Librarians Transforming Textbooks: The Past, Present, and Future of Affordable Learning Georgia
Presenter

Jeff Gallant:
Program Manager, Affordable Learning Georgia
Board of Regents of the University System of Georgia
Academic Library Services / GALILEO
What is the USG?

- Georgia’s public universities and colleges — 29 institutions total
- Governed by the USG Board of Regents
- Administrated by a chancellor and the USG System Offices
What is GALILEO?

• Georgia Library Learning Online
• One of the first statewide virtual libraries in the world
• Well-known and well-regarded for providing affordable and high-quality online library resources throughout GA
• Serves the USG, technical colleges, public libraries, public schools, and some private institutions
“Like doctors prescribing drugs, professors assigning textbooks do not pay for the products themselves, so they have little incentive to pick cheap ones. Some assign books they have written themselves.

The 20m post-secondary students in America often have little choice in the matter. Small wonder textbooks generate megabucks.”

Textbook prices can be a complex issue, including factors such as:

- Effects of Piracy
- The Used Market
- Rental Programs
- Third-Party Vendors
- Faculty Adoption Reporting
- Cost of IT Research / Development

It’s Complicated...
Books and Supplies:
$1298/\text{year}
$5192/4 \text{ yrs.}
“But students spend less than the College Board average per year.”

These estimates are *the price you would pay to have the most success in class*. Spending measures factor in what a student *avoids*.

A 2016 22,000+ college student survey in Florida showed the following:

Because of the high price of textbooks:

- 66% did not purchase a course’s textbook,
- 48% took fewer courses, and
- 26% dropped a course.

Source: 2016 Student Textbook and Course Materials Survey, Florida Virtual Campus
A Quick History: Textbooks and the USG

Regents Committee Approves New Policy To Address Textbook Costs

Atlanta — May 17, 2005
A Quick History: Textbooks and the USG

2004: Chancellor creates a Textbook Task Force to address rising textbook costs

2004-2005: Textbook Task Force holds meetings with stakeholders, conducts research

2005: Chancellor creates a policy to give the USG authority to create guidelines for USG institution bookstore sales.

2006: Guidelines implemented, but costs still rose

2006-: No news on the guidelines after this point
In the meantime...

The USG Office of Faculty Development funded the following:

• USG SHARE Learning Object Repository
  • Deactivated, lack of funding
• USG Open Textbook Publishing Model
  • Partnership with eCore and UPNG
• Developed an open textbook for US History I as a “proof of concept” (partnership with eCore)
• Provided faculty OER training, support, and advocacy

Regents’ Academic Committee on Libraries (RACL) also discussing OER projects
In the meantime...

2011: *Report on Textbook Costs and Trends for Delivery and Cost Reduction* by Marie Lasseter, Office of Faculty Development

“A recent study suggests that one of these options, open textbooks, could reduce the average amount students spend on textbooks by 80% a year. *Further investigation is needed to study the impact of recent developments on textbook affordability and emerging strategies for reducing costs, including the use of open textbooks.*”
GALILEO: Leading the New Charge

When the USG started Complete College Georgia in 2012, an effort to raise retention, progression, and graduation in the state, they contacted GALILEO and USG Library Services to create and pilot a new project on textbook affordability.

GALILEO was selected due to its experience as the provider of affordable electronic resources for (at the time) almost 20 years. Affordability is part of the USG’s Strategic Plan, aligned with the Complete College Georgia initiative.
Affordable Learning Solutions Pilot

GALILEO Pilot Team, 2013

In partnership with California State University and MERLOT, created a website based on the CSU Affordable Learning Solutions template.

- Stakeholder analyses, web page creation, testing, and improvement, presentations at state conferences, more research on OER initiatives

Affordable Learning Georgia Champions and Coordinators,

Late 2013-

Affordable Learning Georgia incorporated a team of Campus Champions and Library Coordinators from each USG institution.
Funded in FY 2015, and now...

The State of Georgia’s FY 2015-2017 budgets funded Affordable Learning Georgia (ALG), which focuses on reducing the cost of textbooks and the enhancement of GALILEO, Georgia’s Virtual Library and ALG’s parent initiative.
One-Stop Center for Affordable Resources
affordablelearninggeorgia.org
Affordable Learning Georgia’s website provides a place for training, search tools, a weekly newsletter, grant-funded materials, featured advocates, awards, and requests for proposals for new rounds of Textbook Transformation Grants.

Projects to Support College Affordability
Textbook Transformation Grants, eCore Open Textbooks, in-person symposia and workshops, and recognition awards for innovation in the use of affordable resources are just a few of the projects ALG has implemented in the past two years.
Partnerships to Maximize Impact

Affordable Learning Georgia has benefited greatly through partnerships with CSU Affordable Learning Solutions, MERLOT, OpenStax, the USG Office of Faculty Development, eCore (Georgia’s Online Core Curriculum) and each of our institutions in order to reach and impact as many students as possible.
Goals and Programs

- Textbook Transformation Grants: working with campuses
- Top 100 Courses
- eCore Partnership
- College Store Partnerships
- GALILEO Open Learning Materials
- Training and Development Activities
# Top 100 Enrolled Undergraduate Courses

