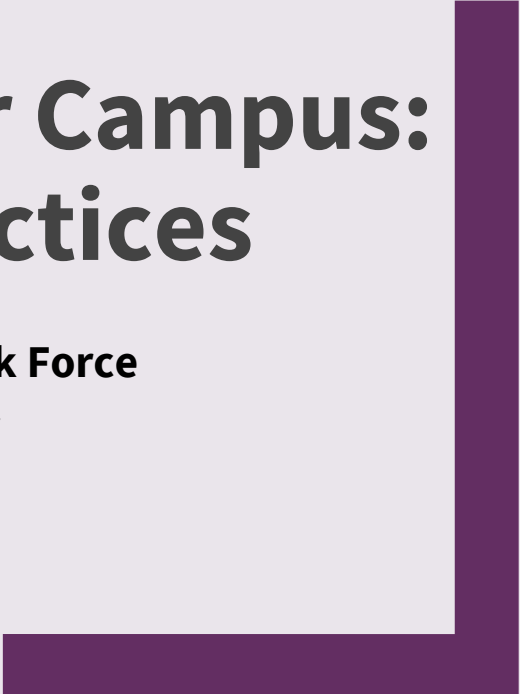# Promoting OER On Your Campus: Basics and Best Practices

**CARLI Open Educational Resources Task Force**

Anne Chernaik, College of Lake County

Chris Diaz, Northwestern University

Anne Shelley, Illinois State University

# OER Defined

"Open Educational Resources are **teaching, learning and research materials** in any medium - digital or otherwise - that reside in the **public domain** or have been released under an **open license** that permits **no-cost access, use, adaptation and redistribution** by others with **no or limited restrictions**."

--The William and Flora Hewlett Foundation

# Terms to know…

- **Re-use** - using OER material without adaption or modification
- **Remix** - adapting, modifying, etc. OER for use
- **Creative Commons copyright license** - licenses that maintain copyright for creators but allow sharing of their work
- **Attribution** - CC license option where you must give the creator credit when resource is used/remixed/etc.
- **Share Alike** - CC license option where any remix must carry the same license
- **NoDerivs** - CC license option that cannot be remixed or modified

## OER is NOT

- Only for online learning
- Not the same as open education or resource based learning
- Giving up author's rights
- Quality based on publication
- Always excellent
- Likely to replace ALL commercial content
- Library subscription resources

## OER is

- Multiple media formats
- Supportive of various educational approaches
- Protective of author/creator's copyright
- Quality based on the educator community review and adaption
- Used in combination with library resources to remain "free" to the student
- Available without access limits

# Talking about OER

## Goals

- Equitable education
- Reduction in costs
- Increase pedagogy
- Free and widely available resources
- Available support
- Student Success
- Student retention
- Local, state, national, and international educational collaboration

## Concerns

- Discovery
- Quality
- Participation
- Technology
- Time
- Expertise
- Intellectual Property
- Money
- Free = lower quality
- Lack of supplemental materials

# So you want to give it a try…

- Students, students, students
- Organizational purpose
- Your team
- Process
- New skills and technical support
- Legal issues
- Storage

- Finding materials
- Tracking and statistics
- Do you have carrots?
- Raise awareness
- Give it time
- Everyone has a role to play
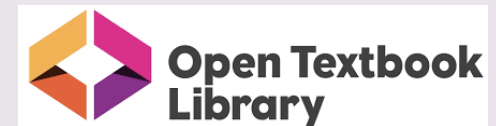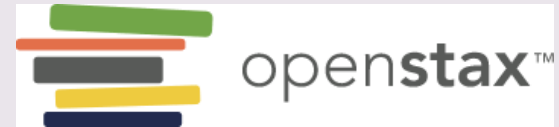- Identify barriers

# Teamwork

## OER skills to cultivate

Copyright/legal knowledge

Instructional Design

Software/technical knowledge

Advocacy and promotion

Communication and marketing

Research and findability

Cheerleading

## OER champions will

Focus on the students

Identify potential uses for faculty

Emphasize best practices

Communicate and advocate with policy makers

Get students involved

If at first you do not succeed…

# A few places to start…

- OER Commons
  - *OER materials in a variety of disciplines, grade levels, and types of materials*
  - *https://www.oercommons.org/*
- SkillsCommons
  - *Focused on Workforce Training materials*
  - *https://www.skillscommons.org/*
- MERLOT II
  - *Curated collection of teaching, learning, faculty development OER*
  - *https://www.merlot.org/*
- OpenStax
- Open Textbook Library
- CARLI OER website

