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### Open Educational Resources: An Initiative at Bucks County Community College

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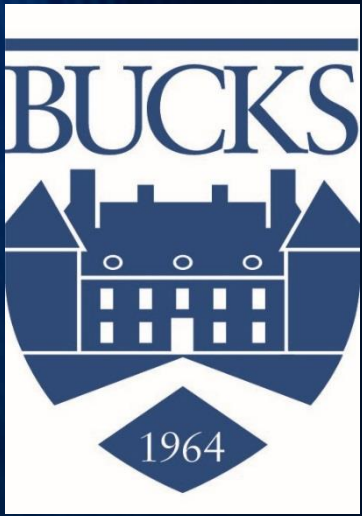
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Bornak, Mary Ellen; Burger, Jacqueline; McCann, Linda; and Hemmig, Bill, "Open Educational Resources: An Initiative at Bucks County Community College" (2017). *TCLC Program Proceedings*. 10.  
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# Open Educational Resources: an initiative at Bucks County Community College

TCLC 2017 Spring Program

The Next 50 Years

March 31, 2017

Chateau SugarLoaf Hill, Chestnut Hill College

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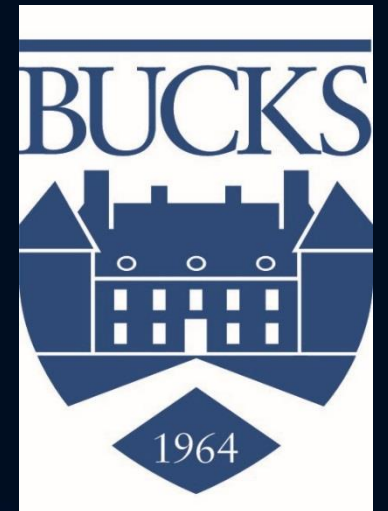
[http://bucks.libguides.com/oer\\_guide](http://bucks.libguides.com/oer_guide)

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# Textbook Costs by Program at Bucks – Spring 2016 (the top 10)

