Five Ways to Cultivate Open Education on Your Campus

Mandi Goodsett, Performing Arts & Humanities Librarian
Cleveland State University

What is your level of comfort with talking about OERs?

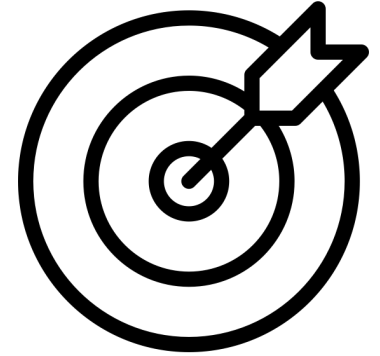Very comfortable   Somewhat comfortable   Somewhat uncomfortable   Very uncomfortable

Our Goals

After this session I hope you will be able to:

- **Articulate the value of open education** for your students and faculty in order to begin productive conversations around affordability at their institutions.
- **Identify specific strategies for promoting open education** on their campuses in order to begin open education initiatives that meet the unique needs of your campus communities.
- **Develop an open education plan-of-action** in order to begin implementing appropriate actions at their institutions efficiently and effectively.

Created by Lemon Liu
from Noun Project

What are OERs?

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OERs are "**teaching, learning and research** materials in any medium – digital or otherwise – that reside in the **public domain** or have been released under an **open license** that permits **no-cost access, use, adaptation and redistribution** by others with no or limited restrictions."
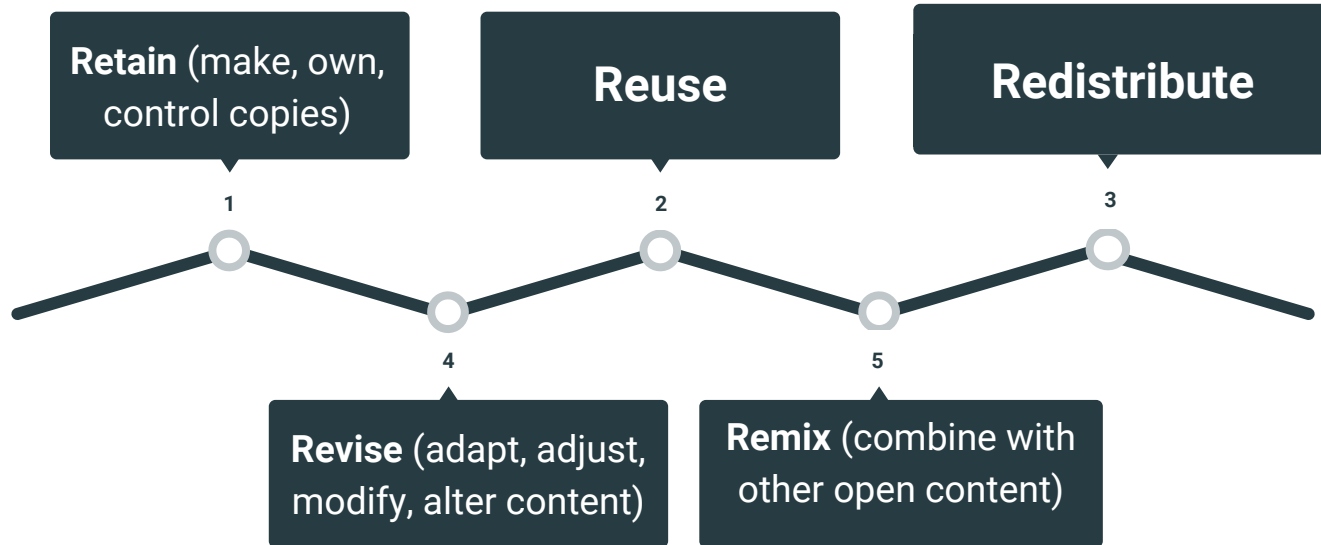
-Hewlett Foundation

What are OERs?