# Higher Ed Data

Access and Affordability

# College Affordability in Illinois: 2015-16

|  | Illinois | National |
|---|---|---|
| Debt at graduation | $29,271 | $28,699 |
| Graduates with debt | 61% | 59% |
| Total cost of attendance | $30,259 | $28,037 |
| - Tuition & Fees | $16,611 | $13,151 |
| - Books & Supplies | $1,274 | $1,301 |

# Illinois Two-year College Data

| | Illinois | National |
|---|---|---|
| Enrollment FTE | 176,797 FTE | ~ 6.5 million FTE |
| Average Tuition: Public | $4,157 | $7,314 |
| -    Books and Supplies | ~$1,000 | $1,420 |

Sources: 2017-18 Handbook of Illinois Postsecondary Institutions, Illinois Student Assistance Commission; Average Estimated Undergraduate Budgets, 2017-18, CollegeBoard.org. Illinois Community College Board, 2017 Data Book; Illinois Student Assistance Commission, 2017 Data Books: Weighted Mean Tuition and Fees by Sector, FY2000-2017.

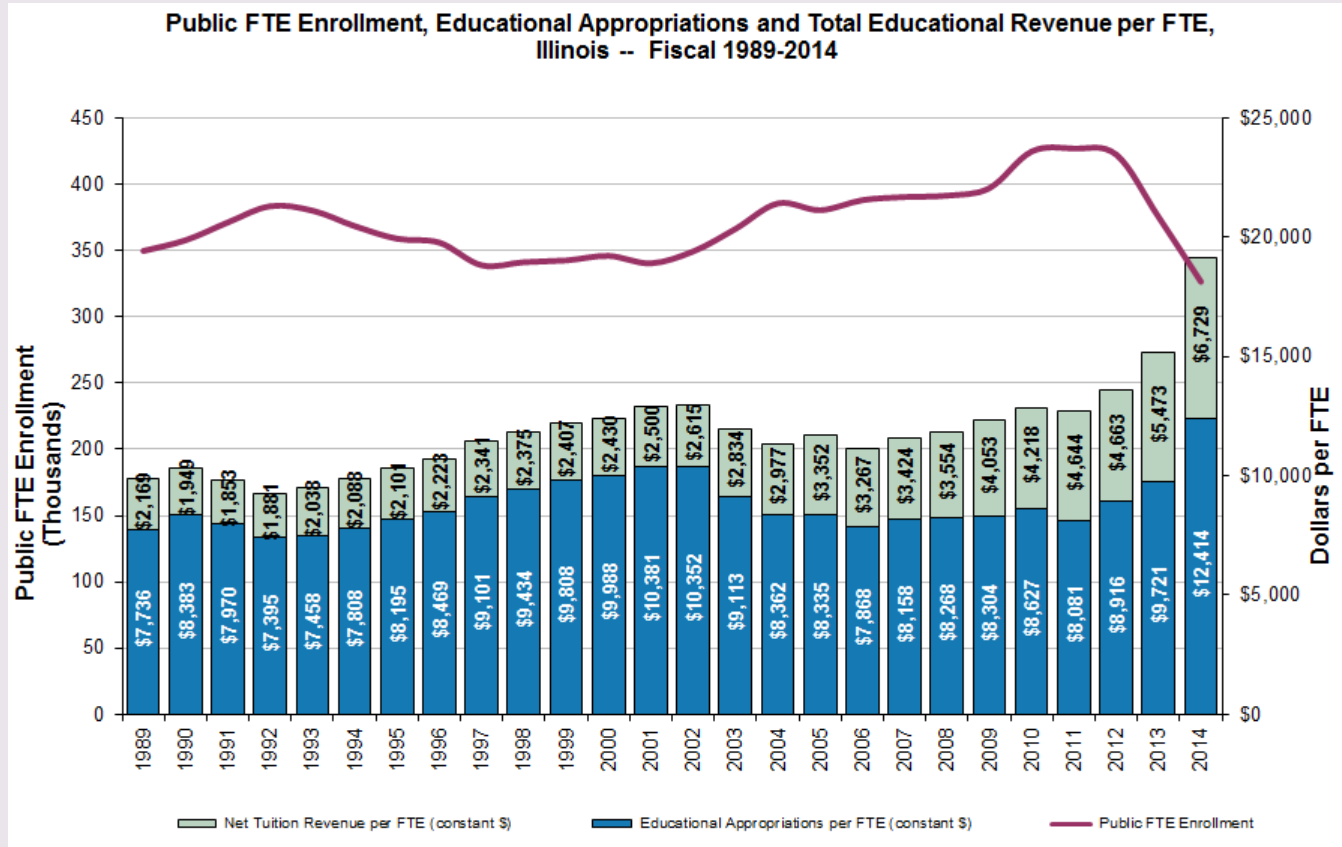# Student Spending Behavior

According to the National Association of College Stores...

■ 2016-17: Average amount spent on course materials: $579
■ Student saving methods:
  - Comparison shopping
  - Purchasing used books
  - Renting books
  - Using course reserves
  - Course adoption of library e-books
  - Instructor use of OER

Source: "Highlights from Student Watch Attitudes and Behaviors Toward Course Materials 2016-17 Report," National Association of College Stores, available: http://www.nacs.org/research/studentwatchfindings.aspx

College is getting more expensive, and students are accountable for a larger portion of the tuition than ever before



Public FTE Enrollment, Educational Appropriations and Total Educational Revenue per FTE, Illinois -- Fiscal 1989-2014
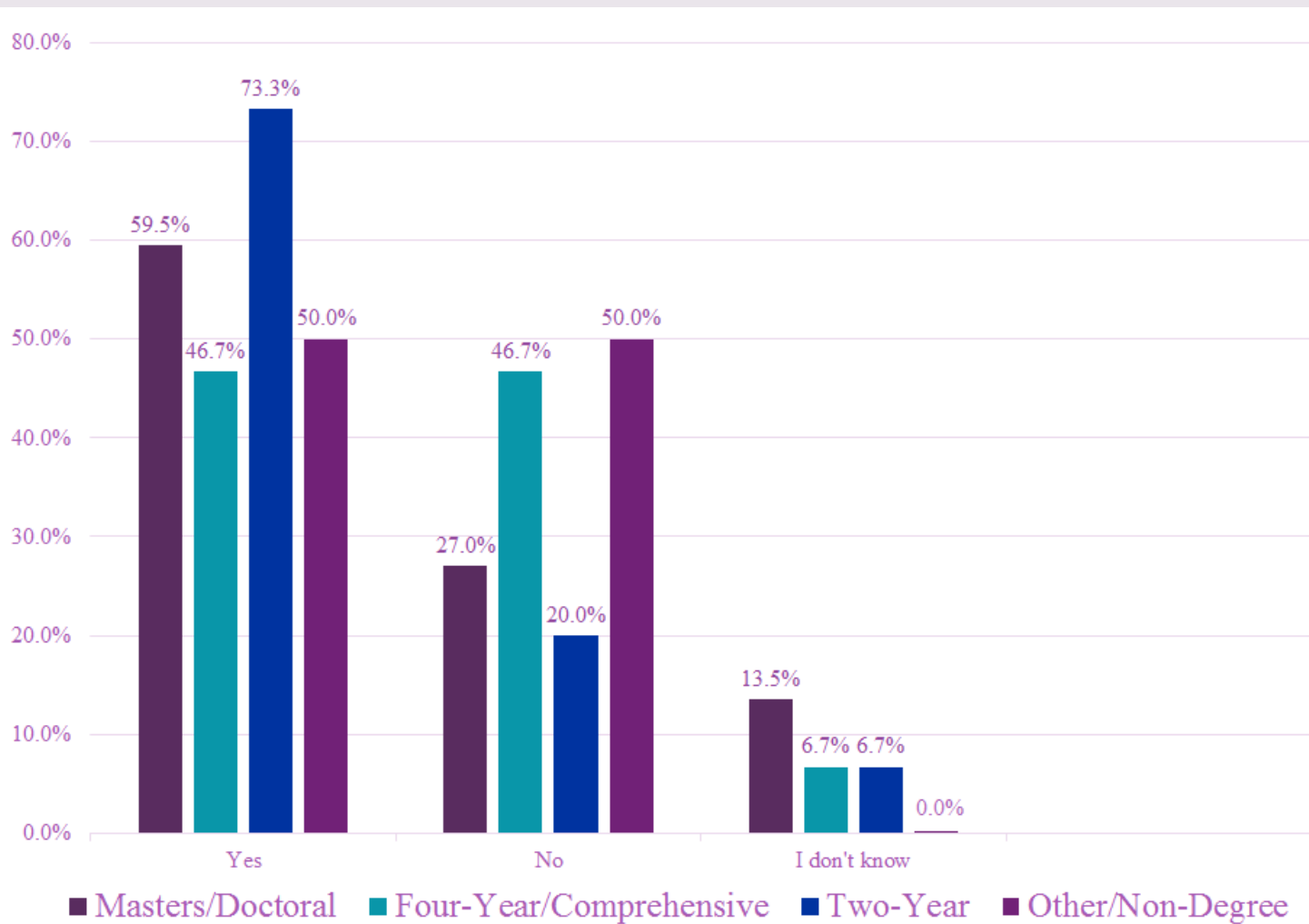
# CARLI OER Survey

