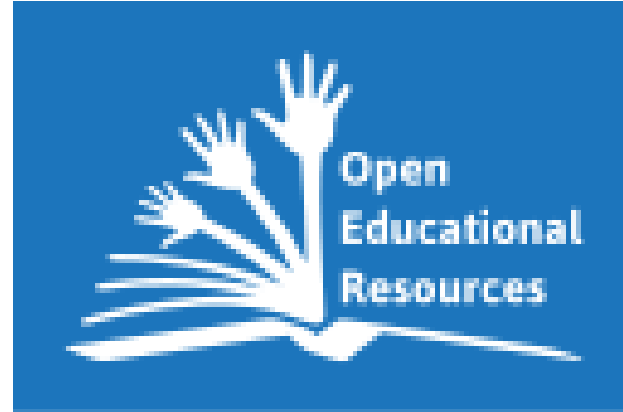


OERs and Alt-Texts in Technical Services : How to Get the Job Done

Beth Bernhardt
Assistant Dean for Collection Management and
Scholarly Communications
UNC Greensboro



What are Open Educational Resources?

Definition

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 repurposing by others.

- William and Flora Hewlett Foundation.

Open Educational Resources: The 5Rs Framework

Retain

Reuse

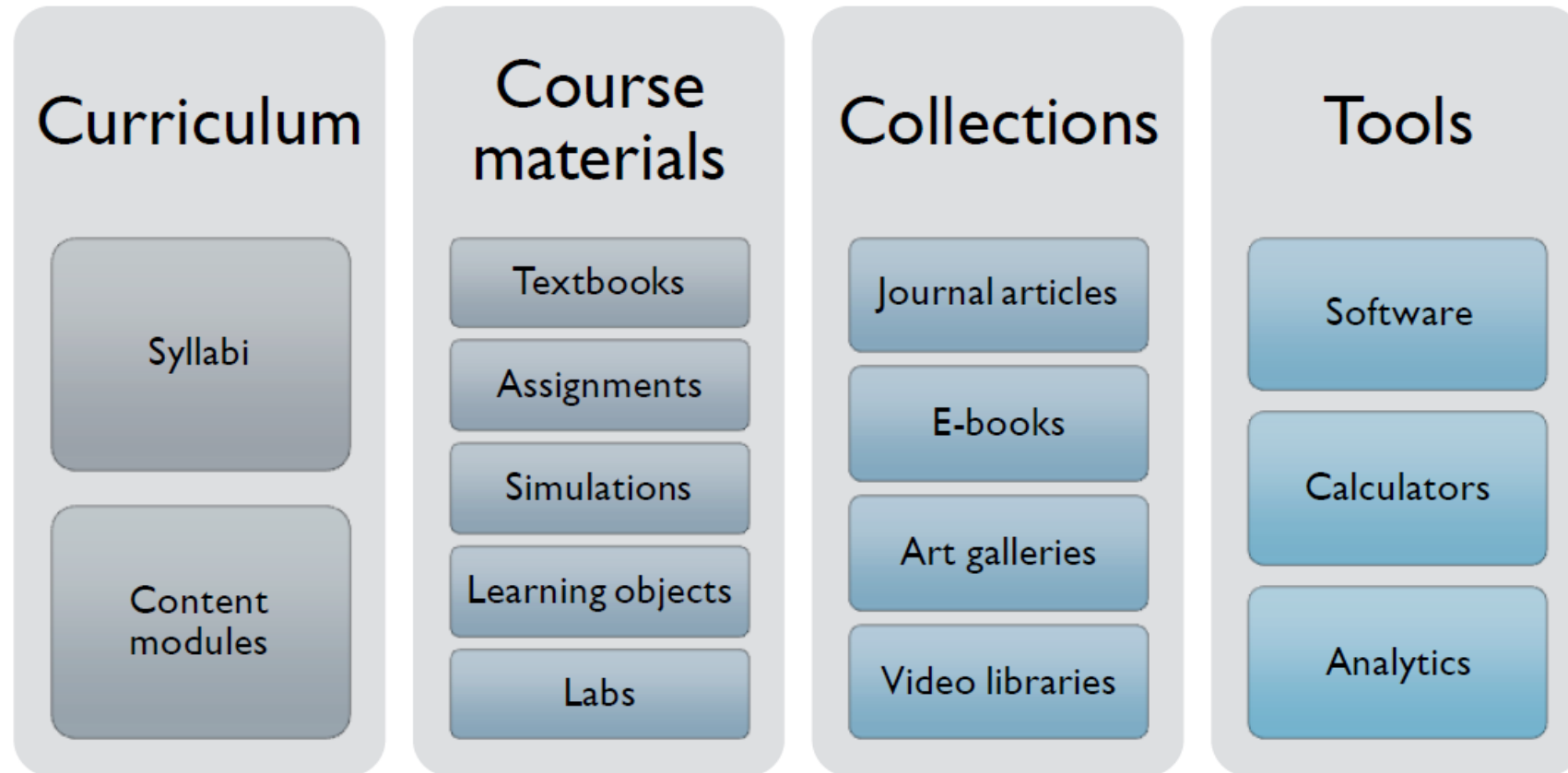
Revise

Remix

Redistribute



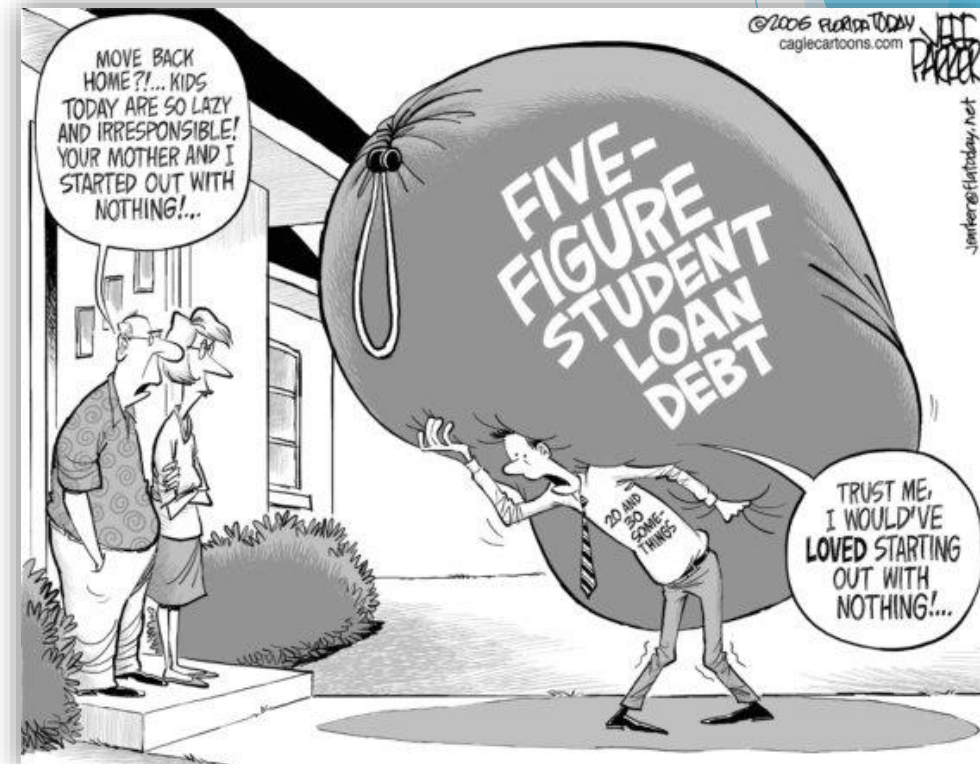
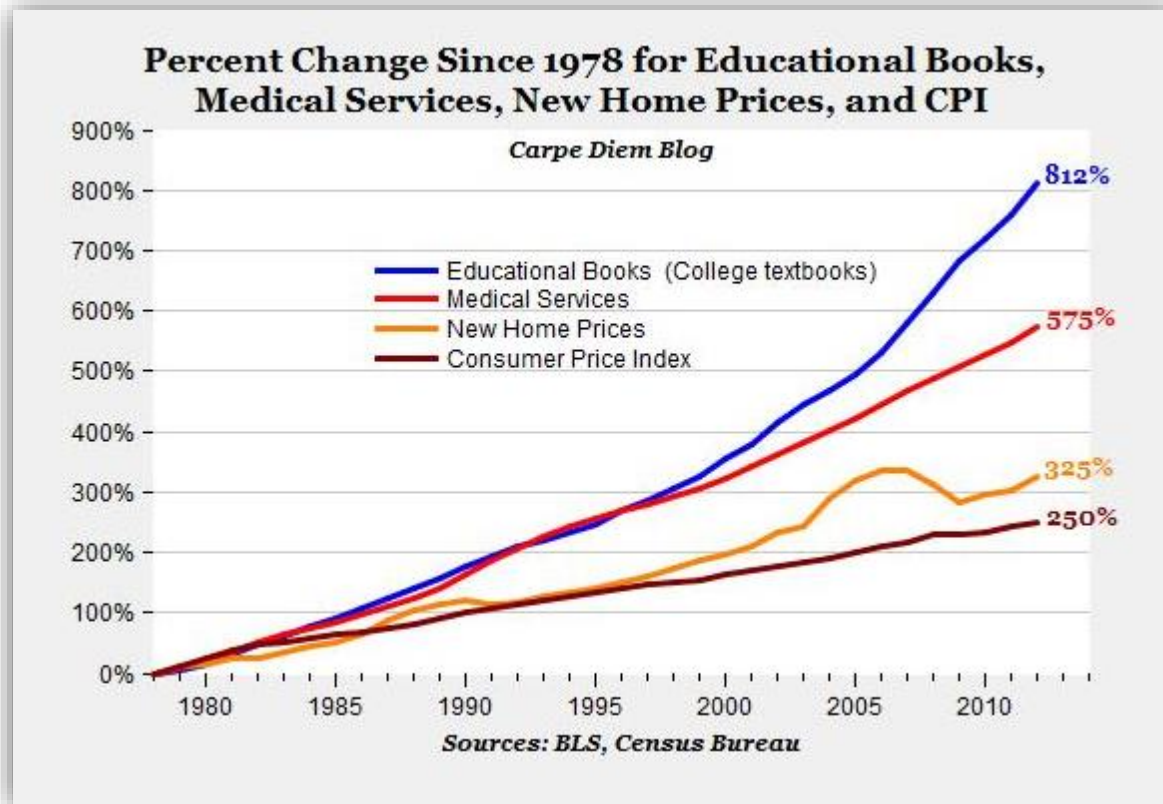
OERS Include



