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

Bates College, Lewiston, ME  April 26, 2019

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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
Increase in Textbook Prices

% Increase

Textbooks

CPI

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

- Open Course Ware
- Online Modules
- Learning Objects
- Open Textbooks
- Digital Tutorials
- Open Journals
- Streaming Videos
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

- copy
- share
- edit
- mix
- keep
- use
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."
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
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- Transportation
In your academic career, has the cost of required textbooks caused you to:

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

- Downloaded a textbook for free: 24.1%
- Shared a textbook with classmates: 32.1%
- Used an earlier edition: 6%
- Used a textbook other than the assigned one: 7.3%
- Library reserve: 6%
- Library ILL: 21.2%
- Other (please specify): 6.4%
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.

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

- Student Engagement
- Variety of Materials
- Learning Styles
- Access
- Current course materials
- Richer Content
- Full Course Sections
- Saving Students $$$$
- OER

- Benefits for Faculty include:
  - Student Engagement
  - Variety of Materials
  - Learning Styles
  - Access
  - Current course materials
  - Richer Content
  - Full Course Sections
  - Saving Students $$
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

Libraries

Teaching Excellence & Faculty Development

Instructional Innovation
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.
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
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

- Sarah Cohen, Managing Director, Open Textbook Network
Thank you!

Let’s discuss!

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