Open Textbook Network

Association of Southeastern Research Libraries

November 10, 2016
Why?
#textbookbroke
The average borrower owes more than $28,950 in student loans (class of 2014).

Institute for College Access and Success
Cost of Attendance

• Tuition and Fees
• Room and Board
• Books and Supplies
• Personal Expenses
• Transportation
Cost of Attendance

- Tuition and Fees
- Room and Board
- Books and Supplies
- Personal Expenses
- Transportation
Increase in Textbook Prices

College Textbook Prices Have Risen 1,041 Percent Since 1977

by BEN POPKEN
The average student budgets

$1,249 - $1,364

on textbooks and course materials in 2015-16.

Coping with the Cost

“I figured French hadn’t changed that much.”
- UMN student

• Purchase an older edition of the textbook
• Delay purchasing the textbook
• Never purchase the textbook
• Share a textbook
• Pirate a textbook
In your academic career, has the cost of required textbooks caused you to:

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not purchase the required textbook</td>
<td>63.6%</td>
<td>66.5%</td>
</tr>
<tr>
<td>Take fewer courses</td>
<td>49.2%</td>
<td>47.6%</td>
</tr>
<tr>
<td>Not register for a specific course</td>
<td>45.1%</td>
<td>45.5%</td>
</tr>
<tr>
<td>Earn a poor grade</td>
<td>33.9%</td>
<td>37.6%</td>
</tr>
<tr>
<td>Drop a course</td>
<td>26.7%</td>
<td>26.1%</td>
</tr>
<tr>
<td>Fail a course</td>
<td>17.0%</td>
<td>19.8%</td>
</tr>
</tbody>
</table>
Our focus:

Open Textbooks
Why Open?

• Facilitates the free exchange of information.
• Allows higher education to take ownership of its content.
• Empowers faculty
• Sharing is scalable.
Why Textbooks?

• Hits a major pain point – textbook costs
• Faculty understand textbooks
• Faculty know how to adopt textbooks
• Faculty effort (vs. alternatives) is kept at a minimum
• Textbooks can provide content for a complete (or nearly complete) course
Strategies

- Adopt
- Create
- Pedagogy
- Edit
Barriers to Faculty Adoption

- Faculty don’t know where to find open textbooks
- Faculty don’t understand the urgency of student financial stress, and how it can impact students academically
- Faculty aren’t aware that open textbooks are an option
- Faculty don’t know what open textbooks are
- Faculty confuse open textbooks with electronic textbooks
- Faculty are skeptical of the quality of open textbooks
- Faculty have limited time to engage in reviewing open textbooks

Educate
Engage
Open Textbook Library

Make a difference in your students' lives with free, openly-licensed textbooks.

Textbooks every student can access and afford

Open textbooks are textbooks that have been funded, published, and licensed to be freely used, adapted, and distributed. These books have been reviewed by faculty from a variety of colleges and universities to assess their quality. These books can be downloaded for no cost, or printed at low cost. All textbooks are either used at multiple higher education institutions; or affiliated with an institution, scholarly society, or professional organization.

The Open Textbook Library is supported by the Center for Open Education and the Open Textbook Network.
Engagement: Faculty Reviews

810 Faculty

- Review: 66%
- No Review: 34%
Open Textbook Reviews

Reviews

Ratings

<table>
<thead>
<tr>
<th>Ratings</th>
<th>Reviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 - 1.5</td>
<td>0</td>
</tr>
<tr>
<td>1.5 - 2.0</td>
<td>0</td>
</tr>
<tr>
<td>2.0 - 2.5</td>
<td>6</td>
</tr>
<tr>
<td>2.5 - 3.0</td>
<td>4</td>
</tr>
<tr>
<td>3.0 - 3.5</td>
<td>20</td>
</tr>
<tr>
<td>3.5 - 4.0</td>
<td>89</td>
</tr>
<tr>
<td>4.0 - 4.5</td>
<td>219</td>
</tr>
<tr>
<td>4.5 - 5.0</td>
<td>247</td>
</tr>
</tbody>
</table>
Faculty Adoption Choices

- **Yes**: 356
- **Maybe**: 215
- **No**: 27
- **No response**: 212

Total Faculty: 810

- **Yes** = 44%
Savings to date

The OTN, an alliance of nearly 250 colleges and universities across the country, will convene on the Twin Cities campus to develop strategies for advancing open textbook programs on their campuses. Participants will also gain expertise in helping faculty understand the negative impact high textbook costs can have on students' academic performance. Over the last year, the OTN has grown by nearly 175 members.