Research on Cost of Textbooks

UNCG Student thoughts

Why Open Education?



“I stopped buying textbooks my second semester here.” - Marieme T., library student assistant

The Reality of Student Debt

The average borrower owes more than

\$28,950

In student loans (class of 2014)

High debt loads are not only a financial stress. They can also delay the time it takes individuals or couples to reach certain milestones, such as having children, getting married or owning property.

Source: Institute for College Access and Success http://projectonstudentdebt.org/files/pub/Student_Debt_and_the_Class_of_2012_NR.pdf

Student Public Interest Group report 2016

- ▶ Survey of 5,000 students
- ▶ Nearly one third (29.7%) used financial aid to pay for their textbooks
- ▶ Students using loans to would pay an additional \$34.72 for a \$150 textbook

<http://studentpirgs.org/reports/sp/covering-cost>

Why Affordability Matters

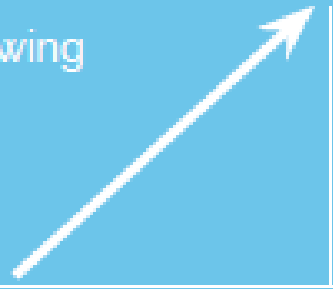


Cost

costs growing

3X

inflation



\$1,500

avg. annual textbook cost
per college student



Access

6 in 10

students go without
textbooks due
to cost

49%

take fewer courses due to
textbook cost



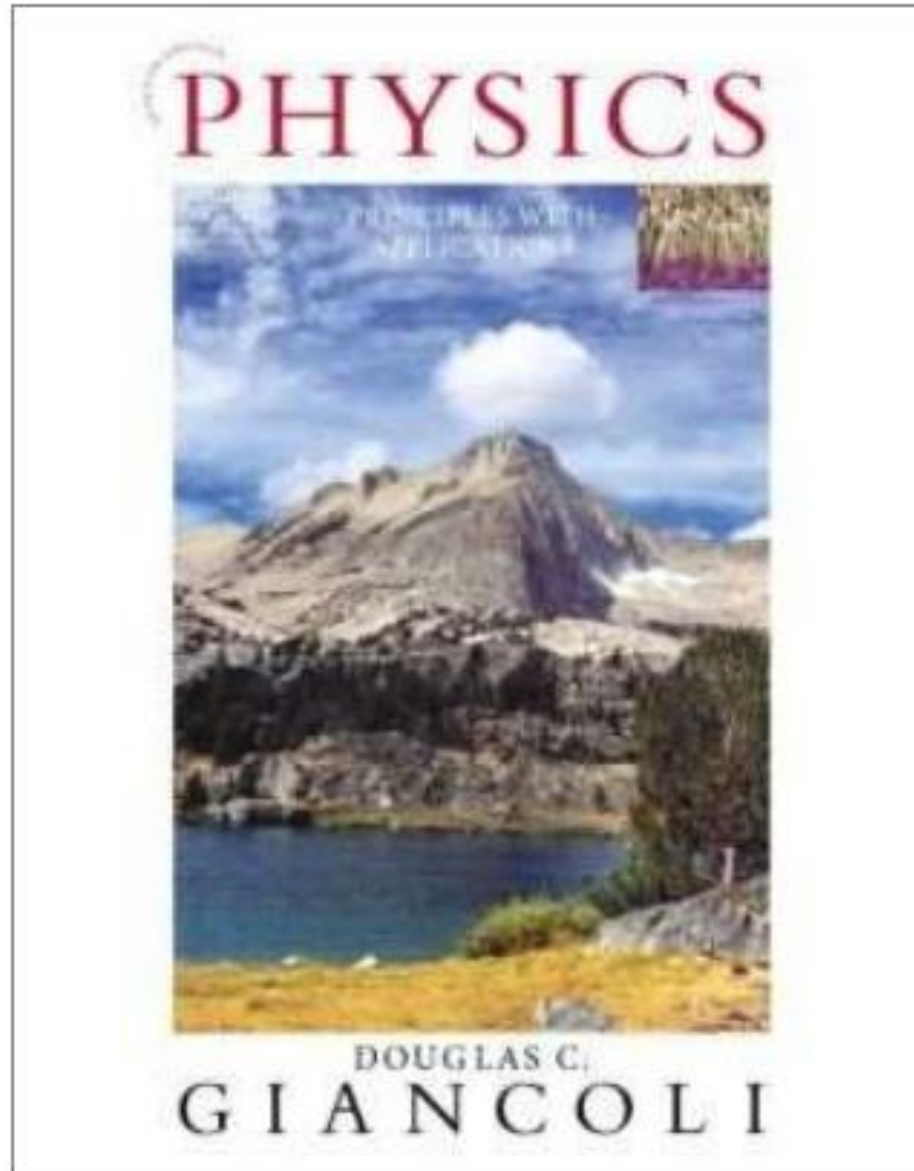
Performance

27%

dropped a course due to
textbook cost

17%

failed a course due to
textbook cost



Physics: Principles With Applications, 7th Edition by Douglas C. Giancoli



TEXTBOOKS APPAREL GIFTS

PHY 211 01 SPRING



PHYSICS: PRINCIPLES OF PHYSICS

RECOMMENDED

EDITION: 7TH 14

PUBLISHER: PEARSON

from \$103.99 - \$241.60

RENT USED \$108.70
(Return by 05/06/2015)

SAVE 55%

RENT NEW \$157.05
(Return by 05/06/2015)

