The Open Education Initiative at UMass Amherst and HCC: Seeking Alternatives to High-cost Textbooks

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The high cost of commercial print textbooks is a major concern for parents, students, and governments around the world.
Current Publisher Model

Normal Market

Producer → Consumer

Textbook Market

Publisher → Professor → Student
What are OERs?

- O is for Open – openly accessible
- E is Educational – learning
- R is for Resources – content
- Think Five Rs
  - Reuse - use freely for own purpose
  - Redistribute - share with others
  - Revise - adapt, modify, change
  - Remix - combine / transform
  - Retain: Users have the right to make, archive, and "own" copies of the content
UMass Amherst’s Alternative Model

- To provide small incentive grants to faculty to adopt alternatives to high-cost textbooks
  - Funded by Provost and University Libraries

- To provide support **infrastructure** for creation and/or use of open educational resources and library content

- To engage T & L **partners**, faculty in open education
  - Academic Computing
  - Center for Teaching and Faculty Development
  - University Libraries
Partners Providing OEI Support

Consultation with partners prior to award

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 9991, NCR 9992. 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 Mahne-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

Liaison Assignment

UMass Amherst Libraries

Peer-Review by:
CTFD
IT Program faculty
Librarians
OIT
Uses video to teach 3 different classes, a far superior teaching tool than text/static images

OERs downloaded over 3,600 times, far over initial class of 300 students

Used his book in 6 courses, representing 6 times projected savings ($87,700); other professors are using it too
Dollar savings to students with Open Education Initiative

- Predicted savings (# of students x expected text cost) each round 2011-1014
## Assessment

<table>
<thead>
<tr>
<th>Methods</th>
<th>Objectives</th>
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<tbody>
<tr>
<td>• Surveys</td>
<td>• Was there a cost savings?</td>
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<tr>
<td>• Qualitative interviews</td>
<td>• Did students learn effectively?</td>
</tr>
<tr>
<td>• Enrollment numbers</td>
<td>• Did faculty implement the parameters of the grant?</td>
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Results can be used for improvement and marketing.
Faculty Survey Results

On a scale of 1 to 5, 5 being the highest

• My teaching needs were met by the Open Educational Resources implemented in the course. (4.27)

• Student performance improved compared to past semesters when a traditional textbook was used. (4.36)

• Student engagement increased compared to past semesters when a traditional textbook was used. (4.09)
Faculty Comments

- The students are much more satisfied with the new materials; they are more engaged and more prepared than I have ever seen them.
- Grades have improved dramatically since using [Open Educational Resources] in my course … the support from the Libraries was outstanding.
- My students are reading more, they are much more organized, and they are happy that they no longer need to spend so much money on materials.
- I was highly satisfied with the resources provided by the Libraries, as are my students.
- I received excellent technical support from the Libraries.
Outcomes

• Intended Outcomes
  • 50 faculty + over 85 classes taught = over $1 million saved for students
  • Course evaluations show same quality of student satisfaction, or better
  • Service points on campus are partnering for student success

• Unexpected Outcomes
  • Instructors using new teaching styles and flipping their classrooms
  • Increased awareness on campus and queries from instructors about OERs
  • Professors report students better prepared for class and more engaged
  • Created resources add to available open education resources for everyone
  • Relationships between service point partners are stronger
  • Student involvement and passion are stimulating change
Lessons Learned: What Worked

• Value of mini grants and peer review
• Meet faculty where they are – create cohorts
• Capitalize on library strengths and value of existing services
• Leverage complementary strengths of the partners
And What Didn’t, or “Challenges”

• Lack of knowledge by faculty
• Time consuming to find or develop OE content
• Lack of search tool or comprehensive catalog
• May lack prepared quizzes and other content
• Students may prefer print
• Time commitment from partners
• Getting beyond the “pilot” phase
http://www.library.umass.edu/services/teaching-and-learning/oer/
Incorporating OERs into Your PACC Action Plans: Examples

- English Speaking
- Computer literacy skills
  [https://www.oercommons.org/courses/computer-skills-and-literacy-2](https://www.oercommons.org/courses/computer-skills-and-literacy-2)

And so much more
Open Learning Initiative
Carnegie Mellon University
http://oli.cmu.edu/

Transforming higher education through the science of learning.

Open Professionals Education Network
http://open4us.org
Bill & Melinda Gates Foundation

The Open Education Handbook
http://booktype.okfn.org/open-education-handbook-2014/
Open Knowledge – LinkedUp Project – Open Education Working Group
The Virtual University of Pakistan has always been committed to education for all and has, from its very inception, pursued an open policy regarding its content. The course material has been made freely available through broadcast television, DVDs and YouTube and is extensively used by students and faculty members alike from other universities, both formally and informally. To further this commitment, VU has now published all courses on its open courseware site, and thereby joined ranks with the top few universities of the world.
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Resources

- Babson Survey Research Group Report 2014
  http://www.onlinelearningsurvey.com/oer.html
- Horizon Report 2015
- Open Textbooks: The Billion-Dollar Solution
- Multi-institution study of the impact of open textbook adoption...
Creative Commons Licenses

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?