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Overcoming Objections to OER from Faculty and Administrators

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University of Arizona, ccuillie@email.arizona.edu

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Overcoming Objections to OER from Faculty and Administrators

Presenter 1 Title
Open Education Librarian

Session Type
45-minute concurrent session

Abstract

Awareness and usage of open educational resources (OER) in higher education is on the rise, thanks to OER advocates and digital repositories such as the Open Textbook Library, MERLOT, Cool4Ed, OER Commons, and more. But as the Open Education Librarian at the University of Arizona Libraries, I've encountered a variety of concerns from faculty and administrators about OER. These range from worries about content quality to the amount of time it takes faculty to adopt/adapt/create OER to the difficulty of finding OER in a particular subject (particularly for upper-division courses). Concerns also relate to academic freedom, campus bookstore relationships, copyright questions, confusion over Creative Commons licenses, and the technical difficulties of customizing digital OER. This presentation will share specific ways to address these concerns, resources you can share with faculty and administrators, and tools you can use to increase OER adoptions at your institution.

Location
Room D

Keywords
OER, open textbooks, open educational resources, open pedagogy, Open Textbook Network, SPARC

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Overcoming objections to OER from faculty & administrators

Cheryl Cuillier
Open Education Librarian • UA Libraries

Parts of this presentation are derived from "Open Textbooks: Access, Affordability, and Academic Success" by David Ernst, licensed under a Creative Commons Attribution 4.0 International license.

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OER = free + freedom to do the 5 R's

- Retain
- Reuse
- Revise
- Remix
- Redistribute

This image by starfishmonkey0 is in the public domain on Pixabay.

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Learn how
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Open Educational Resources Librarian
520.310.9874, ccuillie@email.arizona.edu

Joceline Lega
Professor, Mathematics

Customized *Introduction to Real Analysis* by William F. Trench

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College Phys-ics

Brian LeRoy
Associate Professor
Department of Physics

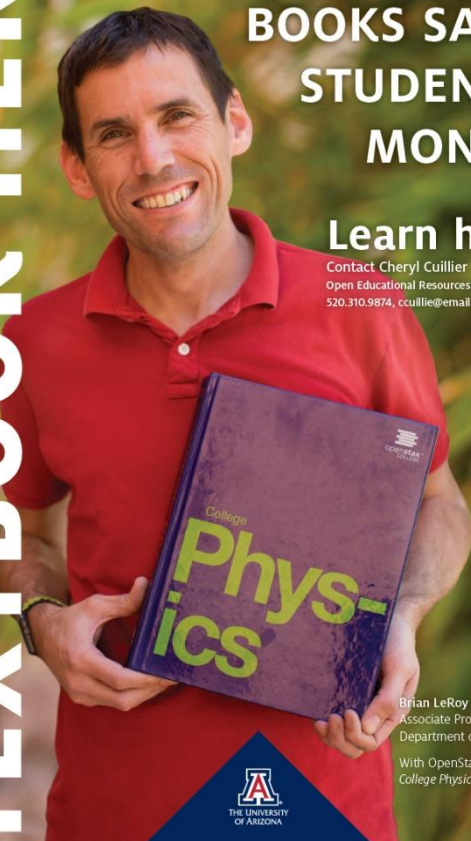With OpenStax
College Physics

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Stat-istics

Suzanne M. Delaney
Senior Lecturer
Management and Organizations
Eller College of Management

With OpenStax
Introductory Statistics

THE UNIVERSITY OF ARIZONA

Photos by Aengus Anderson / graphic design by Marty Taylor / University of Arizona Libraries

