



# **The Power of Open Education to Affect Access to an Affordable Education, Student Success and Retention**

Bates College, Lewiston, ME April 26, 2019

Presented by Marilyn Billings, Head, Office of  
Scholarly Communication, UMass Amherst

# Objectives

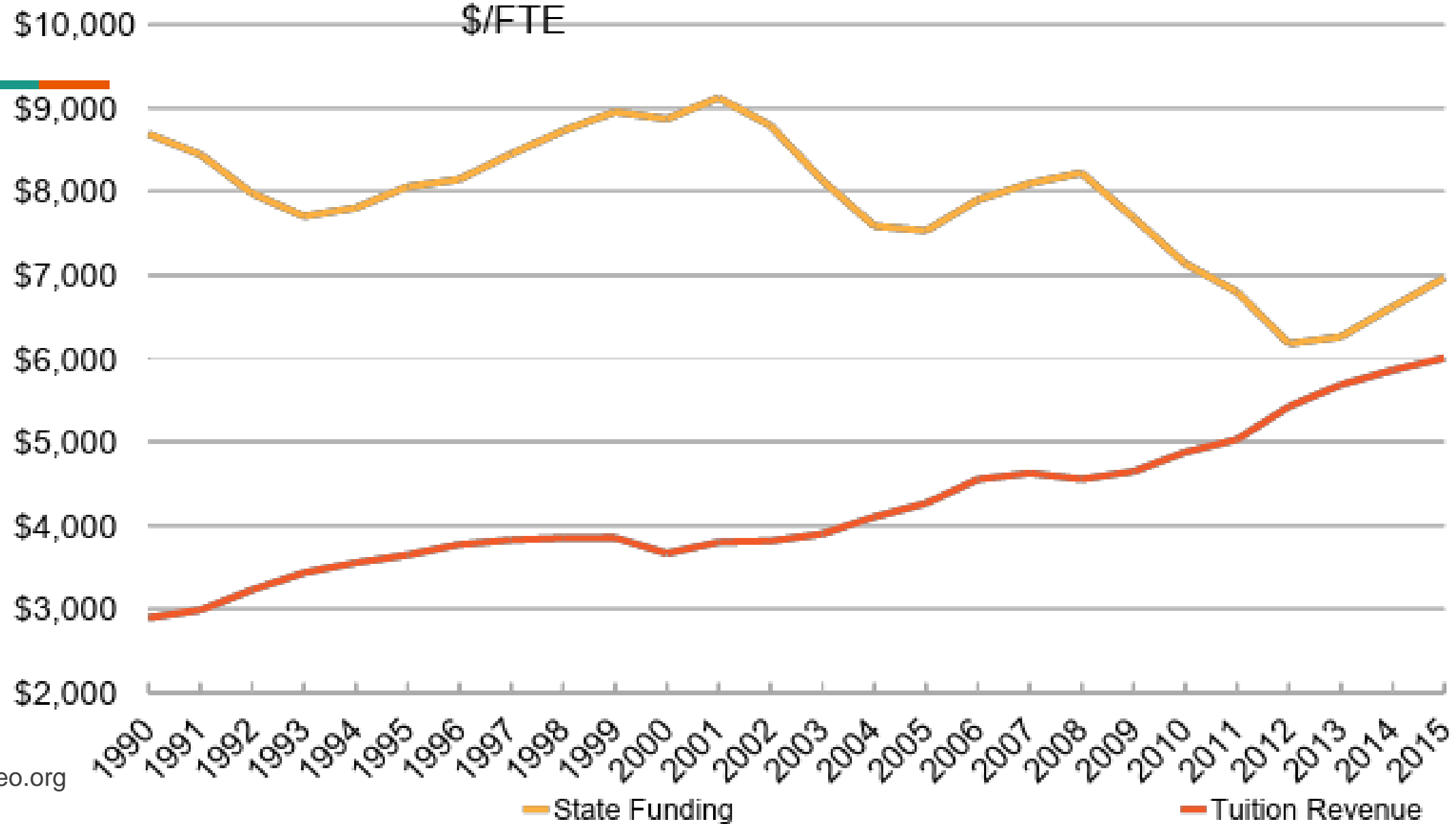
Today, we will...