Results and Observations

# General response

- 133 responses from 86 CARLI governing members

- More than 2/3rd of the membership is represented

- Top respondents by category:
  - Public two-year institutions (44 responses, 33%)
  - Private masters/doctoral (40 responses, 30%)
  - Private four-year/ comprehensive (20 responses, 15%)
  - Public master's/ doctoral institutions (24 responses, 18%)

# Is your institution exploring or using OER?



| | Yes | No | I don't know |
|---|---|---|---|
| Masters/Doctoral | 59.5% | 27.0% | 13.5% |
| Four-Year/Comprehensive | 46.7% | 46.7% | 6.7% |
| Two-Year | 73.3% | 20.0% | 6.7% |
| Other/Non-Degree | 50.0% | 50.0% | 0.0% |

# Who's responsible?

- Library departments:
  - Access Services
  - Scholarly Communications
  - Reference/ Liaisons
- Library committee with support and/or leadership from library administration
- Institutional committee with representation from:
  - Library
  - Information Technology
  - Bookstore
  - Faculty
  - Administration
  - Students
- Part of one librarian's job

# How can CARLI help?

- More training, workshops, and webinars

- Report on successful OER initiatives
  - Blog
  - Newsletter

- Consultations for CARLI members
  - Outreach
  - Metadata
  - Bookstore relations

- Lobby state and federal legislators

# CARLI Member Initiatives

What's Happening with OER on Our Campuses

# CARLI Member OER Initiatives

- Workshops/ Brown Bags / Speaker events for faculty

- Library or Institutional textbook affordability committees

- Informational websites and help guides

- Investigating OER service providers

- Working toward no-textbook degree programs

- Environmental scan: interviews and surveys with students and faculty about textbooks and OER

- Including OER as part of the library's strategic plan

HEARTLAND
COMMUNITY COLLEGE

- The library works with Institutional Research to collect data from the bookstore on textbook prices and adoption

- Data is analyzed by class, section, instructor, department and used for outreach

- Understanding current textbook use and practices is a great first step for OER promotion

# UIS OER Blog

An ongoing reading list of articles related to Open Educational Resources
[click upper left for links and more UIS info; click upper right to search the blog entries]

## OpenStax grows in popularity, but overall awareness of OER remains low - Corinne Lestch, EdScoop

January 16, 2018

Higher ed faculty are increasingly turning to OpenStax for low-cost, openly licensed printed and digital materials for their students. The rate of college faculty using and assigning open educational resources (OER) through OpenStax currently rivals that of most commercial textbooks, according to a new report on the advantages and pitfalls of OER in higher education. The rate of adoption of textbooks from OpenStax — a nonprofit OER publisher based out of Rice University — among faculty teaching large-enrollment courses is now at nearly 17 percent, according to the report, "Opening the ...

Post a Comment                                                              READ MORE

Follow at https://uisoerblog.blogspot.com/

# Collecting Success Stories

# Collecting Success Stories



CLC Library | College of Lake County

Open Educational Resources: OER Champions at CLC

| Home | About OER | Where do I start? | Creating your own OER Texts | OER Champions at CLC |

**Suzanne Valentine French**

PSY 121: Introduction to Psychology

Along with Martha Lally, she created and piloted an open textbook in Spring 2015.