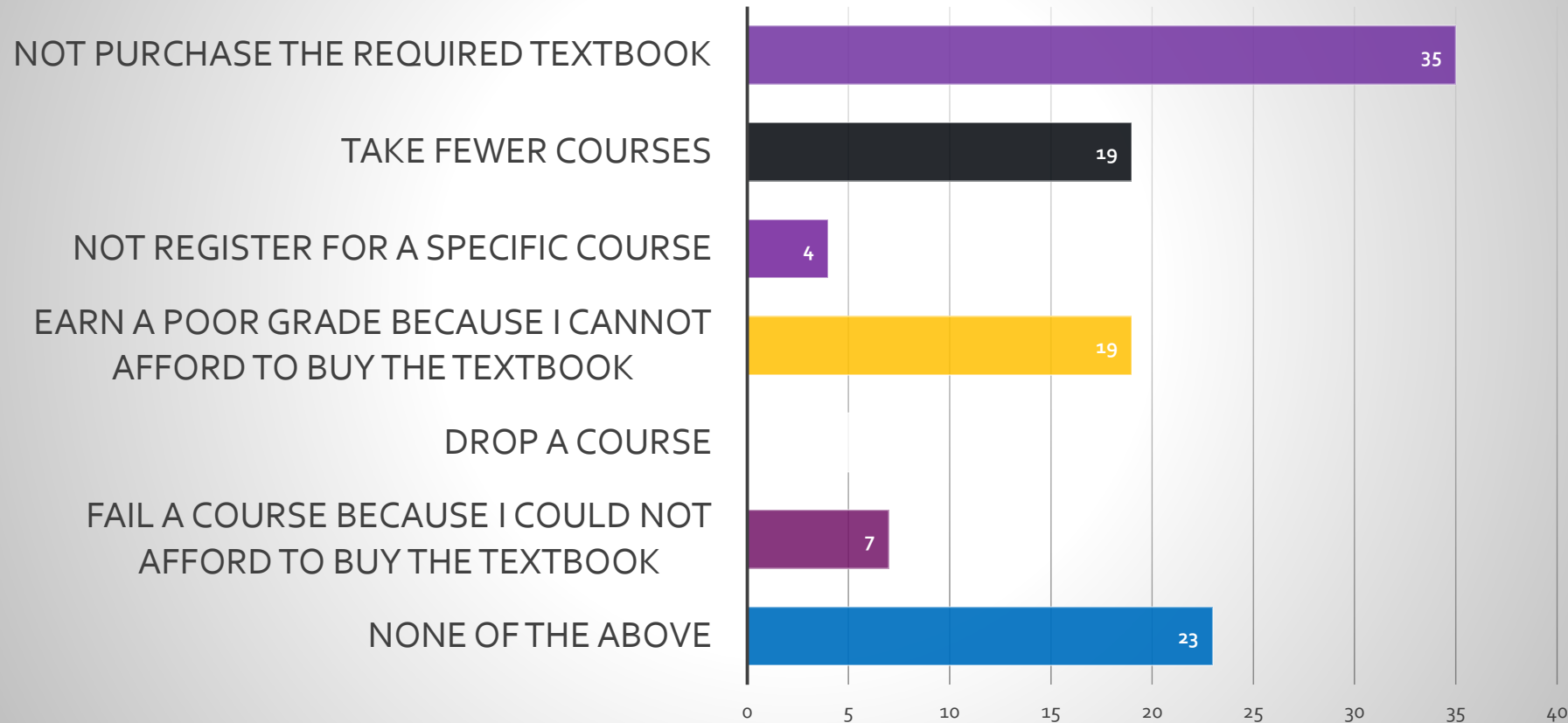
Program Name	Minimum Credits	Estimated Textbook Cost
ASSOCIATE OF ARTS: SECONDARY EDUCATION - BIOLOGY	60	\$3,877
ASSOCIATE OF ARTS: PRE-ALLIED HEALTH	64	\$3,622
ASSOCIATE OF ARTS: BUSINESS ADMINISTRATION	60	\$3,542
ASSOCIATE OF ARTS: BIOLOGY	61	\$3,497
ASSOCIATE OF ARTS: PARALEGAL STUDIES	63	\$3,488

## Textbook Costs by Program at Bucks – Spring 2016 (the top 10, continued)

Program Name	Minimum Credits	Estimated Textbook Cost
ASSOCIATE OF ARTS: CHEMISTRY	61	\$3,460
ASSOCIATE OF ARTS: ENVIRONMENTAL SCIENCE	64	\$3,367
ASSOCIATE OF ARTS: ENGINEERING	66	\$3,327
ASSOCIATE OF APPLIED SCIENCE: APPLIED ENGINEERING TECHNOLOGY	60	\$3,312
ASSOCIATE OF ARTS: ACCOUNTING	62	\$3,274

# Student Survey Conducted February 2016 – 67 Respondents

In your experience as a student here at Bucks, has the cost of required textbooks in your courses caused you to (check all that apply):



- 52% of respondents
- 28%
- 6%
- 28%
- 12%
- 10%
- 34%

"Textbook prices are criminal. A New Calc 2 textbook was \$340. WTF? Put whoever set that price behind bars."



"I try to survive a few classes without the book until the money is saved up."

"Sometimes I have to wait to order them online and I don't get the books as early as I need them."

"The price of textbooks is typically extortionate, but necessary so it usually places a great strain on me financially during the month I purchase my books."

What are OER?

# What are OER?

"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 repurposing 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."

— The William and Flora Hewlett Foundation

# The 5 **R**s of OER...

**R**etain

**R**euse

**R**evise

**R**emix

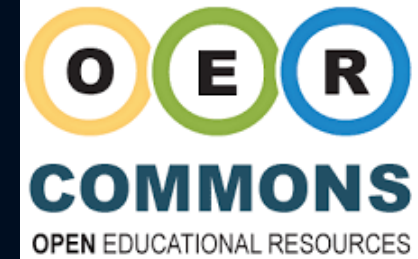
**R**edistribute

# Where are they?

**MITOPENCOURSEWARE**  
MASSACHUSETTS INSTITUTE OF TECHNOLOGY



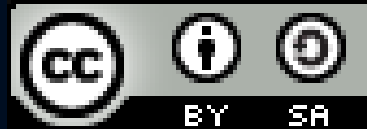
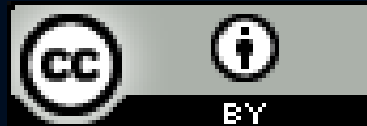
INTRODUCING  
**CANVAS COMMONS.**  
↑



**MERLOT**  
Multimedia Educational Resource  
for Learning and Online Teaching



...AND MANY OTHER PLACES!





