Affordable Education Resources

Athena Hoeppner  
*University of Central Florida, athena@ucf.edu*
Athena Hoeppner
Discovery Services Librarian
University of Central Florida, Orlando, Florida

GALE Affordable Educational Resources Seminar
Tuesday, 01 May 2018
Farmington Hills, Michigan
Introduction

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Cost of College Increases in the US

College Cost Increases 2006-2016
Expressed as a percentage increase over 2006 costs

- All Consumer Goods: 21%
- Tuition and Fees: 63%
- Housing at school: 51%
- Textbooks: 88%

Well Known Problems

2012-2013 students at four-year public spent an average of $1,200 on textbooks.

[collegeboard.com](http://collegeboard.com)

U.S. undergrads spend $3 billion dollars of financial aid on textbooks every semester.

[studentpirgs.org](http://studentpirgs.org)
High textbook costs lead to lower grades.

insidehighered.com

Students base decisions on which classes they take, and how many they take, on the price for required textbooks.

wpr.org
Florida Law: Textbook & Instructional Materials Affordability

Selection of textbooks and instructional materials through cost-benefit analyses that enable students to obtain the highest-quality product at the lowest available price, by considering:

1. **Purchasing digital textbooks in bulk.**
2. **Expanding the use of open-access textbooks and instructional materials.**
3. Providing rental options for textbooks and instructional materials.
4. **Increasing the availability and use of affordable digital textbooks and learning objects.**
5. Developing mechanisms to assist in buying, renting, selling, and sharing textbooks and instructional materials.
6. The length of time that textbooks and instructional materials remain in use.
7. An evaluation of cost savings for textbooks and instructional materials which a student may realize if individual students are able to exercise opt-in provisions for the purchase of the materials.
Affordability

UCF Libraries Projects
The University of South Florida Library purchases limited copies of textbooks in print for courses with enrollments exceeding 75 students.

Textbooks are placed on Course Reserves.

Students can borrow the textbooks for a few hours at a time.

Funded through student fees.
USF Textbook Affordability Project, Part 1

✓ Pros
• Students can opt to not buy the text, using the library copy only.
• Provides the exact version of the textbook, with exercises, etc.
• Many publishers will not sell online versions to libraries, so print is the only option.
• High enrollment courses means high potential savings for students.

✗ Cons
• Students have to come to the library to read the book or make copies.
• Only one user at a time per book.
• Purchased copy becomes obsolete in a year or two.
• Serves few courses.
• Not scalable.
Sample UCF Textbook Affordability Projects

1. Create OER Textbooks
2. Match Owned eBooks with Course Textbooks
3. Collaborate with Publishers
4. Track Student Textbook Searches
5. Unizin Member

1: Create OER Textbooks

- Library and Faculty identified content in the public domain
- Translated originals into English,
- Instructional Designers formatted the texts into online pages
Create OER Textbooks

✅ Pros
- New textbook custom for the needs of a specific course
- Fully OER – no purchase needed by students or libraries
- Can be modified if course content changes
- Reusable

❌ Cons
- Labor intensive to create
- Challenging to find public domain content to include
- Requires committed subject experts
- Requires technical experts a appropriate servers
- Not scalable
2: Match Owned eBooks with Course Textbooks

- Obtained textbook assignment and course enrollment data from the bookstore
- Cleaned and normalized the data
- Batch search GOBI by ISBN
- Identified titles marked as already purchased
- Checked the concurrent user and DRM controls to find texts that could be used by entire courses
- Contacted selected faculty to promote use of the online textbook
2: Assessment

1. Merged all GOBI export files (Open Refine)

2. Matched data in Excel:
   - Consolidated Gobi data in one tab (each ISSN listed only once)
   - Cleaned bookstore data in another tab (ISSNs listed once per course section)
   - Match by ISSN to pull bookstore info and Gobi info into one sheet

