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10-30-2019

## Getting the Word Out - Review and Best Practices from Textbook Affordability and OER Websites

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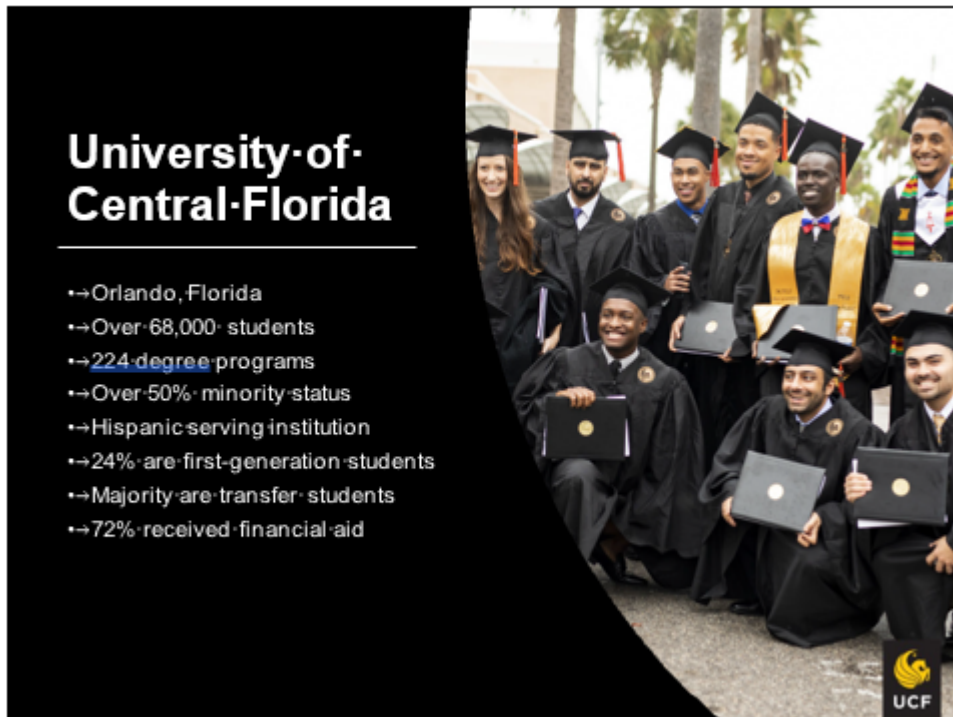
# Getting the Word Out Review and Best Practices from Textbook Affordability and OER Websites

Katy Miller  
Student Success/Textbook Affordability Librarian

Presentation Slides and talking points from the 16<sup>th</sup> Annual Open Education  
Conference



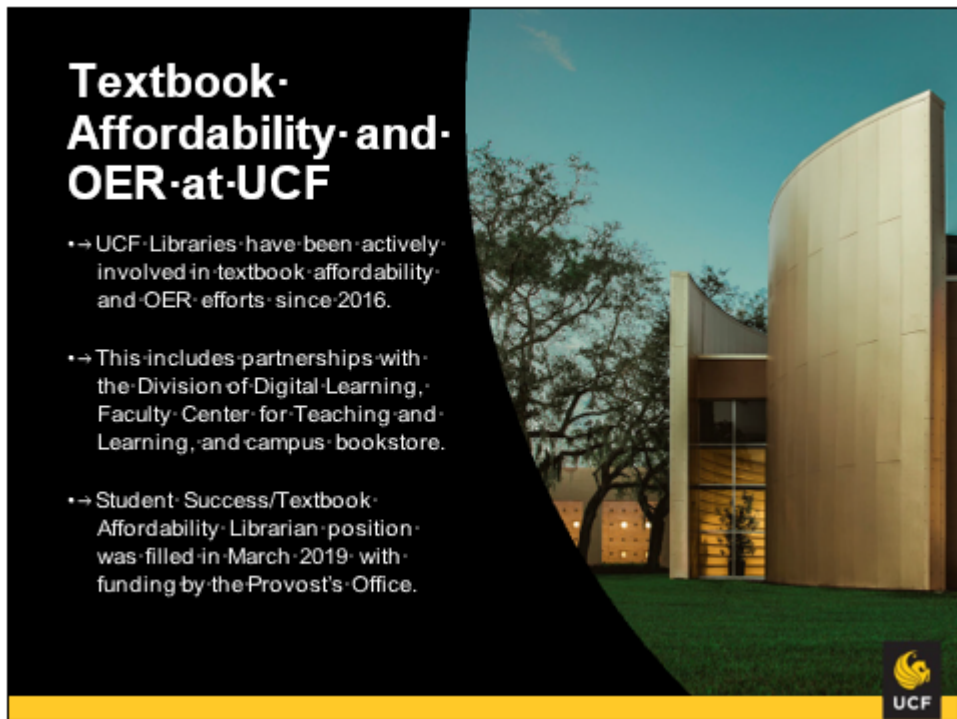
Good afternoon. Thank you very much for joining me. My name is Katy Miller and I am the Student Success/Textbook Affordability Librarian with the University of Central Florida. I'm delighted to share a review I conducted over the summer of OER websites. In the interests of time, I will be moving through the presentation very quickly, but please feel free to ask questions along the way.



## University of Central Florida

- Orlando, Florida
- Over 68,000 students
- 224 degree programs
- Over 50% minority status
- Hispanic serving institution
- 24% are first-generation students
- Majority are transfer students
- 72% received financial aid

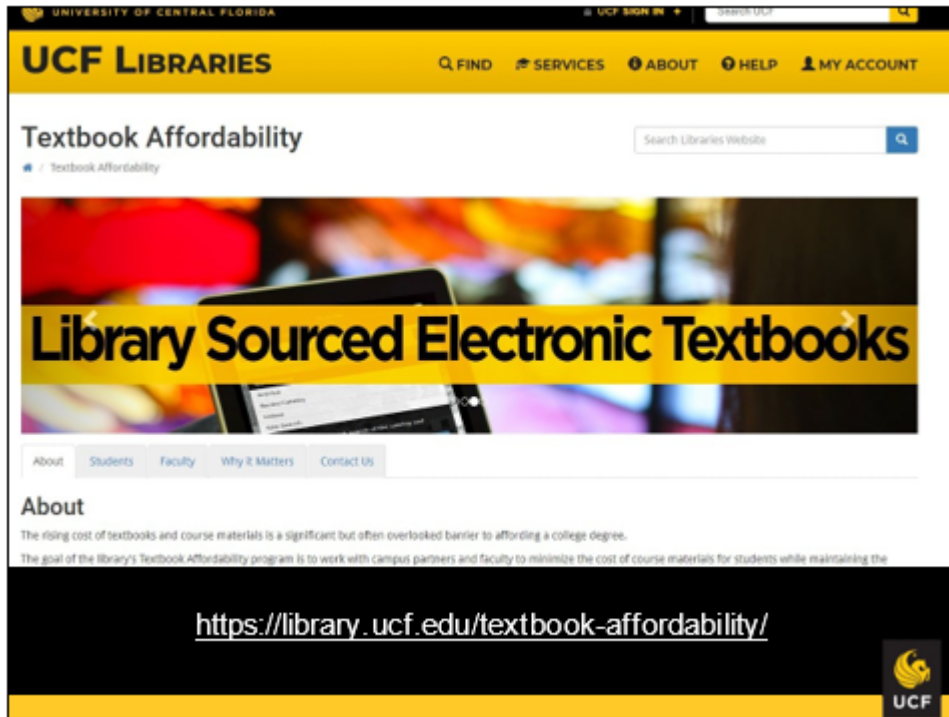
First, a bit about UCF. In a nutshell, we are big. 68,000 students big. We have a robust transfer program, our population is diverse. Like all students across the country, financial issues have a big impact on our students.



