

GOING OPEN

The Case for Open Education Resources and Open Policies

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28 April 2015



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Dr. Cable Green

Director of

Global Learning

cable@creativecommons.org

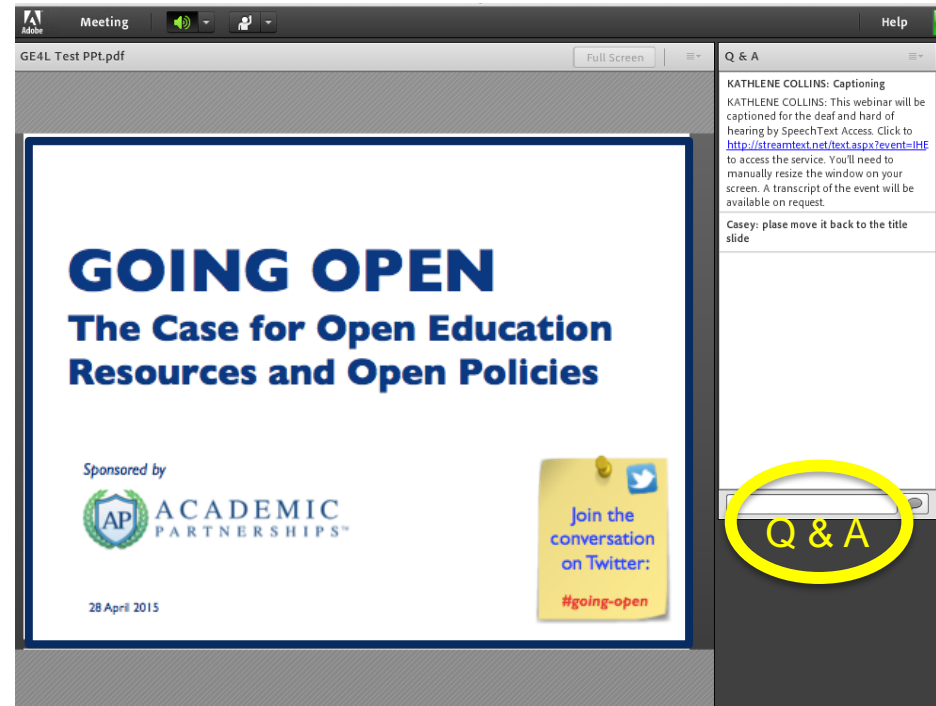
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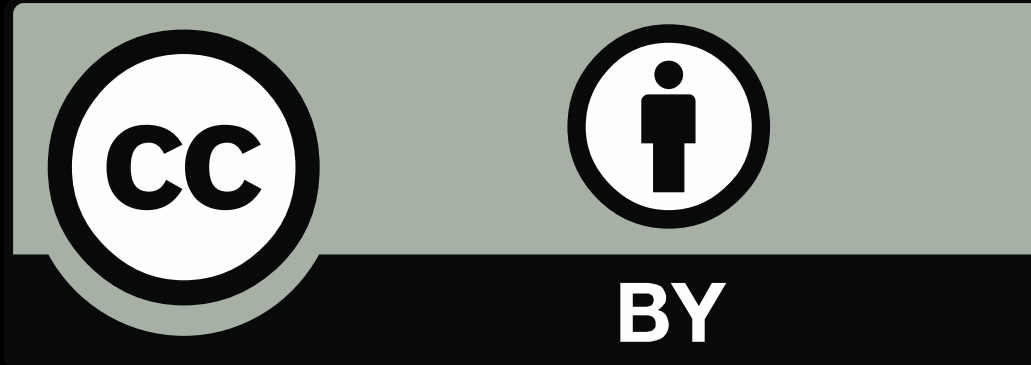
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Before We Begin

- We are using Adobe Connect. Please enter questions in the text field at the bottom of the Q&A Window. *We are monitoring the discussion and will try to bring the Q&A comments into the conversation.*
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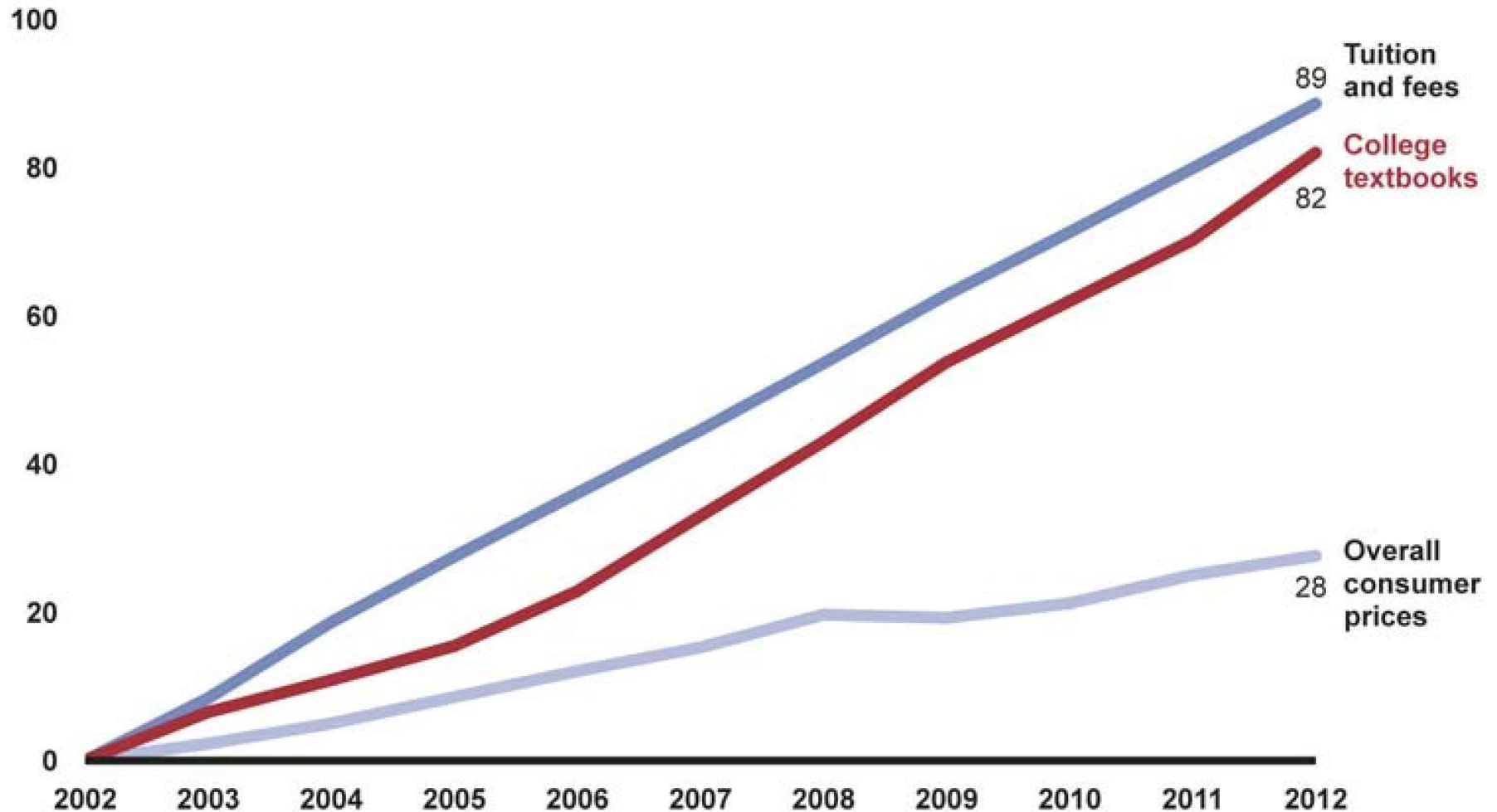
Poll #1 (please check only one)