- Define open educational resources (OER)
- Describe the importance of OER
- Highlight benefits and potential barriers for faculty and students
- Identify ways in which you can become involved in your role
- Describe a local OER initiative and the impact on students

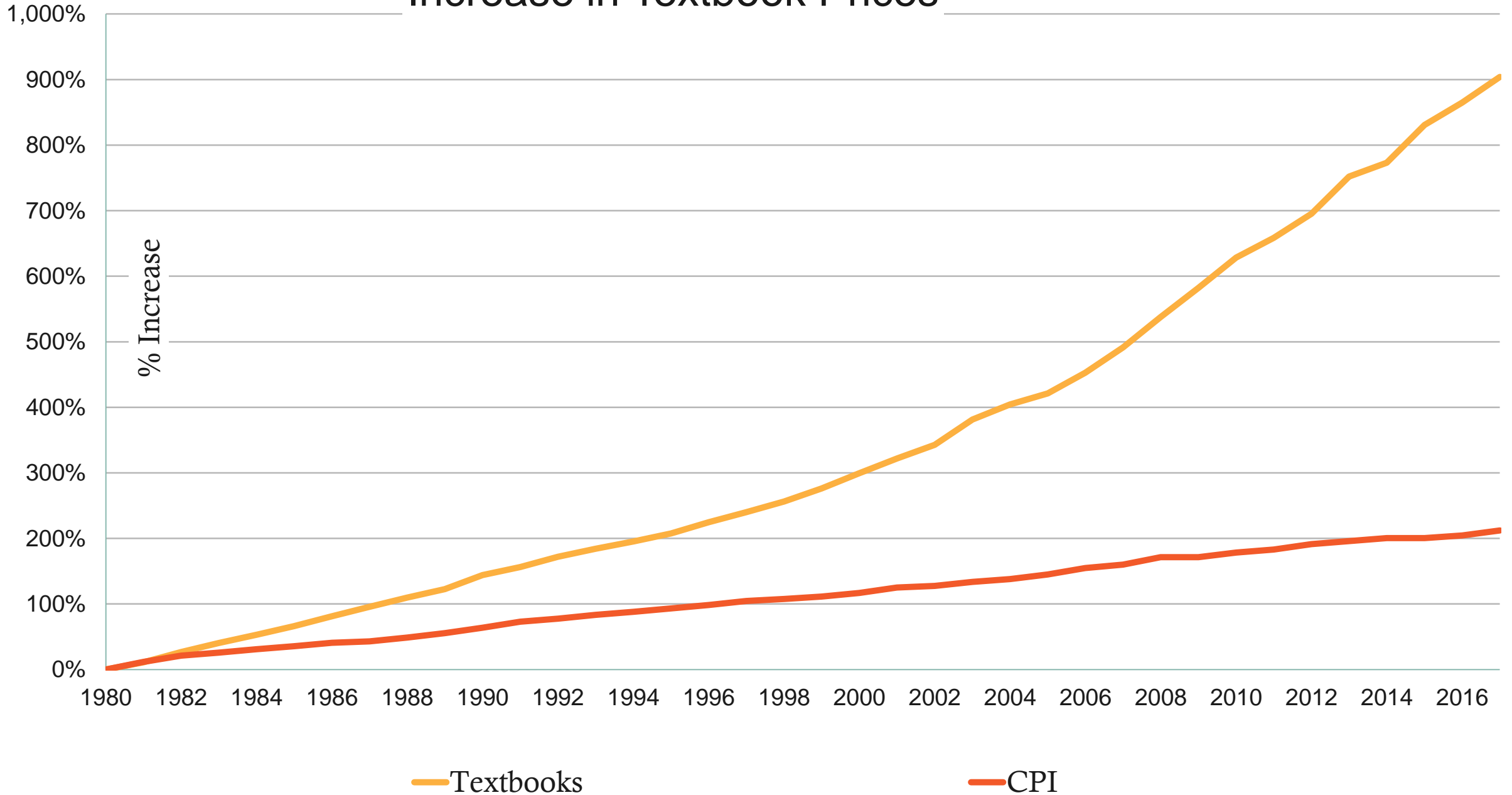
---

# Context for Open Education

# US Higher Education Funding - \$/FTE



# Increase in Textbook Prices



---

# Definition of OER and its importance

# What is Open Education?

“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

