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June 2020

### Supporting Students: OER and Textbook Affordability Initiatives at a Mid-Sized University

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Pate, J. (2020). Supporting Students: OER and Textbook Affordability Initiatives at a Mid-Sized University. Retrieved from <https://ir.una.edu/libfacpresentation/45>

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# SUPPORTING STUDENTS

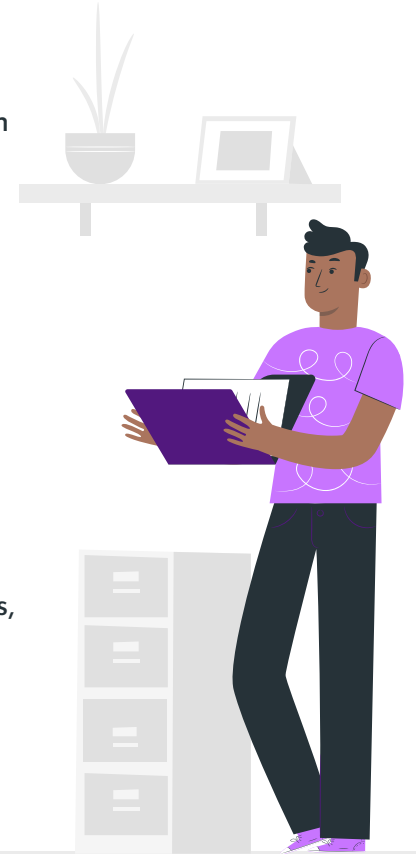
OER and Textbook Affordability Initiatives  
at a Mid-Sized University

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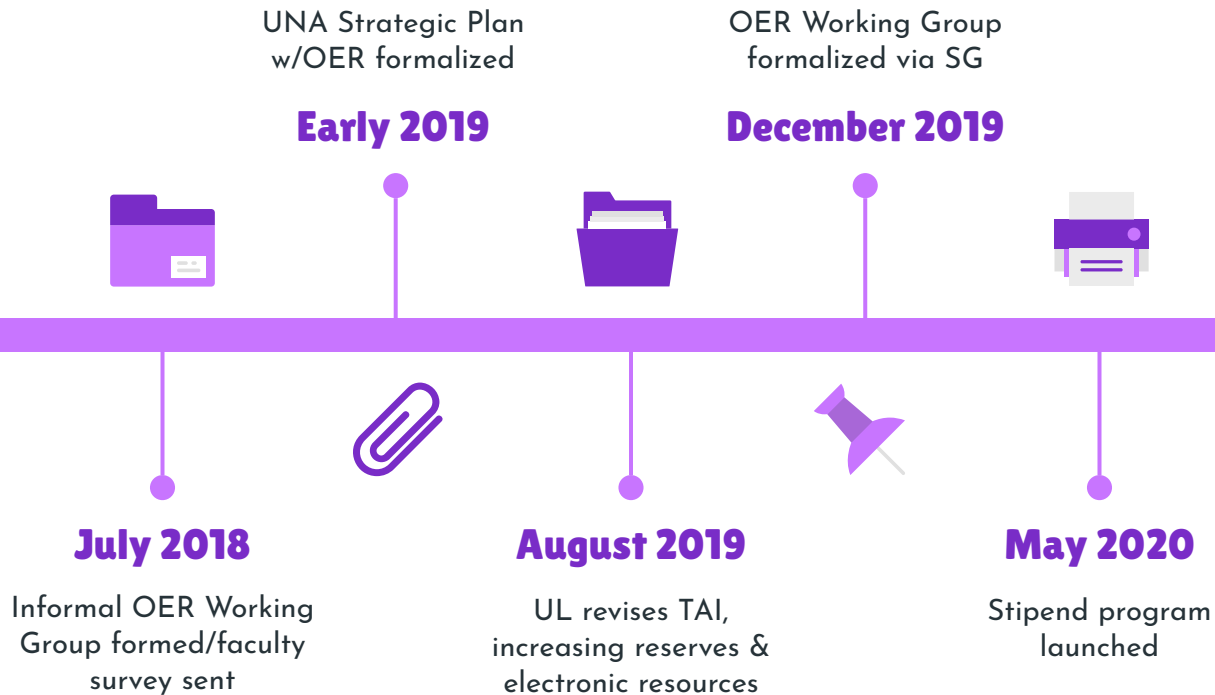