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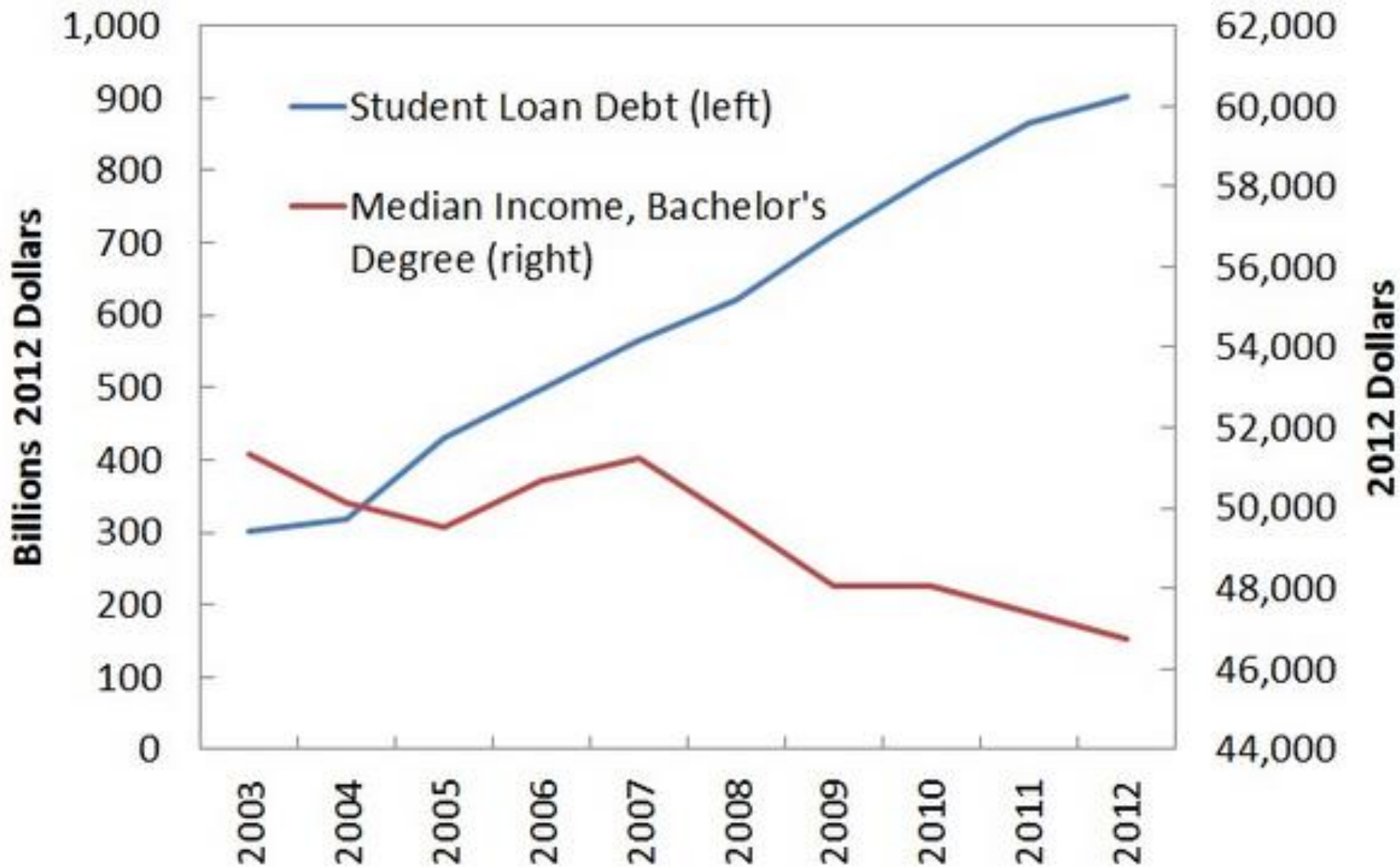
- A. I have never heard of CC licenses.
- B. I know of CC licensing but have not used CC licensed materials
- C. I have used CC licensed materials.
- D. I share my work and have also used CC licensed materials.

Figure 1: Estimated Increases in New College Textbook Prices, College Tuition and Fees, and Overall Consumer Price Inflation, 2002 to 2012