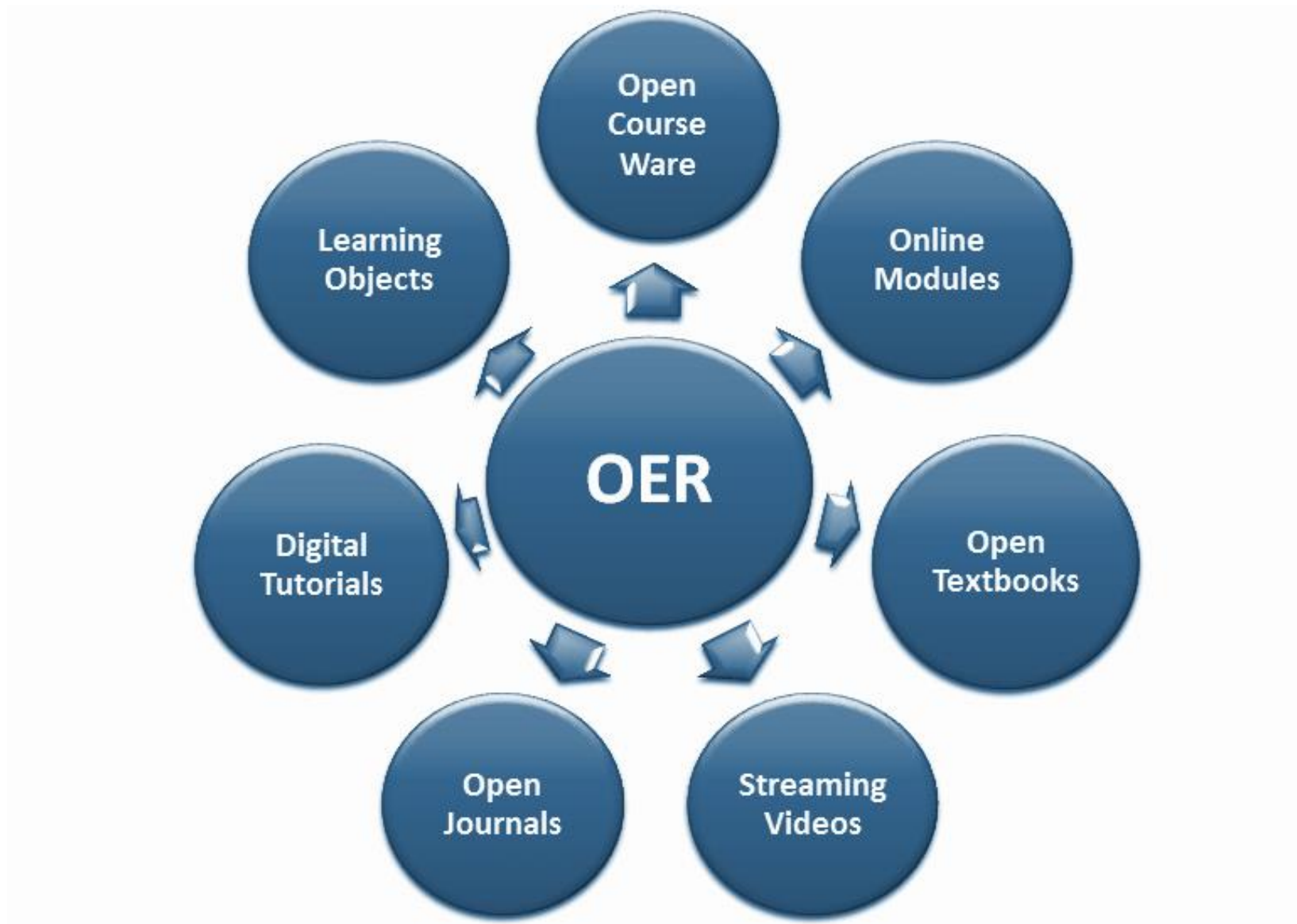
OER Project Manager Pierce College District  
CCCOER President 2015-present

# What are OERs?

- O is for Open – openly accessible
- E is Educational – learning
- R is for Resources – content

Teaching, learning, and research resources that reside in the public domain or have been released under an intellectual property license that permits their free use and re-purposing by others. - William and Flora Hewlett Foundation





