OPEN Resources to reduce the cost of higher education

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Broward College Asia Conference
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SLUGBOOKS
SO EXACTLY HOW OFTEN ARE WE GOING TO USE OUR $400 TEXTBOOK?
WE JUST NEED IT FOR THAT ONE PARAGRAPH ON PAGE 12.
read more & save at SLUGBOOKS.com©

Problem

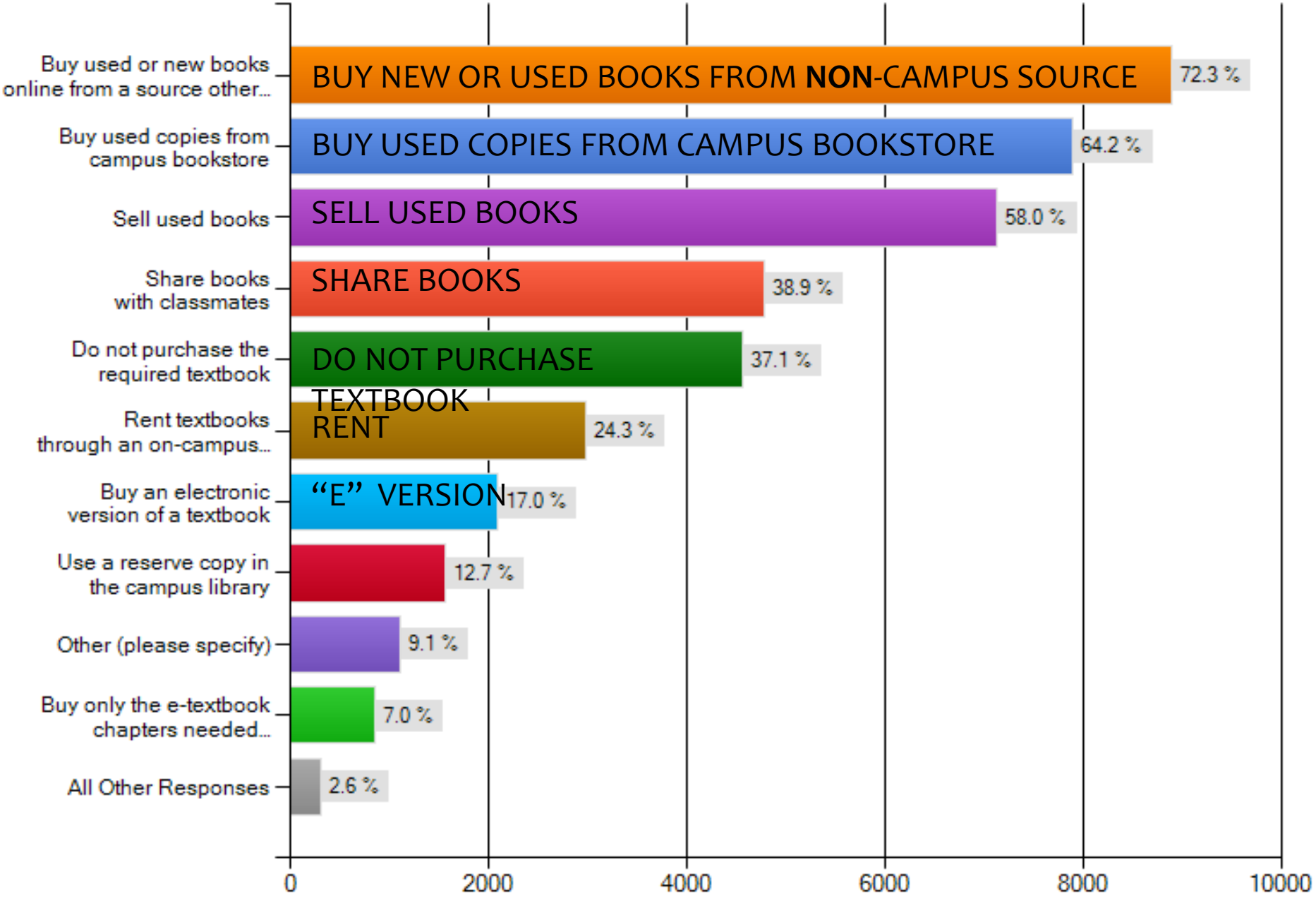
* Textbook prices are too high http://chronicle.com/article/In-Students-Minds-Textbooks/231455/?cid=cc&utm_source=cc&utm_medium=en
* Low cost options have been met with resistance from publishers
* Colleges must find a way to provide quality content to meet students needs

