Running Effective OER & Open Textbook Initiatives in Your Academic Library

Agenda

8:30  Welcome, Overview of Day
9:00  Introductions Around the Room
10:00 Break & Stickies: What do you want to get more comfortable with?
10:15 The Case for OER
10:45 Developing and Practicing Your OER Message
12:00 Lunch on Your Own
1:00  Identifying Challenges
1:30  Break Out Sessions
2:30  Break
2:45  Reframing Responses & Addressing Common Questions
3:15  Closing: What's your action plan? 3 steps to take home.

Learning Outcomes

• Learn the basics of OER and how to talk about it on campus.
• Learn how academic libraries are successfully advancing OER in order to incorporate successful strategies into your own OER strategy.
• Practice addressing stakeholders and challenging situations in order to prepare you to address and overcome common challenges in OER adoption.
• Begin developing an action plan for your campus.

Contact

Sarah Faye Cohen, Open Textbook Network
open.umn.edu • sfcohen@umn.edu • @thesheck

Nicole Allen, SPARC
sparcopen.org • nicole@sparcopen.org • @txtbks

Session Hashtag: #LibOER
Outreach, Engagement, Relationships: Using an OER Initiative to Increase Faculty Engagement

Alli Martel, Design and Social Sciences & Humanities Liaison Librarian, Mount Ida College
Jen Goldberg, Applied Sciences & Business Liaison Librarian, Mount Ida College

Outreach:
- Wadsworth Library worked with the College’s Center for Innovation and Teaching Effectiveness (CITE) to support a $2,000 grant for faculty interested in incorporating OER materials into their courses to reduce student textbook costs.
- The librarians presented at the College’s faculty Summer Institute about how the library could support faculty during the process of redesigning their courses.
- Following the grant awards announcement, the liaison librarians contacted the winners to offer their research support and assistance in their assigned subject areas.

Engagement:
- Realizing that faculty were unaware of many resources shown during the Summer Institute, the library led a series of six OER Workshops to increase faculty awareness of library-owned resources. The liaisons worked one-on-one with faculty who could not attend.
- Following these workshops, faculty who had not even applied for the OER grant began requesting the liaisons’ help reworking their courses to go textbook-free.
- Word began to spread that the liaisons could help with more than ILL!

Relationships:
- Strengthening these relationships with faculty has helped the library to increase:
  - Research requests for grants and other research projects
  - Information Literacy instruction sessions
  - Overall awareness of library resources and research support

Next Steps:
- The library will continue collaborating with CITE to support their OER grant initiatives.
- Librarians will present at faculty department meetings to highlight appropriate OER or library materials they can use in their courses.
- The librarians will also continue supporting faculty in learning how to incorporate the OER and library materials they have found in the campus LMS, Canvas.
ACRL2017: Getting Started with Open Educational Resources (OER)

ORGANIZATIONS

SPARC (Scholarly Publishing and Academic Resources Coalition)

http://sparcopen.org/

Webcast: Libraries Leading the Way on OER  https://vimeo.com/89353357

“SPARC is a global coalition committed to making Open the default for research and education. SPARC empowers people to solve big problems and make new discoveries through the adoption of policies and practices that advance Open Access, Open Data, and Open Education.”

COMMUNITY COLLEGE CONSORTIUM FOR OPEN EDUCATIONAL RESOURCES

https://www.cccoer.org/

“A joint effort by individual community colleges, regional and statewide consortia, the Open Courseware Consortium, the American Association for Community Colleges, the League for Innovation in the Community Colleges, and many other educational partners to develop and use open educational resources, open textbooks, and open courseware to expand access to higher education and improve teaching and learning.”

HEWLETT FOUNDATION

http://www.hewlett.org/strategy/open-educational-resources/

In the United States, OER can fill key gaps in the market for instructional materials and offer educators innovative ways to engage students and exchange best practices. Globally, the Hewlett Foundation is partnering with UNESCO and the Commonwealth of Learning to spread OER in different countries, engaging governments with ideas about how to apply OER in schools, and promoting access and equity in the spirit of the Universal Declaration of Human Rights.