$650,000+
saved with OER at UA in 2.5 years

Top 12 objections

1) OER? Never heard of it
2) Quality is questionable
3) Too hard to find
4) Too much work to redo my course
5) Too hard to customize/create OER
6) Nothing for *my* course
7) Not enough ancillaries
8) OER infringe on faculty's academic freedom
9) OER won't help me get tenure
10) Campus store won't cooperate
11) Copyright & Creative Commons licenses confusing
12) If students save $ on textbooks, they'll spend it on beer
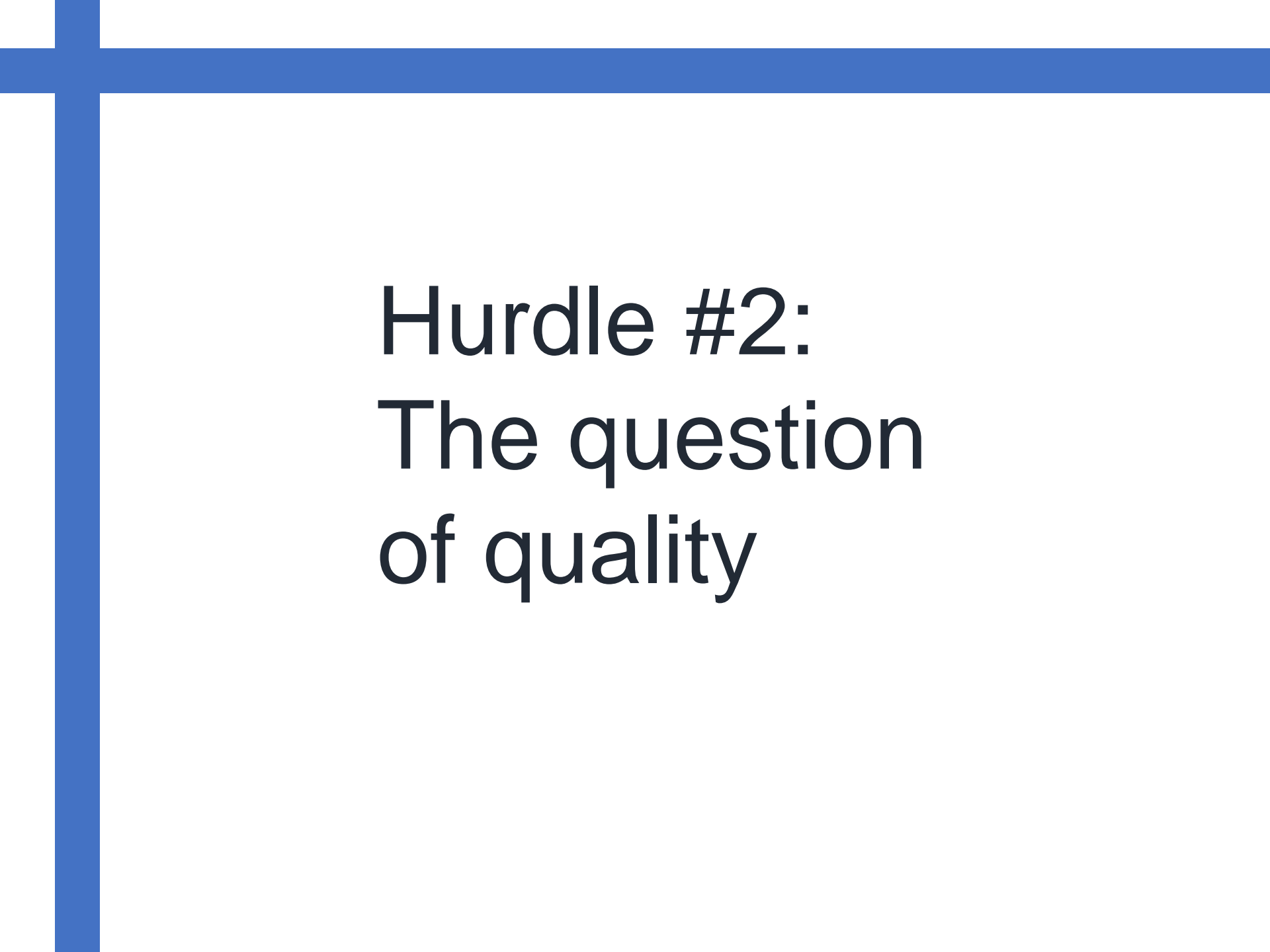
Hurdle #1: Lack of awareness

Raising OER awareness @ the UA

What's worked well

• Open Textbook Workshops for faculty (paying $200 stipends + free lunch)

• Visits to departments with list of subject-specific OER options and OER 101 handout

