USING OER TO REDUCE TEXTBOOK COSTS FOR YOUR STUDENTS

Michael Hooper | August 9, 2021

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Tracy Nichols - Faculty, CoAL
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Anthony Sanders - Faculty, CoE
Donna Short - Faculty, CoE
Colleen White - Faculty, CoSTEM

Cayce Granato - Student Representative

APSU TEXTBOOK AFFORDABILITY TASKFORCE

Webpage:

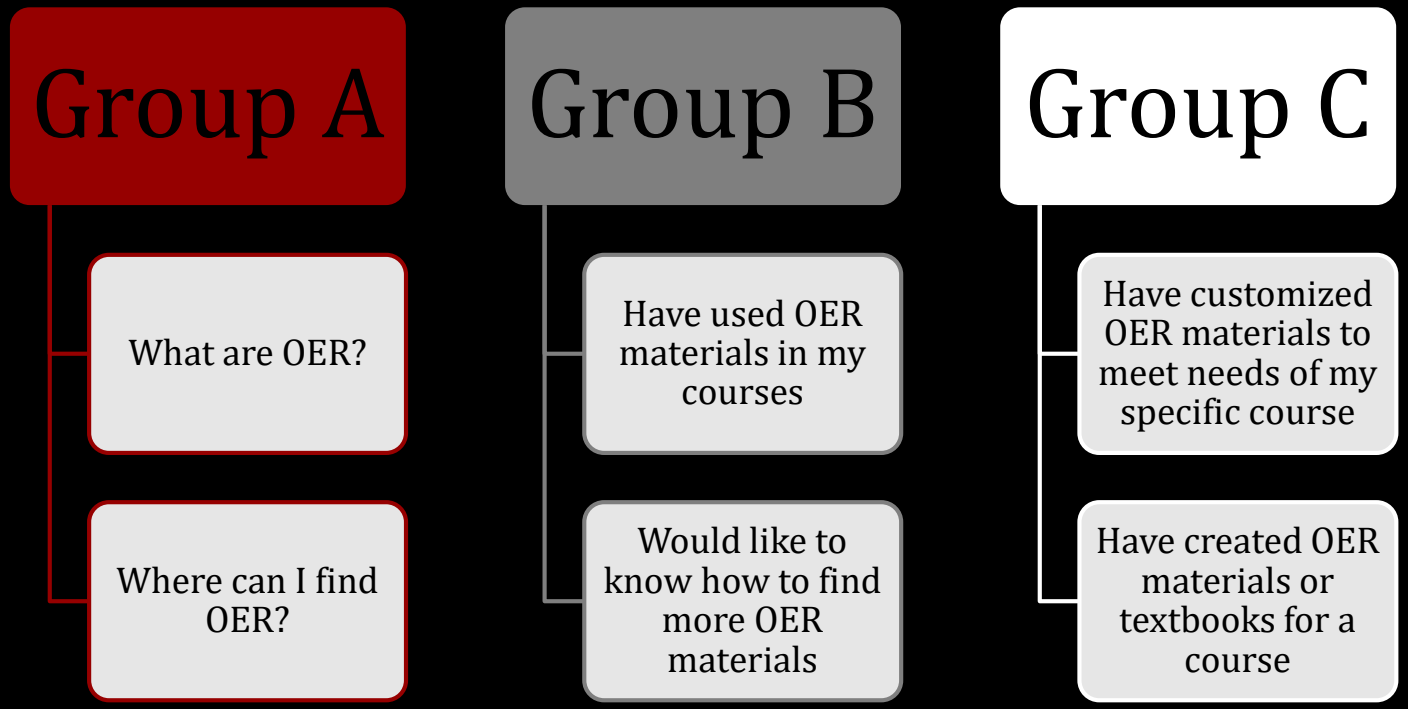
https://www.apsu.edu/student-success/textbook-affordability.php

OUTLINE

- What Are OER?
- Why Use OER?
- How to Find OER Materials
- How to Use Library Materials as an Alternative to OER
- Resources for Creating OER Materials
- Tennessee Open Education Hub