CARNEGIE MELLON UNIVERSITY OPEN LEARNING INITIATIVE

http://oli.cmu.edu/
http://oli.cmu.edu/teach-with-oli/review-our-free-open-courses/

The Open Learning Initiative (OLI) is a grant-funded group at Carnegie Mellon University, offering innovative online courses to anyone who wants to learn or teach. Our aim is to create high-quality courses and contribute original research to improve learning and transform higher education.

OPEN EDUCATION CONSORTIUM

http://www.oecd.org/about-oec/

“A global network of educational institutions, individuals and organizations that support an approach to education based on openness, including collaboration, innovation and collective development and use of open educational materials. The Open Education Consortium is a non-profit, social benefit organization registered in the United States and operating worldwide.”

STUDENT PIRGs (Public Information Research Groups) MAKE TEXTBOOKS AFFORDABLE

http://www.studentpirgs.org/campaigns/sp/make-textbooks-affordable

http://www.studentpirgs.org/reports/sp/access-denied

“For more than a decade, the Student PIRGS have led the way in exposing publisher’s practices that rip off students, championing cost-saving textbook options like used books and rental programs, and advocating for open textbooks as a long-term solution.”

Presented @ ACRL2017 by Claire Clemens and Bethany Sewell (sewellb@tcnj.edu)
DISCOVERING & SHARING RESOURCES

CREATIVE COMMONS

https://creativecommons.org/
https://creativecommons.org/licenses/
https://wiki.creativecommons.org/wiki/Best_practices_for_attribution

"Creative Commons helps you legally share your knowledge and creativity to build a more equitable, accessible, and innovative world. We unlock the full potential of the internet to drive a new era of development, growth and productivity. With a network of staff, board, and affiliates around the world, Creative Commons provides free, easy-to-use copyright licenses to make a simple and standardized way to give the public permission to share and use your creative work—on conditions of your choice."

OER COMMONS

https://www.oercommons.org/

"OER Commons is a dynamic digital library and network. Explore open education resources and join our network of educators dedicated to curriculum improvement." “ISKME, the Institute for the Study of Knowledge Management in Education, created OER Commons as part of the Foundation’s worldwide OER initiative.”

LUMEN LEARNING

http://lumenlearning.com/
http://lumenlearning.com/success-story-tidewater/
Z Degree Video: https://youtu.be/eu_LPULTDqc

OER & ACCESSIBILITY (MERLOT)

http://oeraccess.merlot.org/index.html

Our mission is to enable the community of accessible technology experts, advocates, and users to build an online community and collection of open education resources that can improve universal learning by facilitating the contribution and sharing of accessible technology information, expertise, and accessible online teaching and learning materials.

OPEN TEXTBOOKS

BCcampus OpenEd https://open.bccampus.ca/

AFFORDABLE LEARNING (ALG) http://www.affordablelearninggeorgia.org/
A University System of Georgia (USG) initiative to promote student success by providing affordable textbook alternatives.

OPEN STAX https://openstax.org/

OPEN TEXTBOOK LIBRARY http://open.umn.edu/opentextbooks/

OPEN COURSEWARE

MIT OpenCourseware Materials from 2,340 Courses, virtually all MIT course content https://ocw.mit.edu/

OERhub: Researching Open Education http://oerhub.net/research-outputs/course/

Open Course Library http://opencourselibrary.org/

Presented @ ACRL2017 by Claire Clemens and Bethany Sewell (sewellb@tcnj.edu)
DISCUSSION LISTS

SPARC LIBRARIES & OER FORUM

https://groups.google.com/a/arl.org/forum/#!forum/sparc-liboer

CCCOER ADVISORY (Community College Consortium)

https://groups.google.com/forum/#!forum/cccoer-advisory

Archived Webinars: https://www.ccocoer.org/webinar/

Zero Textbook Cost Degree Webinar: https://www.youtube.com/watch?v=TMdfWWNpWcU

GRANTS

Achieving the Dream – Open Educational Resources (OER) Degree Initiative

http://achievingthedream.org/resources/initiatives/open-educational-resources-oer-degree-initiative

“This initiative seeks to boost college access and completion, particularly for underserved students, by engaging faculty in the redesign of courses and degree programs through the replacement of proprietary textbooks with open educational resources. Over the next three years, the Open Educational Resources Degree Initiative will lay the groundwork for nationwide adoption of OER Degrees.”