• Joint presentations with UA BookStores
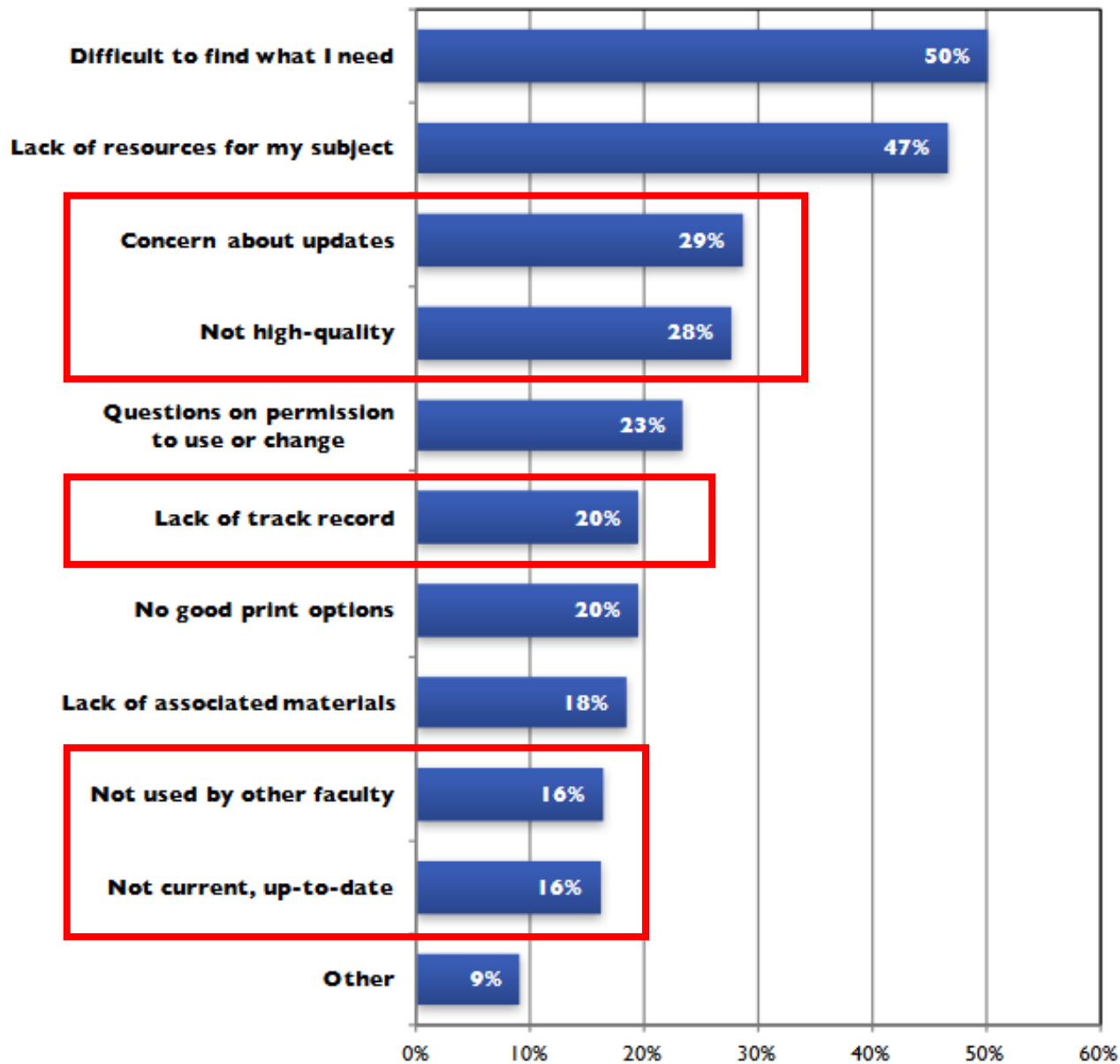
• OER Action Committee and listserv

• 2017 Open Education Month events

• Open Textbook Workshop for faculty (without stipends)

Duds

Hurdle #2: The question of quality

BARRIERS TO ADOPTION OF OER - 2016-17

Barrier	Percentage
Difficult to find what I need	50%
Lack of resources for my subject	47%
Concern about updates	29%
Not high-quality	28%
Questions on permission to use or change	23%
Lack of track record	20%
No good print options	20%
Lack of associated materials	18%
Not used by other faculty	16%
Not current, up-to-date	16%
Other	9%

