

May 31st, 2:00 PM

# Building an OER Culture: Achieving Scale without Losing Focus

Andrew McKinney  
*Baruch College (NY)*

Pamela Thielman  
*Baruch College (NY)*

Allison Lehr-Samuels  
*Baruch College (NY)*

Follow this and additional works at: <https://scholarworks.umass.edu/neoer>

---

McKinney, Andrew; Thielman, Pamela; and Lehr-Samuels, Allison, "Building an OER Culture: Achieving Scale without Losing Focus" (2018). *Northeast Regional OER Summit*. 12.  
<https://scholarworks.umass.edu/neoer/2018/implementing/12>

This Presentation is brought to you for free and open access by ScholarWorks@UMass Amherst. It has been accepted for inclusion in Northeast Regional OER Summit by an authorized administrator of ScholarWorks@UMass Amherst. For more information, please contact [scholarworks@library.umass.edu](mailto:scholarworks@library.umass.edu).

# Building an OER Culture: Achieving Scale Without Losing Focus

---



Andrew McKinney and Pamela Thielman  
*Center for Teaching and Learning*  
Baruch College, City University of New York  
May 31, 2018

# Developing the Proposal

## Spring and Summer 2017

- OER RFP Faculty Interest Survey
- OER RFP Information Sessions (5 held in May 2017)
- OER Info Session Follow-up Survey

# Baruch's 2017-2018 OER Initiative

- 21 courses (Fall 2017-Fall 2018)
- 17 participating faculty across all schools
- 2,585 students impacted
- \$240,880 anticipated textbook cost savings to students

- List course as “**ZERO textbook cost**”
- Attend the CTL's **OER Orientation**
- Consult with a **CTL OER Liaison**
- Determine how to spend \$15/per student **course maintenance fee**
- Participate in a **Baruch OER Showcase**
- Contribute created OER to an **online repository**
- Provide **faculty development** to other faculty teaching your OER course (if applicable)

# Self-Assessment:

## Our Approach

- Student Surveys
  - Online surveys, shared with students as a link
  - **97** total responses for FA17, **94** so far for SP18\*
- Faculty Focus Groups
  - Guided conversation about “ZERO textbook cost” course development and implementation
  - Faculty from as many participating departments represented as possible
- Syllabus Analysis
  - Syllabi collected from all participating sections

\* This number reflects student responses as of 5/30/2018

# Self-Assessment:

## Some Impressions

- Students
  - Had overall positive impressions of the OER/zero cost materials
  - Spent as much or time time with OER/zero cost materials
- Faculty
  - Felt OER/zero cost materials increased the diversity of voices in the classroom
  - Enjoyed the freedom to be more creative but struggled with creating cohesive narratives across a larger number of readings
- Syllabus Analysis
  - The vast majority of materials were zero cost and not OER
  - Most syllabi did not articulate course status as OER/ZTC

# Spring 2018 OER Seminar

- Four points of contact with the CTL
  - 2 seminar sessions
  - One-on-one consultation
  - Baruch spring OER showcase
- Stipend for participation
- Further stipend for ZTC course conversion in summer or fall 2018
- **No obligation to convert**
- 29 applicants
- 16 participating faculty
- 8 departments represented
- More than 700 students potentially impacted

# Faculty Driven OER Creation:

## Baruch Logic website for Logic and Moral Reasoning

- Conceived as a standalone website to deliver course content and assessments
- Can function as a fully developed course website that can also double as a distance learning OER

[Baruch Logic](#)



# Faculty Driven OER Creation:

## Suite of materials for Environmental Sciences

- 3 course conversions to full OER in progress: Biostatistics, Conservation Biology, and a high enrollment introductory course for non-majors
  - Introductory course is undertaking a full textbook creation project coordinated by Assistant Professor Stephen Gosnell
  - A [public website](#) organizes and houses all content
- Planning to convert the entire major to OER

# Departmental Level Projects

- Starting in June we'll be working with 4 departments to convert high enrollment courses for Fall 2018 or Spring 2019
  - Converting Speech Communication, Great Works of Literature, and Marketing Foundations to OER
    - each are multi-section courses that are taken by the majority of Baruch students
  - Helping to develop new fully OER core curriculum with the Entrepreneurship department
- Following a basic workshop template, we'll introduce OER to each group of faculty and help guide them through the process of creation and adoption