BUY USED \$181.20

BUY NEW \$241.60

RENT eTEXTBOOK \$103.99

BUY eTEXTBOOK \$155.99

Savings calculated off the new book price



Search the Library

search

Browse Subjects

Accounting & Finance

Business, Management & Marketing

Computer Science & Information Systems

Economics

General Education

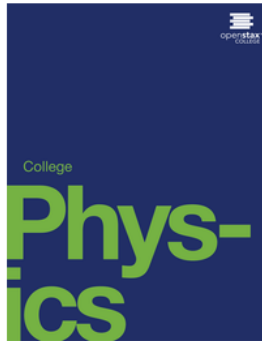
Humanities & Language

Law

Mathematics & Statistics

Natural & Physical Sciences

Social Sciences



Openstax College

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About the Book

This introductory, algebra-based, two-semester college physics book is grounded with real-world examples, illustrations, and explanations to help students grasp key, fundamental physics concepts. This online, fully editable and customizable title includes learning objectives, concept questions, links to labs and simulations, and ample practice opportunities to solve traditional physics application problems.

Table of Contents

College Physics

Multiple Authors, Openstax College

Pub Date: 2012



[\(6 reviews\)](#)

ISBN: 1-9381680-0-3

ISBN 13: 978-1-9381680-0-0

At a Glance

- [Table of Contents](#)
- [About the Author\(s\)](#)
- [Reviews](#)

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Open Educational Resources (OER): HOME - What are OER?

HOME - What are OER?

WHAT can LEARNERS do with OER? ▾

WHAT can EDUCATORS do with OER? ▾

MOOCs and OERs

HOW to support OER?

OER- Mini Grants

OER Definitions

- The William and Flora Hewlett Foundation
"OER are 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. Open educational resources include full courses, course materials, modules, textbooks, streaming videos, tests, software, and any other tools, materials, or techniques used to support access to knowledge."
- OECD (Organization for Economic Co-operation and Development)
"digitised materials offered freely and openly for educators, students, and self-learners to use and reuse for teaching, learning, and research. OER includes learning content, software tools to develop, use, and distribute content, and implementation resources such as open licences."
- SPARC's OER
Open Educational Resources are teaching, learning, and research resources released under an open

What is here for you?

On this section of the guide you can discover information about:

- What are OER?
- Oer Definitions
- What are OER and Creative Commons (video)?
- Types of OER
- History of OER
- Open Educatin is Changing the Rules (video)
- Search articles about OER

What are OER?

Various definitions have been given for Open Educational Resources (OER).

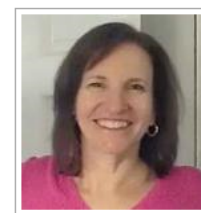
One of the most widely accepted is:

Open Educational Resources (OER) are **teaching, learning and research materials in any medium** that reside in the **public domain** and have been released under an **open license** that permits access, use, repurposing, reuse and redistribution by others with no or limited restrictions (Atkins, Brown & Hammond, 2007).

On the **Creative Commons Wiki** there is a summary of some OER definitions and a table that shows common and different points in the different definitions.

| | Open copyright license required | Right of access, adaptation, and republication | Non-discriminatory (rights given to everyone, everywhere) | Does not delimit "educational resources" to specific use or form (does not include Non-Commercial definitions) |
|--------------------|---------------------------------|--|---|--|
| Hewlett Foundation | | | | |
| OECD | | | | |
| UNESCO | | | | |

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Search articles about OER

Search articles about Open Educational Resources in Google Scholar

<http://uncg.libguides.com/oer>

Mini Grants - University Libraries

- ▶ 10 stipends were granted
- ▶ Goal was to encourage faculty to use low-cost or free alternatives to expensive course materials
 - ▶ Open-access scholarly resources
 - ▶ Library-licensed and owned resources
 - ▶ Learning objects and text created by the faculty

Timeline

- ▶ **October 2014 - Scholarly Communications Forum**
 - “Solving the Textbook Cost Crisis with Open Educational Resources”
 - Nicole Allen from SPARC
 - Made an announcement at the Forum and in our Campus Weekly
- ▶ **March 2015 - OER Mini-Grants applications announced**
 - Had the Office of the Provost send out emails with the announcement
- ▶ **April 14th and 15th, 2015 - Workshops held**
 - 45 faculty attended the workshops
- ▶ **April 24th 2015 - Applications due**
 - Had 25 applications
- ▶ **May 11th 2015 - Email the Grant winners**
 - Email contained contact information for the Library Liaison and the Instructional Technology Consultant