# Who else is doing this? State Initiatives in VA and RI



**TIDEWATER  
COMMUNITY COLLEGE**  
From here, go anywhere.™

**NOVA**

**Northern Virginia  
Community College**

## Textbook-free degree

**With TCC's Z-Degree, here's what you pay for books: Zero.**

Did you know that

- Textbook prices have risen 82% in the last decade?
- You might pay hundreds a semester for textbooks?
- Textbooks could be 25% or more of your college costs?

# Bucks County Community College's Strategic Initiative Proposal

Reducing the Costs of Gateway  
Courses by Replacing Textbooks  
with Open Educational  
Resources

- President challenged all College employees to propose projects aimed at increasing enrollments.
- Proposal originated in Learning Resources Department.
- Proposal endorsed and submitted by Provost and Academic Deans February 2016.
- Recommended for funding by Planning Advisory Group March 2016.
- Approved for funding by President's Cabinet March 2016.

# The OER Strategic Initiative

Identify and transition ten gateway courses (high enrollment courses offered early in the student's semester sequence, required in many programs of study) from the use of high cost textbooks to free open educational resources.

# Personnel

- Project Managers
- 2 Faculty Developers per course (originally)
- Instructional Design consultant
- Universal Design consultant
- 1 Librarian Liaison per course

# Prep Work

Spring 2016

- Create job descriptions for the two consultants.
- Develop an OER/Universal Design/Quality Matters workshop for faculty participants.
- Select courses.
- Select project participants.
- Hire Instructional Design and Universal Design consultants.

# Project Timeline

- Transition online versions of 3 courses from textbooks to OER.

Phase 1:  
Summer/Fall 2016

Phase 2:  
Spring/Summer  
2017

- Run selected online sections of 3 courses.
- Transition 7 more courses to OER.
- Adapt initial 3 courses for use in other modalities.
- Assess impact.

# Project Timeline

- Run selected online sections of 7 courses.
- Participating sections of initial 3 courses run in all modalities.
- 7 courses adapted for use in other modalities.
- Assess impact.

Phase 3: Fall  
2017

Phase 4:  
Spring 2018

- Participating sections of all 10 courses run using OER.
- Assess impact.

# Expected Outcomes

## SHORT-TERM

- Reduced total costs to students of 10 gateway courses;
- Increased student success in those courses based on better access to materials;
- More students attracted to the College;
- Opportunity to market the innovative image of the College.

## LONG-TERM

- Participating sections of gateway courses act as incentive for other faculty to use OER;
- Complete OER programs of study will be developed;
- Cost reduction increases students' ability to complete;
- Persistence and retention numbers rise and enrollments increase.
- Faculty become more aware of UDL principles and other online best practices.



# The Phase 1 Courses

- COMM110: Effective Speaking
- MGMT100: Introduction to Business
- PSYC110: Introduction to Psychology

# The Phase 2 Courses

- COMP110: English Composition I
- HLTH103: Life and Health
- MATH090: Prealgebra
- SCIE102: Astronomy
- SOCI110: Introduction to Sociology

# The Project Evolves & Adapts

- Some course designers prefer to work solo.
- By necessity, some templates are adapted for F2F in the first semester of work.
- The 3rd Wave of course designers & librarians will create their templates through Fall 2017 to run in Spring 2018.

# The 3<sup>rd</sup> Wave (a.k.a The Latecomers)

- COMP111: English Composition II
- HIST151: US History: Young America
- VAFA193: Modern Art History

# Project Timeline, revised

- Transition online versions of 3 courses from textbooks to OER.