OER POLL

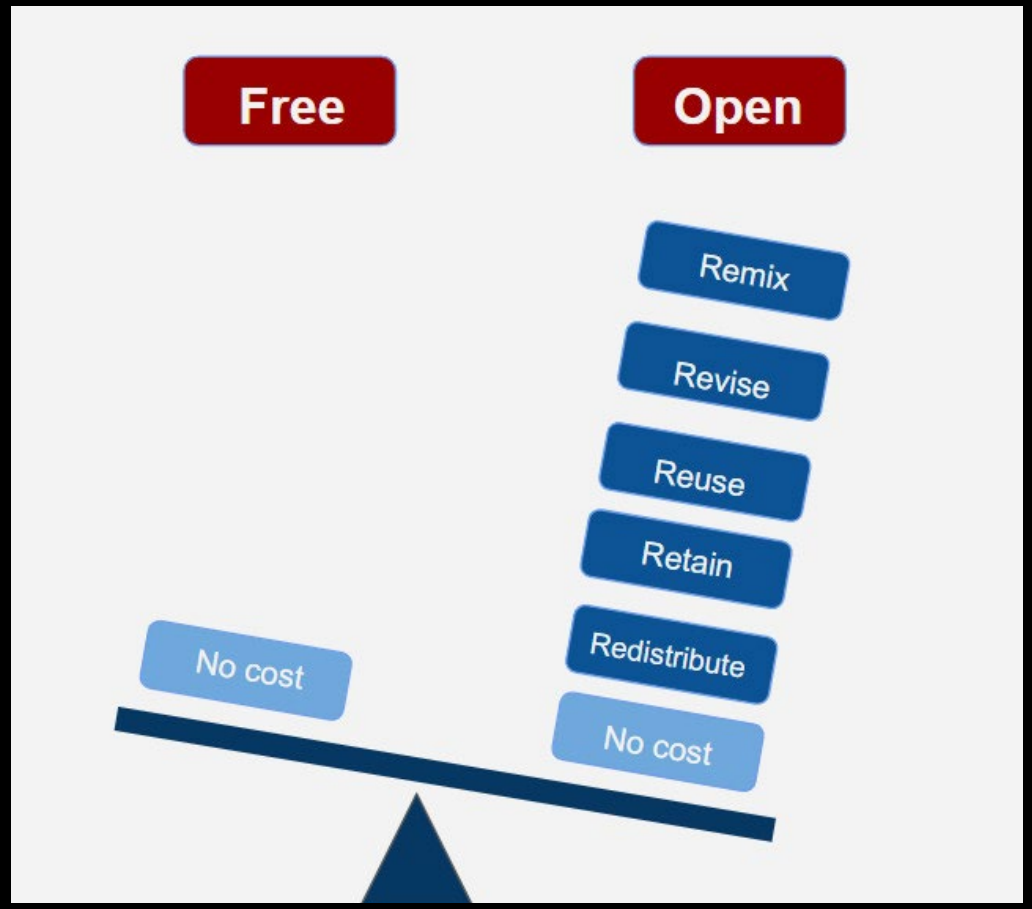
Rate Your Knowledge



WHAT IS OER?

Resources May Include:

- Textbooks
- Chapters
- Articles
- Websites
- Tutorials
- Syllabi
- Videos
- Images
- Audio
- Podcasts
- Assignments
- Courses



WHAT ARE OER?

Open Educational Resources (OER) are free teaching materials that are often licensed for customization and redistribution.

Image Source:

Gumb, Lindsey, Fellow, Open Education

OER & COVID-19, New England Board of Higher Education (NEBHE) webinar presentation

CC BY SA

OER can also be:

- Difficult to find in some subject areas
- Low quality
- Out of date
- Be tedious to review for accuracy
- More difficult to use than just selecting a traditional textbook from a publisher
- Become unavailable or have unreliable online access to content