## Types of Open Educational Resources

# Five Rs of Open Educational Resources

- **Reuse** - the right to use the content in a wide range of ways (e.g., in a class, in a study group, on a website, in a video)
- **Redistribute** - the right to share copies of the original content, your revisions, or your remixes with others (e.g., give a copy of the content to a friend)
- **Revise** - the right to adapt, adjust, modify, or alter the content itself (e.g., translate the content into another language)
- **Remix** - the right to combine the original or revised content with other material to create something new (e.g., incorporate the content into a mashup)
- **Retain** - the right to make, own, and control copies of the content (e.g. download, duplicate, store, and manage)
  
- For a Visual Representation of the 5R's check out this Infographic:
  - [5R's of OER.pdf](#)

# Creative Commons License Components



BY



NC



SA



ND

open = free + **permissions**



# Why OER?

**Sara Goldrick-Rab:**

"..they're working, and borrowing, and sometimes still falling so short that they're going without having their basic needs met."

#RealCollege

HIGHER ED

## The Number Of Hungry And Homeless Students Rises Along With College Costs

February 8, 2017 - 5:00 AM ET  
Heard on All Things Considered

KIRK CARAPEZZA

FROM 89.7 WGBH  
Boston's Local NPR



LA Johnson/NPR

---

# Student voices



## **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

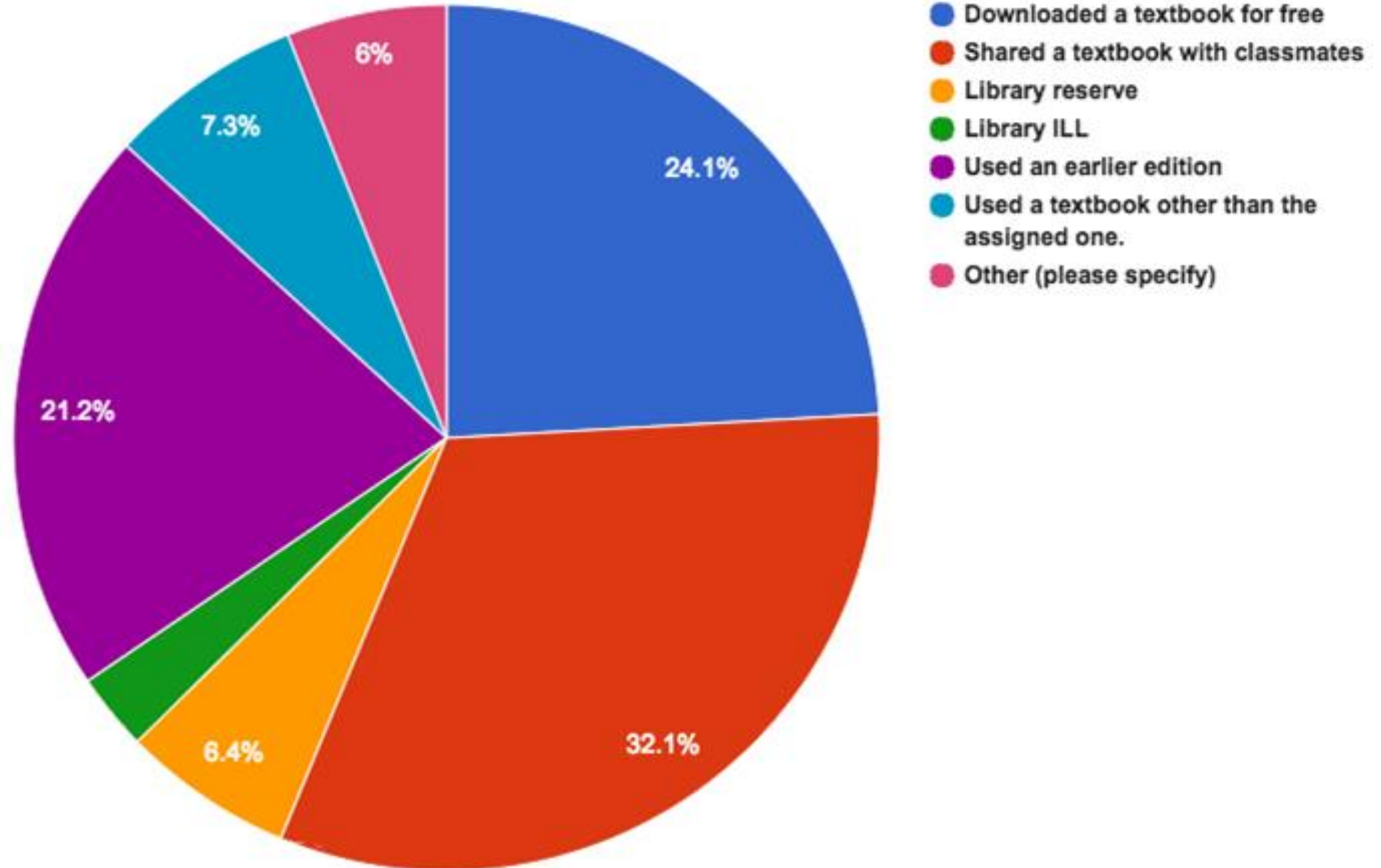


# In your academic career, has the cost of required textbooks caused you to:

<b>2012</b>	<b>2016</b>	
63.6%	66.5%	Not purchase the required text
49.2%	47.6%	Take fewer courses
45.1%	45.5%	Not register for a specific course
33.9%	37.6%	Earn a poor grade
26.7%	26.1%	Drop a course
17.0%	19.8%	Fail a course

# UMass Amherst Student survey

## Alternatives to Buying Books



---

# Faculty engagement

# Ithaka S+R Results of US Faculty Survey, 2018

*There is substantial interest in use of open educational resources for instructional practices, particularly from younger faculty members.*

About six in ten respondents are very interested in using open educational resources (OER).

Roughly half strongly agreed that they would like to adopt new instructional approaches with OER.

<https://sr.ithaka.org/publications/2018-us-faculty-survey/>

# Barriers to Faculty Adoptions

## Babson Survey

---

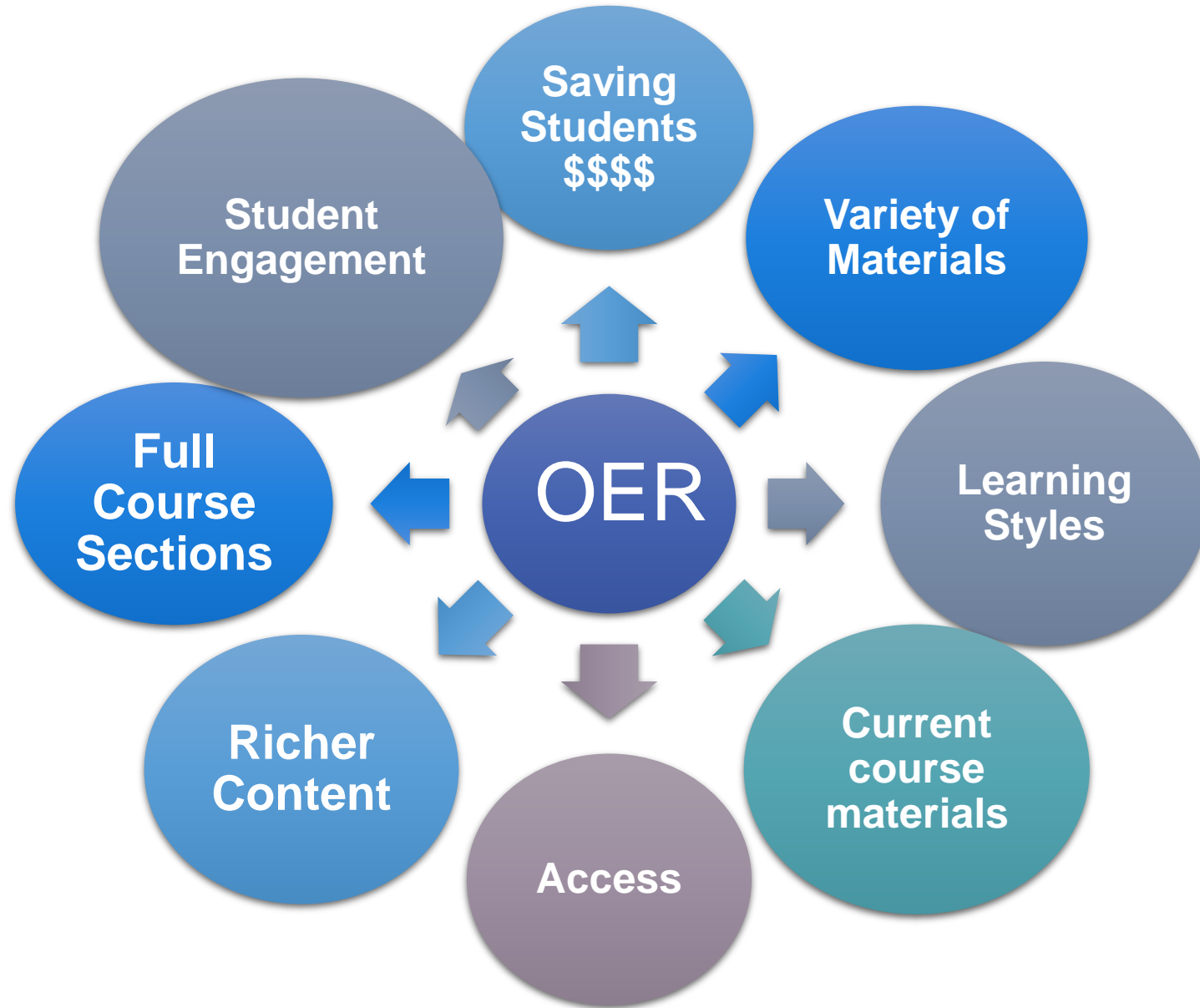
- Unsure of where to look for resources
- May be unfamiliar with the urgency of student financial stress and academic impact
- Don't know what open textbooks/OERs are
- Confuse open textbooks with e-books
- Skeptical of the quality of open textbooks