Webinar Video: https://youtu.be/mX4FyD4LBE

CONFERENCES & MORE

Open Education Conference http://openedconference.org/2016/

“The premiere venue for sharing research, development, advocacy, design, and other work relating the open education.”

OpenCon http://www.opencon2016.org/

“OpenCon is a platform for the next generation to learn about Open Access, Open Education, and Open Data, develop critical skills, and catalyze action toward a more open system of research and education. OpenCon will convene students and early career academic professionals from around the world and serve as a powerful catalyst for projects led by the next generation to advance OpenCon’s three focus areas.”

Open Education Global Conference http://conference.oectheconsortium.org/2017/

Open Education Awards for Excellence

http://www.oecconsortium.org/projects/open-education-awards-for-excellence/

“The Open Education Awards for Excellence provide annual recognition to outstanding contributions in the Open Education community. These awards recognize distinctive Open Educational Resources, Open Projects & Initiatives, as well as exemplary leaders in Open Education worldwide. The awards are presented each year at the Open Education Global Conference.”

Presented @ ACRL2017 by Claire Clemens and Bethany Sewell (sewellb@tcnj.edu)
Open Education Week  March 27-31, 2017  https://www.openeducationweek.org/

Open Education Week is a celebration of the global Open Education Movement. Its goal is to raise awareness about the movement and its impact on teaching and learning worldwide.

LIBRARIES & OER

UMass Amherst Libraries: Open Educational Resources
   http://www.library.umass.edu/services/teaching-and-learning/oer/

Virginia Tech University Libraries: Open Educational Resources
   http://guides.lib.vt.edu/oer

UConn Libraries
   http://classguides.lib.uconn.edu/oer

University of Oklahoma Open Educational Resources  http://guides.ou.edu/OER/

SPEC Kit 351: Affordable Course Content and Open Educational Resources (July 2016)
   http://publications.arl.org/Affordable-Course-Content-Open-Educational-Resources-SPEC-Kit-351/

“This SPEC Kit explores the degree to which Association of Research Libraries (ARL) member institutions advocate, support, and develop affordable course content and open educational resources (ACC/OER). This study gathered information on ACC/OER initiatives at the institutional level and the role of the library in these initiatives. The research examined initiatives’ origins, implementation, governance, and funding; incentives for faculty participation; and the types of affordable/open course content that have been developed. The survey also explored library support of ACC/OER activities with staffing and services.”

Tidewater Community College Z-Degree

Video:  https://youtu.be/4reQtjg8EAg

TCC 6-week course for faculty: https://courses.lumenlearning.com/pathways/

   http://www.onlinelearningsurvey.com/oer.html

Presented @ ACRL2017 by Claire Clemens and Bethany Sewell (sewellb@tccl.edu)
But the Bookstore Won’t Like It!
Library-College Store Relationships on Textbook Affordability

ACRL 2017 Conference

Steven Bell, Associate University Librarian Temple University
bells@temple.edu http://stevenbell.info twitter.com/blendedlib

A PDF version of this poster has been uploaded to the conference site.

Additional Reading


Resources

Temple University’s Textbook Affordability Project
http://guides.temple.edu/textbookaffordability

Temple University’s Open Educational Resources Guide
http://guides.temple.edu/oer

Other Sites of Interest

The Blended Librarians Web Site http://blendedlibrarian.learningtimes.net

Designing Better Libraries (Design Thinking, Innovation, User Experiences) http://dbl.lishost.org

From the Bell Tower – Steven Bell’s weekly Library Journal column on academic librarianship
http://lj.libraryjournal.com/category/opinion/steven-bell/

Leading From the Library – Steven Bell’s monthly Library Journal column on learning how to be a better library leader
http://lj.libraryjournal.com/category/opinion/leading-from-the-library/
Further Reading

- Common Experiences During College Transition: Navigating the Challenges of College Life
- Strategies for Building Strong College Relationships
- Understanding the Impact of College Communication
- Becoming a More Effective College Communicator

Next Steps

- Reflect on your college experiences and consider applying what you've learned to your current or future college relationships.
- Seek out opportunities to practice and improve your communication skills.
- Consider joining a support group or finding a mentor to help navigate college transitions.
- Stay connected with alumni and peers to maintain a strong network.