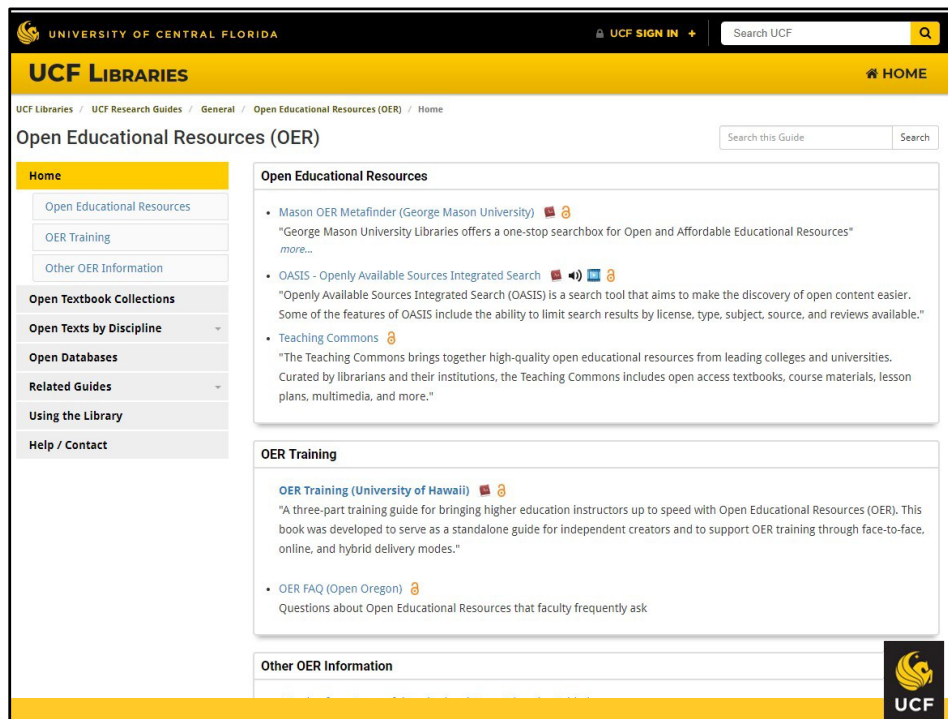
## Textbook Affordability and OER at UCF

- UCF Libraries have been actively involved in textbook affordability and OER efforts since 2016.
- This includes partnerships with the Division of Digital Learning, Faculty Center for Teaching and Learning, and campus bookstore.
- Student Success/Textbook Affordability Librarian position was filled in March 2019 with funding by the Provost's Office.

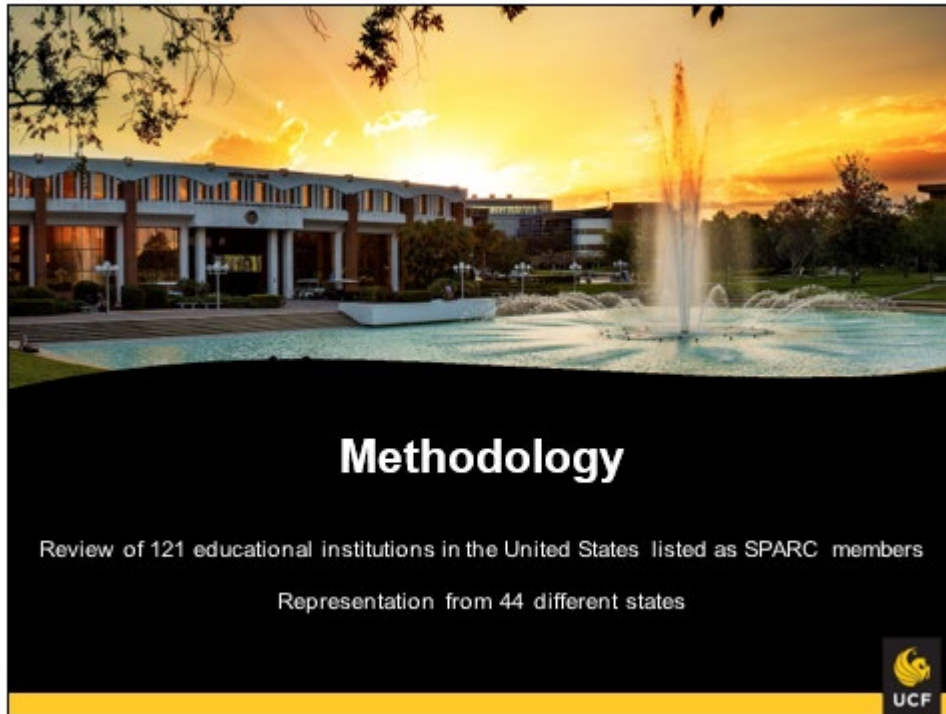
A bit about the history of OER at UCF. These efforts started in 2016, in partnership with our Division of Digital Learning, who assist faculty with online courses, and our FCTL, who promote faculty development at the university. We have also recently included the campus bookstore as part of this work. This started as a collaboration among many, and based on the success of their efforts, my position was created by the Provosts office, and I started this past March.



Before we begin to review other websites, here is a quick look at our own TA website. It is very basic. There is a large banner at the top and a few tabs. These tabs are large blocks of text, which is why they are not shown on this slide. One of my charges when I started this position was to see if we could improve upon this site, and the spark for my review.



In addition to the website, we have what I lovingly refer to as a generic OER LibGuide. This is an example of what I found most frequently in my review. It is a collection of links for faculty who are motivated to dig in and do their own research on OER. It was another aspect we wanted to improve, as at UCF, few faculty have the time or inclination to do so.