Timeline

- ▶ August - September 2015 - Meetings with grant winners
 - Met with grant winners individually
- ▶ Late November - Early December 2015 - Report findings
 - Meet with grant winners again
 - Write up cost savings information
 - Write an article with quotes from faculty
- ▶ February 2016 - Faculty Forum with OER winners
 - Have the share their experiences

Cost savings

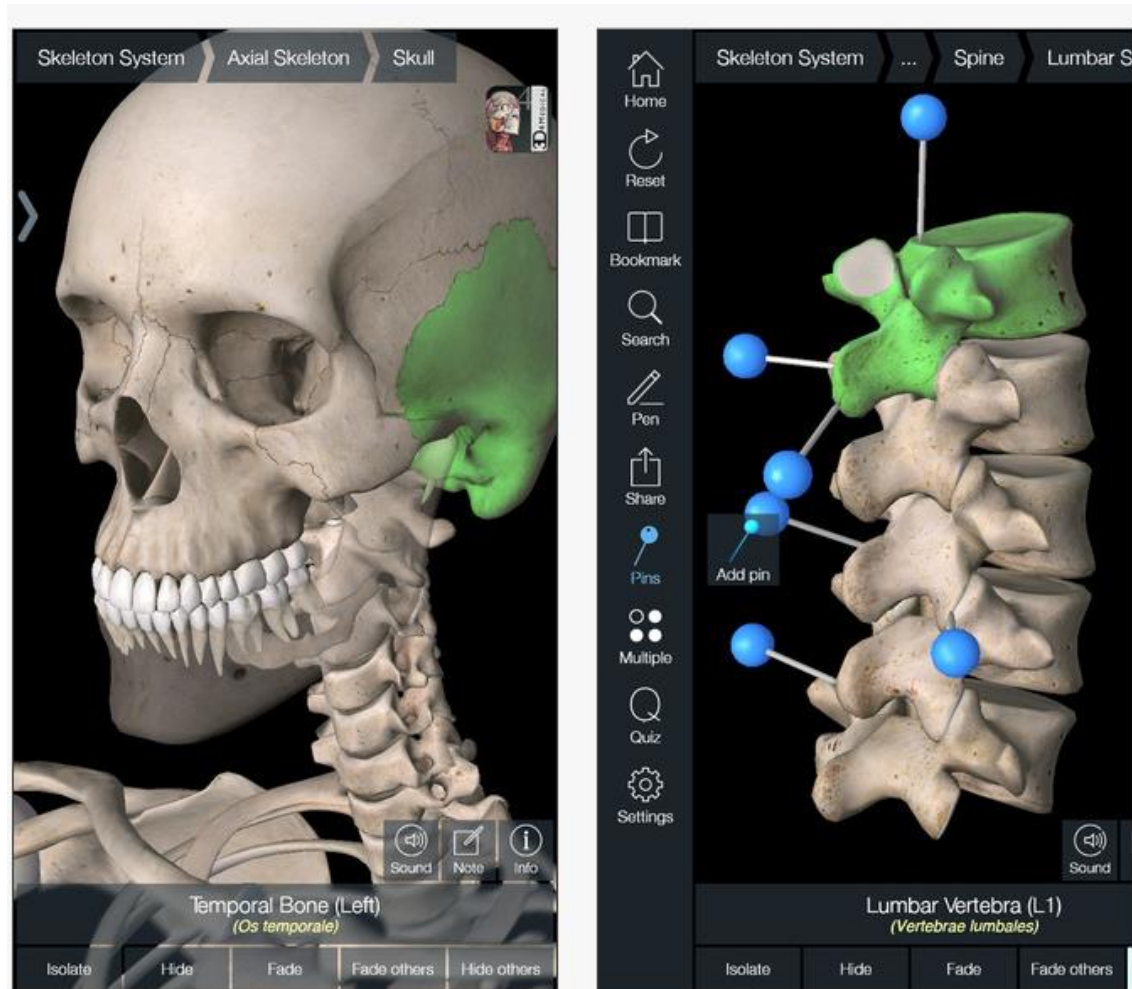
| Course | Number of students in the class | Cost of Textbook | Savings |
|------------------------|---------------------------------|------------------|----------------------|
| CHE 342 | 93 | \$154 | \$ 14,322.00 |
| CED 777B and D | 8 | \$100 | \$ 800.00 |
| POL260/240 | 85 | \$180 | \$ 15,300.00 |
| ART 100 | 147 | \$175 | \$ 25,725.00 |
| CED 756A | 8 | \$412 | \$ 3,296.00 |
| HDF 212 | 192 | \$211 | \$ 40,512.00 |
| ATY 453 | 20 | \$80 | \$ 1,600.00 |
| ARH 112 | 215 | \$171 | \$ 36,765.00 |
| BUS/ENT 201 | 90 | \$80 | \$ 7,200.00 |
| BUS/ENT 240 | 40 | \$70 | \$ 2,800.00 |
| BUS/ENT 340 | 30 | \$60 | \$ 1,800.00 |
| ENG101 - *by fall 2016 | 990 | \$65 | \$ 64,350.00 |
| TOTAL | 1918 | | \$ 214,470.00 |