# IN THE BEGINNING...

- In 2018 the Alabama Commission on Higher Education kicked off a statewide program to increase awareness and adoption of OER at colleges and universities
- Spurred by the efforts of ACHE, UNA committed to OER and textbook affordability programs and included OER adoption as a key aspiration in their 2019-2024 strategic plan "Roaring with Excellence"
- The scholarly communications librarian became a founding member of the OER workgroup on campus. This group's mission is to direct efforts for increasing faculty awareness and adoption of OER
- Collier Library adopted strategic purchasing initiatives, including database purchases to support specific courses as well as purchasing reserve copies of textbooks for high-enrollment, required classes



# UNA TIMELINE



# THE NUMBERS

**88%**



## **Inflation**

Textbook cost  
increase from  
2006-2016\*

**1041%**



## **Inflation**

Textbook cost  
increase since  
1977\*\*

**64.2%**



## **Students**

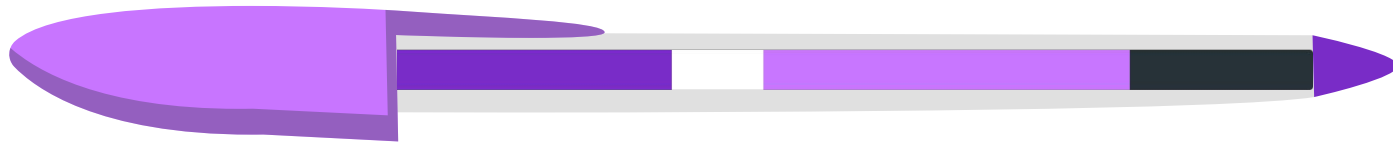
Do not purchase  
required textbooks  
for class\*\*\*

**4.8%**



## **Per Year**

Textbooks average  
cost growth rate



\*<https://www.bls.gov/opub/ted/2016/college-tuition-and-fees-increase-63-percent-since-january-2006.htm>

\*\*<https://www.nbcnews.com/feature/freshman-year/college-textbook-prices-have-risen-812-percent-1978-n399926>

\*\*\*<https://dlss.flvc.org/documents/210036/1314923/2018+Student+Textbook+and+Course+Materials+Survey+-+Executive+Summary.pdf/3c0970b0-ea4b-9407-7119-0477f7290a8b>