Phase 1:  
Summer/Fall 2016

Phase 2:  
Spring/Summer  
2017

- Run selected online sections of 3 courses.
- Transition 5 more courses to OER; begin transition of 3 more.
- Adapt initial 3 courses for use in other modalities—if not already done in Phase 1.
- Assess impact.

# Project Timeline, revised

- Run selected online sections of 5 courses.
- Complete transition of last 3 courses.
- Participating sections of initial 3 courses run in all modalities—if it didn't already happen.
- Second 5 courses adapted for use in other modalities—if not already done.
- Assess impact.

Phase 3: Fall  
2017

Phase 4:  
Spring 2018

- Participating sections of all 10 courses run using OER.
- Assess impact.

# Questions Arise

- How will the course templates be shared with other interested faculty?
- How will OER sections be identified?
- How will the course templates be maintained and updated?

## Sharing OER Templates to Canvas Commons

OER templates created with Strategic Initiative funding are being shared publicly via Canvas Commons so that the benefits of OER can continue to expand.

### Preparation

Prior to sharing to Commons, prepare/gather:

1. Course Description – Course development teams may add any details desired to the description, but the description should begin with the following information:

*This course template was created, using free open educational resources and other college resources that are free to Bucks County Community College students, specifically to address the learning outcomes in the College's [insert name of course] course. It serves as a template for online sections of the course [or if appropriate substitute, "It can be used as the basis for teaching in any modality"]. Instructions on how to utilize the template are included in the template.*

If Bucks resources are utilized in the course, for example - videos or library database articles that Bucks pays for but are free for our students, then it would be helpful to include additional information about that in the description so that faculty from other schools know ahead of time that they will need to substitute their own resources.

2. Tags – tags are what will make it easier for others to find the template when searching. Any appropriate tags can be added, but at a minimum begin by adding these terms:

Bucks County Community College, [Course number], [Course name], [Course discipline], OER, Free textbook, Free course materials, No cost materials, Template

3. Image –access to FLICKR is available during the sharing process, however, it is probably best to select and download to your computer an image that is representative of the course ahead of time. The minimum size for the image is 147 pixels high x 262 pixels wide.
4. Copyright Information – make note of any copyright information attached to any of the resources used in the course, such as for an open source textbook.

### Sharing and License

1. From within the template, click on **Settings** in the LEFT-hand Course menu.
2. Click on **Share to Commons** at the top of the RIGHT-hand menu.

Results so far...

