developments

Welcome to the Consortium

WELCOME!! Our mission is to expand access to education by promoting awareness and adoption of Open Educational Resources (OER). Over 100 colleges are members of our consortium and many more participate in our activities and use the resources posted here. We invite you to join the Community Colleges at the Open Courseware Consortium.

Click here for our FALL 2012 Webinar Lineup!!