Percent increase since 2002

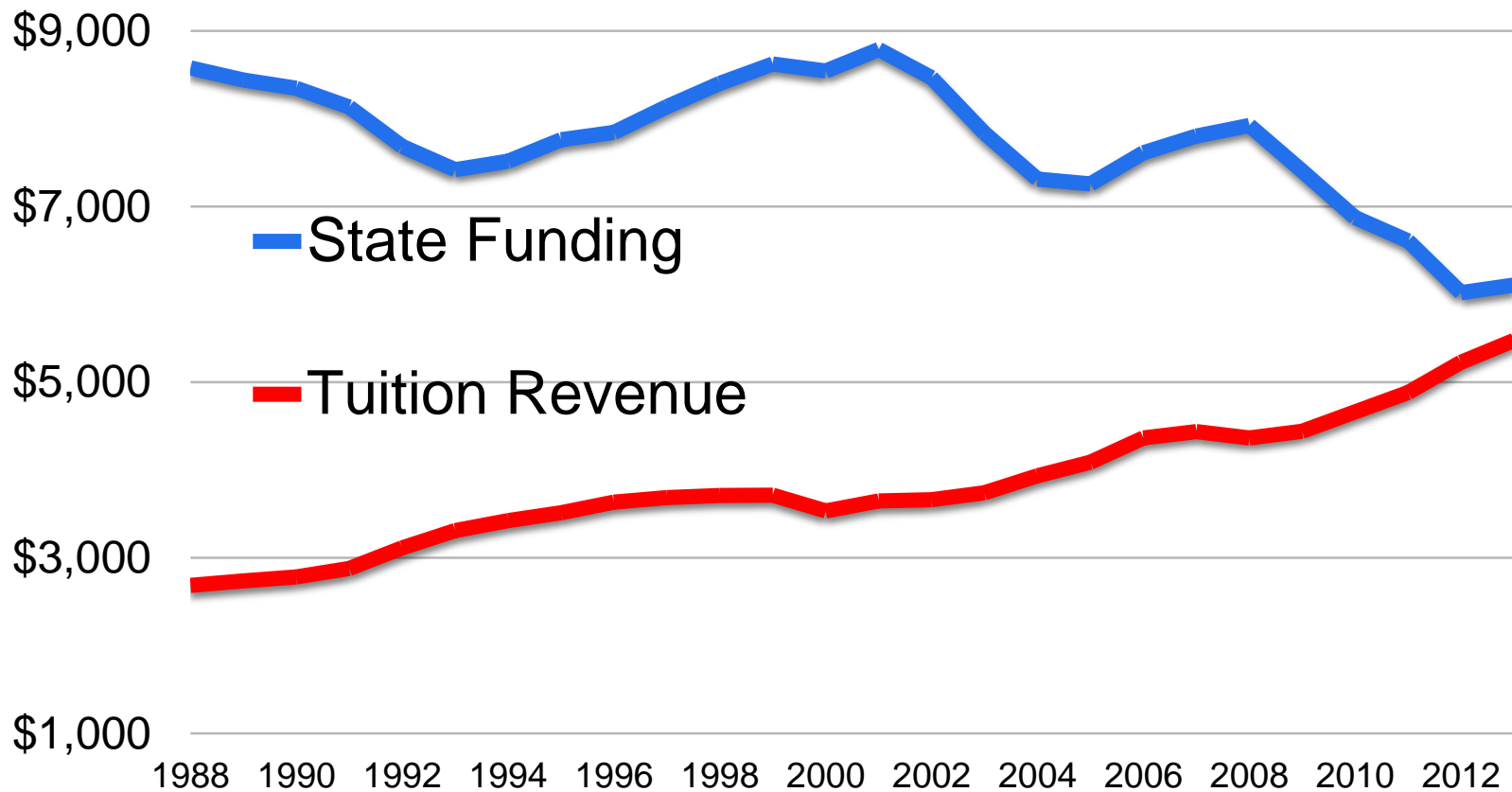


Source: Bureau of Labor Statistics' Consumer Price Index data.



Sources: FRBNY Consumer Credit Panel, US Census Bureau Current Population Survey, BLS Consumer Price Index

US Public Higher Education Funding - \$/Undergrad FTE



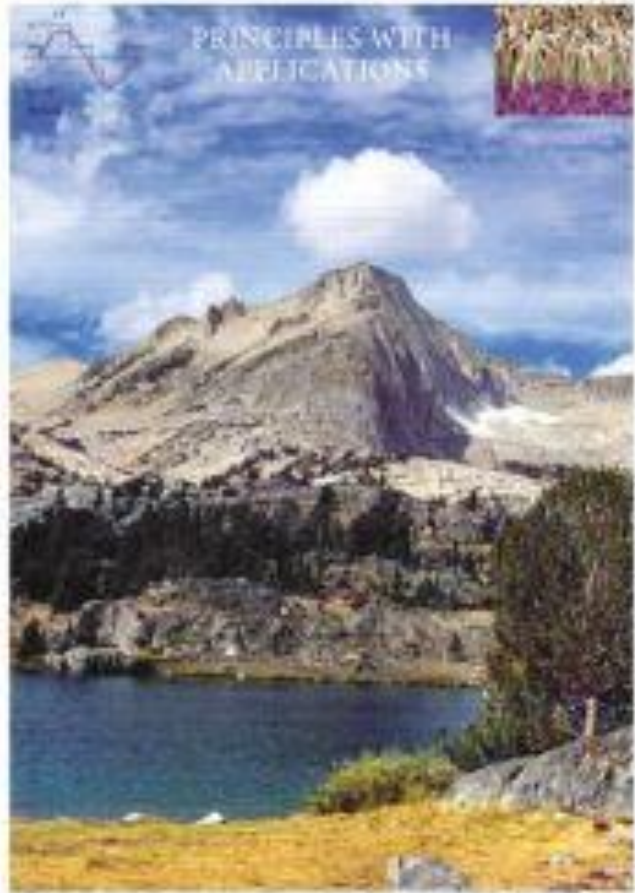


Incredible Financial
Pressure

Traditional Textbook Prices

| Textbook | New | Used | Rental | E-Book | E-Reader |
|------------------------------|------------------|------------------|-----------------|-----------------|------------------|
| Principles of Economics | \$ 206.12 | \$ 154.59 | \$ 73.42 | \$ 101.59 | \$ 116.25 |
| Financial Accounting | \$ 206.38 | \$ 154.79 | \$ 78.81 | \$ 101.30 | \$ 120.51 |
| Business Communication | \$ 156.20 | \$ 117.15 | \$ 59.56 | \$ 71.81 | \$ 93.08 |
| Principles of Marketing | \$ 150.05 | \$ 112.54 | \$ 62.71 | \$ 75.95 | \$ 91.00 |
| Information Systems | \$ 155.57 | \$ 116.67 | \$ 67.33 | \$ 77.58 | \$ 109.08 |
| Linear Algebra | \$ 159.02 | \$ 119.27 | \$ 58.31 | \$ 47.94 | \$ 102.80 |
| Statistics | \$ 151.37 | \$ 113.52 | \$ 62.23 | \$ 74.81 | \$ 114.73 |
| Calculus | \$ 209.45 | \$ 157.09 | \$ 74.92 | \$ 110.08 | \$ 119.32 |
| College Algebra | \$ 162.47 | \$ 121.85 | \$ 63.84 | \$ 82.78 | \$ 100.54 |
| Physics | \$ 198.17 | \$ 148.63 | \$ 77.47 | \$ 91.45 | \$ 108.60 |
| Average | \$ 175.48 | \$ 131.61 | \$ 67.86 | \$ 83.53 | \$ 107.59 |
| Savings off new price | | 25.00% | 61.33% | 52.40% | 38.69% |

SEVENTH EDITION
PHYSICS



DOUGLAS C.
GIANCOLI

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

PHY 211 01 SPRING



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RECOMMENDED | By Giancoli
EDITION: 7TH 14
PUBLISHER: PEARSON

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(Return by 05/06/2015)

SAVE 55%

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|---|-----------------|----------|
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eTextbook Digital Rental: 180 days

Our price: \$103.99

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Additional product details

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DONE READING?