Return on Investment

| | |
|---|---------------------|
| Average textbook cost | \$111.82 |
| Cost for University Libraries and Provost Office combined (one time) | \$10,000.00 |
| Gross Savings | \$214,470.00 |
| Return on investment | \$204,470.00 |
| ROI Ratio | 21.45 |

Example from Dr. Bob Anemone

- ▶ Essential Skeleton 4 free app



Faculty thoughts on using OER in their classes

- ▶ “The resources I found are better than the textbook” -Jennifer Reich, Associate Director / Lecturer
- ▶ “I was going to use other resources for just the BUS 201 class but ended up using them for my 240 and 260 classes” - Chanelle James, Lecturer in Bryan Business School
- ▶ “When I told my class there would be no required textbook they all clapped and cheered!” - Heather Helms - Associate Professor, Human Development and Family Studies

Student Survey quotes

- ▶ I truly appreciated the resources over a traditional text book. I connected more with the resources and it was less expensive.“
- ▶ I appreciated the fact that I didn't have to spend money on a textbook!
- ▶ The resources provided were incredible in providing relevant information. The instructor did a great job of providing the material. I think that the financial burden of textbooks is one that is sometimes unavoidable but when it can be avoided I believe it is beneficial to the student. I am very thankful for the instructor working so hard to ease the students of this burden.
- ▶ I believe that this method of teaching is great, and I have learned just as much as I would using a textbook.

OER nationally

- ▶ Open Textbook Library - <http://open.umn.edu/opentextbooks/>
- ▶ Open Textbook Network - UNC Greensboro just joined in September
<http://research.cehd.umn.edu/open/join-us/>
- ▶ Open Library of Humanities - <https://www.openlibhums.org/>
- ▶ OpenStax College - <https://openstaxcollege.org/>
- ▶ Affordable Learning Georgia - <http://www.affordablelearninggeorgia.org/>
- ▶ SPARC - List of OER Project and Policies -
<http://www.sparc.arl.org/resource/list-oer-projects-policies>

Next Steps

- ▶ ECU and UNCG joint grant to provide Alt Textbooks and OER mini grants for faculty

References

- ▶ Bureau of Labor Statistics

http://data.bls.gov/timeseries/CUUR0000SSEA011?output_view=pct_3mths

- ▶ The Economist

<http://www.economist.com/news/united-states/21612200-its-economics-101-why-textbooks-cost-so-much?fsrc=scn/fb/wl/pe/whyttextbookscostsomuch>

- ▶ Florida Virtual Campus 2012 Florida Student Textbook Survey

http://www.openaccesstextbooks.org/pdf/2012_Florida_Student_Textbook_Survey.pdf

- ▶ NBC News

<http://www.nbcnews.com/feature/freshman-year/college-textbook-prices-have-risen-812-percent-1978-n399926>

Questions?

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