Key Takeaways

- Communication is the key to building strong college relationships.
- Effective listening and empathy can significantly improve college interactions.
- Setting clear expectations and boundaries can help prevent misunderstandings.
- Building trust is essential in college relationships.

Do You Agree?

- Yes, I agree that effective communication is crucial in college relationships.
- No, I believe there are other factors more important than communication.

Type of Store

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Participants

- 56% of students reported frequent use of TAP.
- 44% of students reported infrequent use of TAP.

Bookstore Blues

- Students often feel overwhelmed by the variety of products available.
- Finding the right product can be a challenge.
- The bookstore can sometimes feel impersonal.

Textbook Affordability

- Students often struggle with the cost of textbooks.
- Many students look for alternative sources to save money.

Taking the Leap on

- Textbook Affordability Projects (TAP) library - college store relationships
- But the bookstore won't like it!
Running Effective OER & Open Textbook Initiatives in Your Academic Library

ACRL Preconference Notes (3/22/17)

Why OER?

- OER stemmed from demand for textbooks; libraries overwhelmed with demand, students with prices
- Helps students learn better and stay in school (persistence and retention)
- Millennials expect high quality information – free
- Hundreds of textbooks in Open Textbook Library
- Price of textbooks outpacing tuition
- Average debt of student is 30,000 (1.3 trillion, more than credit card debt)
- General education courses are particularly important, affects largest amount of students (example, economic principles through cengage)
- Inclusive Access (renting v. owning) not ideal
- Textbook market will never be normal because of the economic forces involved
- Captive Market: students are captives
- Near monopoly in the market; 5 publishers hold 90% of market
- Mixed messages: message that student spending on textbooks are going down, but prices going up.
- 2 in 3 students said they decided against buying a textbook
- 1 in 2 say they have taken fewer courses b/c of this
- >1 in 2 students buy current edition of textbook
- Students can’t learn from materials they can’t afford.

What are others doing to initiate OER?

- Army of students communicate with faculty (versus librarians) about high costs of textbooks (she did 7 years)
- New Hampshire is offering stipends to faculty willing to develop OER content/pedagogy (Sarah can help with that)
- Student government often supports funding
- OpenStax institutional membership
- Hold workshops/conferences on course design
- Bookstore converges with library
- University of Missouri (5 v 63 percent) faculty v. student perception

Opportunities

- Newer faculty more often on board for OER
- Strong legislative support; OER can easily be quantified.
- Textbooks account for up to 50% of circulation at some libraries
- Students are extremely supportive
- Textbooks access codes are barriers
- Sparc and OTN are associations
What is Open? The Case for OER

Very important to explain what OPEN means

Open Education: removing barriers, including open enrollment, technical barriers (platforms that are easily accessible), removing copyright permissions

- 5 Rs

Initiating Tactfully

- Beware of demonizing. No one is the villain (faculty, bookstore, etc.). Our job is to provide options.
- Don’t give someone the ocean if they’re thirsty.
- Leave quality judgement to faculty. Merlot, OER Commons have reviews by other faculty members.
- Respect academic freedom. You must do this for students vs. should do this for students.
- Reward faculty who have launched OER (decorate their office door, give them a plaque/sign “Z-degree supporter”)
- Contract with bookstore? Do we lose revenue? Bookstores are already coming up with new means to generate revenue outside of textbook sales (such as apparel)
- Persuade, incentivize, hold accountable

Funding

- Grants to develop/adopt OER; build into load for sustaining
- Tuition charge similar to segregated or activity fees
- Student government association

Resources

www.Liboer.org (listserv)
5Rs of OPEN ed

- Revise
- Remix
- Redistribute
- Retain

Community colleges - all about opening doors
- People don't use textbooks most of their lives - why in college?

21st century open learning ecosystem
- Change learning, not just resources
- Experiences v. content
- Process based learning encourages growth
- Get rid of that textbook; make your own curriculum
- Cater resources to more local examples; businesses, individuals, etc.

4 steps to Open Pedagogy
- What 5 things do you want your students to remember in 10 years?
- Student deficits - what activity?
- Look for SE content to support activity
- Teach students now to contribute
- Transformative learning - scholars AND learners

Pierce Community College