Students report that the cost of required textbooks has caused them to -

	Frequently	Occasionally	Seldom/Never
Not register for a course	6.7%	17.1%	76.2%
Withdraw from a course	2.6%	8.0%	89.4%
Fail a course	1.9%	5.3%	92.8%
Not purchase the textbook	20.7%	30.2%	49.1%

http://chronicle.com/article/In-Students-Minds-Textbooks/231455/?cid=cc&utm_source=cc&utm_medium=en

How do students reduce textbook costs?



SOLUTION(S)

* **OPEN Resources to reduce the cost of higher education**

What does "**OPEN**" mean?

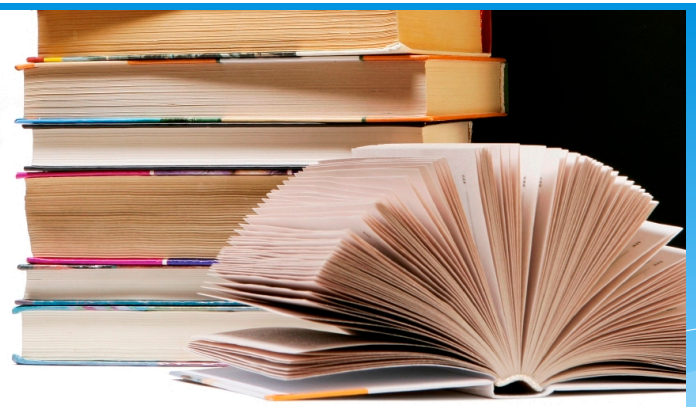
Changed by the creators from:

* Copyright -
  ALL Rights Reserved

  to

* Copyright -
  SOME Rights Reserved
  under an open license
  www.creativecommons.org

creative commons



Basic Conditions

- Download works and share them
- Provide attribution to author/s

Optional Conditions

* Copy, print or distribute the textbook
* Add, remove or alter content (derivative works)
* Use the textbook non-commercially
* No rights reserved

Open Texts and Publisher eBooks: What's the difference?

Open Textbooks

- Viewed/read for **no** cost online
- Open License i.e. Creative Commons
- Can usually be modified or customized
- Permanently available in a repository or as a free download
- No limits on student self printing
- Low cost print version

eBooks (Publisher)

- Significant costs
- Restrictive licenses (e.g. no modifications)
- No customization
- Accessible for a limited time period
- Usually have restrictions on the amount of material students can print out

Dynamic Open Textbooks

* Open access textbooks for which there are a large number of embedded links to digital resources such as original source documents, maps, simulations, videos, games, podcasts, flash animations, and relevant websites.
* In many cases, a low cost, print-on-demand version is also available for a Dynamic Textbook.

Open Textbook Priorities

accessible

adaptable

affordable

Florida Student Textbook Survey Data

- Survey closed December, 12, 2010
- n=14,007
- Public, post-secondary students
- Would like to repeat survey annually

Students overwhelmingly said – **let me choose** how to interact with my instructional materials.

Approximately 70% want the opportunity to buy a print textbook, but also want the opportunity to download it to one or more devices.

Faculty Open Access Textbook Survey

Conducted Fall, 2009

N=2707

Florida Public Postsecondary Faculty and Administrators

43% College

57% University

90.4% Faculty

9.6% Administrators

How many faculty respondents had ever used open access materials?

