Choose Generation Open:
Transforming Teaching and Learning with Open Educational Resources

Una Daly, Open Education Consortium
Kate Hess, Kirkwood College

Welcome

Una Daly
Community College Director
Open Ed Consortium
OER Library Manager, CSU
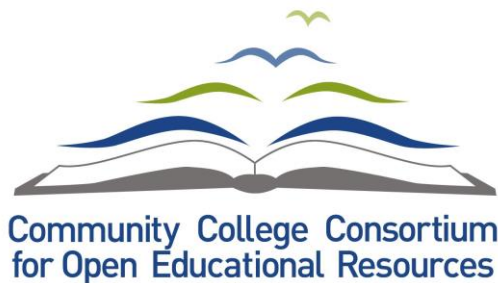
Kate Hess
Faculty Librarian
Library Coordinator
Kirkwood Community College

Open Access Illinois

iNAM

Illinois Network for Advanced Manufacturing
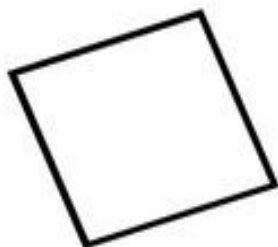
SIUe

DigitalCommons@C.O.D.

Illinois General Assembly

Open Access to Research Public Act of 2013

True

Fals

?

Agenda

- Open Education is evolving
- Barriers to Education
- How Openness Enables Sharing …
- Case Studies
- Student and Faculty Impact
- Launching an OER Initiative
- Sustainability of OER
- Challenges on Your Campus

Second Open Government Action Plan
September 2014

- Promote open education to increase awareness and engagement:

  – Start dialogues and partnerships with academia, industry, and governments.

  – Pilot new models that use OER

  – Launch an online skills academy for high demand career training

What is Open Education?

… encompasses resources, tools and practices that employ a framework of open sharing to improve educational access and effectiveness worldwide.

--- Open Government

… combines the traditions of knowledge sharing and creation with 21st century technology to create a vast pool of openly shared, free educational resources that are more responsive to learner's needs.

-- Open Education Consortium

Worldwide Participation in Higher Education is Expected to Grow ~60% by 2025...

Worldwide Participants in Tertiary Education, 2011 and 2025 Projected

165M — 2011

263M — 2025
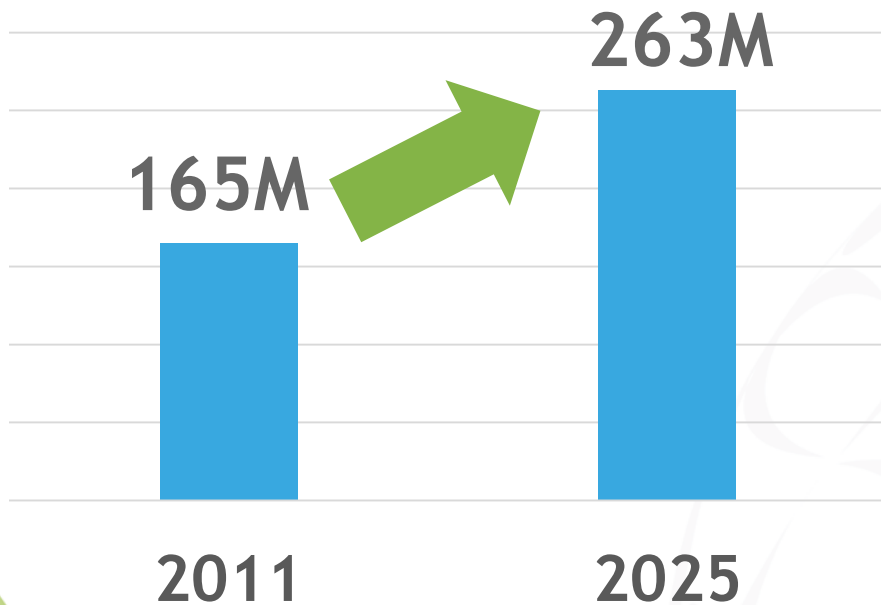
In order to accommodate these 98 million new students, **four** major universities of **30,000+ students** would need to open **every week** for the next **15** years