- Revision and creation of OER can be time consuming and offer little reward

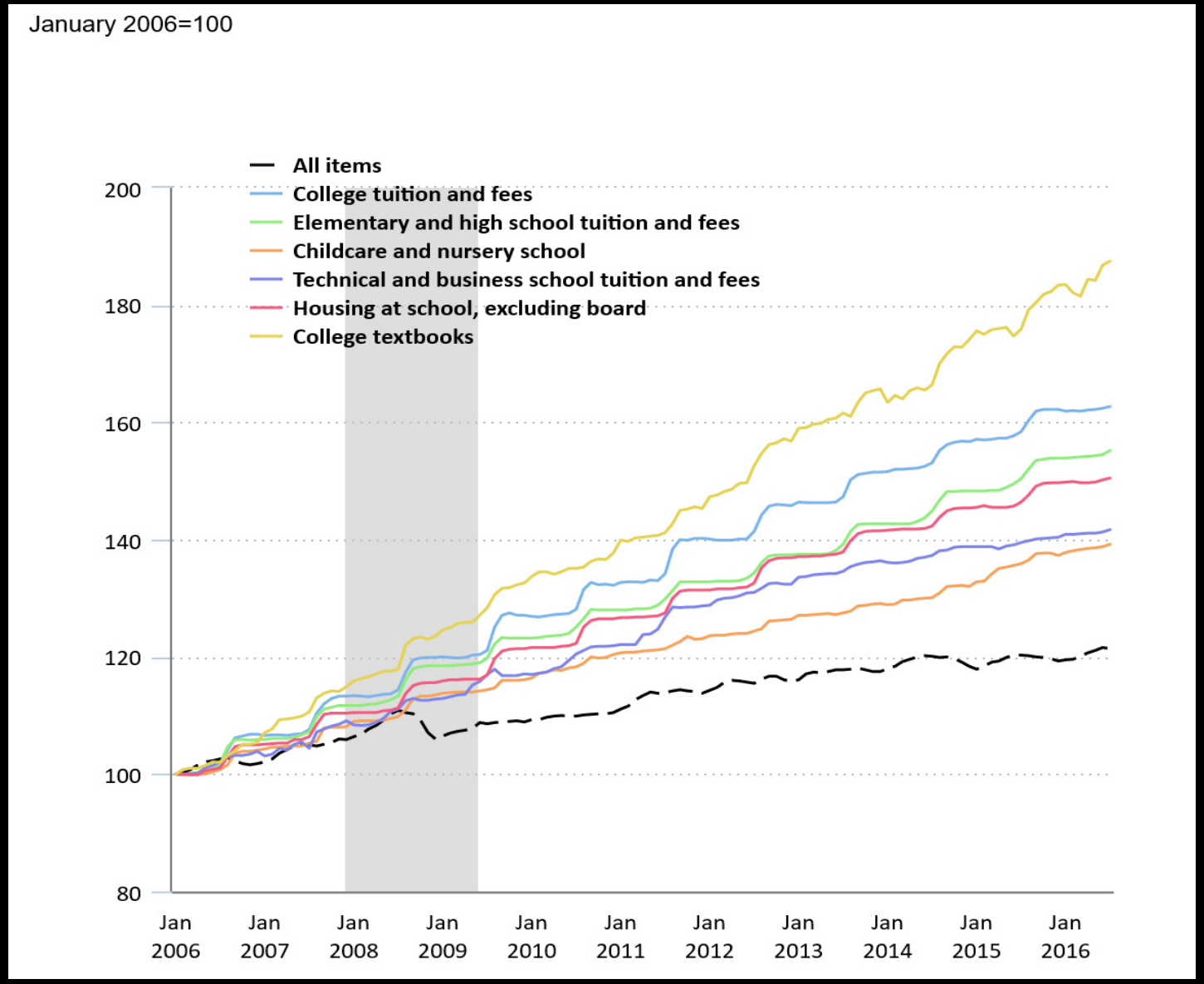
WHAT ARE OER?

A warning about some possible negative aspects of using OER

Source: pixabay.com

WHY USE OER?

Rising Textbook Costs



WHY USE OER?

Over a 10 year period from 2006 to 2016, consumer prices for college textbooks increased 88 percent

Data Source:

Bureau of Labor Statistics, U.S. Department of Labor

The Economics Daily

College Tuition and Fees Increase 63 Percent since January 2006

Student Spending

2020-21 Student Course Material Spending	
Academic Year	Cost Per Course
$456	$53

- Data from annual survey of college students with 12,000 students at 39 institutions participating in the latest report.
- Average annual spending on course materials has decreased by 28% since 5 years ago-from $602 to $456.

WHY USE OER?