Anger Over Stereotypes in Textbook

Pearson vows to remove material amid uproar over advice on how nursing students should evaluate people by their racial, ethnic or religious backgrounds.
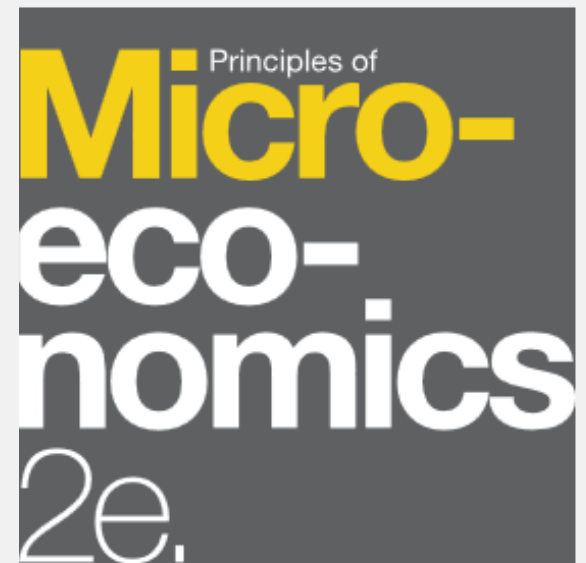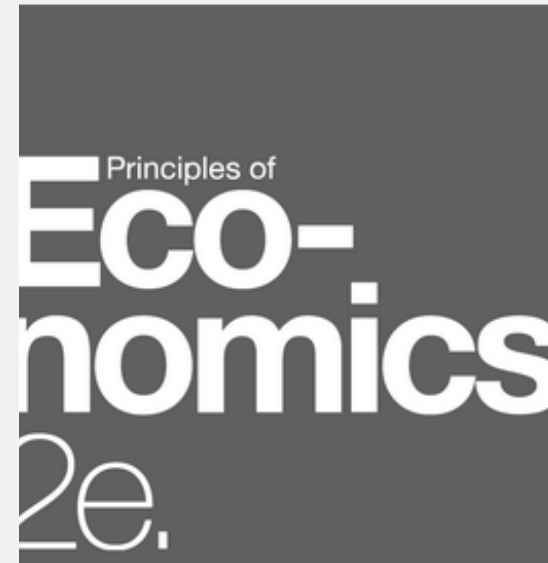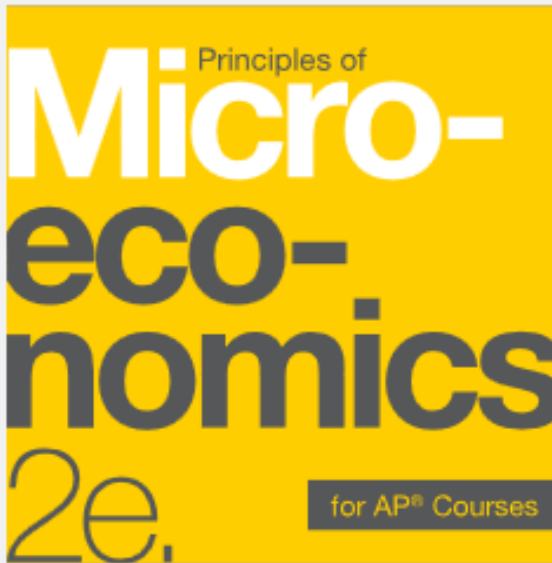
By Scott Jaschik // October 23, 2017   6 COMMENTS 💬

In a section on pain, *Nursing: A Concept-Based Approach to Learning* offered the following guidance:

- "Hispanics may believe that pain is a form of punishment and that suffering must be endured if they are to enter heaven."

- "Jews may be vocal and demanding of assistance."

- "Native Americans may prefer to receive medications that have been blessed by a tribal shaman."

- "Blacks often report higher pain intensity than other cultures."

