University of Massachusetts Amherst

From the SelectedWorks of Marilyn S. Billings

November 8, 2017

Running Effective Open Educational Resource (OER) Initiatives in Your Academic Library

Marilyn S Billings

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UMassAmherst
The Commonwealth's Flagship Campus

Running Effective Open Educational Resource (OER) Initiatives in Your Academic Library

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SIBF/ALA Conference
November 08, 2017

UMass Amherst Profile

- Public Land-grant Research Intensive University
- Over 30,000 students; 1,300 full time faculty
- 118 bachelor's; 76 masters; 48 doctorates in nine schools and colleges

Today's Outline

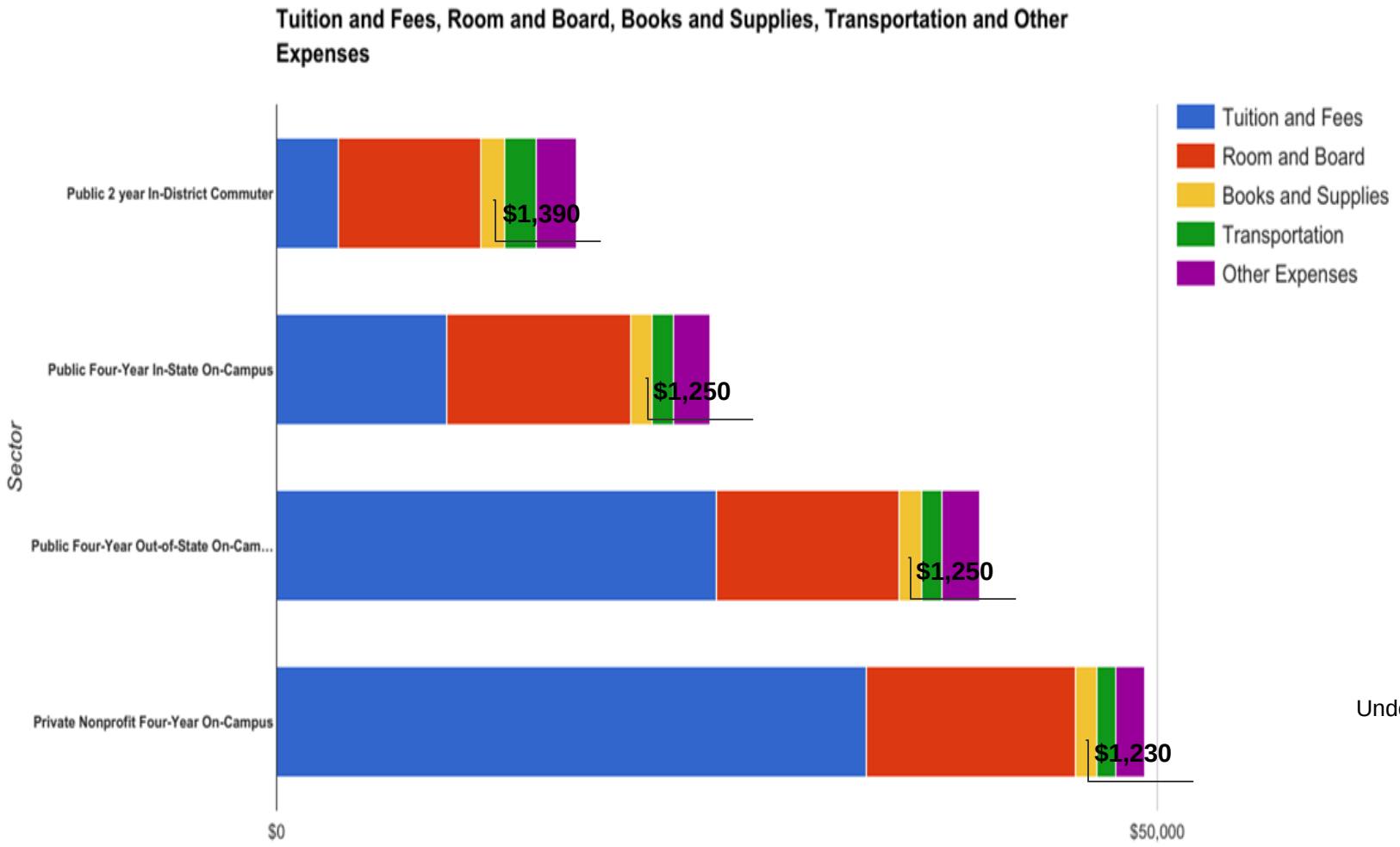
- Introduction to OERs
- Open Education Program at UMA
- Library Role
- Assessment
- Lessons Learned and Best Practices
- Discussion