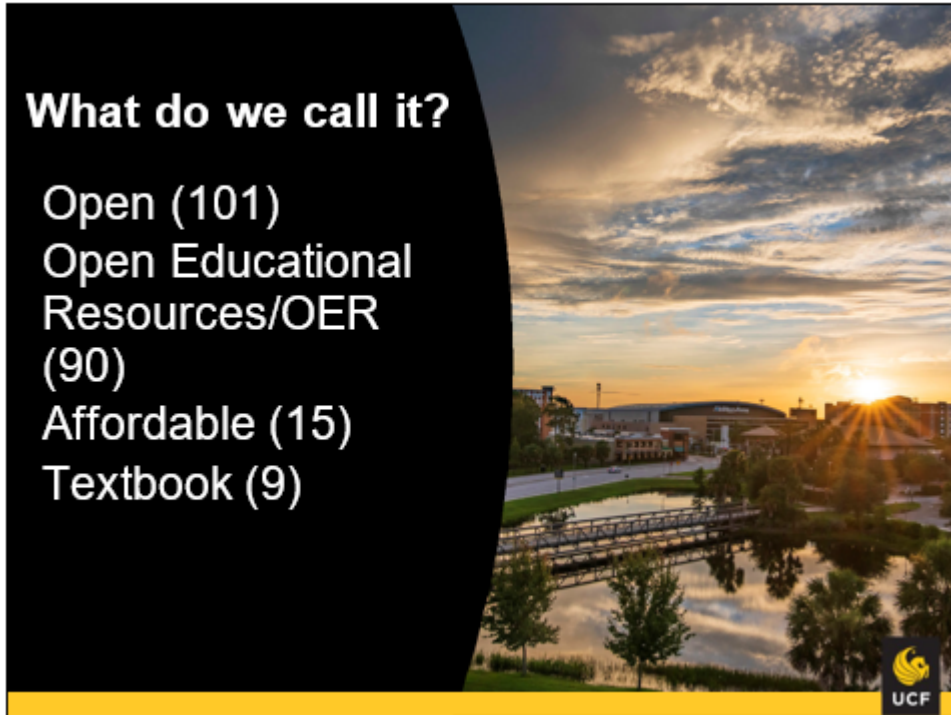


## **Methodology**

Review of 121 educational institutions in the United States listed as SPARC members.  
Representation from 44 different states.

## What do we call it?

Open (101)  
Open Educational  
Resources/OER  
(90)  
Affordable (15)  
Textbook (9)



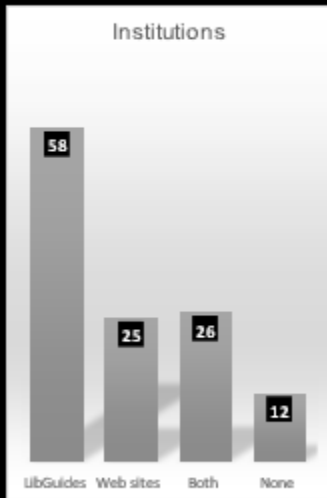
### What do we call it?

Open (101)  
Open Educational Resources/OER (90)  
Affordable (15)  
Textbook (9)

Not surprising, most schools used the word Open or OER. At UCF, we focus on low- cost as well as no cost, and use the term affordable, which is reflected by a handful of other schools.



## How is information shared?



### How is information shared?

LibGuides – 58 institutions

Websites – 25 institutions

Both – 26 institutions

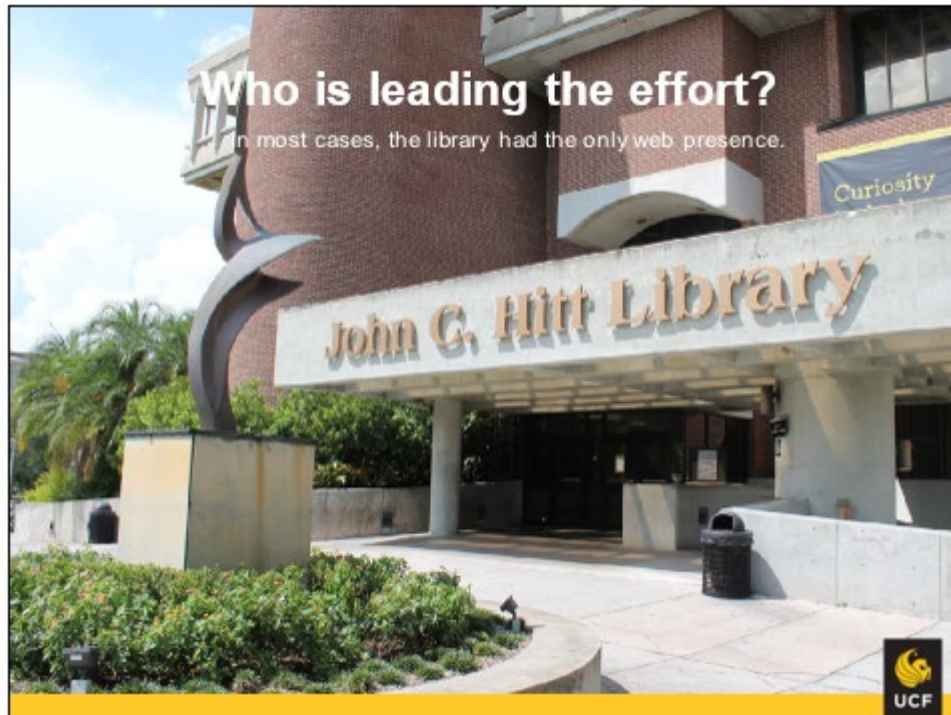
None – 12 institutions

Other variations:

LibGuides with a mention on a website – 3

Tabs on a LibGuide with another focus – 2

LibGuide tab and website - 1



## Who is leading the effort?

In most cases, the library had the only web presence.

### Who is leading the effort?

In most cases, the library had the only web presence.

This isn't surprising because in my review I found that for almost 80 institutions (79), the library had the only web presence.

Other variations:

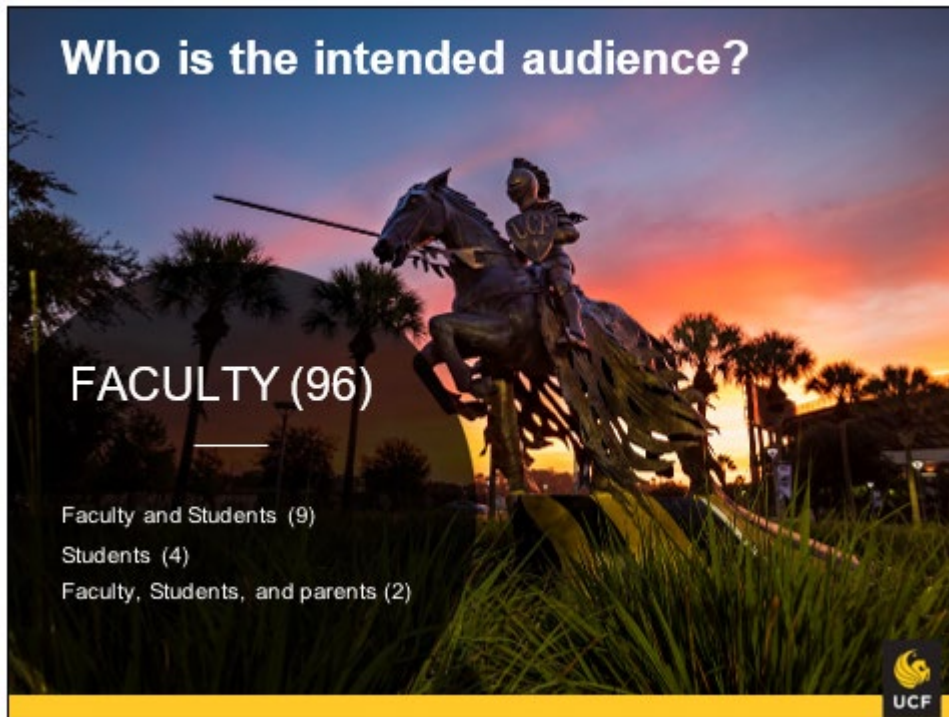
16 – Library in partnership with one other department