Source: http://www.timeshighereducation.co.uk/features/a-different-world/2001128.article; OECD indicators Education at a Glance 2012 and Trends in Global Higher Education: Tracking an Academic Revolution, UNESCO 2009
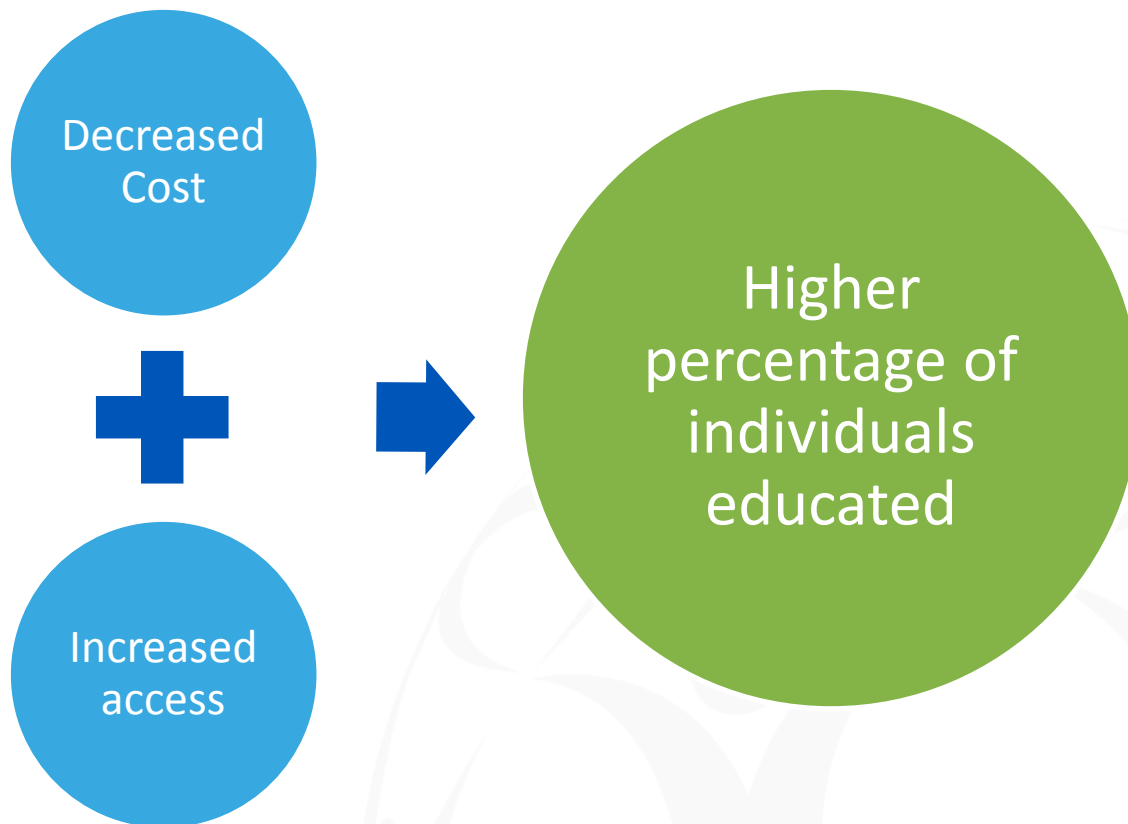
...and Employers are Increasingly Seeking Skilled Workers

~90-95M low-skill workers (2.6% of the global workforce) will not be needed by employers by 2020

Employers will need ~45M more medium-skill workers and ~38-40M more high-skill workers than will be available by 2020

Source: McKinsey Global Institute

The Opportunity

Decreased Cost

+

Increased access

→

Higher percentage of individuals educated

Open Education Consortium Membership

WHAT IT MEANS TO BE GLOBAL

30,000+
COURSES

280+
ORGANIZATIONS

40
COUNTRIES

29
LANGUAGES

Community College Consortium

250+ colleges in 18 states/provinces

Education as Human Right

" Education is both a human right and a vital means of promoting peace and respect for human rights and fundamental freedoms ... to realize this potential, education must be made universally available and equally accessible to all "

World Education Report 2000, "The right to education: Towards education for all throughout life". http://www.unesco.org/education/information/wer/PDFeng/wholewer.PDF

Education is about Sharing

- Teachers share knowledge freely

- Students share their understanding

- Teachers share with each other.