What are OERs?

- O is for Open – openly accessible
- E is Educational – learning
- R is for Resources – content
- Think Five Rs
  - **R**euse - use freely for own purpose
  - **R**edistribute - share with others
  - **R**evise - adapt, modify, change
  - **R**emix - combine / transform
  - **R**etain: Users have the right to make, archive, and "own" copies of the content

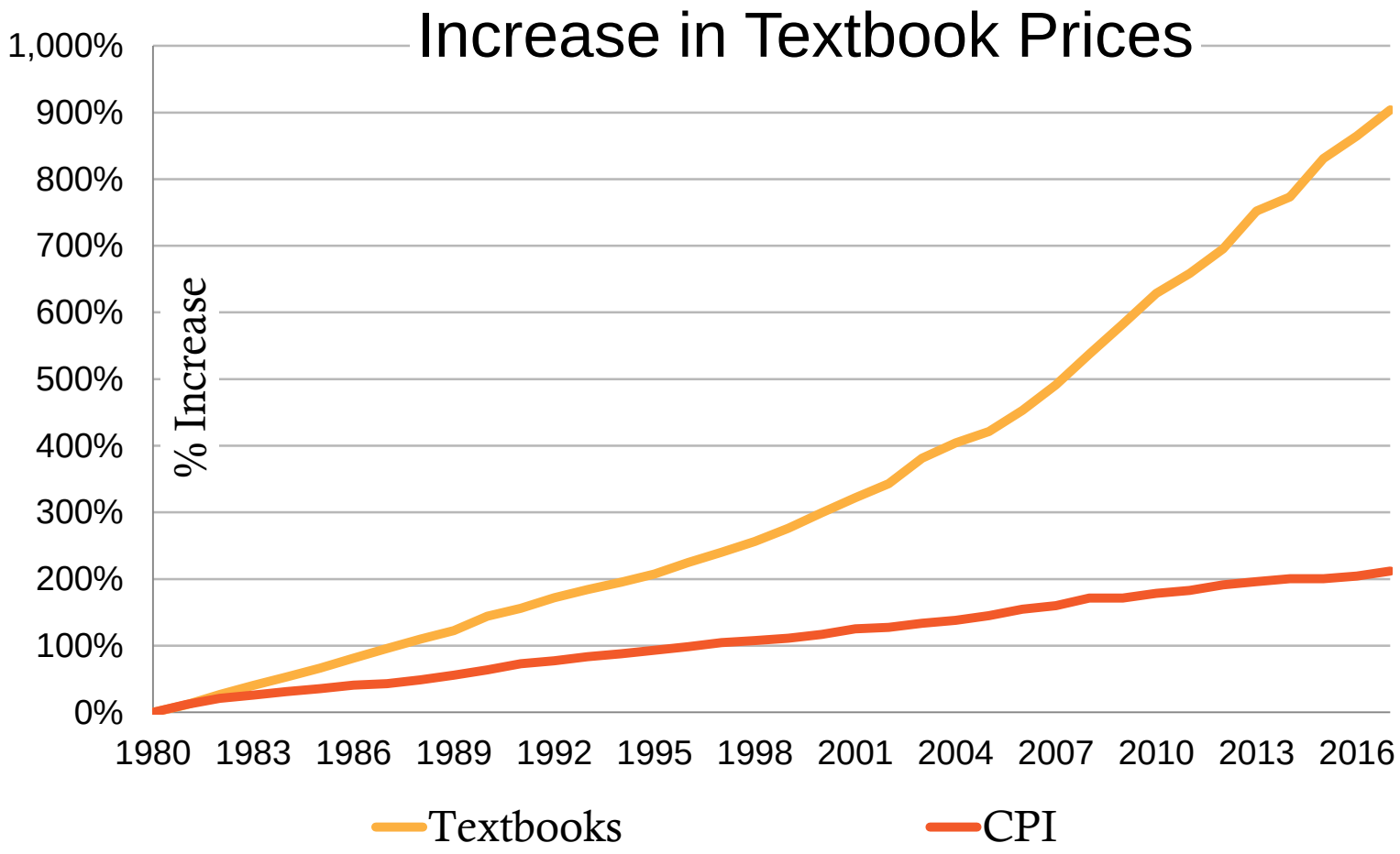
Types of Open Educational Resources

Why OER?