Administrators reported higher rates of use of all types of open access materials

Colleges: 10.8%

Universities: 12.9%

Majority of this group had used “other” open access -supplementary materials

2010 Florida Legislation

* 2010 Legislation allows course instructor or department to determine the extent to which an open-access textbook may exist and be used
* Establishment of policies shall address the availability of required textbooks and consideration of open-access textbooks
* Legislation encourages departments to participate in development, adaptation and review of open-access textbooks – especially for high demand general education courses

Orange Grove Texts *Plus*

Accessible. Affordable. Adaptable.

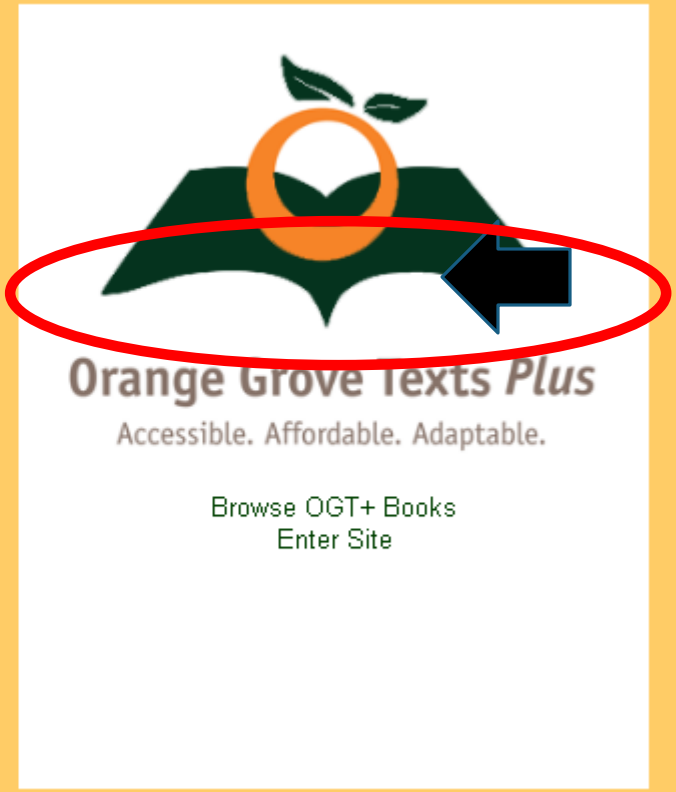
..is a partnership to make open textbooks available for postsecondary education

Launched September, 2009

Building on existing and new resources

* **The Orange Grove** is the repository/home for **hundreds of open and online texts,** in addition to many other types of instructional resources
* **University Press of Florida:** the official publisher of Florida's postsecondary system
* **Integrated Book Technology:** on-demand printer
* **WebAssign:** online homework and grading, secure online testing with targeted feedback

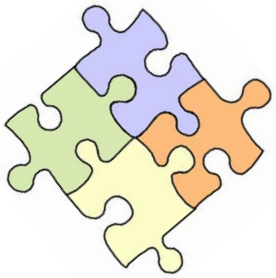
www.theorangegrove.org



TheOrangeGrove
Florida's Digital Repository

Solution to Identified Need:
faculty have difficulty finding quality open textbooks on internet

* Access – Choose options
  * Download
  * Purchase commercial print copy
  * Self-print
  * Link to it online



The Orange Grove provides at no cost:

* Repository software license – perpetual ($425,000)
* Annual maintenance fee ($85,000)
* Staff support
* Upgrades to software
* 24 X 7 network support
* Bandwidth
* Nightly file backup

TheOrangeGrove
Florida's Digital Repository

The University Press of Florida

Highly recognized and regarded scholarship dissemination for state

* Assist's with editing, design, index, ISBN #, proof, print, marketing, sales
* Distribution: bookstores (malls and campus)
* Can pay royalties to authors or departments

Go Gators!