FREE as in beer (end user cost/access)

\+

FREE as in speech (permissions)

"Five R" Permissions of OER

Retain (make, own, control copies)

Reuse

Redistribute

1

2

3

4

5

Revise (adapt, adjust, modify, alter content)

Remix (combine with other open content)

Are library resources OERs?

Why OERs?

Why should librarians (and others) care about OERs?

1) **Social Justice & Open Education**

"He who receives an idea from me, receives instruction himself without lessening mine; as he who lights his taper at mine, receives light without darkening me."
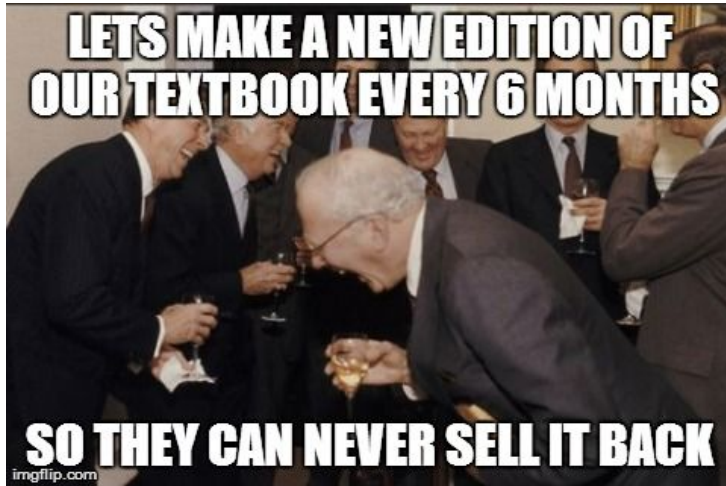
–Thomas Jefferson, 1813

2) OER-Enabled Pedagogy

"OER-enabled pedagogy is the set of teaching and learning practices only possible or practical when you have permission to engage in the 5R activities."

1. "We learn by the **things we do**.
2. **Copyright restricts** what we are permitted to do.
3. Consequently, **copyright restricts the ways we** are permitted to **learn.**
4. Open **removes these restrictions**, permitting us to do new things.
5. Consequently, open permits us to **learn in new ways**."
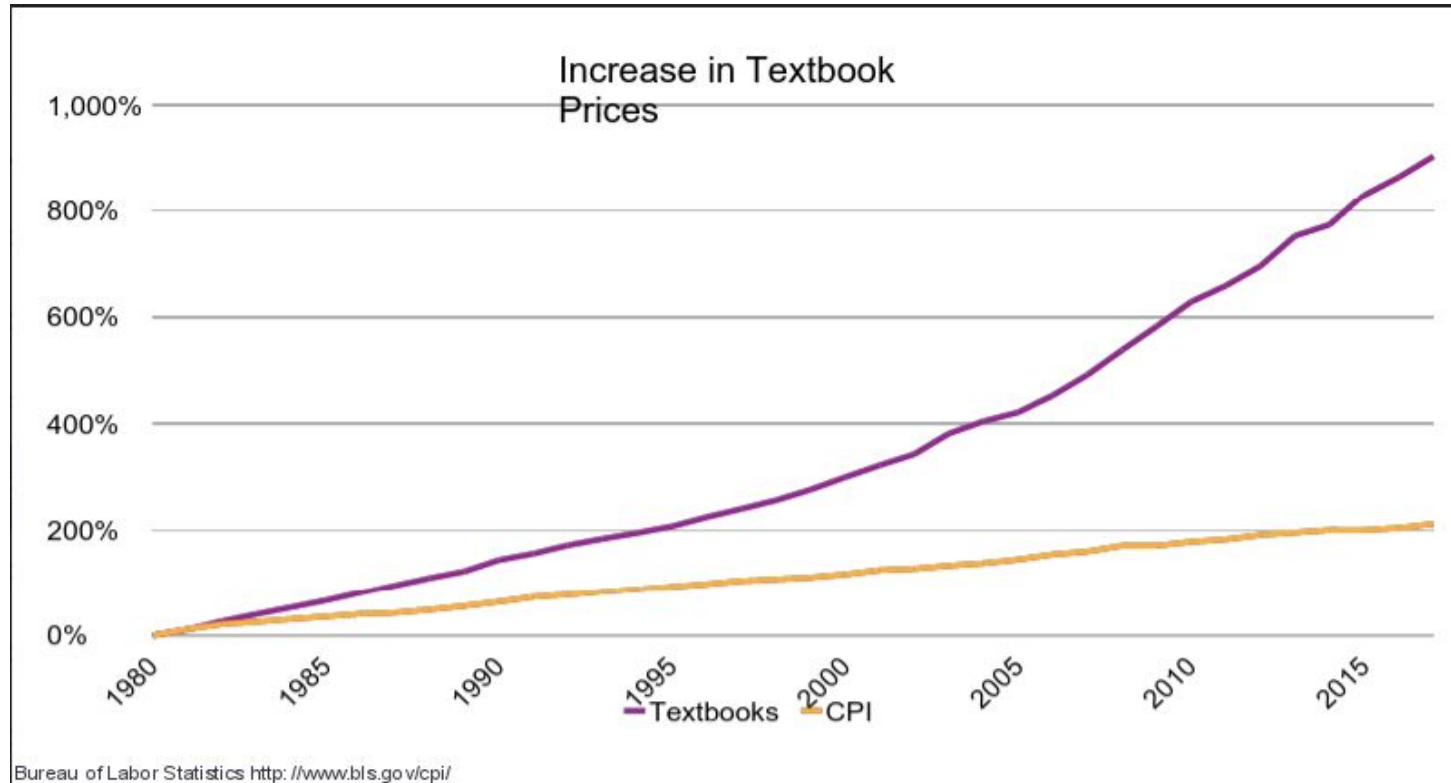
-David Wiley