Average Estimated Undergraduate Budgets, 2016-17
College Board

Why OERs?



Data: United States. Bureau of Labor Statistics http://www.bls.gov/cpi/

University of Massachusetts Amherst's Open Education Initiative

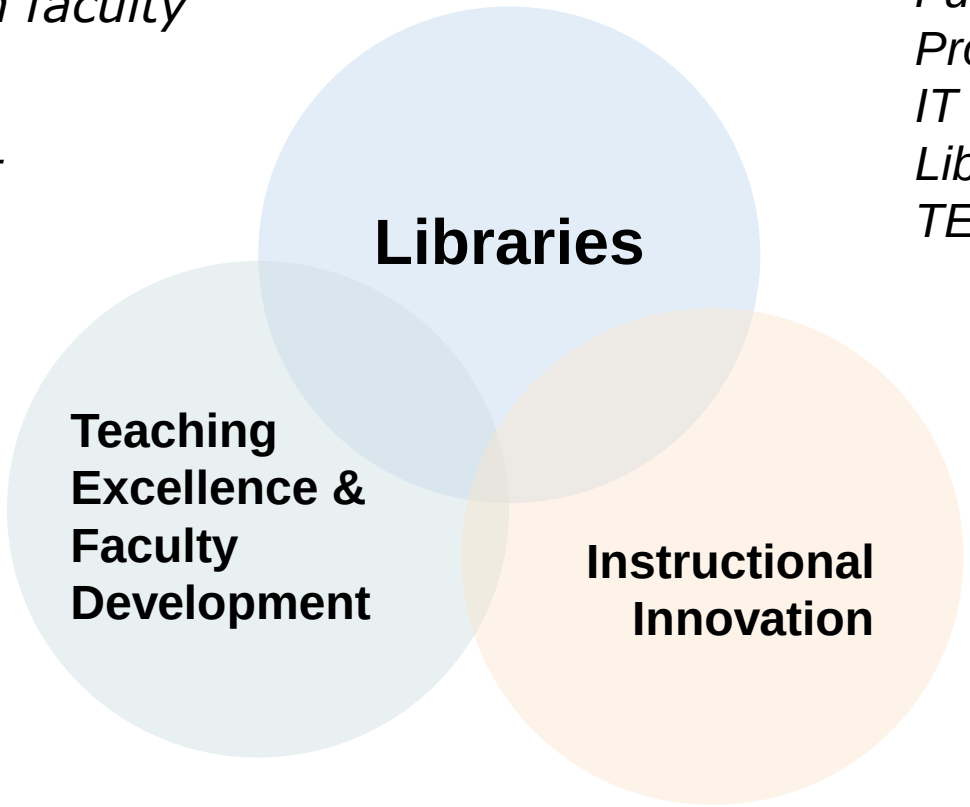
The OEI is a faculty incentive program that encourages:

- Use of existing open (free) information resources to support student learning
- Creation of new teaching materials and models
- Use of library subscription materials