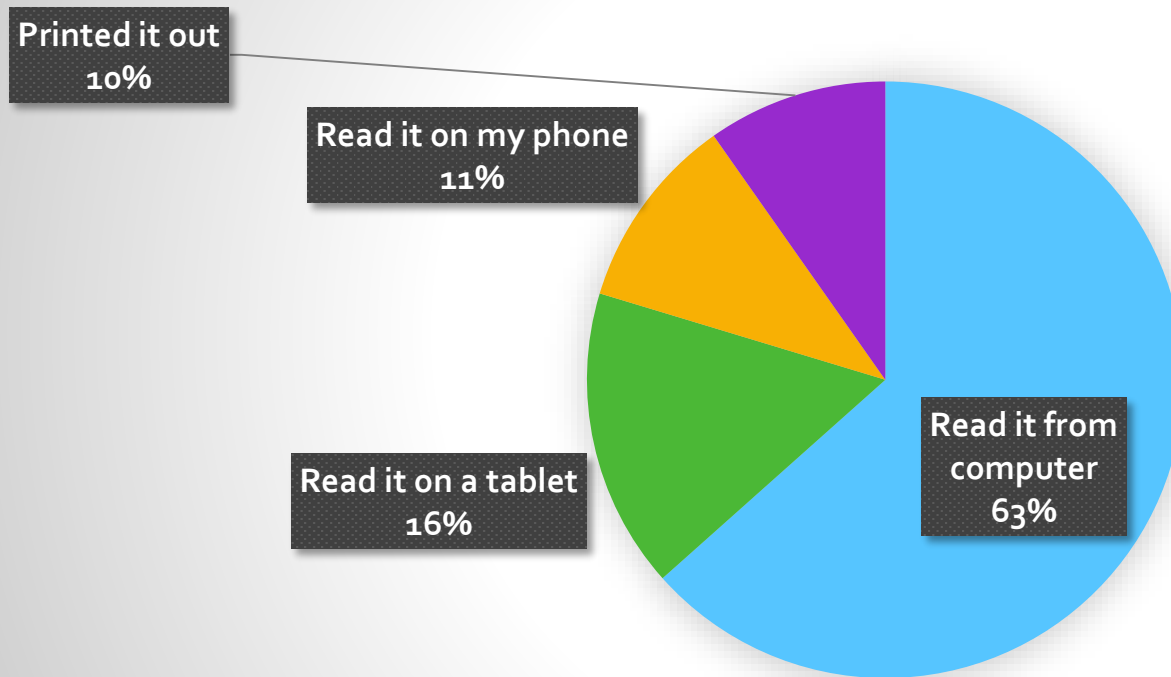
# COMM 110 Student Survey Results

FOR THE PUBLIC SPEAKING PROJECT ONLINE TEXTBOOK



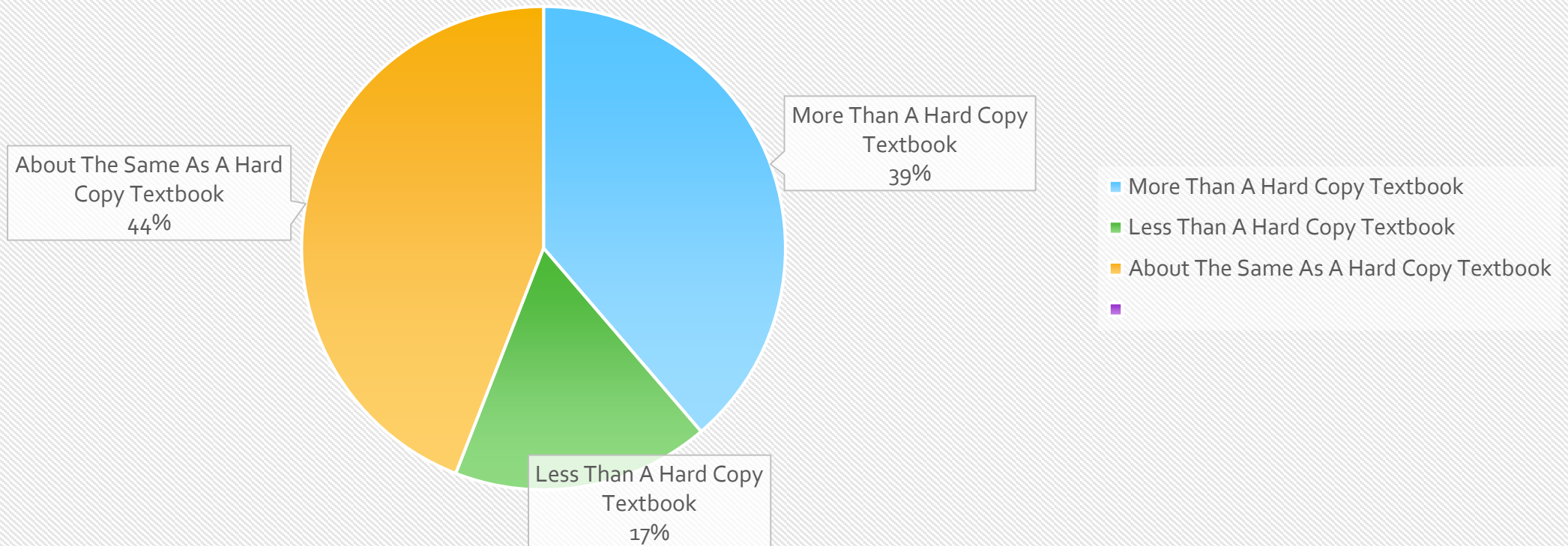
# Question 1:

How Have You Utilized the Textbook for this Class?