Source: David Wiley, Why be Open, slideshare 2012

Tuition and Fees

- Undergraduate costs rose 42 percent at public institutions 2001-2011

COURTESY: UNIVERSITY OF ILLINOIS AT CHICAGO
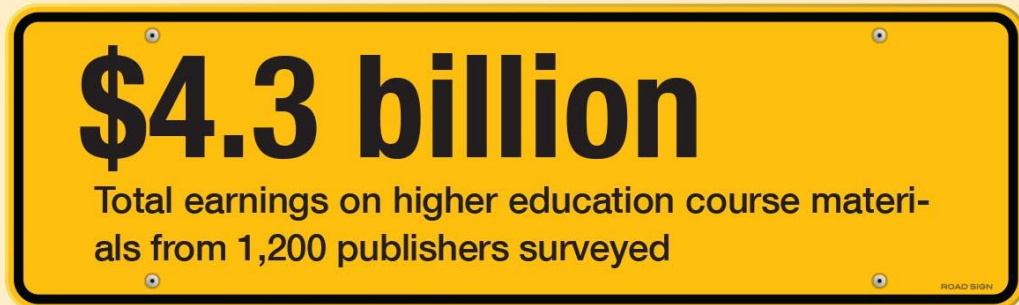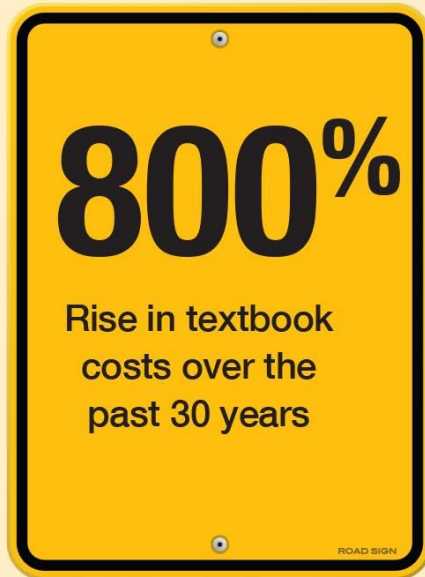
Source: National Center for Education Statistics

http://nces.ed.gov/fastfacts/display.asp?id=76

Student Debt

- Federal Student Loan Debt
  - **1-Trillion Dollars**

- Avg. loan upon graduation
  - **$25,000+**

Image: Welcome Back to CAL licensed
CC-BY-NC by Black Hour on Flickr

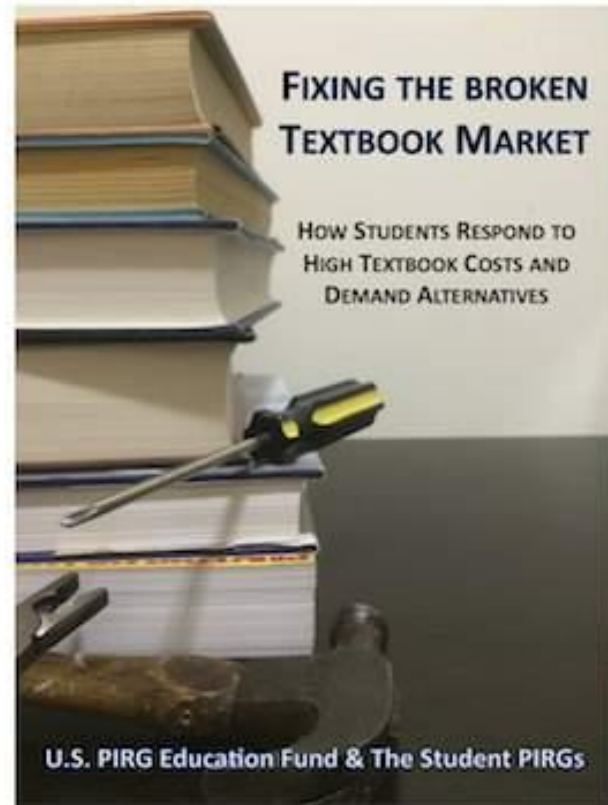Source: Chronicle of Higher Ed, Forbes Magazine, Aug 2013

http://www.forbes.com/sites/specialfeatures/2013/08/07/how-the-college-debt-is-crippling-students-parents-and-the-economy/

The BIG BUSINESS of TEXTBOOKS

800%

Rise in textbook costs over the past 30 years

ROAD SIGN

65%

Students who have opted not to buy a required textbook due to cost

ROAD SIGN

$1,200

What the average college student spends per year on books and supplies

ROAD SIGN

$4.3 billion

Total earnings on higher education course materials from 1,200 publishers surveyed

ROAD SIGN

(Article): University Business: College textbook forecast: Radical change ahead
http://www.universitybusiness.com/article/college-textbook-forecast-radical-change-ahead

Student Impact

- 65% choose to not buy textbook

- 94% report concern that grades affected

- 48% take fewer classes or different classes

FIXING THE BROKEN TEXTBOOK MARKET

HOW STUDENTS RESPOND TO HIGH TEXTBOOK COSTS AND DEMAND ALTERNATIVES

U.S. PIRG Education Fund & The Student PIRGs

Solution:
Open Educational Resources

- Online access to textbook on first day of class.

- Free online, low-cost print option

Licensed for re-use by OpenSourceWay

- Faculty can adapt for students

But how to set the content free?