Partners Providing OEI Support

Peer-Review by:
IT Program faculty
Librarians
TEFD
Campus IT

Funding support by:
Provost
IT Program
Library
TEFD



Library OER Website

UMass Amherst Libraries

Provide feedback

Services | Locations | Databases & Collections | People | About Us | News

Contact

Scholarly Communication
W. E. B. Du Bois Library
Amherst, MA 01003
(413) 545-6729
jlsmith@library.umass.edu

Teaching & Learning

- Information Literacy
- Custom Course Guides
- Request Instruction
- **Open Education Resources (OER)**
  - OER for Educators
  - OER for Learners
  - Open Education Initiative
  - Open Education Events
- UNIV 190-L : Demystifying Library Research
- Instruction feedback form

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.They include:

- Learning content: full courses, course material, content modules, learning objects, collections, and journals.
- Tools: software to support the creation, delivery, use and improvement of open learning content including searching and organization of content, content and learning management systems, content development tools, and online learning communities.
- Implementation resources: Intellectual property licenses to promote open publishing of materials, design-principles, and localization of content.

Why OER?

OER is a relatively new movement in education; educators and learners as well as learning institutions are driving its development. OER provides an alternative to the rising costs of education. For example, in some countries like South Africa, many educators and learners are tapping into OER as the only source for textbooks. OER provides an opportunity to try new ways of teaching and learning, many of which are more collaborative and participatory.

OEI Faculty grant proposals

- Basic course information
  - Number of students
  - Current textbook(s) and cost
- Anticipated OER implementation date
- Narrative (500 words)
  - Outcomes
  - Sustainability
  - Challenges
  - Assessment

Photo credit: Derek Jensenaka
FireChickenTA99

Faculty Project Types

Adopt

Replace commercial textbook with open textbook

Adapt

Combine existing OER, library resources, and newly created material

Create

Create entirely new open course materials

OER Barriers for Faculty

- Lack of awareness
- Time to locate OERs
- Lack of central location
- Lack of ancillary content
- Perceived quality of OER
- Time commitment of support stage
- Getting beyond the “pilot” phase

Library Services for OEI

- Copyright and Licensing Education
  - Consultations, appointments, workshops
  - Author / publisher agreements
  - Fair use
  - Open licensing options with Creative Commons
  - Public domain content
- Liaisons
  - outreach to faculty to apply and for specific needs
  - Finding resources
  - Creating new content
- Circulation
  - Circulation and electronic reserves for library materials
  - Licensing materials for class use

LICENSING OER WORK WITH CREATIVE COMMONS

Attribution

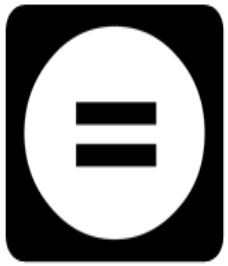
- You let others copy, distribute, display, and perform your copyrighted work — and derivative works based upon it — but only if they give credit the way you request.

Share Alike

- You allow others to distribute derivative works only under a license identical to the license that governs your work.

Noncommercial

- You let others copy, distribute, display, and perform your work — and derivative works based upon it - but for noncommercial purposes only.



No Derivative Works

- You let others copy, distribute, display, and perform only verbatim copies of your work, not derivative works based upon it.

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هذا ملخص قابل للقراءة بسهولة من النص القانوني (اقرأ النص الكامل). إخلاء المسؤولية.

لك مطلق الحرية في:

المشاركة — نسخ وتوزيع ونقل العمل لأي وسط أو شكل.

التعديل — المزج، التحويل، والإضافة على العمل.
لأي غرض، بما في ذلك تجارياً.

لا يمكن للمرخِّص إلغاء هذه الصلاحيات طالما اتبعت شروط الرخصة.