# "INCLUSIVE" ACCESS PRODUCTS

24%



## Cengage

Digital platform market share

21%



## McGraw Hill

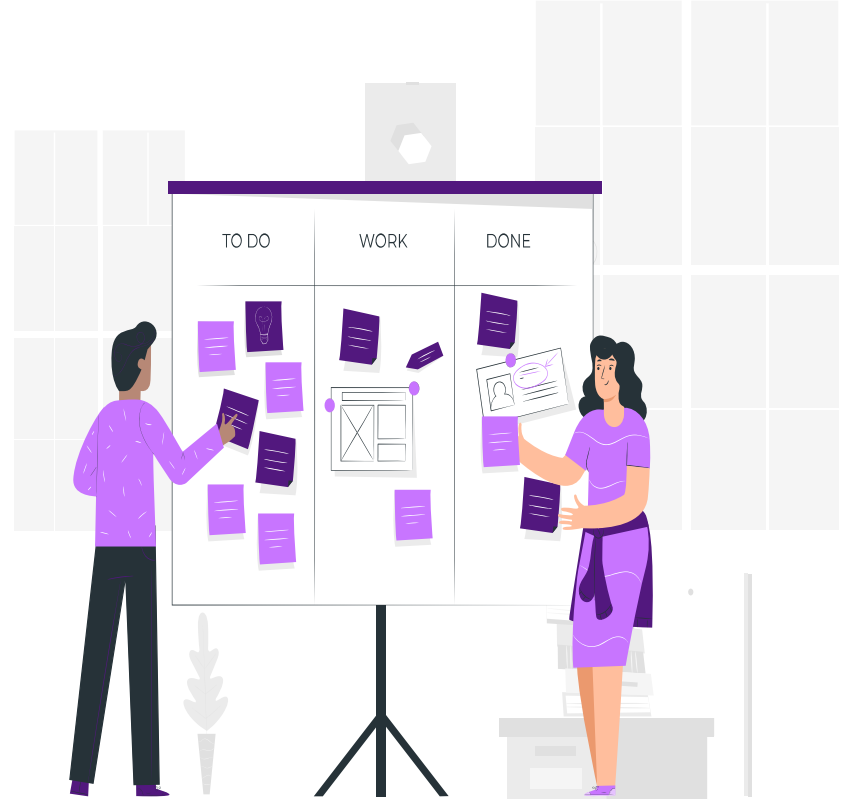
Digital platform market share

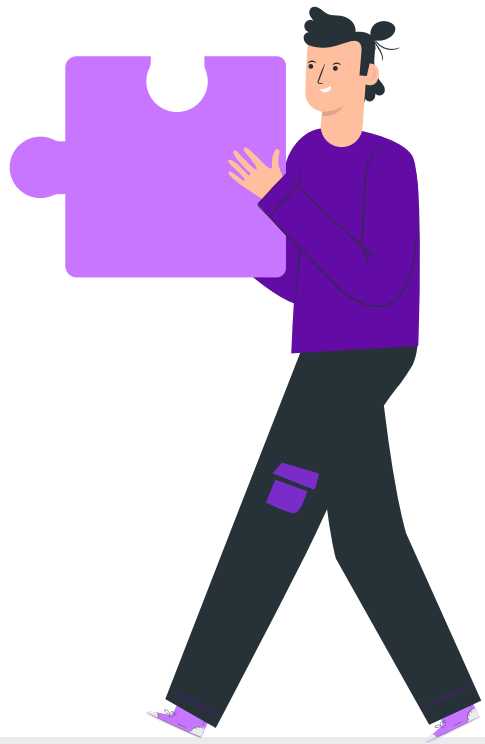
0%



## Students

Actual ownership of their digital textbooks





## **TEXTBOOK AFFORDABILITY INITIATIVE**



## 3 Components



### Course Reserves

High enrollment courses  
or high cost materials



### E-Resources

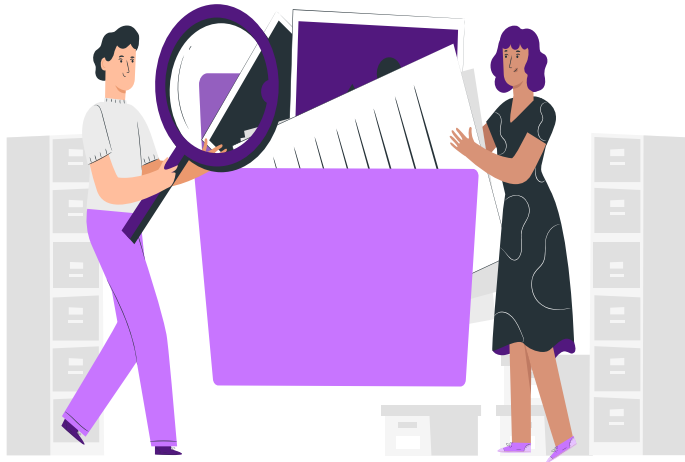
Strategic journal,  
ebook, and database  
purchases



### Supporting OER

Working with faculty to  
discover OER





## Course Reserves

- Initially, booklist provided by the bookstore
  - List checked against enrollment lists - high enrollment, multi-section classes were flagged
  - Materials we already had on reserve were noted
  - Remaining materials (textbooks, films, etc.) were purchased
- Now, in March and October of each year, individual departments provide the library with the textbook list they are sending to the bookstore
  - Enrollment list still checked
  - Additionally, liaison librarians reach out to departments to ask if there is something that needs to be on reserve or if there is a departmental copy of any material they would like to put on reserve
- In each phase of the program, liaison librarians have been asked to notify their departments what materials are on reserve at the library and to request that information be relayed to students on the course syllabus and in class
- Fall 2019 we began assessing course reserve program
  - Critical for funding of library materials
  - How much use correlates to student cost-savings