CC BY NC redjar flickr

Use an Open License

- **Free**: Free to access online, free to print

- **Open**: Shared, usable and re-usable

- **Creative Commons:** less restrictions than standard copyright but author retains full rights.

Creative Commons Licenses

Simple, standardized way to grant copyright permissions

Permission: **Attribute-BY**   **Non-Commercial?**   **Share alike?**

http://creativecommons.org
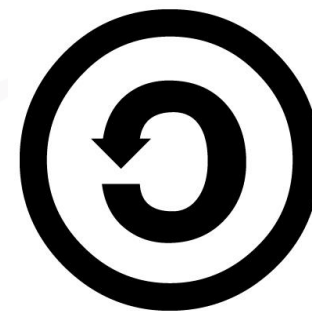
STITZ ZEAGER OPEN SOURCE MATHEMATICS

Home to free and open precalculus materials

Welcome!

Our Current Textbooks:

NEW! **Chapter 0 - Prerequisites (August 2013) - A targeted review of Basic and Intermediate Algebra Topics**

NEW! **Corrected 3rd Editions (July 2013)**

- **Click to obtain the corrected Precalculus, 3rd Edition free eBook (.pdf) (July 2013)**
- **Click to obtain the corrected College Algebra, 3rd Edition free eBook (.pdf) (July 2013)**
- **Click to obtain the corrected College Trigonometry, 3rd Edition free eBook (.pdf) (July 2013)**

3rd Editions (July 2011)

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- **Click to obtain the College Triginometry, 3rd Edition free eBook (.pdf) (July 2011)**
- **Click to obtain our errata for the 3rd Edition Textbooks (.pdf)**

For printed copies of our textbooks, click on the following link: Stitz Zeager Textbooks on Lulu.com

CC licenses are unique because they are expressed in three ways.

Make it easy to find!

Slide adapted from Cable Green slideshare

Modify for special needs!

Publisher: Wiley & Sons

Amazon $167. 19
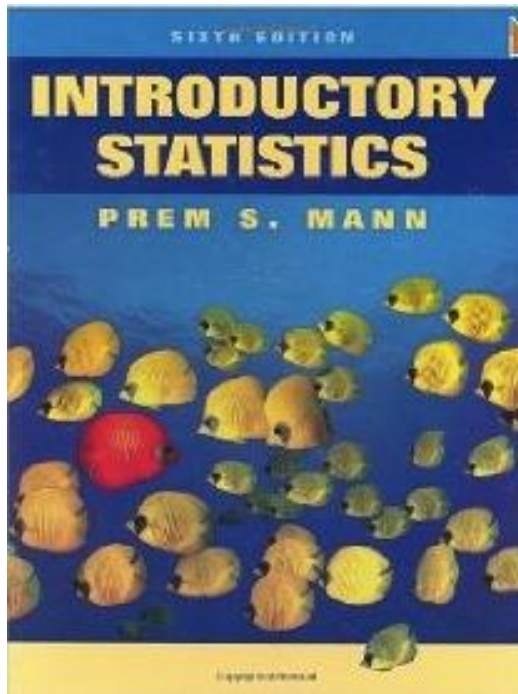
Publisher : OpenStax College

Digital Access - $0
Softbound: $34.31

SIXTH EDITION
INTRODUCTORY STATISTICS
PREM S. MANN

Introductory
Stat-
istics
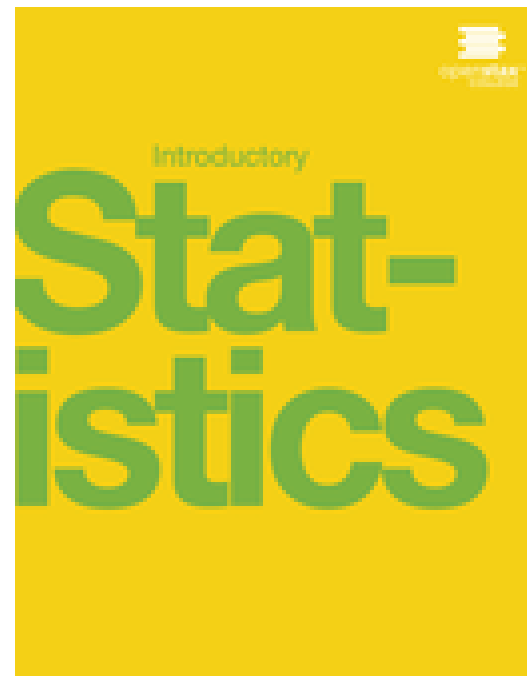
Make it affordable!

Who creates open educational resources?