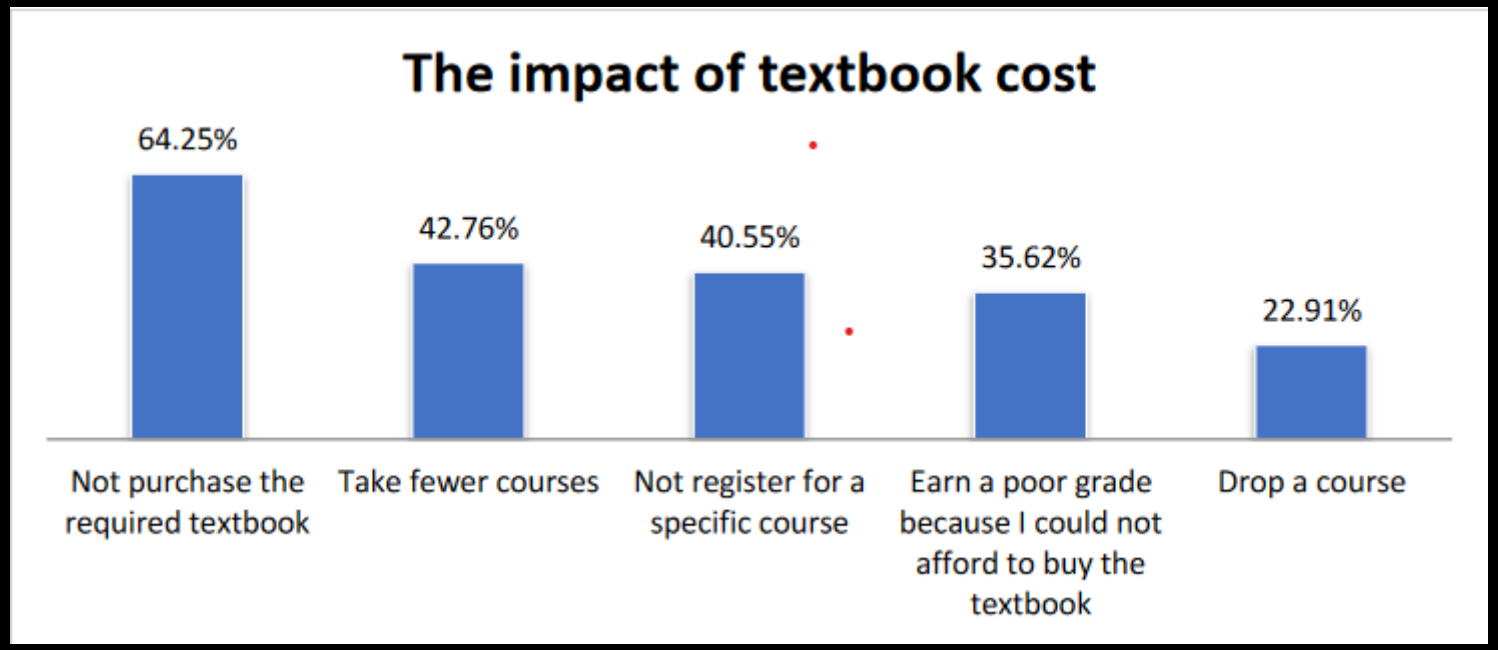
Data Source:

OnCampus Research (National Association of College Stores)

Student Watch 2021 (report highlights)

Impact on Student Success

Student textbook and course materials survey with more than 21,000 students from Florida's 40 public colleges and universities.



17.2% of students indicated failure of a course because they could not afford to buy the textbooks

WHY USE OER?

Data Source:

Florida Virtual Campus

2018 Florida Student Textbook & Course Materials Survey

This chart and the survey cited above is licensed under a Creative Commons Attribution 4.0 International License.

Survey to APSU Students in Fall 2020

Out of 946 student respondents, 74.52% responded "yes" to not purchasing or delaying textbook purchase of required course materials

Which of the following prevented or delayed you from purchasing required course materials?

Top 3 responses:
34.62% - lack of money
29.51% - unsure if materials will be used in course
17.72% - family/living expenses

WHY USE OER?

Data Source:

APSU Textbook Survey - Student Perceptions

Primary IRB Investigator:
Donna Short, EdD
Department of Teaching & Learning

Fall 2020 (Qualtrics)

Survey to APSU Students in Fall 2020

Choose the closest dollar range you spend/budget on all required course materials (textbooks, reading materials, and media materials) per semester.

Answer	%	Count
Less than $200	20.85%	197
$200 to $399	39.37%	372
$400 to $599	25.71%	243
$600 to $800	10.37%	98
More than $800	3.70%	35
Total	100%	945

WHY USE OER?

Data Source:

APSU Textbook Survey - Student Perceptions

Primary IRB Investigator:
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Fall 2020 (Qualtrics)

OER Save Students Money

In 2018, SPARC (Scholarly Publishing and Academic Resources Coalition) reported that the OER movement has saved students, parents, schools and governments at least $1 billion dollars.