# E-RESOURCES



## Databases

Visible Body  
Slavery and Anti-Slavery  
Flipster

## Journals & Ebooks

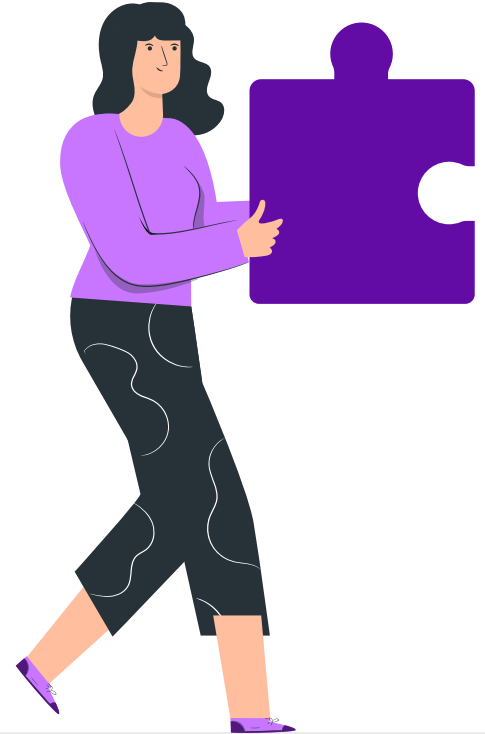
**SP202** - 10 books  
(fair use/public  
domain guidelines)  
**HI479/579** - 1 journal  
article and chapters  
from over 20 ebooks

## Streaming Media

**ASL101/102**  
**SP652**  
**FL101**  
**EN391**

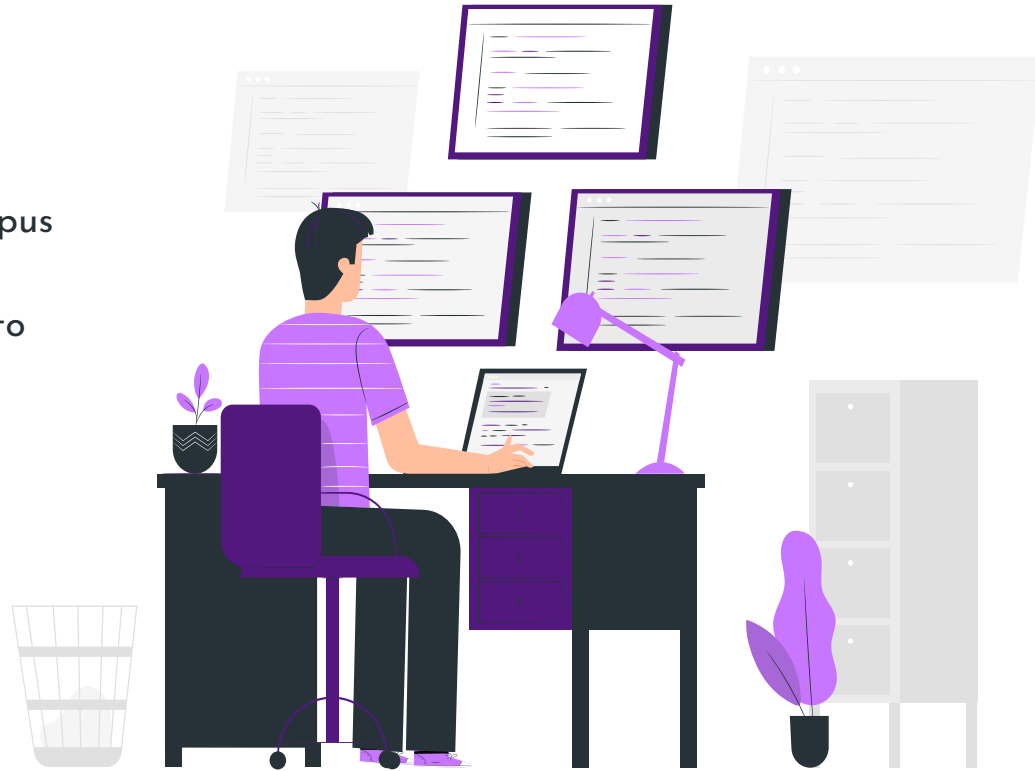


## CAMPUS OER INITIATIVE

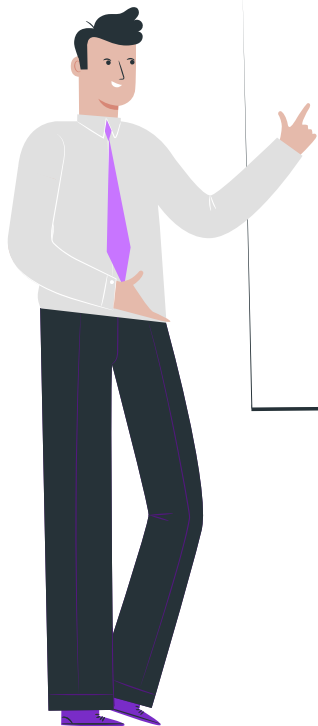


# Faculty Survey

1. Lack of/limited awareness of OER on campus
2. Faculty aware of costs of course materials
3. Faculty unsure of how to find OER & how to evaluate the quality of OER
4. There was limited OER in use by faculty