- Private Foundations

- Grant funded projects

- Educational institutions

- Faculty and other experts

$100 million from private foundations in the last decade.

Source: lumen learning slideshare

Where to Find
Peer Reviewed OER?
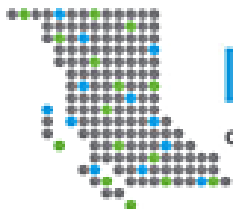
Large scale OER Projects

- U.S. Department of Labor
- OpenStax College
- Maricopa Millions
- NOVA's OER-based General Ed
- Kaleidoscope/Lumen Learning

TAACCCCT Grants

$2 billion over four years
Materials licensed with CC-BY

Source: Cable Green, Creative Commons, 2013

TAACCCT Grants

Illinois Network for Advanced Manufacturing

- College of DuPage
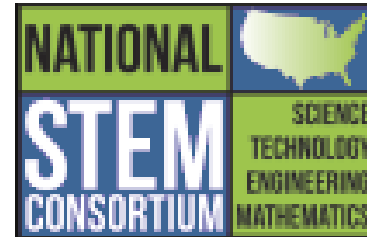
Environment Health & Safety

- College of Lake County

Building Illinois' Bioeconomy (BIB) :

- Southeastern Illinois College (SIC),
- Southern Illinois University-Edwardsville,
- Carl Sandburg College,
- Lincoln Land College,
- Lewis & Clark College

OpenStax College
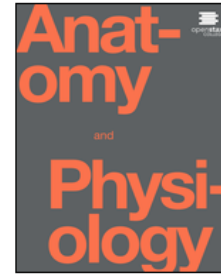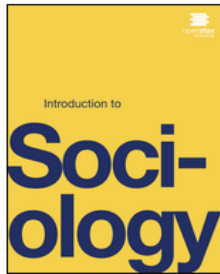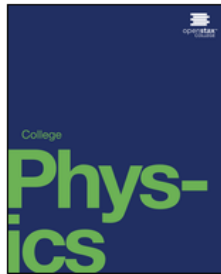
Foundation funded, peer reviewed open textbooks for top 20+ courses.

$13 MILLION+ SAVED!

openstax™ COLLEGE

NOVA's OER-Based General Education Project

- 25 OER-based GE Courses
- Team development
  - Faculty, Librarian, Instructional Designer
- Saving students $200,000 per term
- Student success rates improved in most courses.

Costs of Textbooks

ELI@
Northern Virginia
Community College

- ENG 111: $140
- ENG 112 : $93
- ENG 125: $89
- MTH 151: $263
- PHY 201: $269
- PHY 202: $244
- HIS 121: $109
- HIS 122: $109
- ART 101: $226
- ART 102: $226
- HIS 262:   N/A (new course)
- SDV 100: $77

- CST 110: $140
- ECO 201: $281.80
- ECO 202: $281.80
- ITE 115: $182.70
- MTH 152: $161.80
- MTH 157: $123.55
- MUS 121: $141.45
- PED 116: $92.85
- PSY 200: $107.15
- REL 100: $138.55
- SOC 200: $114.65

Average cost of Textbooks = $185

Potential savings of $3600 per student

OER Teaching Impact

I make more use of culturally diverse resources — **23%** ... 2%

I collaborate more with colleagues — **22%** ... 2%

I use a broader range of teaching and learning methods — **21%** ... 2%

I have a more up-to-date knowledge of my subject area — **19%** ... 2%

I more frequently compare my own teaching with others — **18%** ... 2%

I have improved ICT skills — **16%** ... 4%

I now use OER study to develop my teaching — **14%** ... 3%

I have broadened my coverage of the curriculum — **14%** ... 1%

I reflect more on the way that I teach — **13%** ... 5%

I make use of a wider range of multimedia — **6%** ... 3%

0%   20%   40%   60%   80%   100%

■ strongly agree–   ■ agree–   □ neither agree nor disagree–   ■ disagree–   ■ strongly disagree–

Maricopa Millions:
Saving Students $5 M in 5 Years

- District-wide funded OER project
  - 10 Colleges, over 250,000 students
- Developing OER courses for General Education.
- Finalizing OER quality rubric
- Students can search for courses that use OER when registering.