U.S. & Canada Higher Ed:	$921,783,169
U.S. & Canada K-12:	$45,051,066
International:	$38,500,000
Total:	$1,005,334,235

In 2013, it was announced that the OER movement had collectively saved students $100 million.

WHY USE OER?

Data Source:

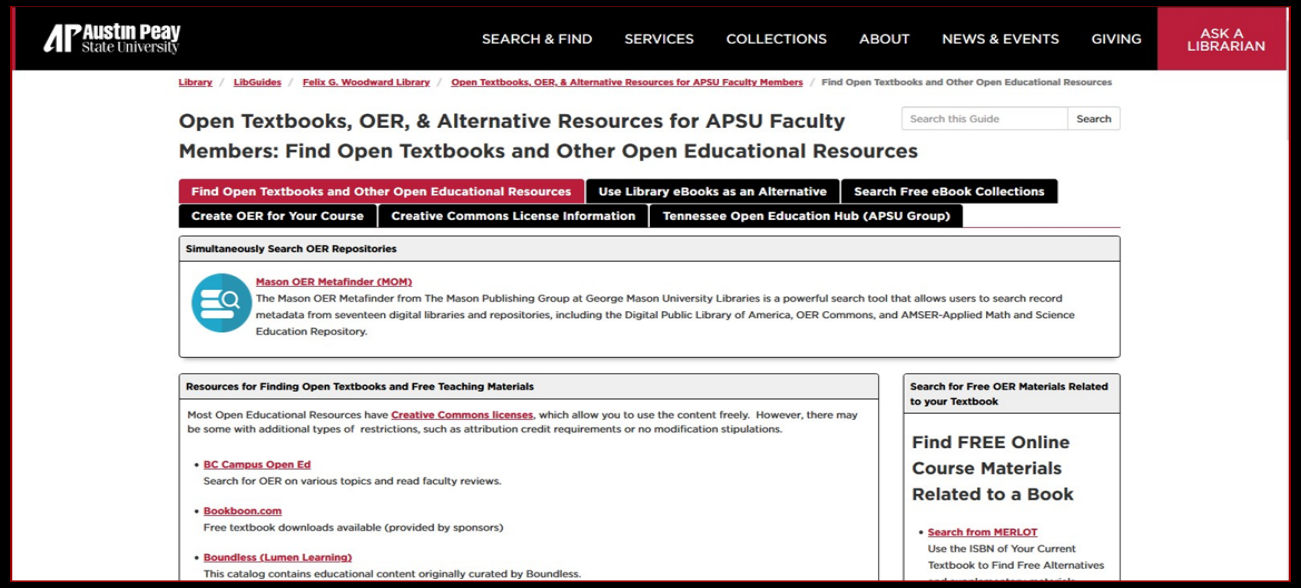
Allen, Nicole

Scholarly Publishing and Academic Resources Coalition (SPARC)

$1 Billion in Savings through Open Educational Resources

HOW TO FIND OER MATERIALS

OER Guide



FINDING OER

Open Textbooks, OER, & Alternative Resources for APSU Faculty Members:

https://libguides.apsu.edu/OER

HOW TO USE LIBRARY MATERIALS AS AN ALTERNATIVE TO OER

Library Resources as an OER Alternative

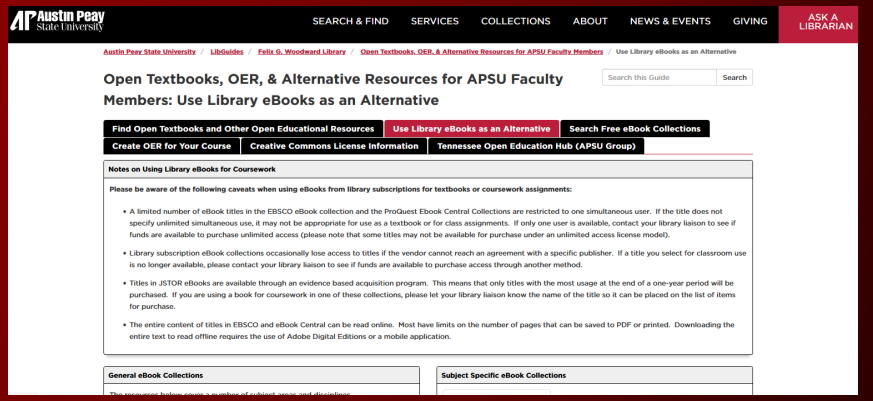
- Alternative resources from the library could include:
  - electronic journal articles
  - electronic theses or dissertations
  - electronic books
  - streaming videos

- The Library Resource Link Generator is available for configuring links found in library resources for inclusion in D2L. This will provide access to students both on and off campus.