3. Summed students per text:
   - SUMIFS by course and ISSN to get a total students enrolled per textbook

4. Calculated savings:
   - Multiply print book price times enrollment to calculate potential savings

https://www.flickr.com/photos/bionicteaching/2920562020
2: The Tally

- **58** DRM free eBooks found:
  - Cambridge
  - EBL
  - EBSCO eBooks
  - Oxford
  - Sage
  - Springer eBooks
  - T&F EBS
  - Wiley

- **$4,344** Library spend on the books

- **107** Course sections:

- **12,671** Enrolled students
Potential savings of about $800,228

- If every enrolled student
- In every section
- Doesn’t buy the print text at list price

ROI on $4000 spend:

- 2000% per semester textbook is assigned
- Estimate 3 semesters lifespan for textbooks

* It is unrealistic to assume that all the students would have bought the book

https://www.flickr.com/photos/notionscapital/6398184823
## 2: Top 10 by Total Usage (BR2) 2015 and 2016

<table>
<thead>
<tr>
<th>Title</th>
<th>Publisher</th>
<th>2015</th>
<th>2016</th>
<th>Total</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data Mining: the Textbook</td>
<td>Springer</td>
<td>1,003</td>
<td>65</td>
<td>1,068</td>
<td>-94%</td>
</tr>
<tr>
<td>Differential Equations</td>
<td>Springer</td>
<td>143</td>
<td>948</td>
<td>1,091</td>
<td>563%</td>
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<tr>
<td>Ceramic Materials</td>
<td>Springer</td>
<td>459</td>
<td>191</td>
<td>650</td>
<td>-58%</td>
</tr>
<tr>
<td>What Is English? And Why Should We Care</td>
<td>Oxford</td>
<td>297</td>
<td>297</td>
<td>594</td>
<td>0%</td>
</tr>
<tr>
<td>Social Determinants Of Health</td>
<td>Oxford</td>
<td>92</td>
<td>429</td>
<td>521</td>
<td>366%</td>
</tr>
<tr>
<td>Matter Of Mind</td>
<td>Oxford</td>
<td>128</td>
<td>209</td>
<td>337</td>
<td>63%</td>
</tr>
<tr>
<td>Physical Hydrodynamics</td>
<td>Oxford</td>
<td>297</td>
<td>3</td>
<td>300</td>
<td>-99%</td>
</tr>
<tr>
<td>Linear Algebra Done Right</td>
<td>Springer</td>
<td>50</td>
<td>191</td>
<td>241</td>
<td>282%</td>
</tr>
<tr>
<td>Applied Multivariate Statistics With R</td>
<td>Springer</td>
<td>13</td>
<td>216</td>
<td>229</td>
<td>1562%</td>
</tr>
<tr>
<td>Cooperative Control Of Dynamical Sys.</td>
<td>Springer</td>
<td>72</td>
<td>121</td>
<td>193</td>
<td>68%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>2782</td>
<td>3093</td>
<td>5875</td>
<td>11%</td>
</tr>
</tbody>
</table>
2: Monthly Total Use for Identified Texts

Usage of Identified Texts

Jan-15: 72
Feb-15: 126
Mar-15: 85
Apr-15: 116
May-15: 102
Jun-15: 134
Jul-15: 130
Aug-15: 667
Sep-15: 485
Oct-15: 533
Nov-15: 271
Dec-15: 61
Jan-16: 121
Feb-16: 82
Mar-16: 27
Apr-16: 123
May-16: 84
Jun-16: 58
Jul-16: 33
Aug-16: 1056
Sep-16: 627
Oct-16: 381
Nov-16: 317
Dec-16: 184
2: Matching Textbooks Pros and Cons

✓ Pros
• Textbooks were already owned so no additional spending
• High potential ROI

✗ Cons
• Labor intensive to gather and process the data
• Bookstore resistant to giving the data for every semester
• Lag in getting data so it is hard to do timely outreach
• Not scalable
3: Collaborate with Publishers: UCF and T&F

• Started an Evidence Based Purchase contract with Taylor & Francis
• T&F matched the EBA books with faculty requests for textbook information
• Emailed faculty to inform them about the available ebook
• Invited faculty to fill out a survey
3: The Tally

- **85** EBA textbooks matched faculty requests
- **$14,664** Library spend on the books
- **85** Course sections:
- **3,482** Enrolled students

**Potential Savings:** $212,003

Assumes every student was saved from purchasing the book.