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<tr>
<th>College</th>
<th>Course</th>
<th>Textbooks</th>
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<tr>
<td>College Trigonometry</td>
<td>MATH 1112</td>
<td><strong>OpenStax College Algebra and Trigonometry</strong> MERLOT Open Textbooks on Trigonometry</td>
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<tr>
<td>College Algebra</td>
<td>MATH 1111</td>
<td><strong>Adopted by eCore: Advanced Algebra</strong> OpenStax College Algebra</td>
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<td><strong>American Institute of Mathematics Approved Open Textbooks</strong></td>
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<td><strong>ALG Grant-Supported Materials: Goodroe/Kidane</strong></td>
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<td><strong>MERLOT Open Textbooks on Algebra</strong></td>
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<tr>
<td>College Success &amp; First-Year</td>
<td>EGAC 1100</td>
<td><strong>Implemented by Savannah State University: College Success</strong></td>
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<td>Seminar*</td>
<td>GC1Y 1000</td>
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<td>GPCS 1010</td>
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<td>FYE 1220</td>
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<td><strong>ALG Grant-Supported Materials: Wheeler/Hepler</strong></td>
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[http://www.affordablelearninggeorgia.org/find_textbooks/alg_top_courses](http://www.affordablelearninggeorgia.org/find_textbooks/alg_top_courses)
Validation at Scale: eCore

eCore has partnered with ALG to successfully transition 25 courses to use no-cost and open resources.

eCore and ALG have funded open textbooks for subjects without current OER coverage, such as Art Appreciation and World Literature.
College Store Partnerships

- USG independent college store partners through Verba
  - Lowest price guarantees, rental programs, and more
  - Data about cost savings as well as adoptions
  - Software for comparison shopping, adoptions, marketplace
- Last year of Verba funding
- **Textbook Affordability Conference 2017**

Photograph of McGregor Company bookstore, Athens, Clarke County, Georgia. Vanishing Georgia, Georgia Division of Archives and History, Office of Secretary of State. Digital Library of Georgia.
University Press Partnerships

- Working with UNG Press to leverage expertise, catalog, and infrastructure
- Peer review and editorial processes
- Hosting and distribution models
- Adoption/licensing of existing materials in catalog

History in the Making: A History of the People of the United States of America to 1877
External Partners
OER and library adoption, adaptation, and creation all take extra time. Faculty and other experts are already pressed for time.

Textbook Transformation Grants allow for:

- Course releases or extra-workload compensation for faculty and staff
- Assistance from professionals – instructional designers, librarians, etc.
- Support for training session travel

Vector art designed by Freepik: http://www.freepik.com/free-vector/simple-small-icon-vector-material_575034.htm
Why are we awarding grants?

Since 2015, we have awarded about $2 million in one-time grants.
Since 2015, USG grantees have saved students a cumulative projected $31.4 million, affecting 266,412 students.

(Based on faculty reported price of commercial textbook(s) replaced within awarded proposal. Average saved per student = ~$118)
Why are we awarding grants?

External Project Impact

• Shared evaluations
• Sustainability measures
• Shared creations and adaptations
• Lessons learned
• RPG statistics
• Student savings
GALILEO Open Learning Materials

Starting with:

• 25 USG-published Open Textbooks
• 57 ALG Grants Collections
• 26 Ancillary Materials / Material Sets
Librarians and ALG

USG Librarians, especially our Library Coordinators, provide support and expertise in finding, evaluating, modifying, creating, and hosting open educational resources.

Librarians also assist faculty in implementing subscribed library resources as required reading materials via the learning management system, LibGuides, or both.

Librarians often assist with grant proposal writing and participate within grant teams.
Denise Dimsdale, Georgia State University

- Education Librarian, focused on open access and open education
- Hosted a week-long OER workshop program during Open Education Week
- Participated in an Introduction to OER Podcast project
- Presents and advocates for open education at state and national conferences
- MERLOT Peer Reviewer, Library and Information Services area
Mary Jo Fayoyin, Savannah State University

- Dean of Library Services
- Before ALG existed, led an effort to replace a commercial textbook in all First Year Experience courses with an open textbook, now saving students an estimated $100,000 per year
- Works with department chairs to seek out opportunities for OER implementation
Mary Ann Cullen, Georgia State University

- Director, Alpharetta Campus Library
- Assisted with the creation of English Composition LibGuides of free and open resources to replace a textbook
  - Became a large-scale grant project
- Presenter at national and state library and Teaching and Learning events, online web series
- Faculty consultant on OER
Mark Flynn, Columbus State University

• Dean of Libraries
• Well-known for his support in assisting faculty with grant proposals
• Part of a grant team for BUSA 4185, Strategic Management, implementation saving est. $32,000 to students per year
• Workshops on OER, Open Access Week events
The Future of ALG

- Fill in the OER gaps for the highest-enrolled USG courses
- Build on existing grant program successes
- Expand adoption-support capabilities
  - Quicker turn-key solutions
- Expand how OER are used: personalized, adaptive, CBE, etc.
- Integrate GALILEO Open Learning Materials into statewide repository and upcoming ILS implementation
- Expand training to empower more librarians and instructional designers to help with OER and library materials
  - Potential for Creative Commons certification as their program develops
The Future of ALG

• “To explore strange new [educational] worlds... To boldly go where no one has gone before”
http://affordablelearninggeorgia.org/
Jeff.Gallant@usg.edu

Questions?