GOOD

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Average Estimated Undergraduate Budgets, 2014-15

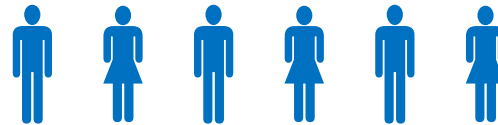
■ Tuition and Fees ■ Room and Board ■ Books and Supplies ■ Transportation ■ Other Expenses



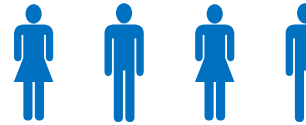
Books & Supplies = \$1,328

There is a direct relationship between textbook costs and student success

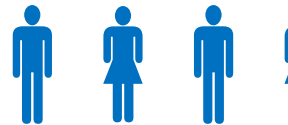
60%+ do not purchase textbooks at some point due to cost



50% take fewer courses due to textbook cost



31% choose not to register for a course due to textbook cost



23% regularly go without textbooks due to cost



14% have dropped a course due to textbook cost



10% have withdrawn from a course due to textbook cost



Source: 2012 student survey by Florida Virtual Campus

How are your students
supposed to learn with
materials they can't
afford and are not
buying?

Cost of “Copy”

For one 250 page book:

- Copy by hand - \$1,000
- Copy by print on demand - \$4.90
- Copy by computer - \$0.00084

Cost of “Distribute”

For one 250 page book:

- Distribute by mail - \$5.20
 - \$0 with print-on-demand (2000+ copies)
- Distribute by internet - \$0.00072

Copy and Distribute (and storage)
are “Free”

This changes everything

Except We Can't

© forbids copying, distributing, and editing

© Cancels the Possibilities

of digital media and the internet

Internet/
Tech Enables



Copyright
Forbids

what to do?



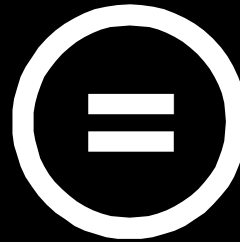
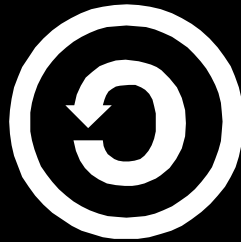
Nonprofit organization

Free copyright licenses

Founded in 2001

Operates worldwide

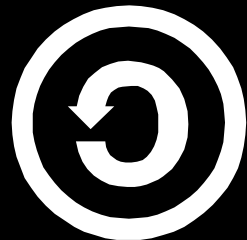
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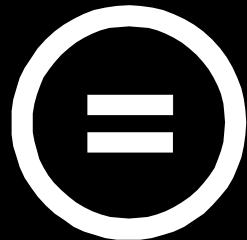
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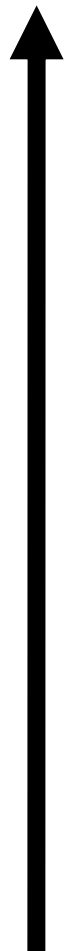


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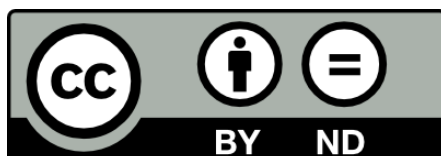
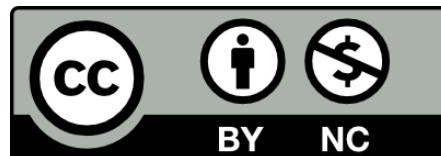
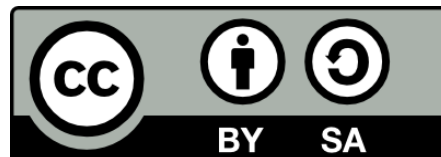
Step 2: Receive a License