maricopamillions
Saving Students Money With Open Educational Resources

Student Savings and Student Voices

Open Textbook Ratings by Students

Number of Students
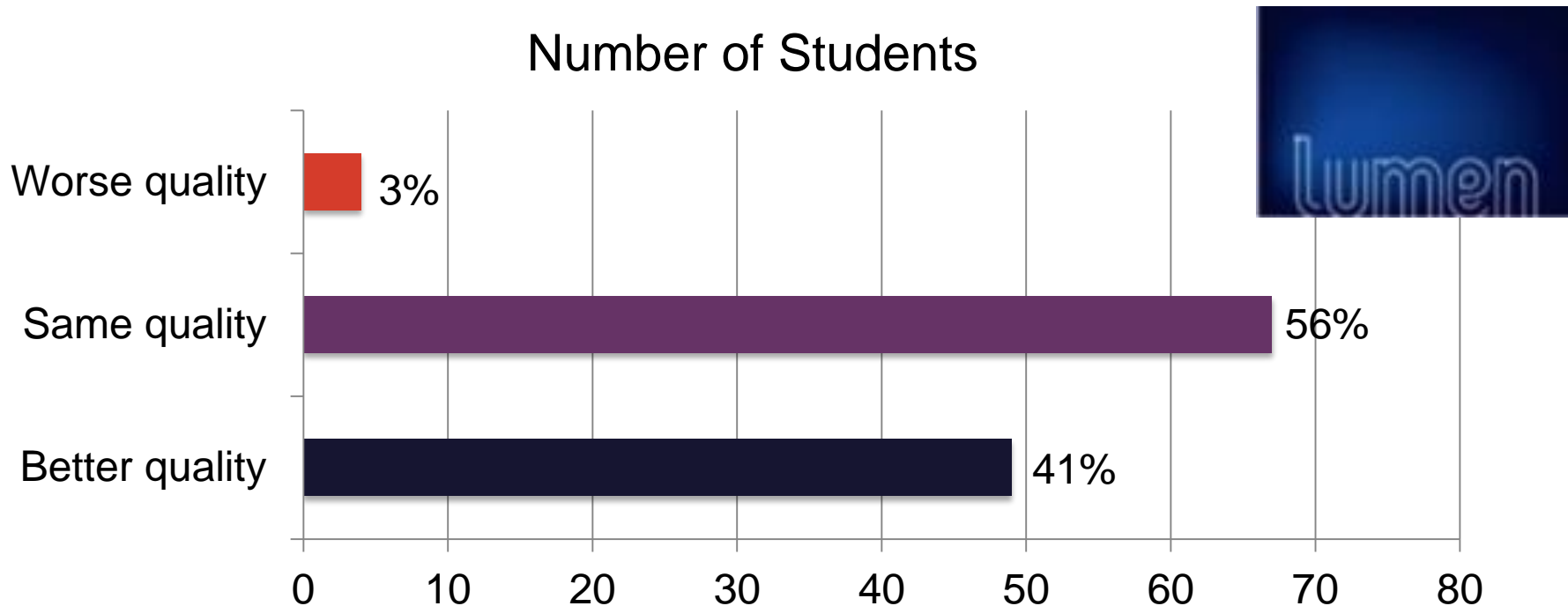
- *"It was very concise and aligned with exactly what we were working on in the class."*