12 – Multiple department initiative

2 – Center for Teaching and Learning

2 – Online or Distance Education

2 – Department effort (College of Arts & Sciences and School of Communication)



**Who is the intended audience?**

- Faculty (96)
- Faculty and Students (9)
- Students (4)
- Faculty, Students, and parents (2)



## Seven ways to shine

- Faculty Spotlights
- Student voices
- Search/display available courses and resources
- Savings are prominent
- Robust faculty support
- Capturing adoptions
- LibGuide Website design

After collecting my observations, seven themes emerged as standing out. These themes are based on the highly rigorous criteria of standing out to me. I hope this approach mirrors that of the faculty, who a majority of us are trying to reach. So let's get started!



## Faculty Spotlights

One feature that stands out is faculty testimonials. Hearing from your peers makes the work more accessible and relevant.

Austin Community College

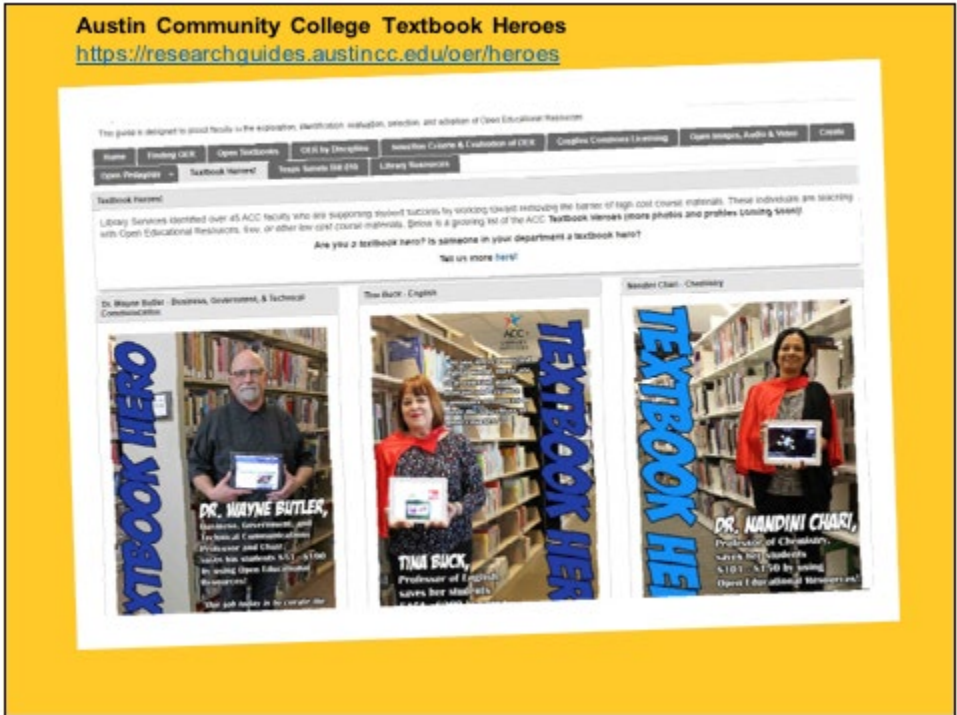
<https://researchguides.austincc.edu/oer/heroes>

University of Alabama at Birmingham

<https://www.uab.edu/faculty/ctl/aim>

University of New Hampshire

<https://www.unh.edu/it/oer/meet-the-oer-ambassadors-2019>



ACC took a lighthearted approach to recognize faculty who are using OER in the classroom.

University of Alabama at Birmingham  
<https://www.uab.edu/faculty/cti/aim>

Dr. Christopher Minoia  
Assistant Professor of English  
Number of Students Impacted: 208  
Total Money Saved: \$8,320 per semester  
Method: Adopted a lower-cost textbook as well as offering a rental option for course materials.



Dr. Samiksha Raut  
Assistant Professor of Biology  
Number of Students Impacted: 91  
Total Money Saved: \$9,558 per semester  
Method: Worked with the textbook publisher to create more affordable versions of the course materials.

UAB included video testimonials. I would like to note that I think this is an excellent example of spotlighting faculty, but this was unfortunately buried in the website. It would have been nice to have this more prominently located.

University of New Hampshire  
<https://www.unh.edu/it/oer/meet-the-oer-ambassadors-2019>

The 2019 UNH OER Ambassadors are committed to making substantive changes to their courses through the use of Open Educational Resources (OER) and Open Education Practices. OER Ambassadors will also take an active role in advancing the Open Education conversation across campus by sharing their experiences with colleagues.

**ROSEMARY CARON - COLLEGE OF HEALTH & HUMAN SERVICES, DEPARTMENT OF HEALTH MANAGEMENT AND POLICY**  
 Rosemary holds a doctorate in Pharmacology and Toxicology from Dartmouth College, an MPH from Boston University School of Public Health, and a BA in Chemistry from Regis College. She is currently a Professor and has held the positions of Chairperson, Director of the MPH Program, and Director of Undergraduate Studies in the Department of Health Management and Policy, College of Health and Human Services at UNH. She is also core faculty in the UNH Master's Program in Global Health.

Simple approach that designates the faculty as ambassadors.





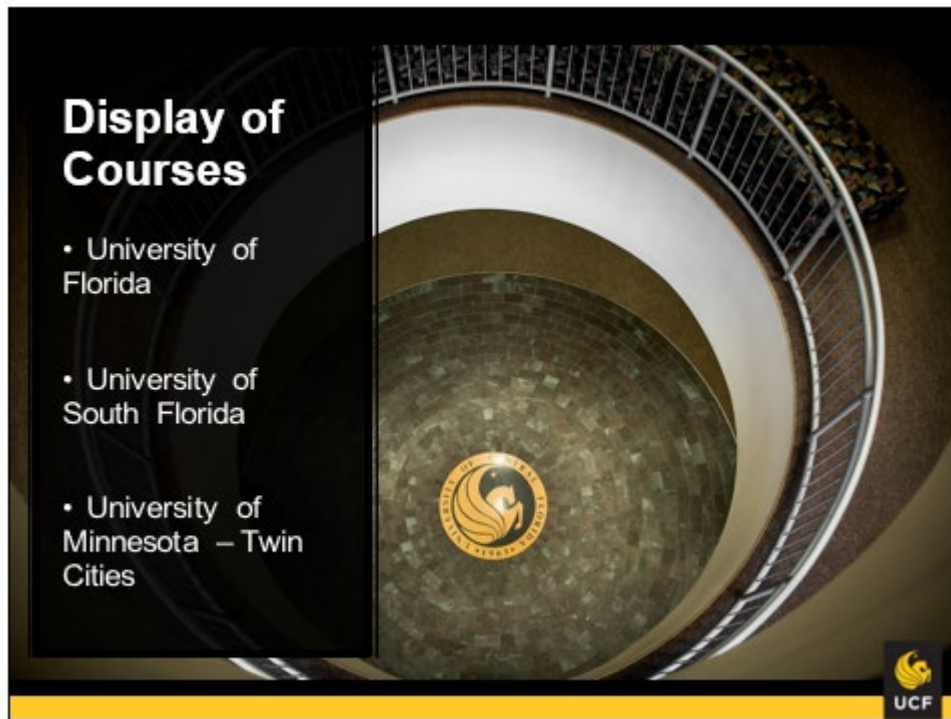
## Student Voices

Just as faculty voices are powerful, student voices are powerful as well. Here is an example from Washington State University spotlighting their students. This is an idea we have adopted for UCF. During welcome week we did a video booth and captured nine student voices. If you don't have the means to create your own video, you might consider reaching out to campus partners. For example, the Student Government Association would like to partner with us in future terms to help capture more student voices.