USING LIBRARY RESOURCES

Library Website:
https://library.apsu.edu

Research Guides by Subject:
https://libguides.apsu.edu/subjectlist



RESOURCES FOR CREATING OER MATERIALS

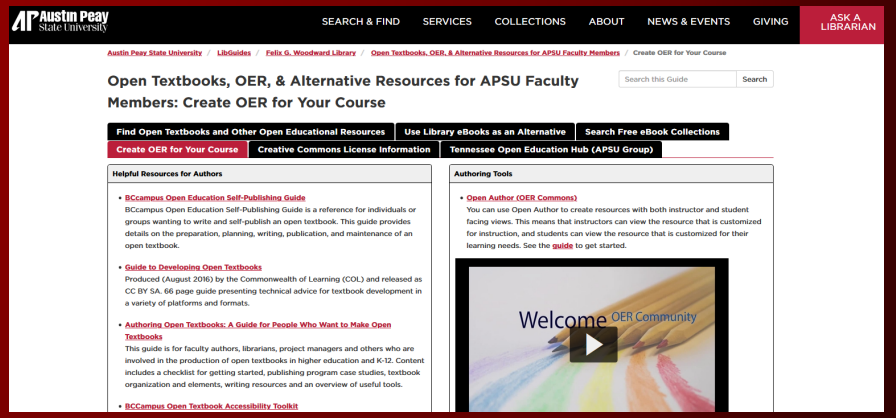
Free or Inexpensive Authoring Tools

- **Open Author (OER Commons)**
  - Available in Tennessee Open Education Hub
- **GitBook**
  - Online “book” format, that can used to create OER. It gives individuals 10 public and private spaces, custom domains and GitHub Sync at no cost.
- **Google Drive or Microsoft OneDrive**
  - Create files in Google Docs or Microsoft Word and create a link for sharing
- **PressBooks**
  - Create and try for free, $20 to remove watermarks with 25MB of storage

RESOURCES FOR CREATING OER

GitBook:
https://www.gitbook.com

PressBooks:
https://pressbooks.com



Licenses for OER

Image Source: Creative Commons
https://creativecommons.org/about/downloads

RESOURCES FOR CREATING OER

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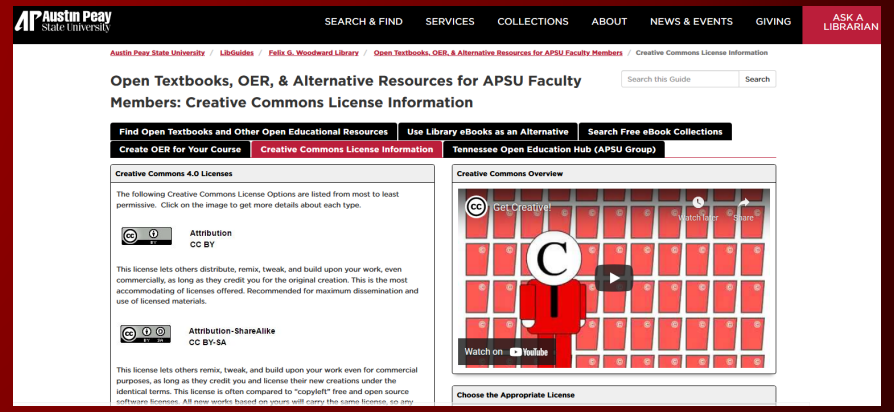


Grant Opportunities

- **TBR OER Grants**
  - For 2020-2021, Tennessee Board of Regents is awarding grants totaling $477,624.00 to 19 faculty-led teams at 11 colleges and universities to OER for their courses
- **William and Flora Hewlett Foundation**
  - In 2020, 17 million was awarded through 42 grants to 59 grantees
- **U.S. Dept. of Education (Open Textbooks Pilot Program) Grant**
  - Federal grant program that supports projects at institutions of higher education that use open textbooks to achieve savings for students. Since 2018, a total of $24 million has been appropriated.