## Our Experience

---

- Workload
- Coverage/Quality
- Student Completion
- Consistency
- Ancillaries
- Student Preparedness
- Relationships with Reps

# Benefits to Faculty



---

# How to Get Involved

# How You Can Get Involved!



- Students
- Faculty
- Staff (Librarians, Instructional Designers, Financial Aid, Advisors)
- Administrators
- Bookstore



# OER @ UMass Amherst

- Leader in Open Education since 2011
- Implemented Open Education Initiative grants
- Saved students >\$1.8m since 2011
- Hired Open Education Librarian in 2015
- Early member of [Open Textbook Network](#)
- Institutional partner with [OpenStax](#)

# University of Massachusetts Amherst's Open Education Initiative

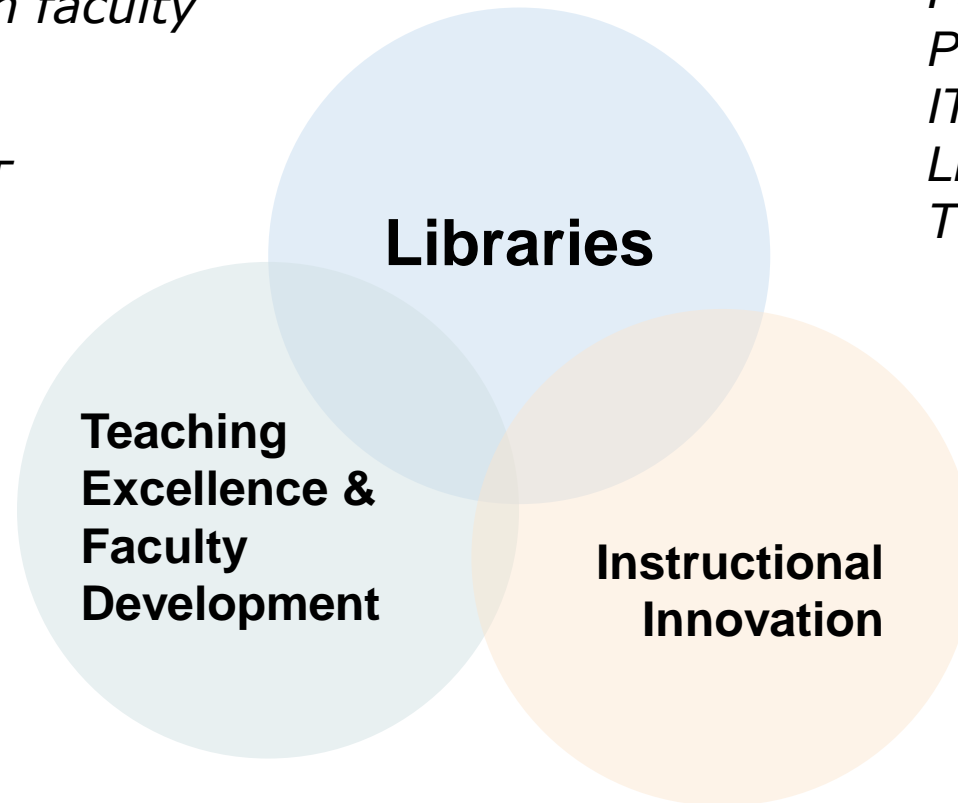
The OEI is a faculty incentive program that encourages:

- Use of existing open (free) information resources to support student learning
- Creation of new teaching materials and models
- Use of library subscription materials

# Partners Providing OEI Support

*Peer-Review by:*  
*IT Program faculty*  
*Librarians*  
*TEFD*  
*Campus IT*

*Funding support by:*  
*Provost*  
*IT Program*  
*Library*  
*TEFD*





### Contact

Scholarly Communication  
 W. E. B. Du Bois Library  
 Amherst, MA 01003   
 (413) 545-6729  
[jlsmith@library.umass.edu](mailto:jlsmith@library.umass.edu)

### Teaching & Learning

[Information Literacy](#)[Custom Course Guides](#)[Request Instruction](#)

#### Open Education Resources (OER)

[OER for Educators](#)[OER for Learners](#)[Open Education Initiative](#)[Open Education Events](#)[UNIV 190-L : Demystifying Library Research](#)[Instruction feedback form](#)

## Open Educational Resources



### What are Open Educational Resources (OER)?

Open Educational Resources are educational materials and resources offered freely and openly for anyone to use and under some licenses to re-mix, improve and redistribute. They include:

- Learning content: full courses, course material, content modules, learning objects, collections, and journals.
- Tools: software to support the creation, delivery, use and improvement of open learning content including searching and organization of content, content and learning management systems, content development tools, and online learning communities.
- Implementation resources: Intellectual property licenses to promote open publishing of materials, design-principles, and localization of content.

### Why OER?

OER is a relatively new movement in education; educators and learners as well as learning institutions are driving its development. OER provides an alternative to the rising costs of education. For example, in some countries like South Africa, many educators and learners are tapping into OER as the only source for textbooks. OER provides an opportunity to try new ways of teaching and learning, many of which are more collaborative and participatory.

[Why Open Educational Resources Matter](#)

# OEI Faculty Grant Proposals

## Basic course information

- Number of students
- Current textbook(s) and cost

## Anticipated OER implementation date

## Narrative (500 words)

- Outcomes
- Sustainability
- Challenges
- Assessment



# Faculty Project Types

## Adopt

Replace commercial textbook with open textbook

## Adapt

Combine existing OER, library resources, and newly created material

## Create

Create entirely new open course materials

# Library Services for OEI

- Copyright and Licensing Education

  - Consultations, workshops

  - Author / publisher agreements

  - Fair use

  - Open Licensing options such as with Creative Commons

  - Public domain content

- Liaisons and Reference Librarians

  - Outreach to faculty

  - Discovery of resources and content

- Circulation

  - Reserves for library materials (especially electronic) for classroom use

# Organizations and Leaders that Support OER



Lumen Learning - David Wiley, Kim Thanos

OpenStax - Nicole Finkbeiner, Daniel Williamson

Creative Commons - Cable Green

SPARC - Nicole Allen

CCCOER - Una Daly

Open Textbook Network - David Ernst



Open Textbook  
Network





---

# Take-aways

# Transforming Library Roles

- Demonstrate value across the institution
- Collaborate with teaching faculty
- Become more student-centered
- Embrace role as educators
- Maximize impact on student learning and success
- Provide education and workshops

# Transforming Library Services

- OER discoverability and dissemination services
- Content accessibility
- Content preservation, durability, and storage
- Library supported software and staffing
- Metadata application
  
- Building pathways for:
  - Culture of engaged institutions
  - Framework for student success

# Lessons Learned

- Address OER Barriers
- Build faculty cohort groups
- Create culture of assessment
- Create reasonable expectations
- Ensure funding and staffing sources
- Value partnerships
  
- Take time to celebrate successes!

# Open Education Addresses:

## Affordability

Improve Access to Content

Increase Engagement

Improve Retention

## Academic Freedom

Pedagogical Innovation

Faculty Expertise

Open Educational Practices

## Social Justice

Diversifying and Amplifying Voices

Acknowledging and Addressing Disparities

**Thank you!**

**Let's discuss!**

Marilyn Billings

Head, Office of Scholarly Communication

UMass Amherst

[mbillings@library.umass.edu](mailto:mbillings@library.umass.edu) @Billings\_Marilyn