**ROI:** 1346%

[Image: https://commons.wikimedia.org/wiki/File:Original_Odhner_Vintage_Mechanical_Calculator_Goteborg_PD_1.JPG]
3: Collaborate with Publishers Pros and Cons

✓ Pros
• Textbooks all available via EBA for moderate prices
• Information about which textbook might be used
• Direct contact with faculty
• High potential ROI

✗ Cons
• Labor intensive for the publisher to identify UCF requests, create emails about the textbooks, track responses
• Low response rate to emails by the faculty
• Many unadopted textbooks
• Not scalable
2 & 3: Complications in Projects and Assessments

- Need cooperative bookstores, faculty, or institutions to get course textbook data
- Need cooperative publishers to send faculty request data
- Need course listings, enrollments, and faculty names in a timely manor
- Getting and summarizing concurrent user and DRM info is time consuming and not straight forward
- Time consuming to get COUNTER usage data per book (BR1 and BR2)
- Cost per book may not be available
- Course enrollment data may be hard to get
4: Track Textbook Searches

- Students often expect the library to have textbooks
- Public service desk give students a form to record course and needed textbook
4: Track Textbook Searches

✓ Pros

• Low workload for library
• Gathers information about most sought textbooks and course
• Demonstrates need

✗ Cons

• Uncertain how the library or university will follow up
5: Unizin Membership

- Unizin is a consortia of universities
- One goal is to reduce costs of educational resources
- Promotes and supports OER
- Negotiates with publishers for lower cost content
- Provides a content hosting platform

https://www.flickr.com/photos/marfis75/13848268535
4: Track Textbook Searches

**Pros**

- Supported by upper levels of the university
- Integrates with Learning Management System
- Already used by some faculty

**Cons**

- Bypasses library and library content
- Unknown content set
Accessibility
AER Discovery and Access
1. Course Adopted Texts (CATS)
2. EDS Faculty Portal
3. T.A.P. – Textbook Affordability Project
**Turn the library catalog into a textbook discovery.**

- Adds usage rights metadata from the ERM into the OPAC
- Inserts visual indicators and easy to understand explanations

- Loyola Marymount University Library OPAC: [http://linus.lmu.edu/search~S2](http://linus.lmu.edu/search~S2)
1: CATS on a Detailed Record in the OPAC

|-------|---------------------------------------------------------------------------------------------------------|

This title is available electronically via:
- Read Online
- About This Collection

Authorized Users: Faculty, Staff, Students, Walk-in users (Westchester campus, LLS campus)
Concurrent Users: Unlimited

Course Adopted Text (CATS) Use
- Recommended with caution.
- Faculty, we recommend consulting your library liaison before adopting.
1: Green, Yellow, and Red Cats

**Concurrent Users:** Unlimited

**Course Adopted Text (CATS) Use:** Recommended with caution. Faculty, we recommend consulting your library liaison before adopting.

**Concurrent Users:** Unlimited

**Course Adopted Text (CATS) Use:** Recommended with caution. Faculty, we recommend consulting your library liaison before adopting.

**Concurrent Users:** 1

**Course Adopted Text (CATS) Use:** Not Recommended
1: CATS Pros and Cons

✓ Pros
• Turns OPAC into textbook discovery tool
• Manageable impact on acquisitions spending
• Fits with existing model for buying ebooks
• Raises awareness of OER and free-to-student options

✗ Cons
• Need concurrent usage and rights data
• Need to integrate ERM and OPAC
• Limited options for DRM friendly textbooks
• Indicator visible on detailed record only
• Shows cataloged content only
Create an inclusive, custom textbook discovery tool for faculty.