most free



least free

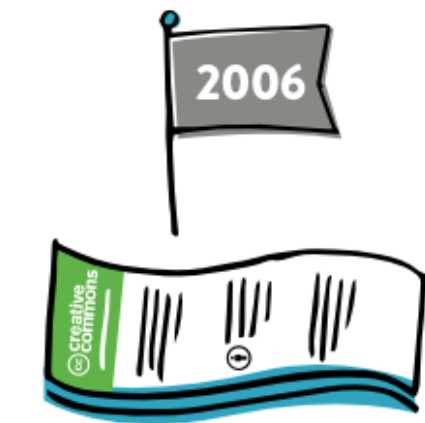


OER



Not OER

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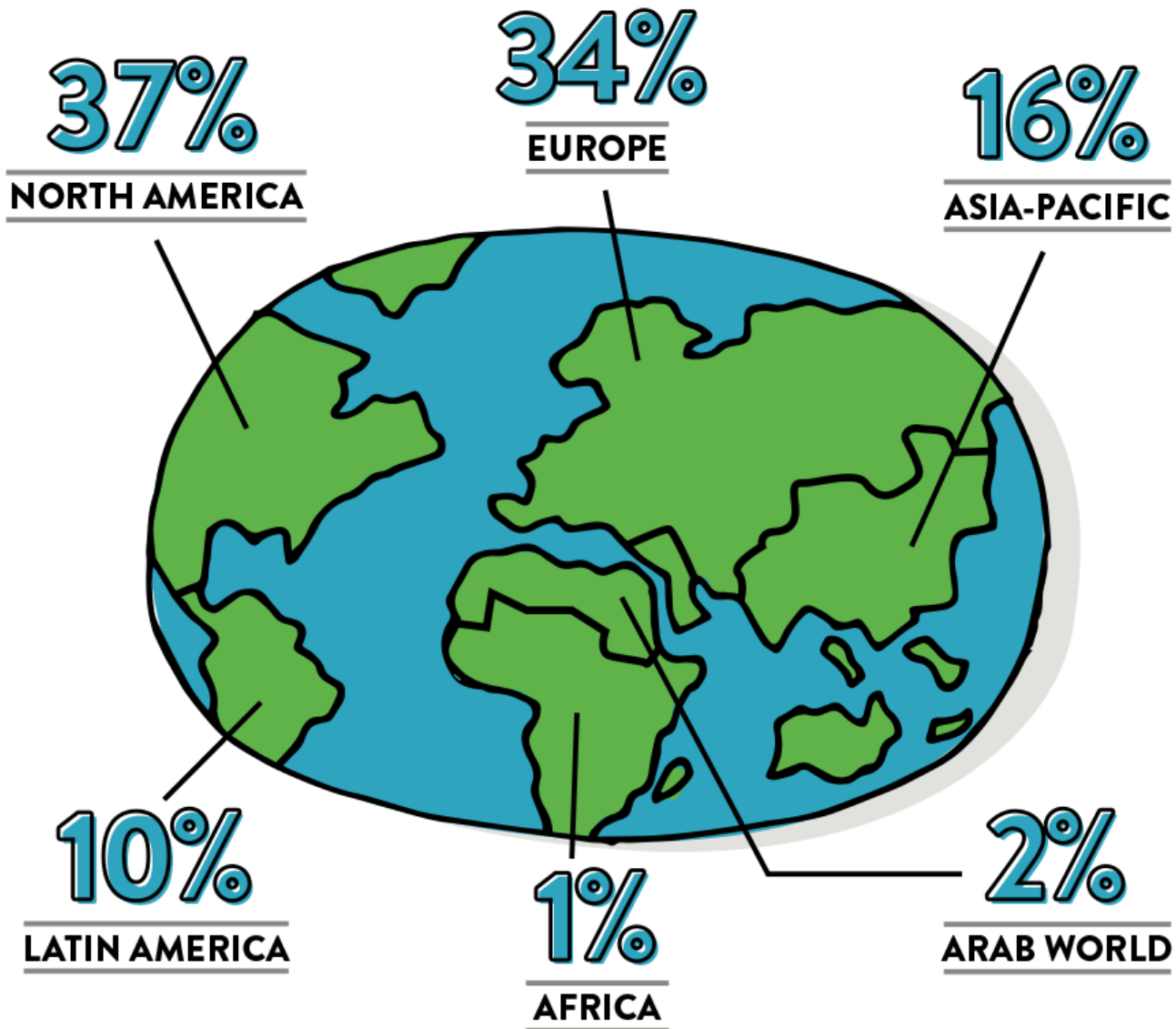


400 MILLION



882 MILLION

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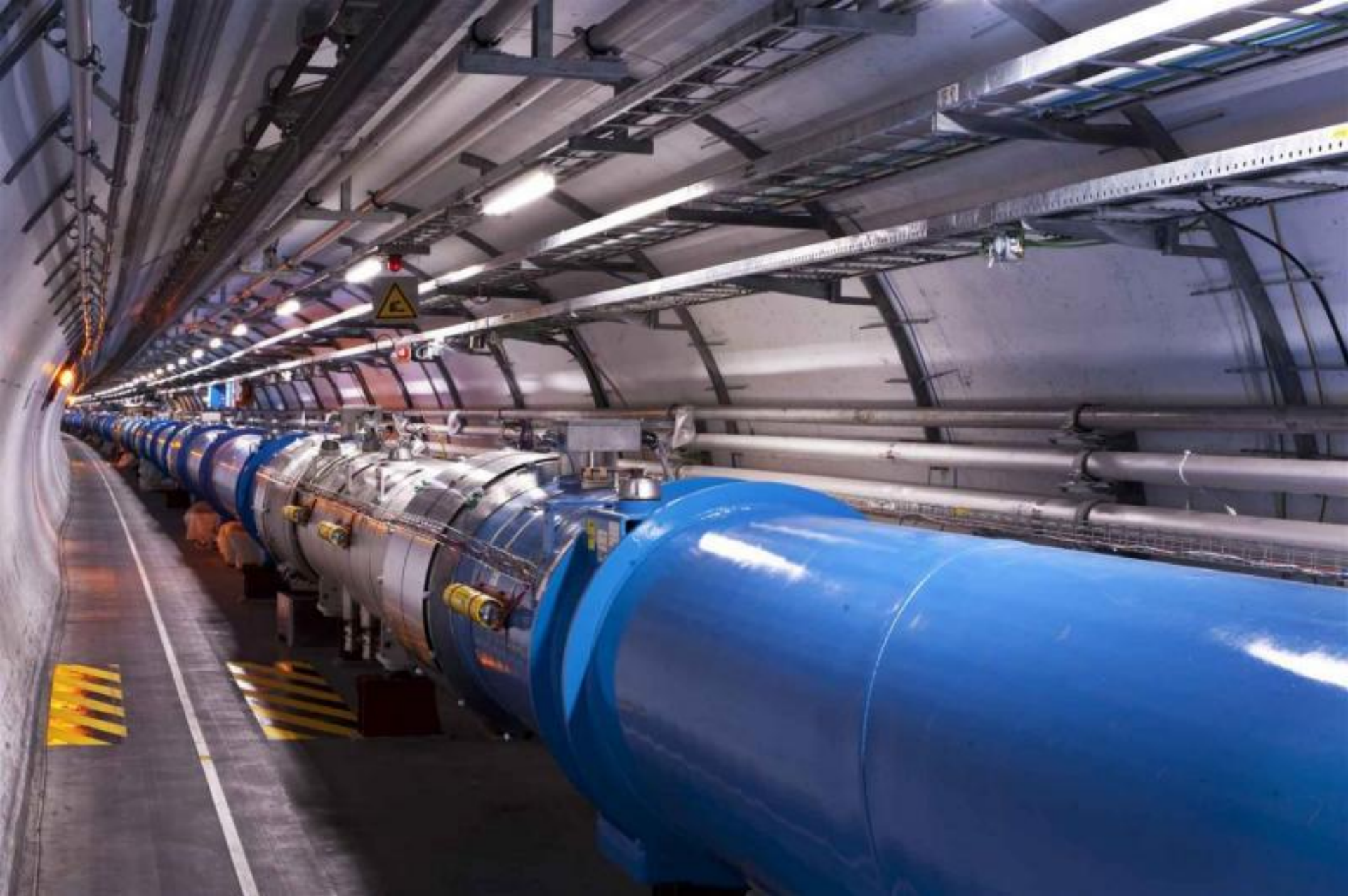