Free for All: National Academies Press Puts All 4,000 Books Online at No Charge

June 2, 2011, 1:01 pm

By Josh Fischman

Today the National Academies Press announced it would offer its entire PDF catalog of books for free, as files that can be downloaded by anyone. The press is the publishing arm of the National Academies of Sciences and Engineering, the Institute of Medicine, and the National Research Council, and publishes books and reports that scientists, educators, and policy makers rely on.

This entry was posted in Publishing. Bookmark the permalink.

WebAssign

WebAssign ONLINE HOMEWORK AND GRADING

SEARCH
Google™ Custom Search
Textbook Search

CUSTOMER SUPPORT
- Student Support NEW Live Chat
- Faculty Support
- Technical Admin Support

How It Works | Features | Pricing | Success Stories | News | Faculty Sign Up | Login

Powerful Instructional Tools for Faculty and Students

- Delivers an automatic grading solution for math and science courses.
- Reinforces student learning through practice and instant feedback.
- Offers faculty a wide selection of textbooks and advanced teaching tools.

Learn how WebAssign works

ACCOUNT LOG IN

Username
Login Help
Institution webassign
What is my institution?
Password ••••••••••••
Forgot your password?
LOG IN

I Have a Class Key

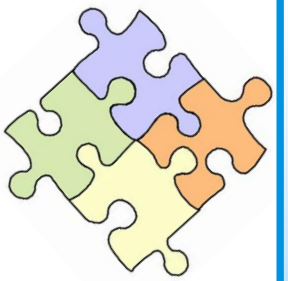
- **Learn:** Live Webinars
  Participate in a training session.
- **Preview:** Example Accounts
  Look inside at example accounts.
- **Sign Up:** Free Faculty Account
  Faculty accounts are always free.

WebAssign

•Independent Company in Raleigh, NC - www.webassign.net

- Dynamic online homework system with feedback
- Automatically graded, tracked assignments
- Multiple question types
- Tools to enter mathematical and chemical notation
- Embed links to open textbook content, videos, tutorials etc.
- Offer instructors the ability to embed personal content

(questions, notes, videos) and deliver truly customized courses



Solution to Identified Need:
89% of student survey respondents indicate that practice problems improve their grades

WebAssign How It Works

Instructors create assignments online within WebAssign and electronically transmit them to their class.

Students enter their answers online, and WebAssign automatically grades the assignment and gives students instant feedback on their performance.

Much more than just a homework grading system, WebAssign delivers secure online testing, customizable pre-coded questions from a wide range of math and science textbooks, and unparalleled customer service