3) Affordability & Students

LETS MAKE A NEW EDITION OF OUR TEXTBOOK EVERY 6 MONTHS

SO THEY CAN NEVER SELL IT BACK

imgflip.com

Everyone check out my new $1,000 TV stand

PHILIPS

Elements of Chemical Reaction Engineering

PHYSICAL CHEMISTRY

Separation Process Principles

Chemistry

Typical Student
August 23 at 7:21am

👍 Like Page

Costs of Textbooks

Increase in Textbook Prices

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

Effects of Cost on Student Outcomes

- In an effort to avoid the high costs of textbooks, students …
  - Purchase an older edition
  - Delay purchase
  - Never buy the textbook
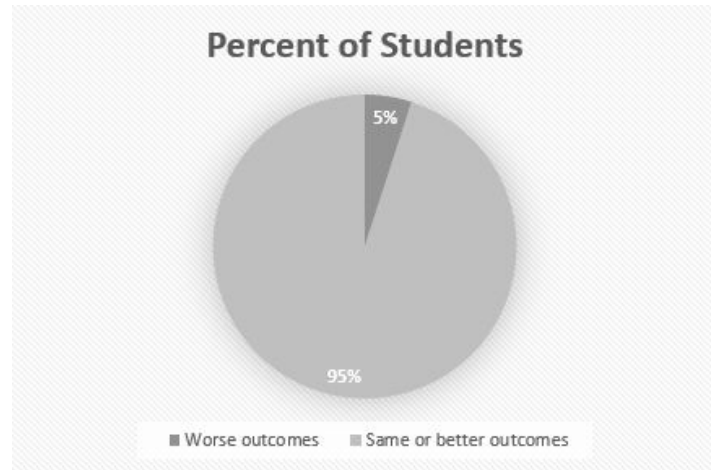 - Share with someone else
  - Download it illegally from the internet

In your academic career, has the cost of required textbooks caused you to:

2012	2016	
63.6%	66.5%	Not purchase the required textbook
49.2%	47.6%	Take fewer courses
45.1%	45.5%	Not register for a specific course
33.9%	37.6%	Earn a poor grade
26.7%	26.1%	Drop a course
17.0%	19.8%	Fail a course

http://www.openaccesstextbooks.org/pdf/2012_Florida_Student_Textbook_Survey.pdf

4) Improved Student Outcomes

13 Peer Reviewed Studies of Efficacy

119,720 Students

Percent of Students

5%

95%

■ Worse outcomes ■ Same or better outcomes

95% Same or Better Outcomes

Other Motivators

- Flexibility
- Control over content
- No traditional publisher content available
- Positive student reception
- Any others?