★Champion

**Katie Dublis**

ENG 108: Developmental Composition

With Kelly Black, she developed a textbook for developmental composition students.

★Champion

**Greg Gordon**

HST 121: Western Civilization to 1500

HST 122: Western Civilization, 1500 to Present

Developing and piloting OER textbooks for two History courses.

★Champion

https://researchguides.clcillinois.edu/c.php?g=463833&p=3170598
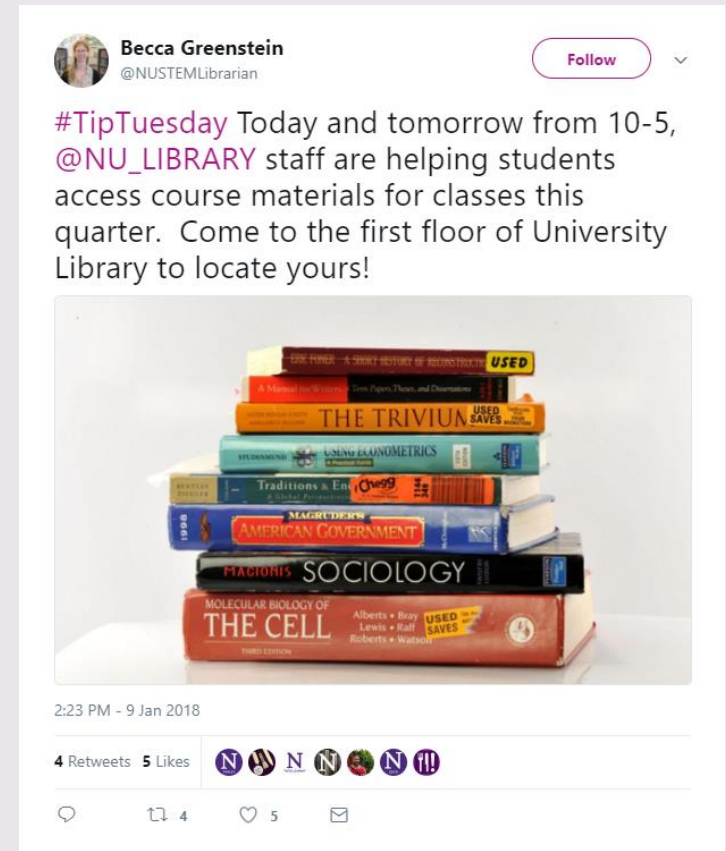
# Pop-up Library: Textbook Lookup Station
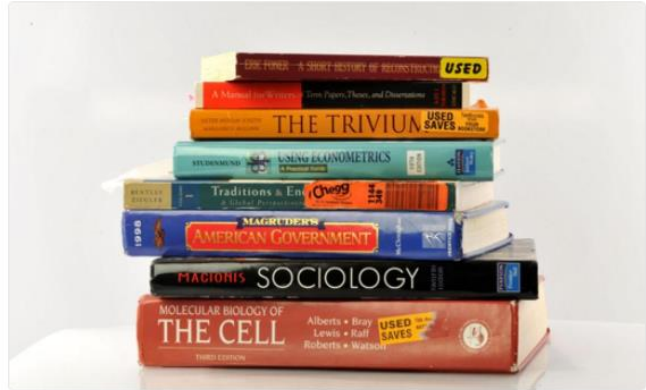


NEED A BOOK FOR CLA$$?

READINGS IN YOUR COUR$E PACK?

SEE IF THE LIBRARY HAS IT!



**Becca Greenstein**
@NUSTEMLibrarian

Follow

#TipTuesday Today and tomorrow from 10-5, @NU_LIBRARY staff are helping students access course materials for classes this quarter. Come to the first floor of University Library to locate yours!