بموجب الشروط التالية:

نَسب المُصنَّف — يجب عليك نَسب العمل لصاحبه بطريقة مناسبة، وتوفير رابط للترخيص، وبيان إذا ما قد أُجريت أي تعديلات على العمل. يمكنك القيام بهذا بأي طريقة مناسبة، ولكن على ألا يتم ذلك بطريقة توحي بأن المؤلف أو المرخِّص مؤيد

https://creativecommons.org/licenses/by/4.0/deed.ar

OER COMMONS

https://arabic.oercommons.org/EN/

Open Textbook Library

Library Publishing Coalition

MERLOT
Multimedia Educational Resource for Learning and Online Teaching

https://www.youtube.com/channel/UCTlVuXSPCWcpkkcXtqwhhXQ

openstax™

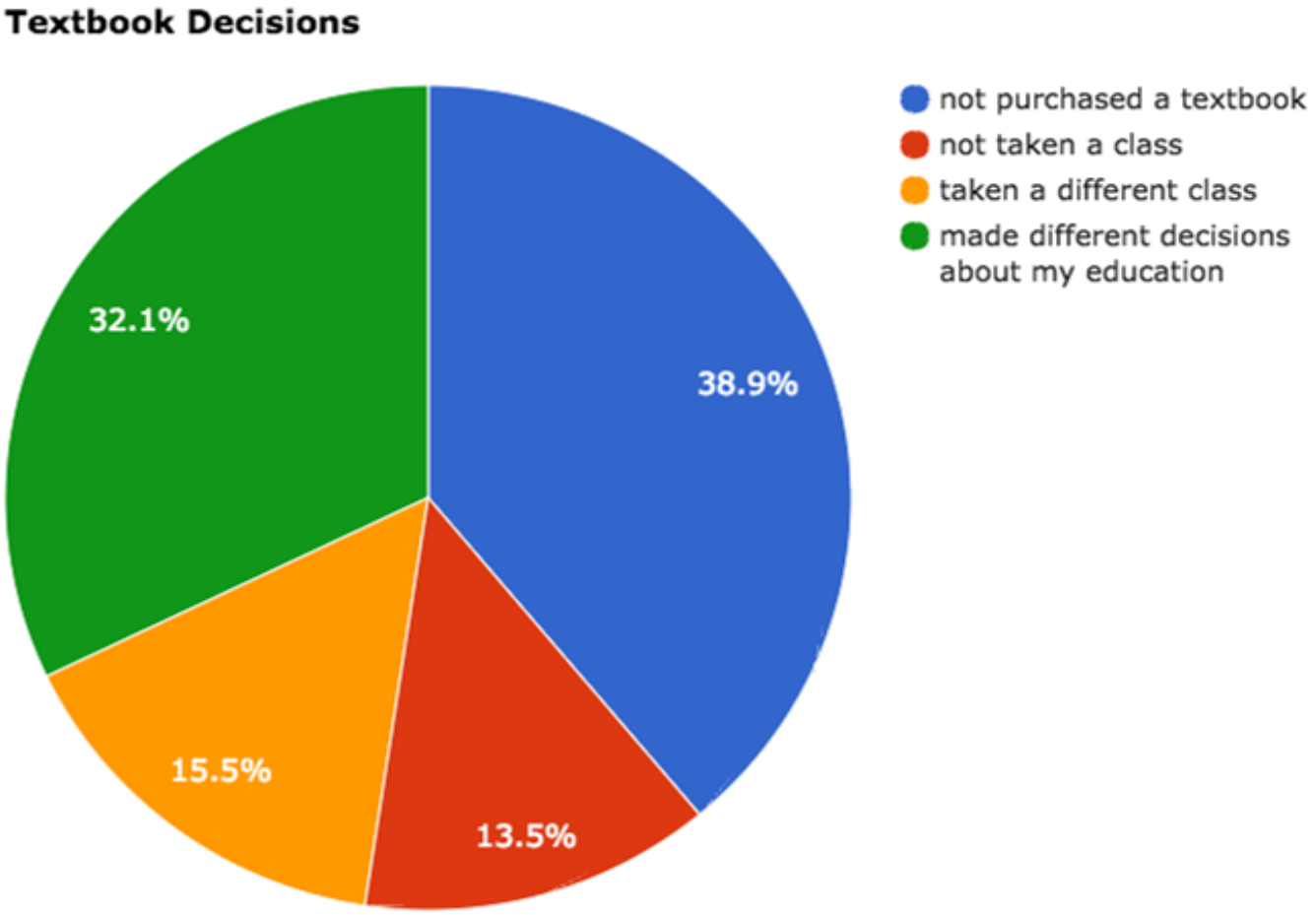
Faculty Success Stories

Randal Knoper
- English 269: American Literature and Culture after 1865
- Cost Savings to date: $2,660