Articulating Value

Considering your own institution's context, how might you communicate the benefits of open education to each of the following audiences?

- Students
- Faculty
- Administrators
- Other librarians

Brainstorm on your own for a few minutes, then share with a colleague sitting near you.

Strategies for Cultivating Open Education on Your Campus

Context: Cleveland State University's Efforts

What is your institutional culture?

Questions to Ask

- How are changes made across the institution?
- What is the relationship between administration and faculty?
- What is the relationship between faculty and the library?
- What are the demographics of your student population? What do students care about/need to be successful?
- What does your institution strive to be known for?

Consider your institution's mission

Our mission is to encourage **excellence, diversity, and Engaged Learning** by providing a **contemporary and accessible education** in the arts, sciences, humanities and professions, and by conducting research, scholarship and creative activity across these branches of knowledge. We endeavor to **serve and engage the public** and prepare our students to lead productive, responsible and satisfying lives in the region and global society.

Consider your institution's mission

How does open education support *your* institution's mission?

1) Provide training

1) Provide training

- What are open textbooks?
- How can they exist, despite the cost to create them?
- Difference between open, free, and library-licensed
- "Open adjacent" tools
  - Knewton, TopHat, etc.
- Give options!

2) Improve Findability

Michael Schwartz Library / Research Guides / Open Educational Resources / Home

Open Educational Resources: Home
A guide for those interested in finding, using, or creating open educational resources

Search this Guide | Search

Home | **Find Open Textbooks** | **Find Open Course Materials** | **Open Textbooks in Action** | **Library Services** | **Creative Commons and Copyright**

Create and Adapt OERs | **Research & Assessment Opportunities**

Affordable Learning @ Cleveland State University

Questions?

Have questions?

Feel free to ask your Personal Librarian, or you can reach out to Mandi Goodsett, CSU's librarian with a specialization in OERs.

You may also wish to consult the Affordable Learning @ CSU website for more details.

Introduction

As a faculty member or a student, you might think that "Open Educational Resources" (OERs) consist of free textbooks. While some OERs are textbooks and most are free, there's a lot more to OERs than free textbooks.

"Open Educational Resources are teaching, learning and research materials in any medium – digital or otherwise – that reside in the public domain or have been released under an open license that permits no-cost access, use, adaptation and redistribution by others with no or limited restrictions." - The William and Flora Hewlett Foundation

OERs can be entire textbooks, or they can be any of the following:

- Videos
- Handouts
- Lesson plans
- Tutorials
- Test banks
- A lot more!

OERs aren't just a way to save students money on course materials; they also allow faculty the freedom and flexibility to customize course content to meet their needs. While not every faculty member will be able to find OERs that support his/her course learning outcomes, many are finding that OERs have a positive impact on student retention, satisfaction, and participation in the classroom.

Please don't hesitate to ask your personal librarian if you have questions about OERs!

3) Galvanize

Textbook Affordability Small Grant Application, 2017/2018

Applicant Information

Name	
Department	
E-Mail Address	
Telephone	
Mailing address for check	

About the Course

Let us know about the course you are seeking to change/enhance

Course name/number	
Typical Enrollment per section	
How many sections are taught per year?	
Semester in which you plan to implement the materials you adopt or develop	
Current required text(s): include title/author/cost	

Project

Which type of project are you proposing?