- *"Having the textbook catered to us by our teacher was perfect."*

Developmental Math Results
Percentage passing with C or better
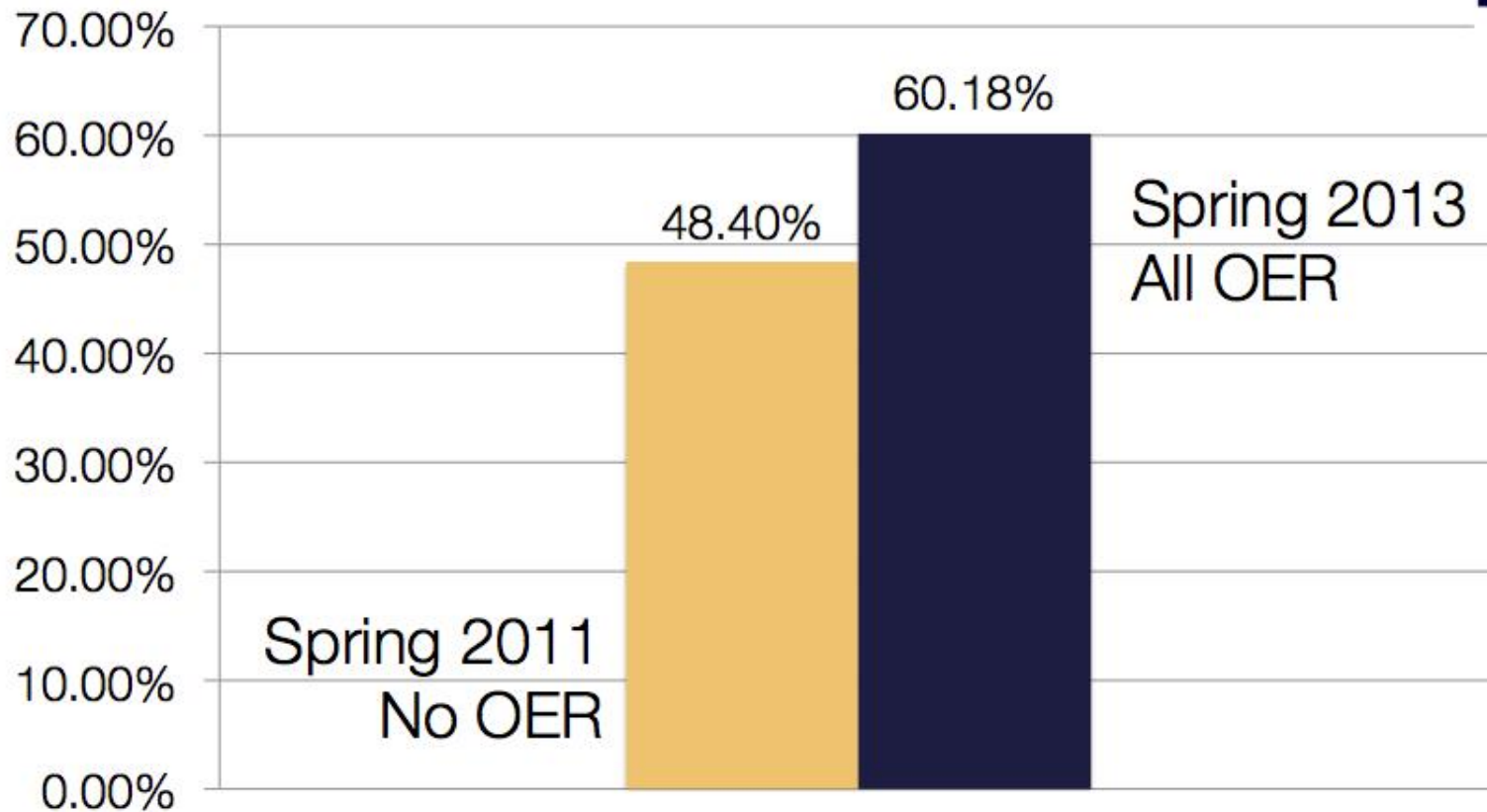
Chart data:
- Spring 2011 No OER: 48.40%
- Spring 2013 All OER: 60.18%

n=2,842

Launching an OER Initiative

The Roadmap

Step 1: Needs Assessment → Step 2: Strategic Planning → Step 3: (Re)Write The Plan → Step 4: Implement the Plan → Step 5: Evaluate how it went → Step 2: Strategic Planning
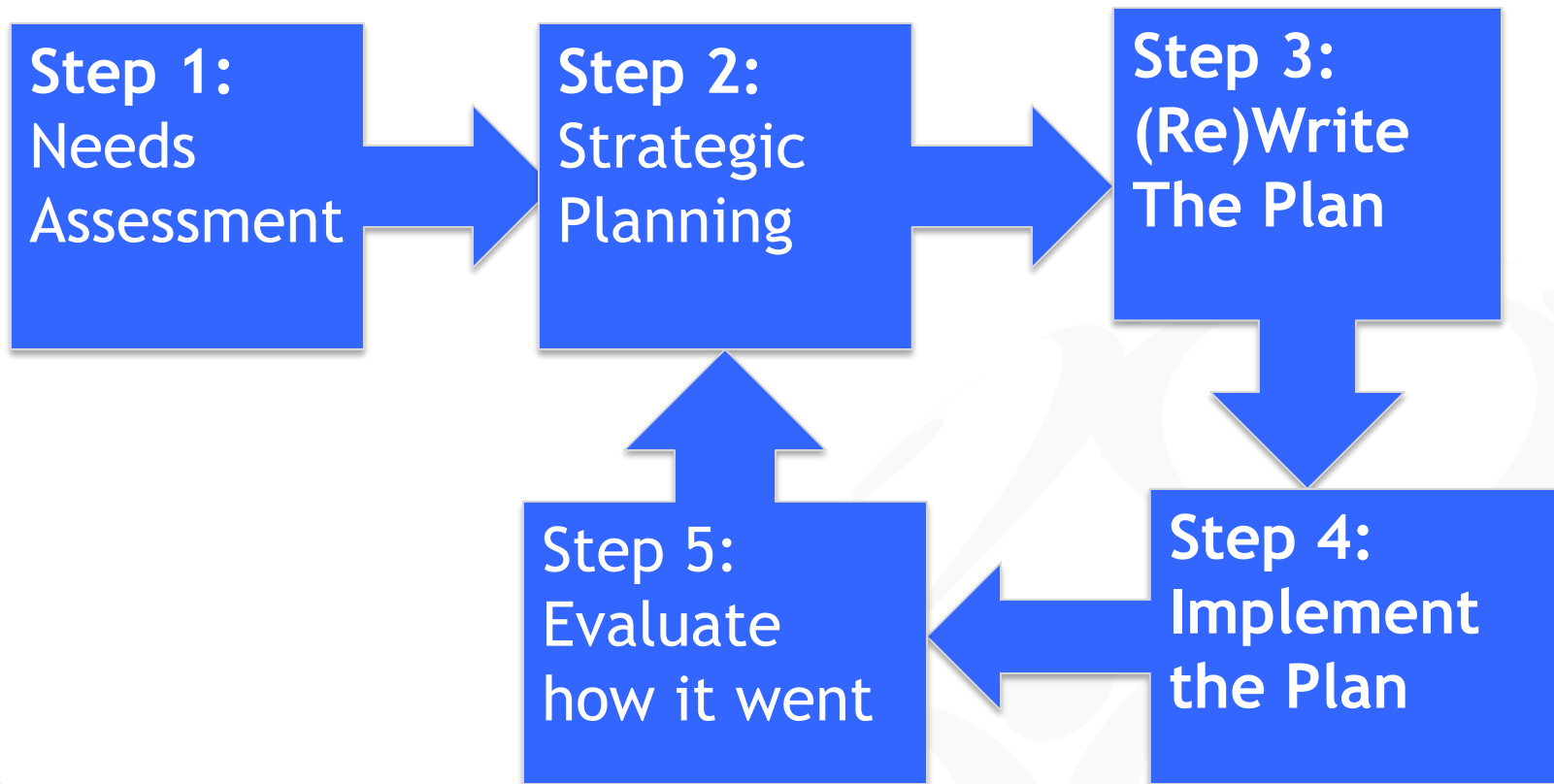
Step 1: Needs Assessment