Northern Virginia Community College  
Student Perspective: Textbooks and OER <https://youtu.be/M3pV1fP5hPU>

University of Kentucky  
Problems Caused by Soaring Textbook Prices: <https://youtu.be/-4lswNs0WWE>

Washington State University  
What Are WSU Students Saying about the Cost of Course Materials? <https://youtu.be/gRjb6lXQn>



## Display of Courses

One area that is student focused is showing the courses that have adopted OER.

University of Florida

<http://teach.ufl.edu/affordable-uf/affordable-uf-badges/>

University of South Florida

<http://ebplus.lib.usf.edu/students/>

University of Minnesota – Twin Cities

<https://www.lib.umn.edu/elearning/studentsavings>

University of Florida – Affordable UF

**Summer 2019 Affordable UF Courses**

Acad Group Id	Acad Org Id	UF Course N.	Instructor		
Agricultural and Life Sciences	AGI (AG)-Agricultural Ed & Comm	AEC3030C	Perry, Marian Linda		
		AEC3065	Raulerson, Rebekah G, Runch, James Charles		
		AEC3073	Suarez, Cecilia E		
		AEC3313	Sanders, Cynthia Bissett		
		AEC3413	Stein, Megan Rebecca		
		AEC3414	Sowick, Matthew J		
		AEC4036	Lawson, Kari McWaters		
		AEC6723	Thoron, Andrew C		
		AEC6411	Suweis, Matthew J		
		AG64227C	Sullenberger, Lynn F		
		ANS2005	Oitenscu, Pascal A		
		ANS3384C	Mateescu, Raluca		
		ANS3440	Ferrareto, Luiz Felipe		
		AGU (AG)-Entomology & Nem		ENY1001	Baldwin, Rebecca W
				ENY1040	Weeks, Jennifer Ashley
ENY2041C	Jack, Cameron J				
ENY3007C	Weeks, Jennifer Ashley				
ENY4281	Su, Nan-Yao, Scheffrahn, Rudolf H, Chouvens, T...				
ENY5236	Agunbiade, Tolulose Adebimpe				
ENY5611	Branham, Marc A				
ENY6248	Su, Nan-Yao, Scheffrahn, Rudolf H, Chouvens, T...				
NEM6708	Crow, William T				
AGL (AG)-Environ Horticulture				HG6511/C	Schulze, Ben-Zart M
HO66070		Adams, Carrie R			
ORH3519C		Schultzman, Bart M			
		PLS4970	Nunez, Fran		

<http://teach.ufl.edu/affordable-uf/affordable-uf-badges/>

AT UF, they embedded a tableau report into their website for students to search for courses. It another way faulty can be recognized for their efforts. Note that this is affordable, not OER.

## University of South Florida – Ebooks for the Classroom

The screenshot shows the 'Ebooks for the Classroom' website. At the top, there is a header with the 'TEXTBOOK AFFORDABILITY project' logo and the URL 'lib.usf.edu'. Below the header, a green banner reads 'Ebooks for the Classroom+'. A paragraph explains that USF Libraries provide access to ebooks for courses, searchable by course number, instructor, or course time. A search section titled 'Search for adopted ebooks' includes a search bar with 'Fall-2019' selected for the semester. Below the search bar are three dropdown menus: 'Select your Instructor', 'OR Select your Course Time', and 'OR Select your Course Number'. A message states 'There are 78 ebooks adopted for the Fall-2019 semester.' Below this, four book covers are displayed with their titles and ISBNs:

Book Cover	Title	ISBN
	(ISBN: 0)	
	"The Farce of the Men" and Other Farces and Other Farces: Twelve Medieval French Plays in Modern English	(ISBN: 9780812215015)
	The Orphan of Zhao and Other Yuan Plays: The Earliest Known Versions	(ISBN: 9780223151810)
	A Chosen Exile: A History of Racial Passing in American Life	(ISBN: 9780674368101)

<http://ebplus.lib.usf.edu/students/>

Here is another approach by USF. Our next goal is to copy this at UCF, as currently we don't have e-books used as textbooks noted anywhere other than the course syllabus.

## University of Minnesota

### Save money with help from the University Libraries

In partnership with the [University of Minnesota Bookstores](#), the University Libraries provides you with a list of free U of M required books. All books are free for U of MN - Twin Cities' students to read online and to checkout.

Books in PDF format are available for download in their entirety. Check out the list below to see if the library already has books for your course online, for free!

#### Instructors!

Check out these **other course material solutions** provided by the Libraries!

#### Fall 2019 eBooks

Scroll through the spreadsheet below for the complete list.

Course	Title
AAS 3303W-001	<a href="#">The best we could do... an illustrated memoir /</a>
AAS 3361-001	<a href="#">Eating Asian America</a>
ABUS 4213-301	<a href="#">The facility management handbook /</a>
ABUS 4217-301	<a href="#">Professional real estate development the (U.I) guide to the business /</a>
ACCT 5160-001	<a href="#">Accounting For Value</a>
ACCT 5160-002	<a href="#">Accounting For Value</a>
ACCT 5160-020	<a href="#">Accounting For Value</a>
ACL 8001-001	<a href="#">The Chicago manual of style</a>
ACL 8002-101	<a href="#">Mindful inquiry in social research</a>
ADDS 5091-001	<a href="#">The addiction treatment planner</a>
ADDS 5121-001	<a href="#">The resilient practitioner : burnout and compassion fatigue prevention and self-care strate</a>
AEM 4253-001	<a href="#">Computational Gasdynamics</a>
AEM 4331-ALL	<a href="#">Space vehicle design /</a>

<https://www.lib.umn.edu/elearning/studentsavings>

If you don't have the ability to create a database, here is a simple approach by UM that achieves the same goal.



### **Savings are prominent**

At UCF, tracking savings is a big part of my role. It is important because it demonstrates the value of the time and effort to provide OERs to students. In Florida, these metrics are not only used at the institutional level, but reported to the state.