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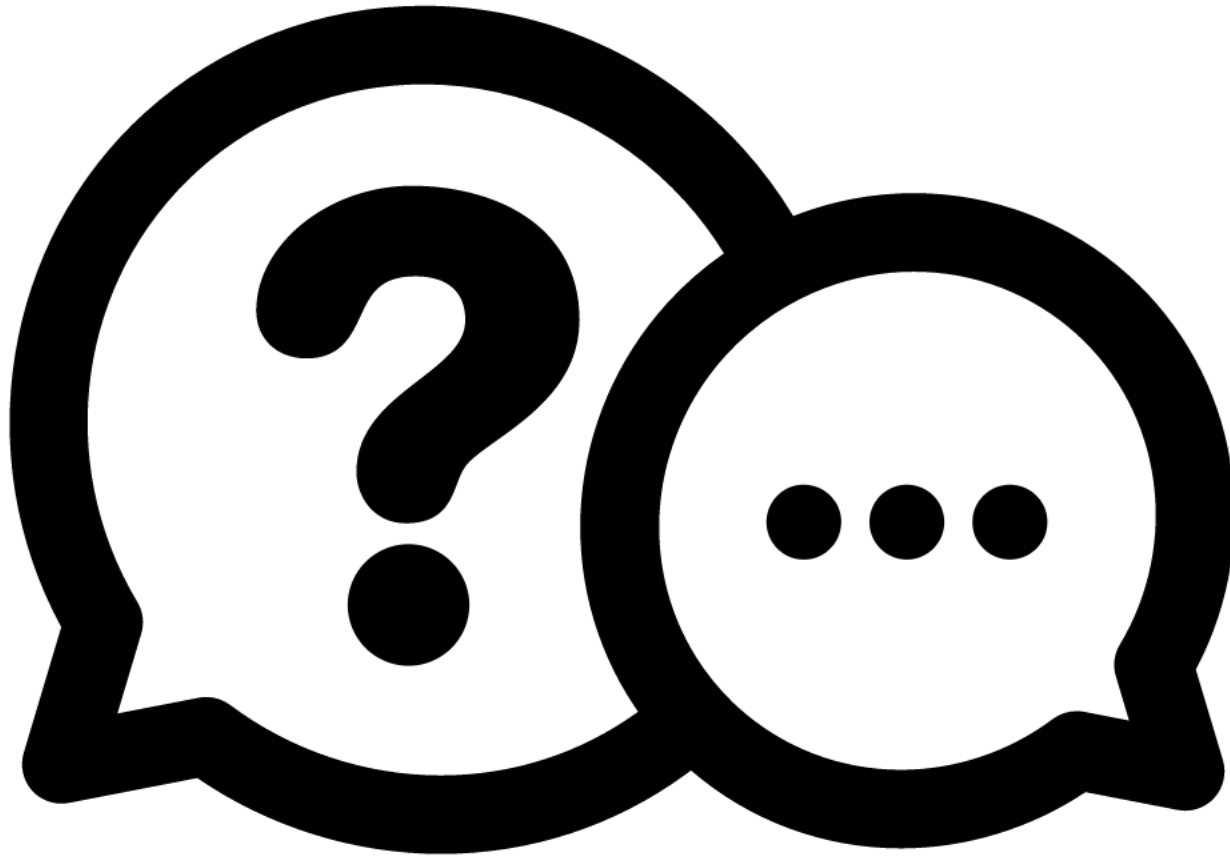
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Open Educational Resources

including:
open textbooks

Poll #2 (check only one)

Are you familiar with or have you used Open Educational Resources (OER) in your courses?

- A. I have never heard of OER until today.
- B. I know about OER, but have never used OER materials for my courses.
- C. I have used OER materials for one or more of my courses.
- D. I have used OER materials and have also made my course materials available as OER.

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others.