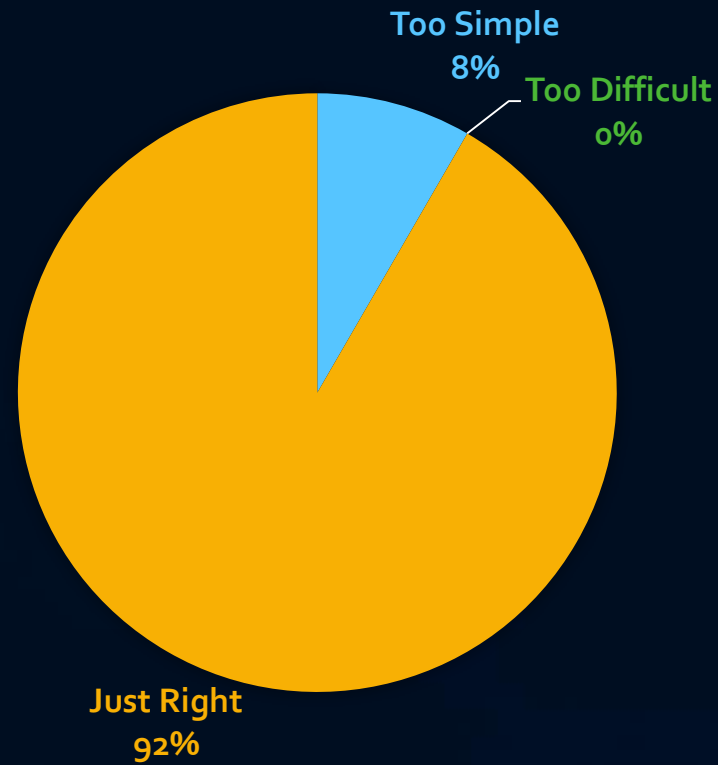
## Question 2

How often do you access and use the textbook?



# Question 3

CONTENT OF TEXTBOOK: DO YOU FIND THE MATERIAL TO BE



# Question 4: *Tell Us What You Like About This Online Textbook*

- It's Free!
- Ease of
  - Access & Navigation
    - Works well across devices
    - Well Organized
  - Transport
    - One less book to carry
    - Portable
  - Understanding
    - Concise
    - Easy to read
    - Informative
    - Good examples
- Good Visuals
- Saves Paper
- *"Finance-wise, it's appreciated. It's really cool that a teacher has taken the time to actually care whether we're broke or not."*

## Results so far...

In their first semester, the transitioned sections of the first three courses saved their students approximately \$37,250.

# Image Credits

- Canvas, *Canvas K-12 E-Collateral*, at <https://www.canvaslms.com/k-12/collateral>.
- Chicago City of Learning, *Khan Academy Playlist*, at [https://chicagocityoflearning.org/playlist?id=103&ref=featured\\_playlists](https://chicagocityoflearning.org/playlist?id=103&ref=featured_playlists).
- Creative Commons, *About the Licenses*, at <https://creativecommons.org/licenses/>.
- Lumen Learning, *Lumen Learning*, at <https://www.linkedin.com/company/lumen-learning>.
- Massachusetts Institute of Technology, *MIT OpenCourseWare, Massachusetts Institute of Technology*, at <https://civilexer.wordpress.com/tag/mit-opencourseware/>.
- Muramatsu, Brandon, *MERLOT*, at <https://www.mura.org/2012/06/merlot/>.
- Northern Virginia Community College, *Open Educational Resources*, at <https://eli.nvcc.edu/oer/>.
- OER Commons, *Discover. Share. Create*, at <https://www.oercommons.org/>.
- OpenStax, *OpenStax*, at <https://twitter.com/openstax>.
- Tidewater Community College, *Textbook-Free Degree*, at <https://www.tcc.edu/academics/degrees/textbook-free>.
- University of California, Irvine, *OpenCourseWare Consortium becomes Open Education Consortium*, at <http://sites.uci.edu/opencourseware/blog/2014/05/12/opencourseware-consortium-becomes-open-education-consortium/>.