University of Georgia

<https://ctl.uga.edu/special-initiatives/oer-resources/>

State University of New York at Buffalo

<https://research.lib.buffalo.edu/affordable-and-open>

University  
of  
Georgia

Cost Savings Since 2013 Due to OER Adoption

Course	Term	Number of Students	Cost Savings
ASTR 1010	2018 - 2019	327	\$68,670
BIOL 1103/1104*	2013 - 2014	2,030	\$200,000
	2014 - 2015	2,030	\$200,000
	2015 - 2016	2,030	\$200,000
	2016 - 2017	1,350	\$112,700
	2017 - 2018	1936	\$176,100
BIOL 1107*	2018 - 2019	1900	\$151,336
	2015 - 2016	450	\$112,500
	2016 - 2017	1,020	\$255,000
	2017 - 2018	1958	\$446,800
BIOL 1108	2018 - 2019	3771	\$226,260
	Spring 2018	753	\$188,250
	2018 - 2019	2001	\$500,250
BIOC 3720	Fall 2019	47	\$4,158
CBIO 2200/2210	2015 - 2016	710	\$175,000
	2016 - 2017	730	\$179,580
CBIO 2200(L)/2210(L)	2015 - 2016	710	\$187,000
	2016 - 2017	730	\$191,990
CHEM 1211/1212	Summer 2018	320	\$38,400
	2019 - 2020	4270	\$512,400
CSCI 1302	Fall 2019	245	\$40,975
EDUC 2120**	2014 - 2015	100	\$15,000
	2015 - 2016	120	\$18,000



Again, this doesn't have to be high tech, as illustrated by the University of Georgia.

<https://ctl.uga.edu/special-initiatives/oer-resources/>

# State University of New York at Buffalo

<https://research.lib.buffalo.edu/affordable-and-open/OER-studio>

## OER Statistics

The UB Libraries track campus OER activity as part of its ongoing collaboration with SUNY OER Services. The figures below are a numeric representation of qualified OER activity\* (see below), meaning that the course instructors met specific criteria to qualify for SUNY OER teaching stipends. The stipend program and the compilation of these figures started during the fall term of 2017.

Courses using OER: 26	Students impacted: 3,982	Textbook cost savings: \$367,200
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\*Criteria for qualified OER activity (all criteria must be met):

- Undergraduate level
- Greater than 50% of the course content is OER
- Greater than 25 enrolled students
- Instructor agrees to continue using OER course content for at least three academic years

(Figures last updated April 23, 2019)



A more narrative approach was included in a LibGuide at SUNY Buffalo.

<https://research.lib.buffalo.edu/affordable-and-open/OER-studio>





## **Robust Faculty Support**

As faculty are the primary audience, providing clear support is essential.

Indiana University-Purdue University Indianapolis  
<https://iupui.libguides.com/OER#s-lq-box-21019194>

Tidewater Community College  
<https://libguides.tcc.edu/faculty/OER>

## Indiana University-Purdue University Indianapolis

### Syllabus Review

#### Have a syllabus? We can provide an OER Syllabus Review

University Library can help see what resources are available. Below my image you'll see an Email Me button. Send me an email and attach your syllabus. I'll review the syllabus and let you know if there any comparable OER resources.

#### General Resources

- IUPUI OER Award
- Herron School of Art and Design
- Kelley School of Business
- School of Education
- School of Liberal Arts
- School of Nursing
- Lilly Family School of Philanthropy
- School of Public and Environmental Affairs
- Richard M Fairbanks of Public Health
- School of Social Work
- School of Science
- School of Informatics and Computing
- School of Dentistry

#### IUPUI OER Award

Do you know of an instructor at IUPUI that created or uses an open educational resource in the classroom?

If so, please nominate them for the first annual IUPUI Open Education Award: [go.iu.edu/22jia](http://go.iu.edu/22jia)

University Library is creating an award to recognize instructors that contribute to student success by using free, open, digital materials in the classroom. Open educational resources (OERs) are any educational materials that are in the public domain or licensed for adaptation and reuse. OERs may include textbooks, chapters, online modules, assignments, audiovisual works, datasets and other digital products.

Eligible resources must:

- Have an open license, such as Creative Commons, GNU, Public Domain, etc.
- Be used in a classroom environment at IUPUI between 2015-2016.
- Be publicly accessible.

We would like to recognize the work of instructors from a variety of IUPUI schools and departments. Please feel free to nominate more than one person.

Nominations will be featured in the library on posters showcasing their work. The library will also hold a celebration event honoring their work on March 7, 2016.

Nominations are due on February 15, 2016 at 5 PM.

<https://iupui.libguides.com/OER#s-lg-box-21019194>

Here is another example of a great idea implemented at UCF. A syllabus review is an easy way to see what faculty are using and provide possible matches. Because this is so low-effort by the faculty, it has taken off at UCF.

## Tidewater Community College

**OER Consultation Service**

Public Domain Image from the Hour Project website

Are you interested in adopting OER in one of your classes, but need help locating relevant, high quality sources? Try the Library's OER consultation service! You will meet with a librarian at your campus to discuss your needs, and the Library's college-wide OER Team will locate and vet Open Educational Resources that support your requested content and criteria.

To request library assistance, please complete the [OER Consultation Request form](#) or contact your campus OER librarian.

**Pathways Course: Adopting OER in the Classroom**

Pathways: Adopting OER in the Classroom is a 6-week online course developed by TCC faculty member Linda Williams and facilitated by TCC librarians. It covers everything you will need to know in order to get started with OER, and it is also required training for faculty who will be teaching a course for the Z-degree program.

Fall 2019 section (now open for pre-registration):

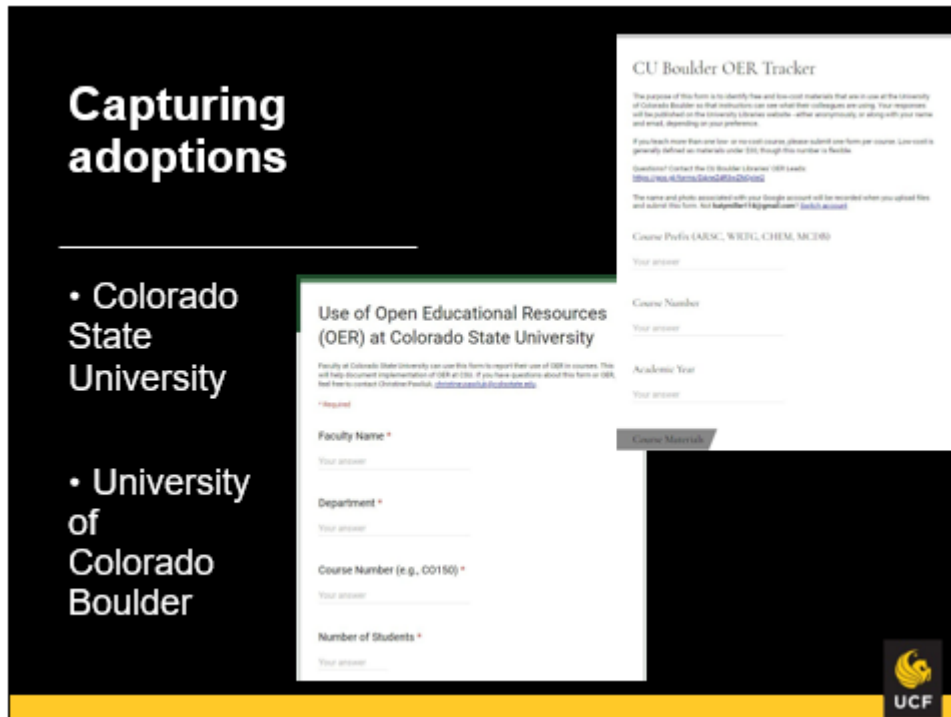
- Sept 23 - Nov 3 (Instructor: Shuvo Rikano)
- Register for Pathways to OER. Please fill out the registration form linked above. Both your Dean and the librarian facilitating the course will receive a copy of your registration form. The librarian will contact you to confirm your participation prior to the start of the course.