2:23 PM - 9 Jan 2018

4 Retweets  5 Likes

# Open Textbook Network

About + CARLI's Involvement

# Open Textbook Library

| | |
|---|---|
| 11 | Accounting & Finance |
| 53 | Business |
| 52 | Computer Science & Information Systems |
| 17 | Economics |
| 31 | Education |
| 10 | Engineering |
| 94 | Humanities |
| 12 | Journalism, Media Studies & Communicatio |
| 50 | Law |
| 76 | Mathematics |
| 8 | Medicine |
| 47 | Natural Sciences |
| 40 | Social Sciences |
| 12 | Student Success |

**453      Total Books (a book may be included in multiple subject areas)**

# Open Textbook Library



Algebra and Trigonometry

(5 reviews)

★★★★½

Multiple Authors , Openstax College

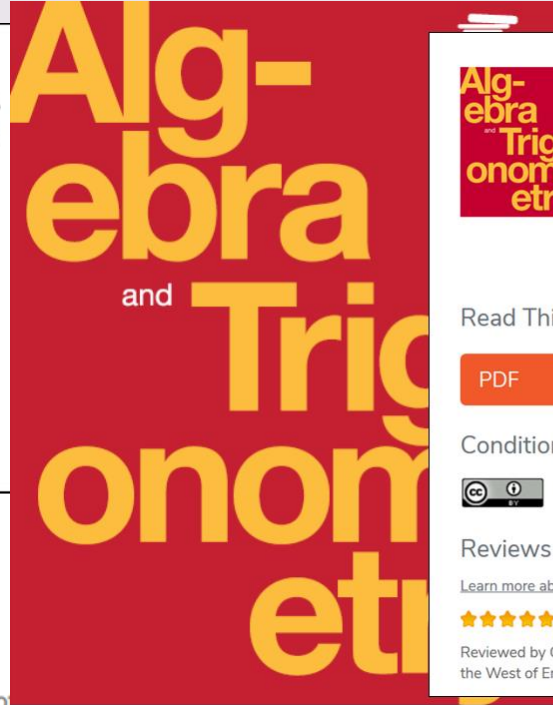Pub Date: 2015

ISBN 13: 978-1-9381683-7-6

Publisher: OpenStax

Reviews

Learn more about reviews.

★★★★★

Reviewed by Cristina Hansen Ruiz, Associate Lecturer, University of the West of England, on 8/16/2017.

Algebra and Trigonometry

(5 reviews)

★★★★½

Multiple Authors , Openstax College

Pub Date: 2015

ISBN 13: 978-1-9381683-7-6

Publisher: OpenStax

Read This Book

PDF    ONLINE

Conditions of Use

Reviews

Learn more about reviews.

★★★★★

Reviewed by Cristina Hansen Ruiz, Associate Lecturer, University of the West of England, on 8/16/2017.

# Upcoming Open Textbook Network Workshops

- OTN Workshops in Illinois
  - Train the trainer
  - For CARLI member staff who will give their own workshops
  - Covers: affordability issues, solutions, talking with faculty
- Logistics
  - April 23: Governors State University
  - April 24: Loyola University Chicago
  - April 26: Heartland Community College
  - 9 a.m. to 5 p.m.
  - Up to 2 people from each member institution invited
  - No cost to attend

# OER Support

Available Through CARLI

# Open Textbook Network Resources

■ Open Textbook Library
  – Creative Commons
■ Open Textbook Library MARC records
  – Now in I-Share
  – Can download and add to local catalog



**Teaching in a digital age /**
A.W. (Tony) Bates.

| | |
|---|---|
| Author: | Bates, Tony |
| Published: | Vancouver ; Victoria : BCcampus Open Textbooks, [2015]- |
| Topics: | Educational technology. | Education - Effect of technological communications. |
| Genres: | Electronic textbooks. |
| Tags: | No Tags, Be the first to tag this record! |

| More Details | Location & Availability | Table of Contents | User Reviews |
|---|---|---|---|

**Location:** Open Textbook Library
**Online Access:** Connect to eTextbook (Available to all.)

# Open Textbook Network Resources

- Master Slide Deck
- Handouts
- Videos

**E-mail**
**support@carli.illinois.edu**
**for introduction and access**



- Admin Reports - Templates & Examples
- Info Handouts
- Logos and Badges
- Master Slides - feel free to download
- OTNSI
- Slide Decks: OTN member versions
- Videos

# Support Through CARLI

- OER Page on CARLI Website
- CARLI-OER E-mail list
  - https://www.carli.illinois.edu/email-lists
- OER Task Force Members
  - Contact Us! https://goo.gl/mgXcGK
  - One-on-one Consultations - now
  - Train the trainer workshops* - starting Summer 2018

# Thank You!

Questions?

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chris-diaz@northwestern.edu
anne.shelley@illinoisstate.edu