Miliann Kang
- Women's Studies 187: Gender, Sexuality and Culture
- Cost Savings to date: $8,475

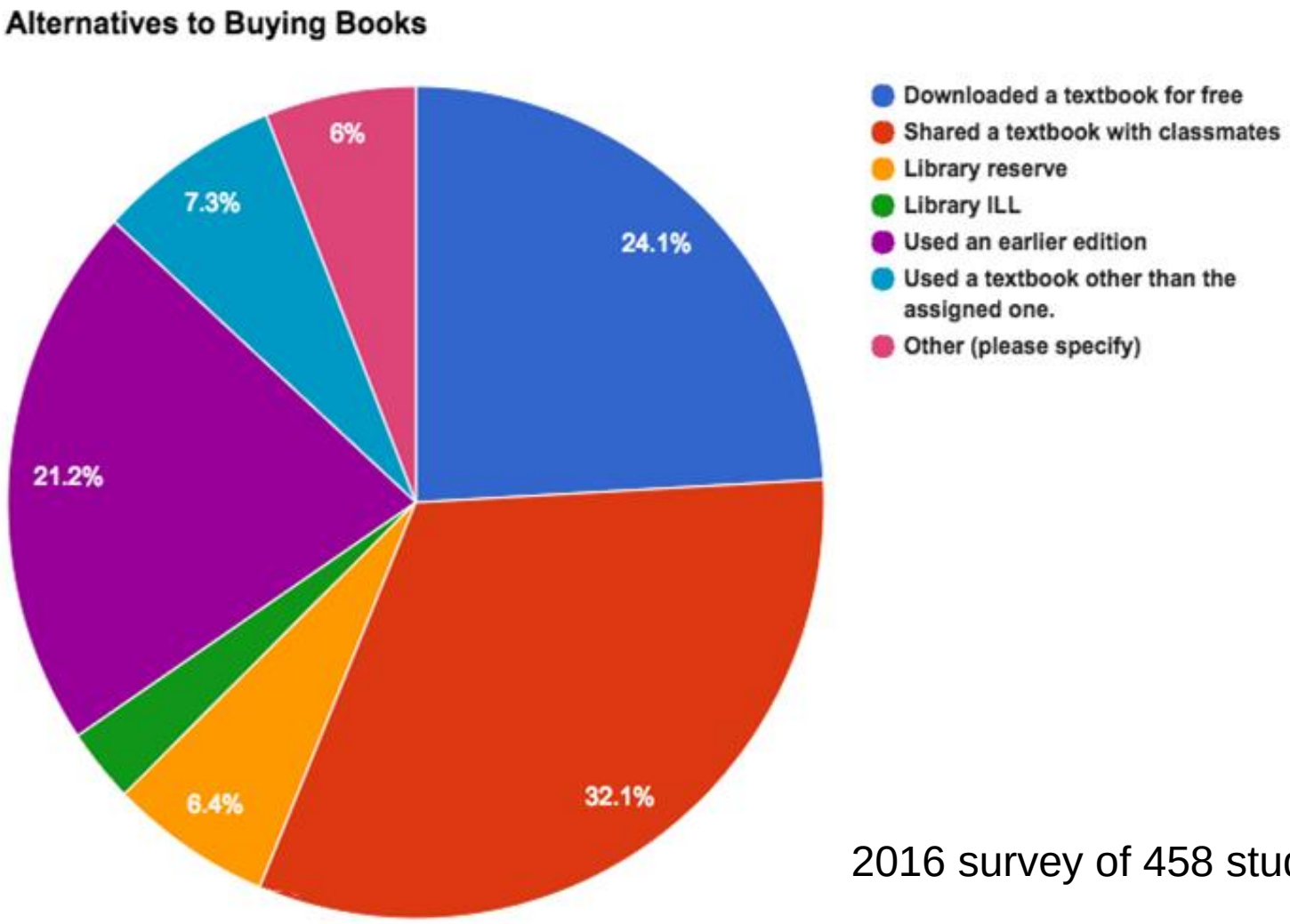
Hossein Pishro-Nik
- Electrical and Computer Engineering 314: Introduction to Probability and Random Processes
- Cost Savings to date: $25,833