**TCC Librarians can help you to:**

- Locate an open textbook
- Locate Creative Commons or public domain images, multimedia, learning objects, assessments, etc.
- Determine the license or copyright status of a resource you would like to use
- Properly attribute open educational resources
- Adopt, adapt (edit), or publish open educational resources

<https://libguides.tcc.edu/faculty/OER>

Tidewater also provides clear instructions for faculty who want to take the next step, including a consultation service and a course.



## Capturing Adoptions

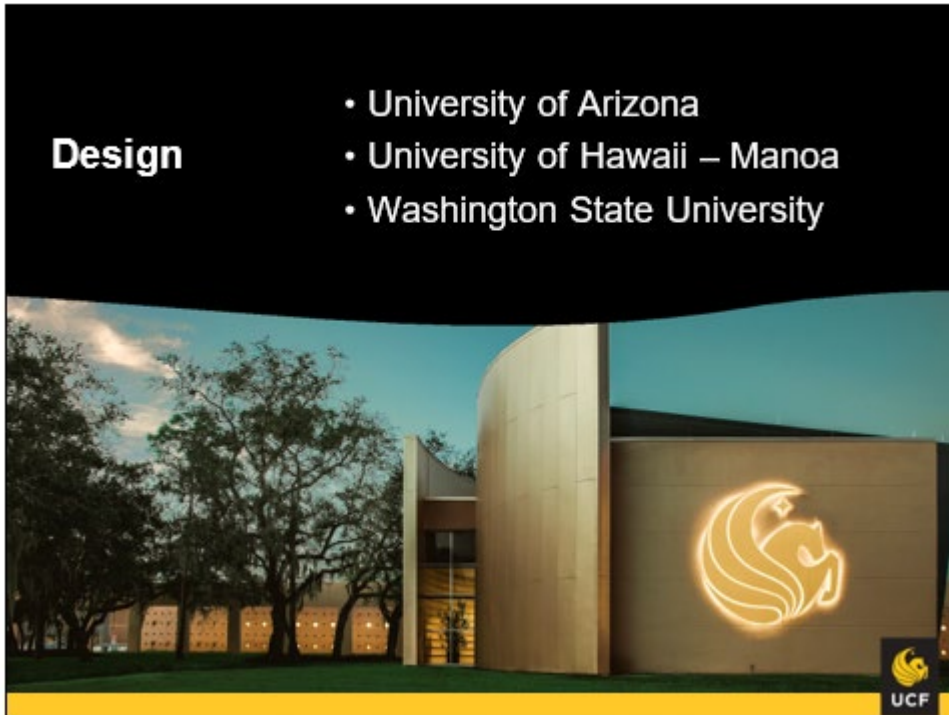
One of the big challenges at UCF, as we are so big, is capturing adoptions. One approach taken at two Colorado schools is the creation of a Qualtrics form embedded in their Libguides to have faculty self-report their efforts.

Colorado State University  
<https://libguides.colostate.edu/oer>

University of Colorado Boulder  
<https://libguides.colorado.edu/oer>

## Design

- University of Arizona
- University of Hawaii – Manoa
- Washington State University



## Design

As we all know, design matters. A clear, easy to navigate site is more important than ever. Most people simply don't have the bandwidth to navigate a text heavy site.

University of Arizona

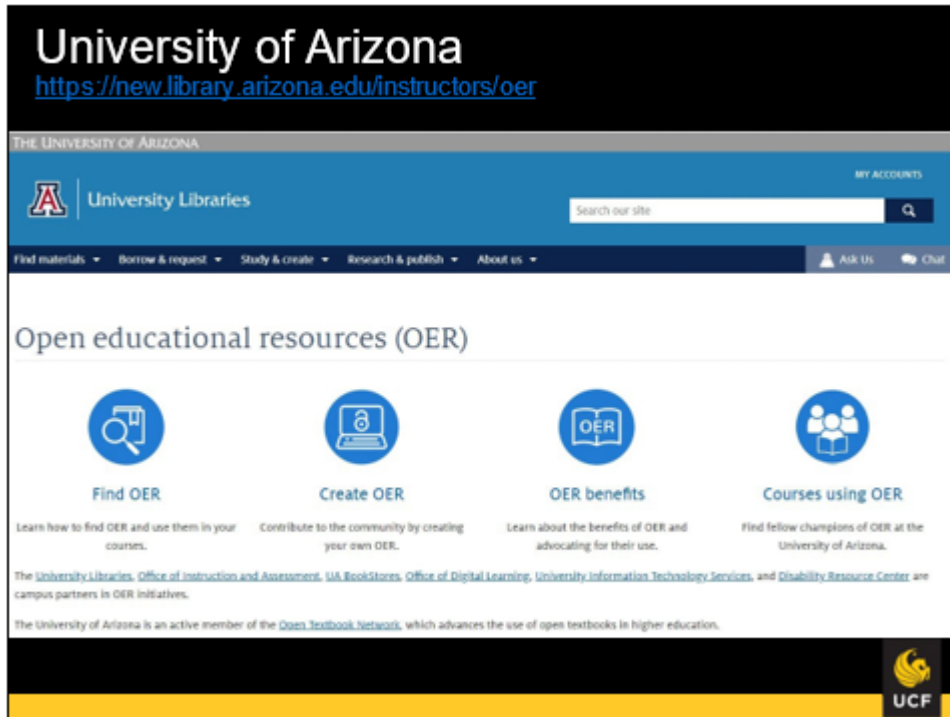
<https://new.library.arizona.edu/instructors/oer>

University of Hawaii – Manoa

<https://oer.hawaii.edu/>

Washington State University

<http://libguides.libraries.wsu.edu/affordablelearning>



Using graphics such as those implemented at UA, make it crystal clear what the options are and where to go next.

[University of Arizona](https://new.library.arizona.edu/instructors/oer)  
<https://new.library.arizona.edu/instructors/oer>

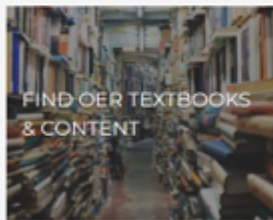
# University of Hawaii – Manoa

• <https://oer.hawaii.edu/>

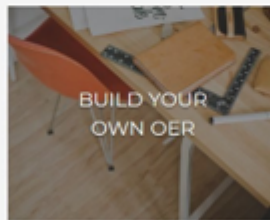


## WHERE TO NEXT?

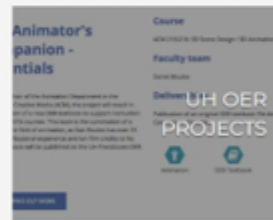
Take the next step towards getting your OER project off the ground. Whether you are ready to publish your own open content or are simply looking to augment your course with additional material, get the resources you need.