RESOURCES FOR CREATING OER

Data Sources:

TBR: https://www.tbr.edu/news/grants-awarded-college-university-teams-create-open-educational-resources-students-2021-05-03

William and Flora Hewlett Foundation: https://hewlett.org/strategy/open-education

U.S. Department of Education: https://sparcopen.org/our-work/open-textbook-pilot/

TBR OER GRANTS AWARDED TO APSU FACULTY MEMBERS

Name	Department	Position	Grant Title
2020-2021			
Jonniann Butterfield	Sociology	Department Chair	The Health Outcomes Equity Project
2021-2022			
Saeid Samadidana	Computer Science & Information Technology	Assistant Professor	Peay Code: Gaming the Gateway to Enhance Computer Science Programming Skills
Michael Wilson	GIS	Director	
Ellen Brown	Library	Science Librarian	

TENNESSEE OPEN EDUCATION HUB

TENNESSEE OPEN EDUCATION

The Tennessee Open Education Hub brings together the intellectual and creative power of faculty throughout the state, providing a place to build and share resources with the common goal of improving student learning outcomes.

OER COMMONS
OPEN EDUCATIONAL RESOURCES

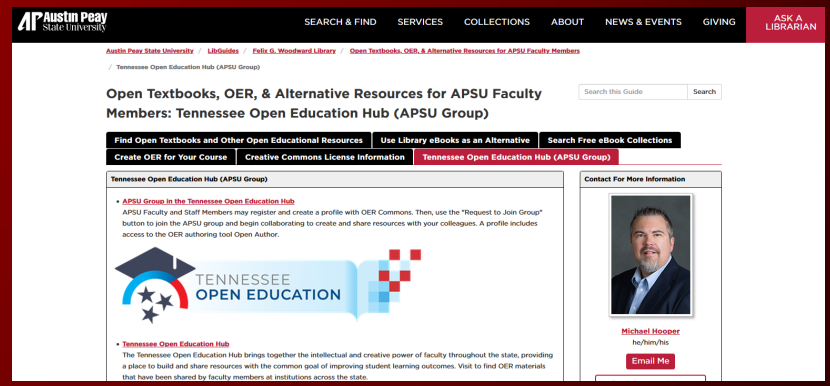
AUSTIN PEAY GOVERNORS

Join the APSU Group to share useful OER materials with colleagues across the state.

TN OPEN EDUCATION HUB (APSU GROUP)

Tennessee Open Education Hub: https://www.oercommons.org/hubs/tnopeneducation

APSU Group: https://www.oercommons.org/groups/austin-peay-state-university/6866/



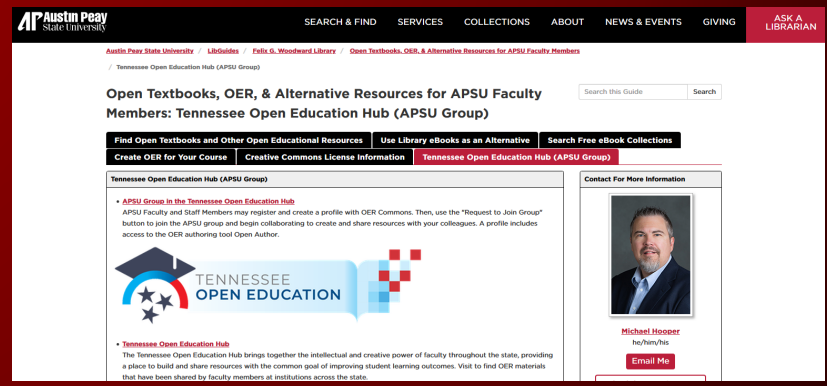
Types of Materials for Sharing in TN Open Ed Hub:

- Activity/Lab
- Assessment
- Case Study
- Data Set
- Diagram/Illustration
- Full Course
- Game
- Homework/Assignment
- Interactive
- Lecture
- Lecture Notes
- Lesson Plan
- Module
- Primary Source
- Reading
- Simulation
- Student Guide
- Syllabus
- Teaching Strategy
- Textbook
- Unit of Study

TN OPEN EDUCATION HUB (APSU GROUP)

Tennessee Open Education Hub: https://www.oercommons.org/hubs/tnopeneducation

APSU Group: https://www.oercommons.org/groups/austin-peay-state-university/6866/



THANK YOU

- Questions?
- Slides available at https://bit.ly/apsuoer
- Contact:
  - Michael Hooper
  - hooperm@apsu.edu
  - (931) 221-7092
  - Library 117

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