- "Indians who follow Hindu practices believe that pain must be endured in preparation for a better life in the next cycle."

www.insidehighered.com/news/2017/10/23/nursing-textbook-pulled-over-stereotypes

OpenStax 2nd editions

Show & tell

Formal peer review + new editions **+** High-quality design **=** "Oh, it's a real textbook"!
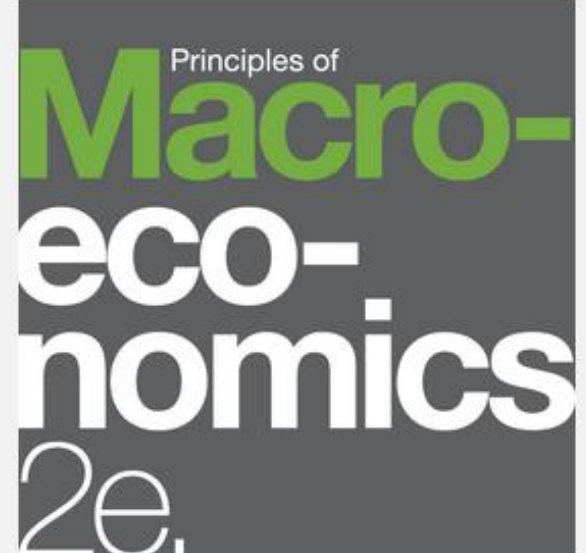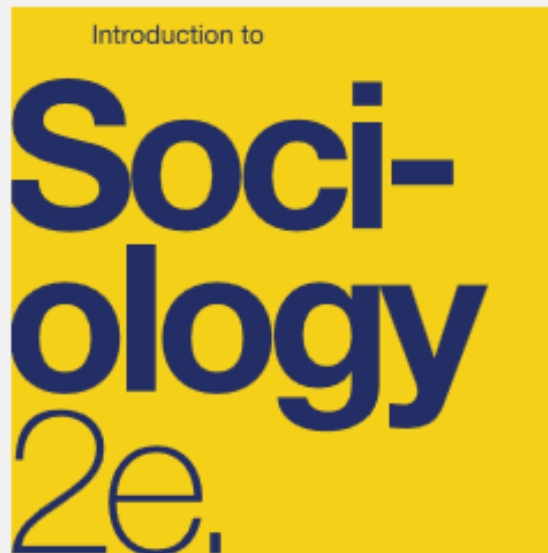
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Quality Evaluations:
Matt Holian, CSU Faculty
Daniel MacDonald, CSU Faculty
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Course
Description

Modern Microeconomics

Quality Evaluations:
Matt Holian, CSU Faculty
Daniel MacDonald, CSU Faculty
Ratha Ramoo, CCC Faculty

Accessibility Evaluations

Hurdles #3-5: "It's too difficult"

Opening the Door to OER

Open educational resources offer enormous possibilities for college students and professors, but much work remains in finding, curating and maintaining the curricular materials, Fernando Bleichmar writes.

By Fernando Bleichmar // February 7, 2018

The most common challenge that instructors who want to use OER experience: it's hard to find the best stuff.

OER quality is a mixed bag. Much of it is very good, but plenty of it isn't. For instructors, parsing the quality of OER content and assessments takes time away from the countless other things they have to do to prepare their course. Forty-five percent of faculty members polled in a recent study said they couldn't find quality OER resources for their subject areas.

With tens of millions of open educational resources available, how can an educator select and use OER effectively? Helping educators successfully implement OER requires that we solve the curation issue in a way that preserves what draws instructors to open content in the first place: its flexibility and affordability.

Ongoing Maintenance

A hard truth for instructors: maintaining OER is a full-time job.

www.insidehighered.com/digital-learning/views/2018/02/07/open-educational-resources-offer-exciting-possibilities-though

Where to find open textbooks

THE UNIVERSITY OF ARIZONA®

Open Educational Resources
at the University of Arizona

- Home
- About OER
- OER Use at UA
- ▸ Finding OER
- Using OER
- Not OER, But...

Navigation

- ▸ Add content
- CAS Logout

Welcome!

| View | Edit |

Welcome to the **Open Educational Resources (OER)** website for the University of Arizona. Use the navigation links at left to learn about OER, find out which UA faculty are using OER, and to discover how to find, use, and create OER content for teaching. This is a collaboration of the University Libraries, Office of Instruction and Assessment, UA BookStores, Office of Digital Learning, University Information Technology Services, and Disability Resource Center.

The University of Arizona is a proud member of the Open Textbook Network, which advances the use of open textbooks in higher education.

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[   ] [search]

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Thousands of Free Online Course Materials Are Available and Easy to Find

FREE Online Course Materials are building blocks for course curriculum. Faculty can construct their complete course by selecting online materials to cover individual topics or learning objectives. Open Course Materials are part of a larger category of Open Educational Resources (OER) that includes whole courses, open textbooks, as well as small instructional modules that make up the Open Course Materials. Typically, learning management systems make it easy for the faculty to add links to these resources for the weekly instructional schedule.