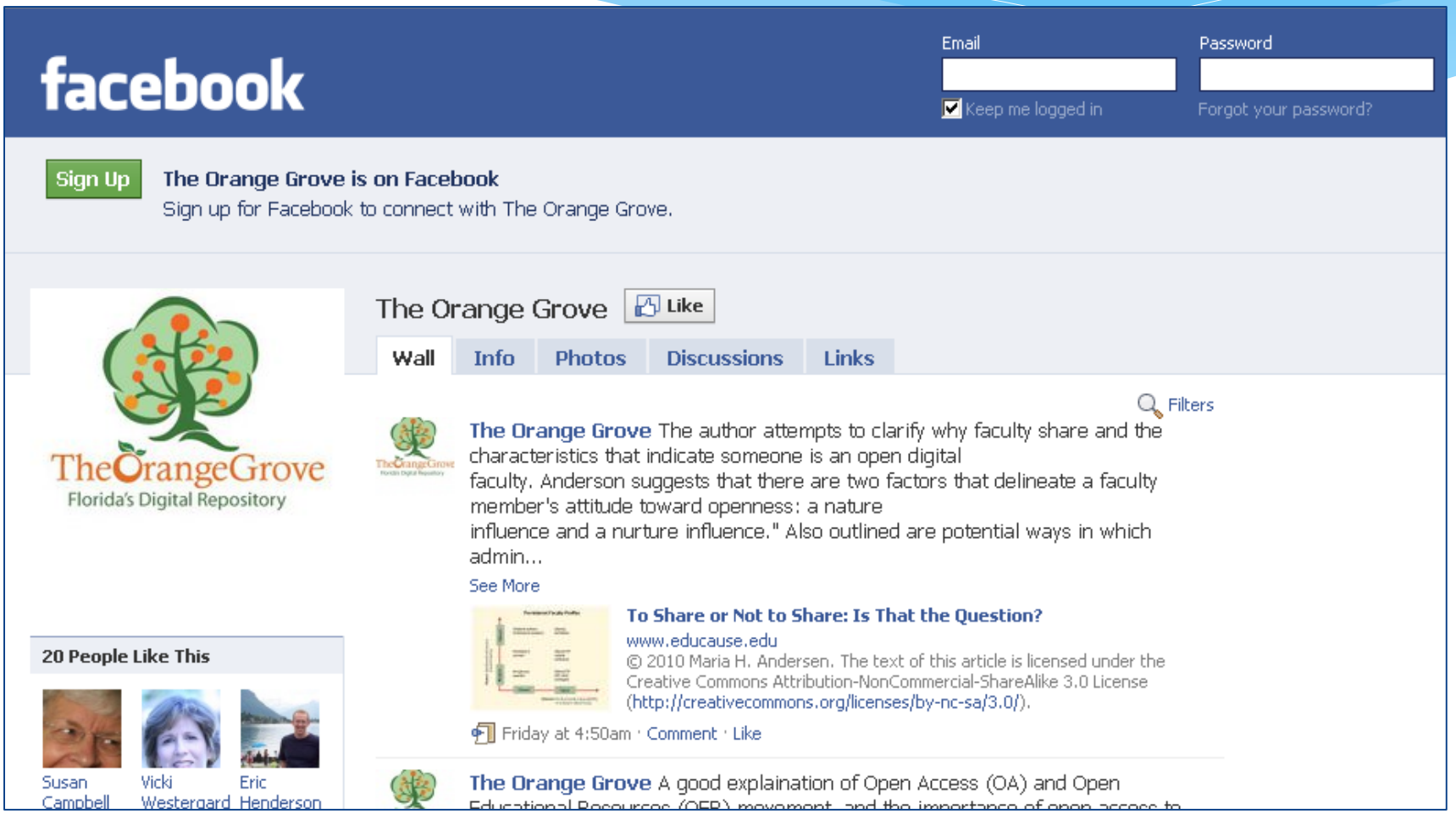
The Future of the Textbook includes Open Textbooks

From a Florida Faculty member…

"**The open textbook movement at my college is really gaining momentum.** My students love me for it, I enjoy having the freedom and flexibility to teach what and how I want, and my administration is 'seeing the light' and realizing this is a good way to help our students!"

Join us on Facebook and website!

http://www.facebook.com/pages/The-Orange-Grove/140241062660322



Next steps

* Consider using open textbooks and open resources
* Advocate for open textbooks on your campus and institutional involvement
* Create and share supplemental materials
* Join: www.theOrangegrove.org
* Submit an open textbook for submission and peer review to Kara Schwartz, Acquisitions Editor, University Press of Florida, Kara@upf.com

Textbook and Digital Content Developments at Broward College

In 2012, Broward College began using…

CourseSmart* and McGraw-Hill Open Campus integration with Desire2Learn (Broward College's learning management system)

CourseSmart provides discounted digital content at up to 60% off the printed price

McGraw-Hill's integration will provide steep discounts through the Desire2Learn integration, including access to their digital assets for instructors

Flatworld provides free e-textbooks, and for a moderate cost users can obtain print versions or various digital options (Kindle, iPad, etc.)

* CourseSmart offer 90% of current textbook titles.

Future e-Textbook and Digital Content Developments at Broward College

Other ways forward…

Open Educational Resources (OERs)

The Khan Academy (3,600 free video tutorials

MIT OpenCourseware (2,000 free courses)

Connexions (20,000 free learning modules)

Merlot (35,000 peer reviewed online teaching and learning materials)

Thank You!