3) Galvanize

LIBRARY HOME

Affordable Learning @ Cleveland State University

» Library Resources

» Textbook Heroes

» Events

» Publishing

» The Affordability Team

Quick Links

Library Hours

Contact Us

Directions

Ask Your Personal Librarian

Affordable Learning @ CSU

Off–Campus Access

Mobile Version

Blackboard

Friends of the Library

Law Library

Instructional Technology

Michael Schwartz Library

Michael Schwartz Library

AFFORDABLE LEARNING @ CLEVELAND STATE UNIVERSITY

TEXTBOOK HEROES

Since 2016 the Michael Schwartz Library has been offering Textbook Affordability Grants to faculty who choose to switch from requiring their students to purchase a commercially published textbook to requiring an open textbook or library-licensed content instead. In addition to saving students hundreds of dollars, the efforts of these faculty have often resulted in improved student satisfaction and outcomes.

Beginning in 2019, the CSU Student Government Association will begin awarding faculty with **Textbook Hero Awards** in gratitude for their efforts to reduce the costs of higher education through their textbook choices. Some faculty grant recipients are featured below. More information about the Textbook Affordability Grant and resources to get started with similar projects are here:

* _Authoring Open Textbooks_ by Melissa Falldin and Karen Lauritsen
* Michael Schwartz Library Open Educational Resources
* Textbook Affordability Grant Application

Featured Faculty Grant Recipients

Melanie Gagich & Emilie Zickel, ENG 101 and ENG 102

* **Proposal:** Melanie Gagich's grant application was to pilot an open access text to be used in her four ENG 101 courses in the fall of 2017; however, her ultimate goal was to help the First-Year Writing Program integrate an open access textbook in ENG 100, ENG 101, and ENG 102 with her colleague Emilie Zickel. She planned to replace Stephen Wilhoit's text, _A Brief Guide to Writing from Readings 7th Edition_ with WritingCommons.org as an Open Access Textbook in her ENG 101 courses beginning in the fall semester of 2017. The materials coincide with the information in the traditional printed text. She noted Emilie Zickel's project proposal for an open access textbook in her ENG 102 courses. She hoped that by sharing their experiences and material, they would

4) Market as a Service

4) Market as a Service

Michael Schwartz Library

AFFORDABLE LEARNING @ CLEVELAND STATE UNIVERSITY

THE AFFORDABILITY TEAM

Heather Caprette: Sr. Media Developer/Sr. Instructional Designer, Center for eLearning
- **What I can do to help:**
  - Locating open educational learning materials
  - Designing assignments using OER
  - Designing assignments where students create OER
  - Presenting or co-presenting the Open Textbook Network training on Open Textbooks, Access and Affordability
  - Creating OER
- Office: Rhodes Tower 201 ~ Telephone: (216) 802-3142
- Email: h.caprette@csuohio.edu

Sam Diomede: Senior Instructional Designmer, Center for eLearning
- **What I can do to help:**
  If you are developing an online or blended course, I can help you structure your materials in Blackboard to get the most out of your open textbook. By aligning your assessments, materials and activities around your textbook, you will have a course that is on its way to meeting Quality Matters standards.
- Office: Rhodes Tower 201 ~ Telephone: (216) 802-3141
- Email: s.diomede@csuohio.edu

Mandi Goodsett : Performing Arts & Humanities Librarian, Michael Schwartz Library
- **What I can do to help:**
  - Finding open resources

4) Market as a Service

5) Find ways of celebrating open

5) Find ways of celebrating open

- Print and display open textbooks
- Contact your student newspaper about open textbooks
- Host a webinar, panel, or presentation
- Set up a whiteboard display
- More ideas!

  https://sparcopen.org/news/2017/preparing-open-education-week-6-ideas-can-bring-campus/

Setting a Plan of Action

Setting a Plan

1. Decide what actions are reasonable and effective for your campus.
2. Consider how long each action will take.
3. Prioritize!

Fill in the plan of action worksheet. What actions will you take right away? What does your dream program look like? What do you need to have or know to proceed?

Questions? Comments?

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Slides:
https://tinyurl.com/yao2r8c8