FREE

+

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REDISTRIBUTE

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17.196 Globalização, O



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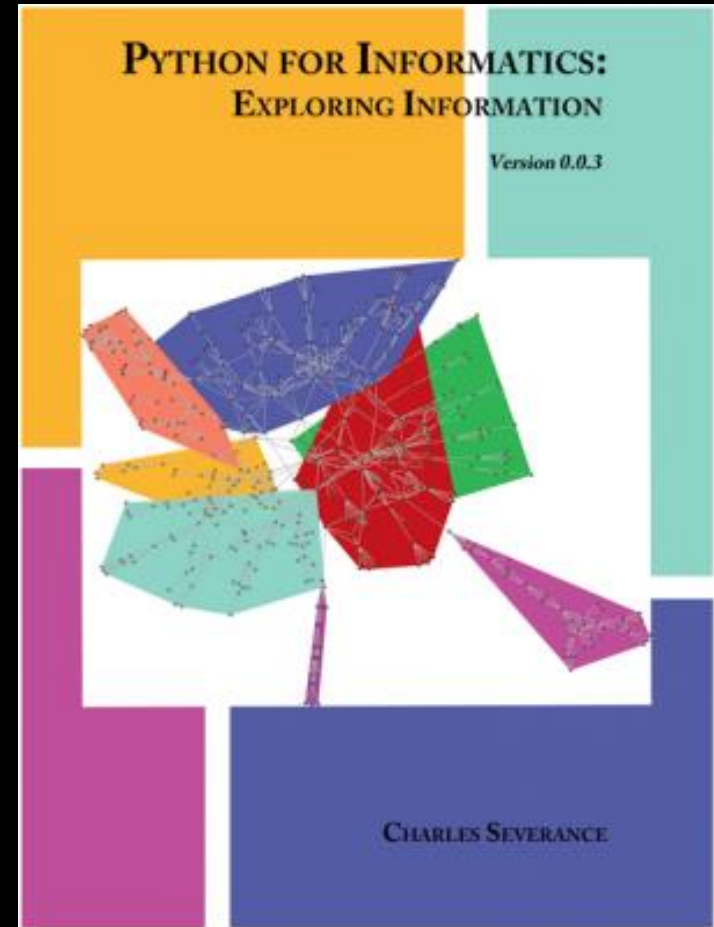
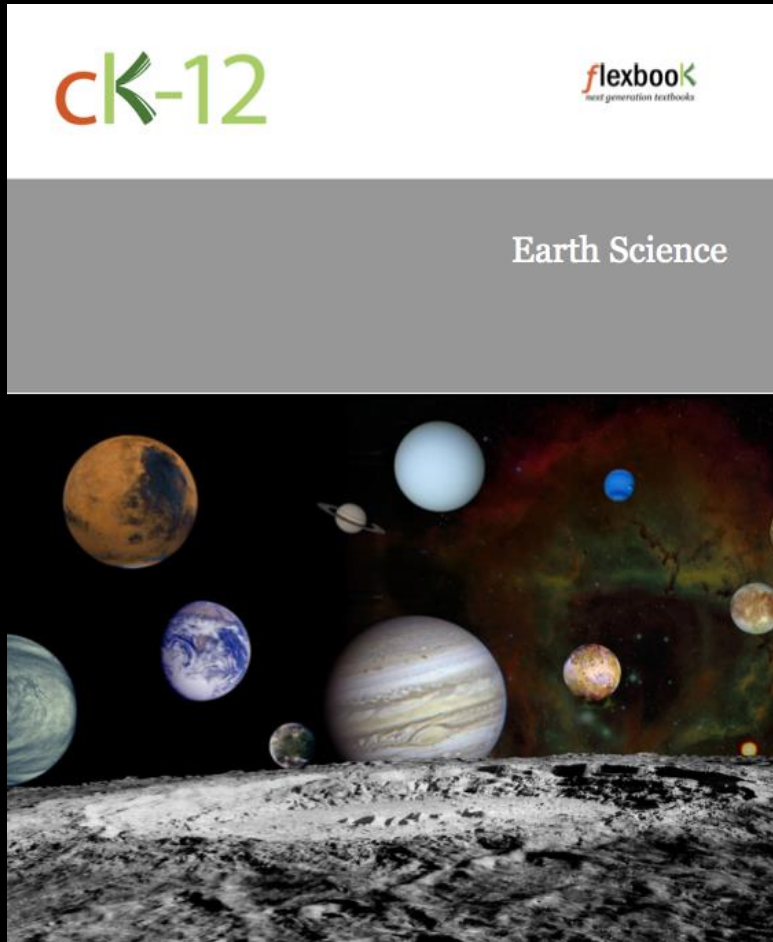
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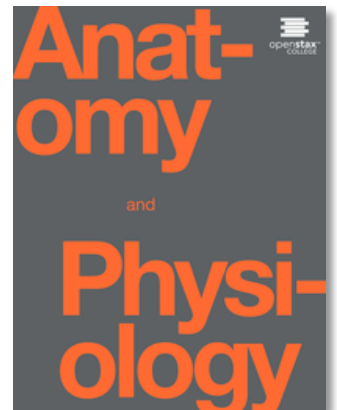
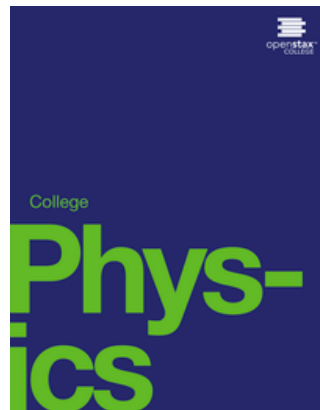
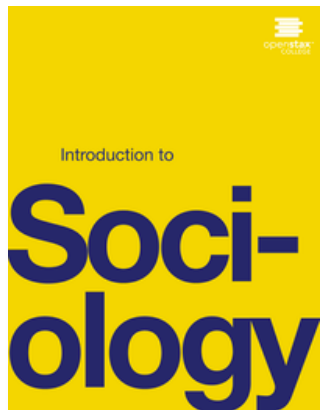
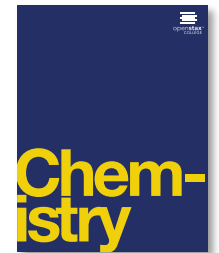
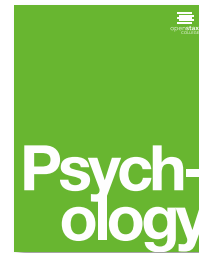
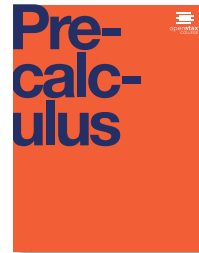
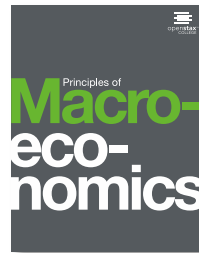
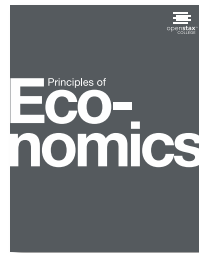
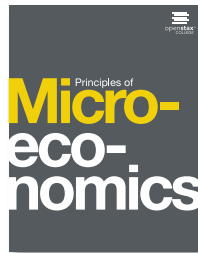
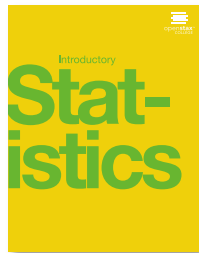
Translations & Accessibility



Customization & Affordability

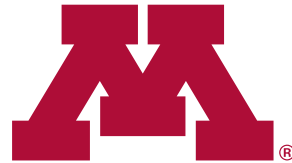
/ Open Textbooks

A Growing Library



The Open Textbook Initiative

University of Minnesota



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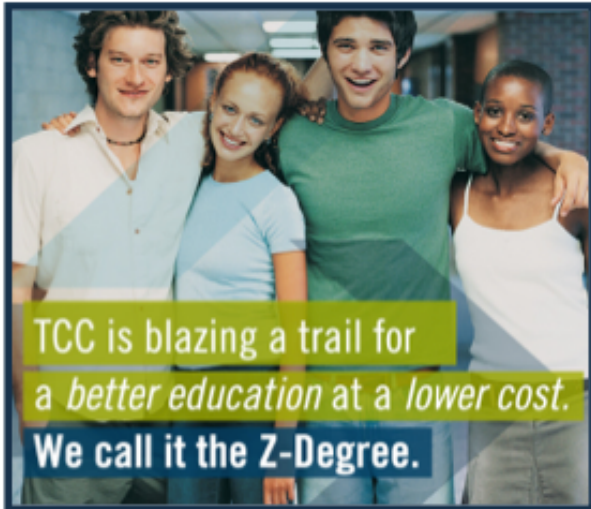
- The impacts of high textbook costs
- Open textbooks as a solution
- Stipends for faculty reviews of open textbooks

For more information: <http://z.umn.edu/opentextbooks>



Z-DEGREE

Tidewater Community College is making college more affordable.



The cost of college textbooks has risen 812% since 1978, more than the rates of inflation, health care, new home prices, and college tuition.

More and more, college students are unable to afford their textbooks, and as many as 70% of students have reported avoiding buying at least one textbook for their courses. Not surprisingly, these students do not do as well academically.

As of May 2013, if a TCC student purchased all of the textbooks required for a business administration degree, that student would spend \$3,678.95 on new books. While used textbooks may lower this price, their availability is, at best, uneven.

But the problem with printed textbooks goes beyond financial cost; textbooks “cost” students and teachers in other ways as well.