BROWSE CSU's MERLOT COLLECTION of over 40,000 FREE OPEN COURSE MATERIALS Click on the links to the major topics below and you'll be able to navigate to free online resources you can use in our classes within the MERLOT library (www.merlot.org).

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Open Textbook Library MARC Record Batch - updated February 9, 2018
(Please ensure your downloaded batch has a .mrc file extension.)

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Newsletter (786,628)

Book / ebook (520,875)

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→ Database Recommendations

CRC Handbook of Chemistry and Physics - Find the chemistry periodic table of elements, basic constants and units, geophysical data, including aqueous solubility of organic compounds and flash point data of common substances.

American Chemical Society Legacy Archives - Find ACS journals in the chemical and related sciences.

1 online **Chemistry**: atoms first
by Open Textbook Library

2016

"This title is an adaptation of the OpenStax **Chemistry** text and covers scope and sequence requirements of the two-semester general **chemistry** course...

eBook: Full Text Online

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2 **Chemistry**: a guided inquiry
by Moog, Richard Samuel; Farrell, John J. 1937- (John Joseph)

2011, 5th ed.

Book: Science-Engineering Library, QD42 .M64 2011, IN LIBRARY

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Project ends on May 10, at 08:00 AM EDT

Help customizing/creating OER

Modifying an Open Textbook: What You Need to Know

Cheryl Cuillier
Amy Hofer
Annie Johnson
Kathleen Labadorf
Karen Lauritsen
Peter Potter
Richard Saunders
Anita Walz

Open Textbook Network

REBUS Community

A Guide to Making Open Textbooks with Students

Edited by Elizabeth Mays

Winner of a 2018 Open Education Award for Excellence

Includes contributions from:

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Rajiv Jhangiani
Timothy Robbins
David Squires
Julie Ward
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Alice Barrett
Amanda Coolidge
Maxwell Nicholson
Steel Wagstaff
Gabriel Higginbotham
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Authoring Open Textbooks

Melissa Falldin
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Hurdles #6-7: "Nothing is available"

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https://openstax.org/details/books/college-physics

SPARC*

Congress Funds $5 Million Open Textbook Grant Program in 2018 Spending Bill

Open Education

By Nicole Allen

(!)

Congress is providing its first ever funding for open textbooks, and the SPARC community helped make it happen

Mega-search tools

www.merlot.org/merlot/index.htm

Mason OER Metafinder (MOM)

Simultaneously search OER repositories

You need only enter text in at least one field.

Add or remove checkboxes by sources to modify search targets.