- Surveys or interviews with stakeholders
  - Faculty
  - Librarians
  - Students
  - Deans
  - Curriculum Committee
  - Bookstore Manager
  - President, Board of Trustees, etc
  - Other College OER Leaders

Step 2: Strategic Planning

- Set measurable goals with timeline
  - Alignment with college planning
- Identify sponsorship and funding
  - Internal and external
- How to create awareness
  - Campus activities
- IT Support requirements
  - Web pages, blogs, social media

Step 3: Write the Plan

- Faculty and staff development plans
  - Training and incentives
- Marketing plans
  - Internal and external
- Student outreach
- How to measure the outcomes
  - Adoptions, $$$ saved, student success
- Second phase funding

Step 4: Roll-out the Plan

- Regular Communications
  - Website, blog, emails?
- Mechanisms for feedback
  - Making adjustments
- Surveys for faculty and students
  - Enough but not too many
- Recognize champions on campus

Step 5: Evaluate and Regroup

- Evaluating the feedback
  - Follow-up with key constituents
- Measuring outcomes
- Publishing the results
- Thanking the contributors
- Strategic planning Phase 2

Open Education Sustainability

- Add OER to strategic plans
- Support faculty OER adoption
- Include students
- Openly license when possible
- Ensure OER is accessible
- Track your progress, celebrate the heroes
- Join the open education community

open education conference

November 19-21 | Washington, D.C.

www.openedconference.org

Need Help Getting Started?

- Find & adopt open textbook workshops
- Understanding open licenses
- Online accessibility
- Faculty and student surveys
- Access to community of OER practitioners & experts
- Monthly webinars

Community College Consortium
for Open Educational Resources

Fall 2014 Webinars
2nd Wed, 10:00 PST (1:00 PM EST)

Finding and Adopting Open Textbooks
Wed, Sept 10, 10:00am Pacific (1:00 pm EST)
Featuring speakers from OpenStax College, BCcampus, and the California Open Textbook Initiative

Open Course Design and Development with UMUC, Lumen
Wed, Oct 8, 10:00 am Pacific (1:00 pm EST)
Featuring speakers from Lumen Learning, UMUC.and Northern Virginia Community College.

Opening up Pedagogy with Open Educational Resources
Wed, Nov 12, 10:00 am Pacific (1:00 pm EST)
Featured speakers will include college instructors and their students sharing how the use of open educational resources changed their learning experience.

OER Research and Open Access
Wed, December 10, 10:00 am Pacific (1:00 pm EST)
Featured speakers will include those actively involved in system-wide and global OER research projects and the SPARC Open Education project.

Archived webinars available at http://oerconsortium.org

Thank you!

Contact Information

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