Because textbooks are frequently written for broad audiences in the hopes that they will fill the learning support needs and be adopted by large numbers of faculty and departments, they are filled with content and exercises that are superfluous to a specific course’s learning outcomes. The cost here is in teaching efficiency and effectiveness.

All OER 2-Year Degree



CC-BY licensed textbooks
for university courses

WA Community Colleges:

- We must get rid of our “not invented here” others’ content
 - move to: “proudly borrowed from there”
- Content is not a strategic advantage
- Nor can we (or our students) afford it

English Composition I

- 60,000+ enrollments / year
- x \$175 textbook
- = **\$10.5 Million** every year



COURSES

Free to download, edit and use

GET STARTED

Tips on getting started using OCL courses

RESOURCES

Publications, OCL history, ...



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A collection of high quality, free-to-use courses that you can download and use for teaching. All content is stored in Google docs making it easy to access, browse and download.



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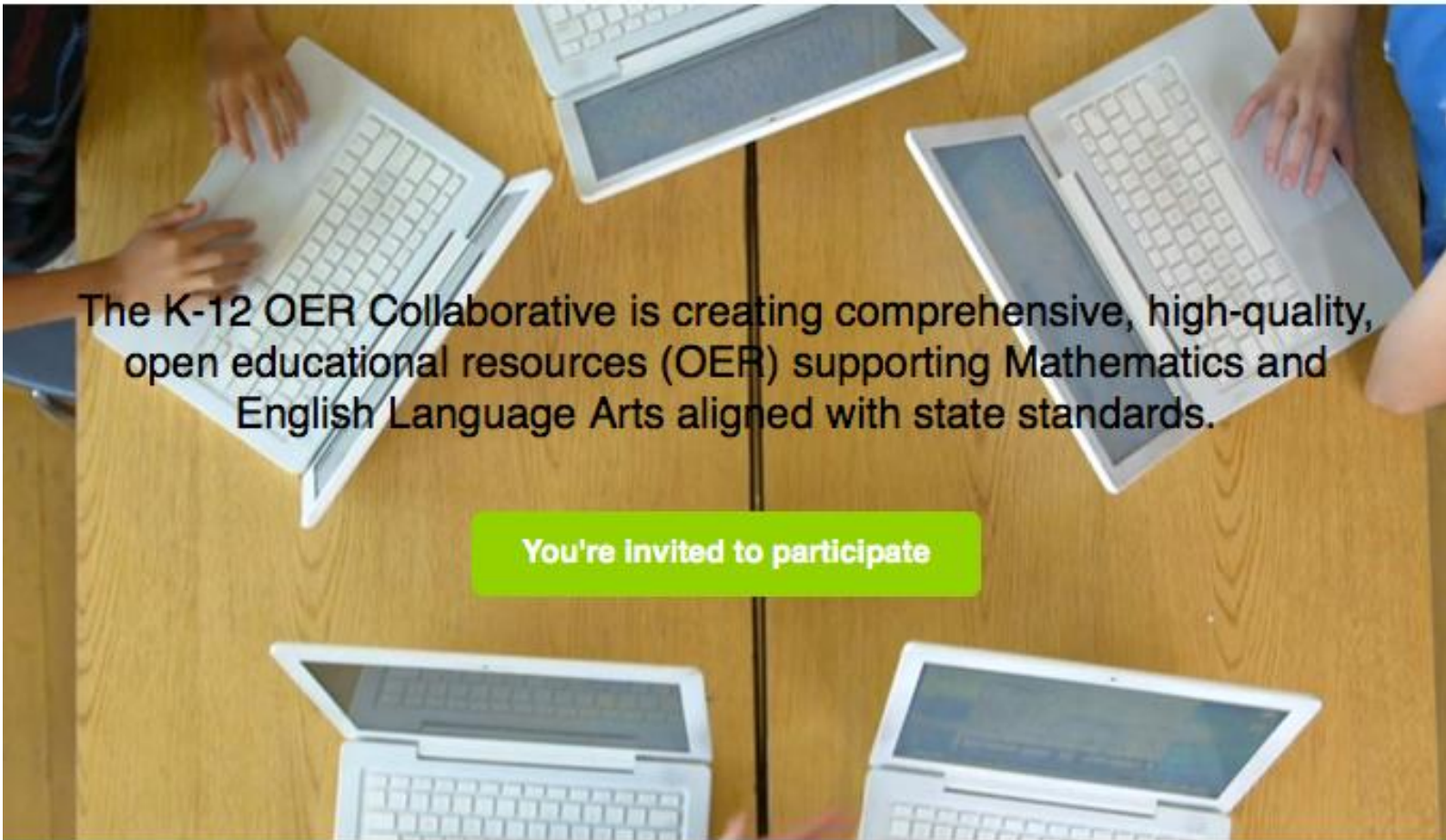
[Contact Us](#)



<http://opencourselibrary.org>

Does it make **any sense** that WA State and K-12 Districts together spend \$130M/year on textbooks and the results are:

- Books are (on average) 7-10 years out of date
- Paper only / no digital versions.
- Students can't write / highlight in books
- Students can't keep books at end of year
- All rights reserved... teachers can't update
- Parents pay for lost paper books...



The K-12 OER Collaborative is creating comprehensive, high-quality, open educational resources (OER) supporting Mathematics and English Language Arts aligned with state standards.

You're Invited to participate

About The K-12 OER Collaborative

This project is a state-led collaborative, with support provided by many of the leading non-profits in OER and education.

<http://k12oercollaborative.org/>



Open Policy

Publicly funded
resources should be
openly licensed
resources.



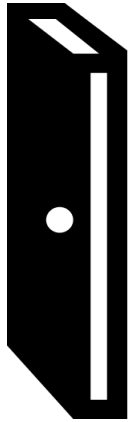
White House issues directive supporting public access to publicly funded research



\$2 billion over four years
CC BY required



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Resources and References

Find OER: <https://open4us.org/find-oer>

Video: <https://www.youtube.com/watch?v=gJWbVt2Nc-I>

Article:

- <http://www.americanprogress.org/issues/labor/news/2012/02/07/11167/dramatically-bringing-down-the-cost-of-education-with-oer>

OER Research

- Overview: <http://openedgroup.org/review>
- <http://www.onlinelearningsurvey.com/oer.html>

Open Textbooks:

- OpenStax: <http://openstaxcollege.org/books>
- CK12: www.ck12.org

Open Simulations: <https://phet.colorado.edu>

OER Chapter:

<http://www.educause.edu/library/resources/chapter-6-why-openness-education>

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