What's an OER? | *About the OER Metafinder*

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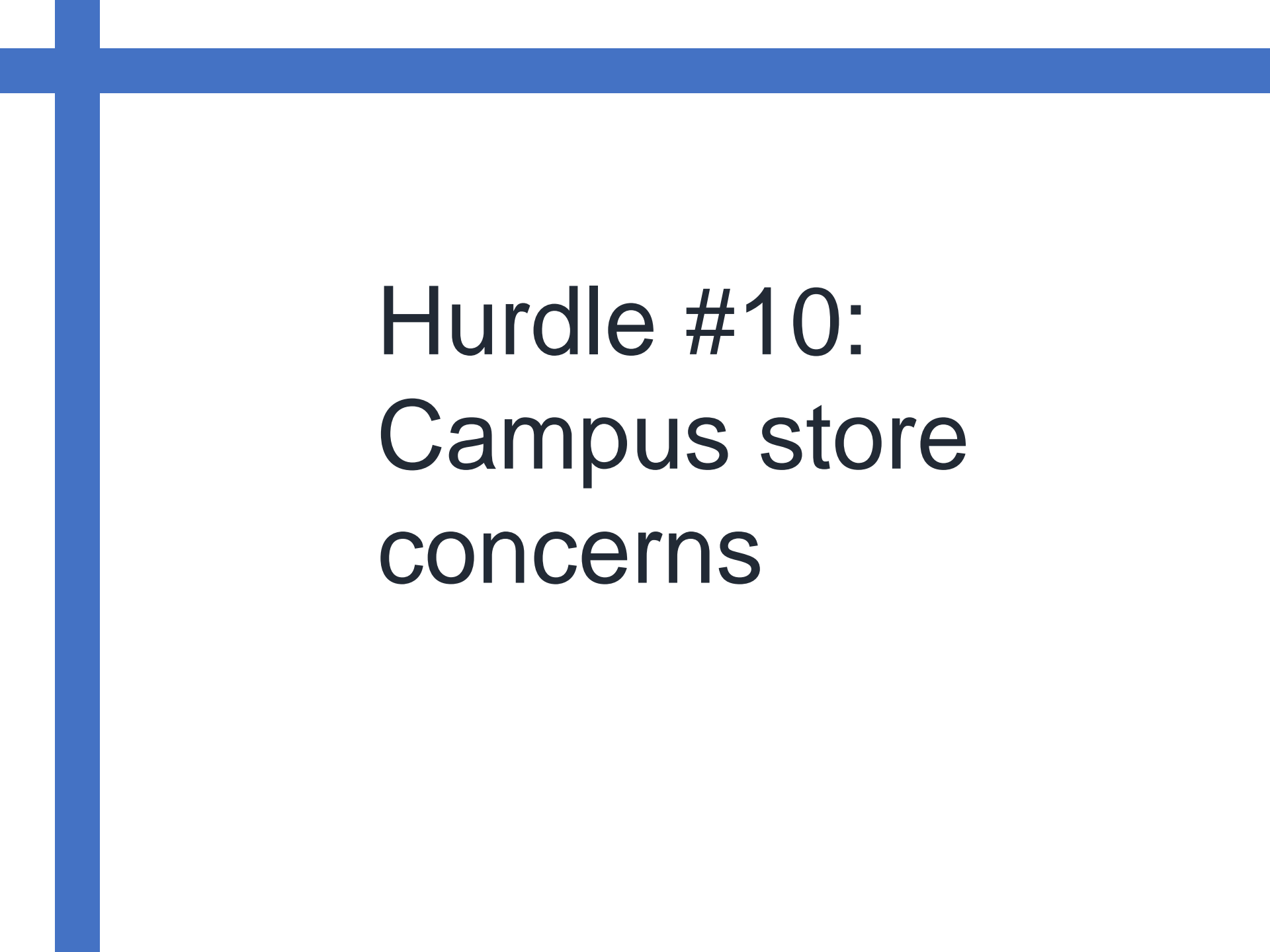https://mason.deepwebaccess.com/mason__MasonLibrariesOpenEducationResources_5f4/desktop/en/search.html

Hurdle #8: Academic freedom concerns

My message to faculty:

"You have complete academic freedom to choose the best course materials. You're the subject-matter expert."

Hurdle #9: Tenure concerns

Hurdle #10: Campus store concerns

The real money makers

Clinique makeup counter & Wildcat gear

TEXTBOOK LIST BY AUTHOR

Course: Fall 16 | PHYS 102 - ALL | Prof: MILSOM | ID: | Location:

View All Course Materials

AUTHOR: OPENSTAX COLL.
TITLE: COLLEGE PHYSICS

Edition	13
Published Date	2013
ISBN	9781938168000
Publisher	NAC001

$36.50   Used

$48.50   New

Optional

This is book is available free as an eBook. Only purchase if you want a print version.