Published under a Creative Commons license, open textbooks are available to students for free. Faculty can custom edit the textbooks to meet their needs. By using open textbooks, students can save thousands of dollars over a college career. The OTN has already saved students an estimated total of $3.1 million in textbook costs.
Tools
Make a difference in your students' lives with free Open Textbooks.

Textbooks every student can access and afford

Open textbooks are textbooks that have been funded, published, and licensed in such a way that they can be legally downloaded for no cost, or printed at low cost. All textbooks are either used at multiple higher education institutions or professional organizations.

The Open Textbook Library is supported by the Center for Open Education.
• 335 books
• 615 reviews by faculty at OTN schools
• 1 million (!) visits from every country in the world (except North Korea)
• Books produced at Rice University, SUNY, University of Texas at Austin, NOBA, University of Minnesota, Portland State, Grand Valley State, ...
<table>
<thead>
<tr>
<th>Category</th>
<th>Number of Books</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting &amp; Finance</td>
<td>8</td>
</tr>
<tr>
<td>Business, Management &amp; Marketing</td>
<td>48</td>
</tr>
<tr>
<td>Computer Science &amp; Information Systems</td>
<td>34</td>
</tr>
<tr>
<td>Economics</td>
<td>14</td>
</tr>
<tr>
<td>Engineering</td>
<td>6</td>
</tr>
<tr>
<td>Foreign Languages</td>
<td>8</td>
</tr>
<tr>
<td>General Education</td>
<td>21</td>
</tr>
<tr>
<td>Humanities &amp; Language</td>
<td>59</td>
</tr>
<tr>
<td>Law</td>
<td>42</td>
</tr>
<tr>
<td>Mathematics &amp; Statistics</td>
<td>60</td>
</tr>
<tr>
<td>Natural &amp; Physical Sciences</td>
<td>54</td>
</tr>
<tr>
<td>Social Sciences</td>
<td>21</td>
</tr>
</tbody>
</table>

335 Total Books*

*November 2, 2016
Book criteria

A textbook must meet all of the criteria to be considered for the Open Textbook Library.

☐ Has an open license

☐ Complete book (no chapters or partial textbooks)

☐ Available as a portable file (e.g. PDF, ePub)

☐ Currently in use at multiple higher educational institutions, or affiliated with a higher education institution, scholarly society, or professional organization
Best Practices
Workflows
Decision making
guidelines
Documentation
Community of Practice
Strategies

Adopt

Create

Pedagogy

Edit
Editing Working Group

Mission:
• Identify technical challenges related to editing openly licensed textbooks
• Identify best practices for creating open textbooks -- practices which will allow modification and editing

Outcomes:
• Create an overview of the process of editing
• A series of “how to” guides for editing various file formats
• A list and rationale of acceptable or preferred file formats for the OTL
• Introductory materials when considering editing an open textbook
MODIFYING AN OPEN TEXTBOOK: WHAT YOU NEED TO KNOW

Cheryl Cuillier, Amy Hofer, Annie Johnson, Kathleen Labadorf, Karen Lauritsen, Peter Potter, Richard Saunders, Anita Walz

A brief guide for editing open textbooks

This is a five-step guide for faculty, and those who support faculty, who want to modify an open textbook. Step-by-step instructions for importing and editing common open textbook file and platform types are included.
Strategies

- Adopt
- Create
- Edit
- Pedagogy
OTN Publishing Initiative

• Completing a pilot with University of Arizona, University of Washington, UMASS Amherst and Cleveland State University.

• Providing access to:
  – Publishing platform
  – Support for project development and services
  – Standardized training
  – Documentation, best practices, guidelines
Strategies

Pedagogy

Adopt

Create

Edit
Institutional Membership:
• Campus workshop to engage and empower faculty to explore, and ideally adopt, open textbooks
• Staff workshop focused on strategies for supporting adoption
• Leadership development for local open textbook programming
• Support for recruitment, data collection, evidence of impact
• Community of practice
• Outlet for your institution’s efforts in affordability and open education successes
“Open education is about increasing student achievement, inspiring passion among faculty, and building better connections between students and the materials that they use to meet their educational goals.”

– Quill West
Thank you.

Sarah Cohen
sfcohen@umn.edu
@open_textbooks
open.umn.edu