- Align curriculum with ebooks with appropriate rights
- Load GOBI MARC into an EBSCO Discovery Service (EDS) profile
- Enable OAPEN and the Open Textbooks Library (OER) databases in EDS
- Purchase ebooks requested by faculty

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Description</th>
<th>Textbook Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>CACC 2313</td>
<td>Principles of Accounting I</td>
<td>Principles, techniques, and tools of accounting. Includes principles of collecting, summarizing, and reporting financial information for sole proprietorships.</td>
<td>Accounting Principles: A Business Perspective MERLOT Open Textbooks on Accounting</td>
</tr>
<tr>
<td>CACC 2323</td>
<td>Principles of Accounting II</td>
<td>Partnerships, corporations, and analysis of financial statements.</td>
<td>Accounting Principles: A Business Perspective MERLOT Open Textbooks on Accounting</td>
</tr>
<tr>
<td>CACC 2413</td>
<td>Computerized Accounting</td>
<td>Basic accounting principles using a computerized accounting package.</td>
<td>Make a Recommendation</td>
</tr>
</tbody>
</table>

[http://louislibraries.org/alearningla/find-textbooks](http://louislibraries.org/alearningla/find-textbooks)
Requested Item

Chemistry: Our Past, Present, and Future.

Do, Choon H.
2017

Your Information

- Select a Campus
- Instructor's Full Name
- Department
- Campus Phone Number
- Alternate Phone Number
- Course Name
- Section Numbers
- Email Address

Send a copy of this request to my E-Mail address
✓ Pros

• Manageable impact on acquisitions spending
• Fits with existing model for buying ebooks
• Raises awareness of OER and free-to-student options
• Pre-aligned to curriculum

✗ Cons

• Need concurrent user and rights data
• Need to records source textbooks
• Limited options for DRM friendly textbooks
• Need current curriculum data
• Requires regular updates of book data
• Faculty must use the discovery system
• Does not show already owned ebooks
• Scalable?
Create an inclusive, custom textbook discovery tool for faculty.

- Export from GOBI all suitable owned and purchasable ebooks with good DRM
- Build in-house discovery layer
- Faculty click a button to Adopt the book for use in a course
- Library purchases ebooks requested by faculty
- Adopted eBooks loaded into a course reserves system for students to use

- Faculty view of adoptable ebooks: http://ebplus.lib.usf.edu/faculty/
- Student view of adopted ebooks: http://ebplus.lib.usf.edu/students
3: T.A.P Collection

- **466,006** - unique ebooks with **unlimited simultaneous users**
- **12** - major publishers
- **$38,187,923** – value of the collection
- **$0** – cost to students
4,128 matches found. Showing 1 - 50

<table>
<thead>
<tr>
<th>COVER</th>
<th>TITLE</th>
<th>AUTHOR(S)</th>
<th>PUBLISHER/PLATFORM</th>
<th>SUBJECT(S)</th>
<th>DIGITAL RIGHTS</th>
<th>STATUS</th>
<th>ACCESS / REQUEST</th>
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<tbody>
<tr>
<td><img src="image_url" alt="Image" /></td>
<td>40 Puzzles and Problems in Probability and Mathematical Statistics</td>
<td>Schwarz</td>
<td>Springer New York</td>
<td>Probability Theory and Stochastic Processes</td>
<td>Unlimited</td>
<td>Owned</td>
<td><img src="image_url" alt="Adopt This Ebook Access Now" /></td>
</tr>
</tbody>
</table>

- ISBN: 9780387735122
- [Detailed Information](image_url)
- [SpringerLink](image_url)
Textbook Discovery System Pros and Con

✓ Pros
• Manageable impact on acquisitions spending
• Fits with existing model for buying ebooks
• Raises awareness licensed and purchasable online textbooks

✗ Cons
• Need concurrent user and rights data
• Requires regular updates of book data
• Faculty must use the discovery system
• Does not show OER options
• Scalable?
The Future
free the TEXTBOOK
Final Thoughts

- Well known need to lower the cost to students
- Library purchased textbooks can have a BIG impact
- Library purchased are textbooks are NOT OER
- Must consider the cost and scalability
- Library purchased textbooks often lack exercises
- Faculty do not think of the library when selecting textbooks

*Cooperation of faculty and transformation of textbook selection processes are need to have the maximum impact.*