Interested in finding OER to use in your courses? From a la carte videos to full courses, OER spans subject areas and domains.



See what the "open" in OER means through an instructional design lens. Collaborative processes for content creation.



Connect with OER advocates throughout the UH system and find out how OER is effecting change at their campus.



Same concept and a beautiful design are found on the UH website.

University of Hawaii – Manoa

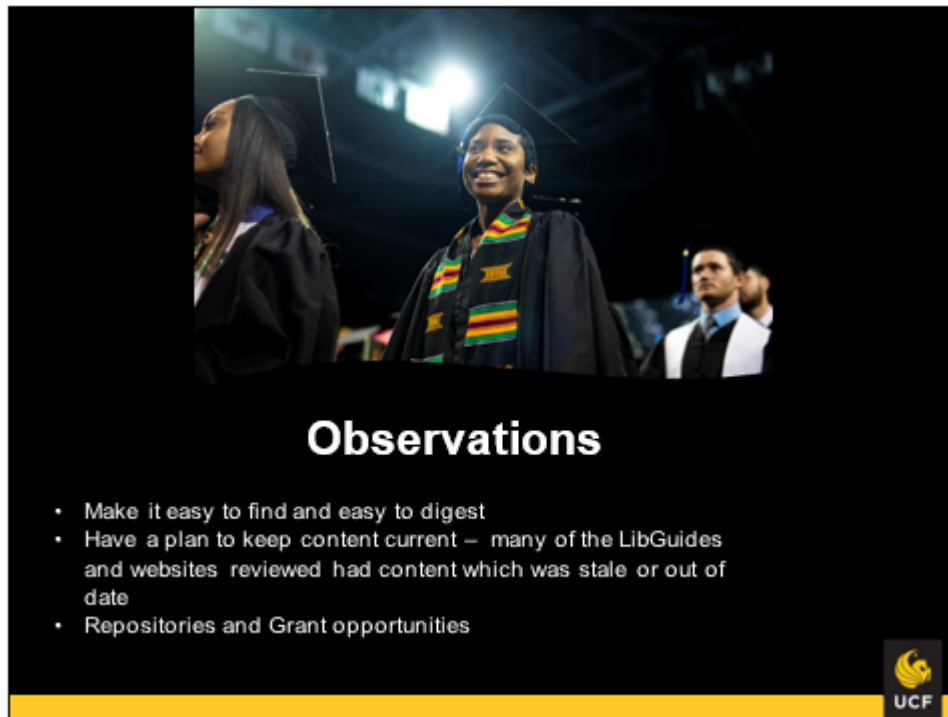
<https://oer.hawaii.edu/>

The screenshot shows the Washington State University LibGuides interface. At the top, the university name is displayed in a large white font on a black background. Below it, a URL is provided: <http://libguides.libraries.wsu.edu/affordablelearning>. The page features a navigation bar with 'Libraries' and 'Ask Us Search It'. The main content area is titled 'Open Educational Resources (OER): Tools for Affordable Learning' and includes a search box. A left-hand navigation menu lists various topics such as 'Home', 'Defining OER', 'Benefits And Challenges Of OER', 'Finding Open Textbooks', 'Finding Still More OER', 'Assessing OER', 'Creating OER', 'Sample OER', 'What's Happening At WSU?', and 'Affordable Learning Projects At WSU'. The main text area contains an 'Introduction' section with paragraphs discussing the rising cost of educational materials and WSU's commitment to affordable learning. At the bottom, there is a banner for 'Rising Textbook Prices Mirror Rising Dis...' and a UCF logo.

This example shows that LibGuides can be presented in a way that is clear and easy to navigate.

[Washington State University](http://libguides.libraries.wsu.edu/affordablelearning)  
<http://libguides.libraries.wsu.edu/affordablelearning>





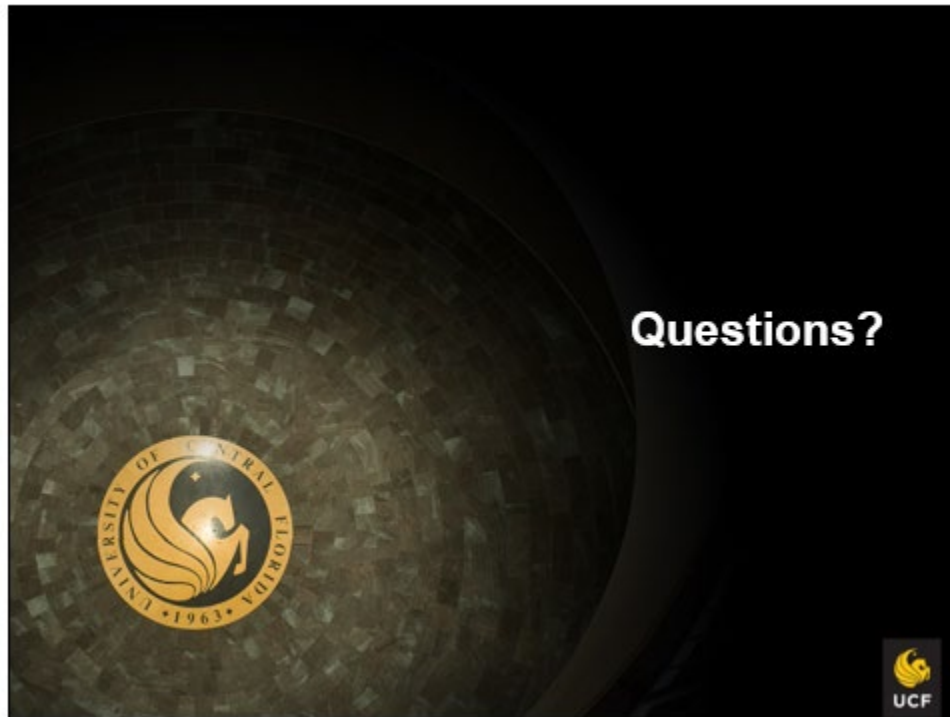
## Observations

- Make it easy to find and easy to digest
- Have a plan to keep content current – many of the LibGuides and websites reviewed had content which was stale or out of date
- Repositories and Grant opportunities

After my review, my number one takeaway would be to look at your own web presence with a critical eye. Ask yourself are you targeted in your approach, or are you trying to provide too much information?

Whatever you decide to include, be sure to develop a maintenance schedule. Things that are dated stand out.

I also want to note two more areas to consider. A number of websites included the use of their digital repositories and grant opportunities. I was unable to include them due to time, and I wanted to spotlight practices everyone could adopt.



## Questions?

Thank you for allowing me to share what I have learned. The presentation will be available and if you want more information, please don't hesitate to contact me.