Hurdle #11: Confusion over copyright & Creative Commons

AWARENESS OF LEGAL PERMISSIONS: 2016-17

	Very Aware	Aware	Somewhat Aware
Copyright	42%	42%	13%
Public Domain	30%	40%	22%
Creative Commons	19%	28%	24%
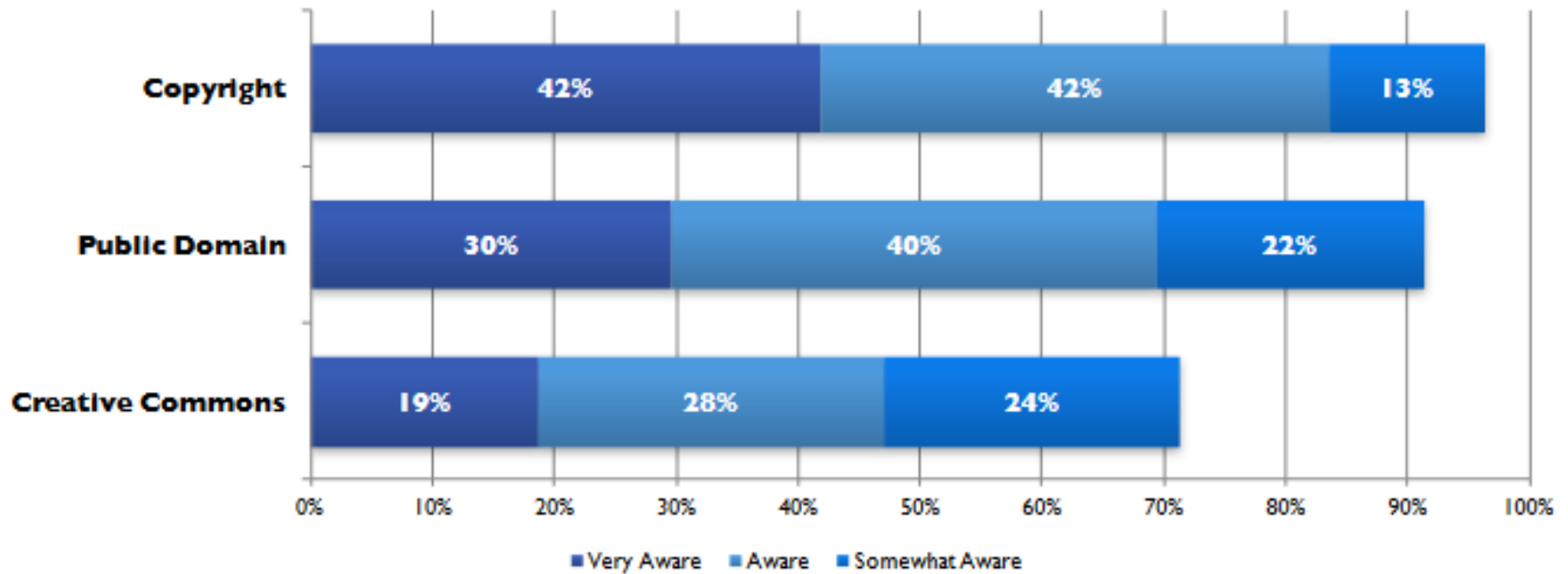
Source: Babson survey, 2017

www.onlinelearningsurvey.com/reports/openingthetextbook2017.pdf

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Hurdle #12: The beer-money argument

Actually pay rent on time

Live again & get sleep

Survive

BUY GROCERIES #thestruggle

Eat Food!!!

Not work until 3 a.m. before school

Debt at Arizona public universities

	ASU - Tempe	NAU	UA
Average debt of graduates 2016	$22,903	$26,279	$23,273
Proportion of graduates w/ any debt 2016	49%	64%	46%
2015-16 undergraduate enrollment	45,594	28,303	36,246
2015-16 in-state tuition and fees	$10,158	$10,358	$11,403
2015-16 total cost of attendance	$25,704	$25,340	$25,743
2014-15 % Pell Grant recipients	31%	37%	32%

Source: Institute for College Access & Success, https://ticas.org/print/posd/state_data/2017/az#overlay

Other good data to cite:
- **Your Financial Aid Office's annual estimate for books & supplies**
- **State appropriations for higher education** – State Higher Education Executive Officers (SHEEO), www.sheeo.org/projects/shef-fy16
- **2016 textbook survey by Florida Virtual Campus**, http://www.openaccesstextbooks.org/pdf/2016_Florida_Student_Textbook_Survey.pdf

Additional resources

- **SPARC Open Education site**, https://sparcopen.org/open-education
- **OER Mythbusting**, https://sparcopen.org/our-work/oer-mythbusting
- **Open Education Group research**, http://openedgroup.org/publications
- **OER Hub research**, http://oerhub.net/research-outputs
- **Student PIRGs research**, https://studentpirgs.org/sp/our-textbooks-research
- **SPARC LibOER listserv**, https://sparcopen.org/our-work/sparc-library-oer-forum
- **Creative Commons Certificate programs**, https://certificates.creativecommons.org/about/calendar
- **Open Textbook Network resources**, https://research.cehd.umn.edu/otn/membership-benefits/member-resources

Questions?

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