Assessment of OER



2016 survey of 458 students

Assessment of OER



2016 survey of 458 students

Results Since 2011

- **$1.7 million**
  student savings
- **$100,000**
  invested
- **7,000 students, 60+ faculty, & over 100 classes**
  impacted

Transforming Library Roles

- Demonstrate value across the institution
  - Use formal assessment
  - Engage in online learning
- Collaborate with teaching and research faculty
- Become more student-centered, patron experience
- Embrace role as educators
- Maximize impact on student learning and success
- Provide education and workshops

Transforming Library Services

- OER Discoverability and dissemination services
- Content accessibility
- Content preservation, durability, storage
- Library supported software and staffing
- Metadata application, ISBNs, DOIs

Building paths toward:

Culture of engaged faculty, librarians, staff and administrators

Framework for student success

Destination of choice

Lessons Learned, Takeaways

- Address OER Barriers
- Build Open Education faculty cohort groups
- Create a culture of assessment
- Create reasonable expectations
- Ensure funding sources
- Value partnerships

- Take time to celebrate successes!

Best Practices for OEI

- Library leadership, strengths and services
- Leverage partnerships throughout campus
- Value of mini grants with peer review mechanism
- Meet faculty where they are and support them
- Assessment tools
- Marketing and advocacy

Future Needs and Aspirations

- Sustainability
- Copyediting, proofing expertise
- Assessment of student learning, faculty use
- Advocacy, marketing, publicity
- Engagement by entire state, K-16
- World-wide partnerships

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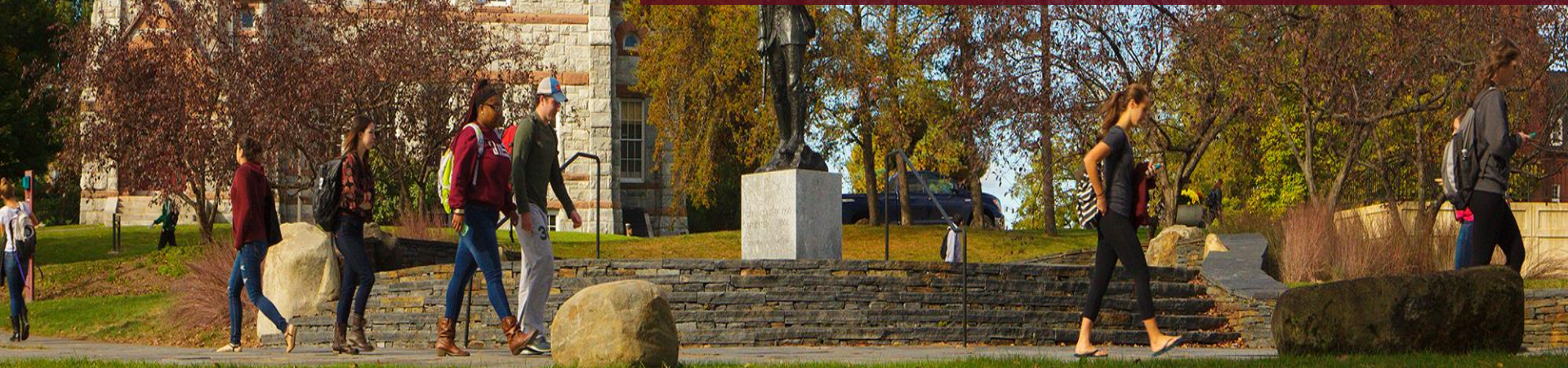
Thanks! Questions?

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