# WORKSHOPS & EDUCATION



## OER

### 5Rs

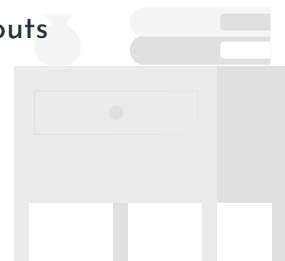
Reuse  
Revise  
Remix  
Redistribute  
Retain

### Past/Current

Will Cross  
ACRL Roadshow  
Harvard Copyright X  
Library Copyright Institute  
Open Education Southern Symposium  
Open Textbook Network OER Certificate  
OpenEd 2019

### Future Directions

OpenStax  
Copyright First Responders  
Regular Zoom OER Hangouts



# STUDENT GOVERNMENT

## SGA @UNA:

- Has an undergraduate senator on the OER committee
- President Mashburn signed for SGA opposing Cengage/McGraw-Hill Merger
- Passed resolution in support of OER on campus
- Will promote future student assessment of OER

*The University of North Alabama*  
**Student Government Association**

**Resolution**

Submitted by Senator Pauley  
Resolution 19-04  
10.31.2019

**Whereas;** Increasing costs correlated with higher education textbooks in the United States is a great concern to most current and prospective students; and

**Whereas;** The inflation rate of higher education textbook materials has risen by 146% since 2000; and,

**Whereas;** Students have said that they had to forgo buying required textbooks due to the high cost to prioritize other things; and,



**Whereas;** The Affordable Textbook Act (ACTA) supports the creation and use of open education textbooks at U.S. colleges and universities by expanding the use of open education resources that everyone can use, adapt, and share freely; and,

**Whereas;** Adopting, implementing, and utilizing open education resources in 50% of all academic programs is already part of our 2019-2024 university strategic plan; and

**Therefore;** Let it be resolved that the Student Government Association recommends and fully supports the creation, adaption, and utilization of open education resources; and,

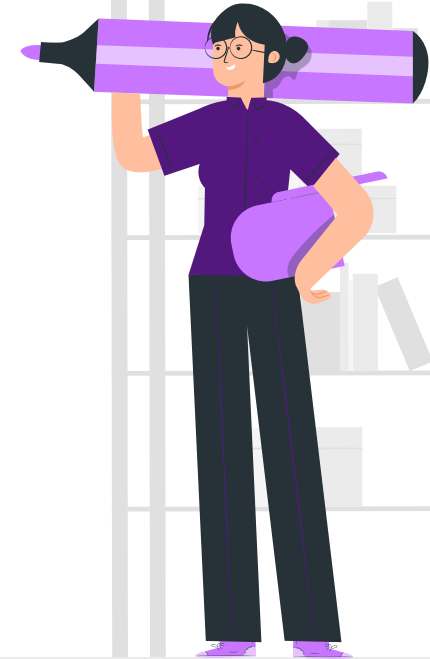
**Therefore;** Let it further be resolved that copies of this resolution be sent to President Kenneth Kitts, Dr. Ross Alexander, Mr. Kevin Haslam, Mr. Evan Thornton, Dr. Kimberly Greenway, Mr. Mark Linder, Ms. Amber Fite-Morgan, Mr. Ron Patterson, Dr. Felecia Harris, and the OER Committee

**Passed and approved by the Student Government Association this 31<sup>st</sup> day of October 2019**

Signed: \_\_\_\_\_  
(President Sam Mashburn)

Signed: \_\_\_\_\_  
(Vice President of Senate Rebekah Matthews)





The **OER Working Group** is opening applications for faculty stipends for adapting, adopting, or creating **Open Education Resources (OER)** to replace traditional high-cost textbooks and course materials in their classes. The funds will be awarded to faculty members of all ranks who are pursuing innovative uses of course materials, including technology, textbooks, and ancillary materials that will help reduce the burden of textbook expenses for our students. Funding will vary depending on the scope and impact of the individual projects and the total number of projects chosen for funding.

## **PROVOST STIPENDS FOR OER Launched May 2020**



# OER PROPOSAL STAGES



## 01. Canvas Course

Adapted from ALG and Open Washington

## 03. Sign Agreement

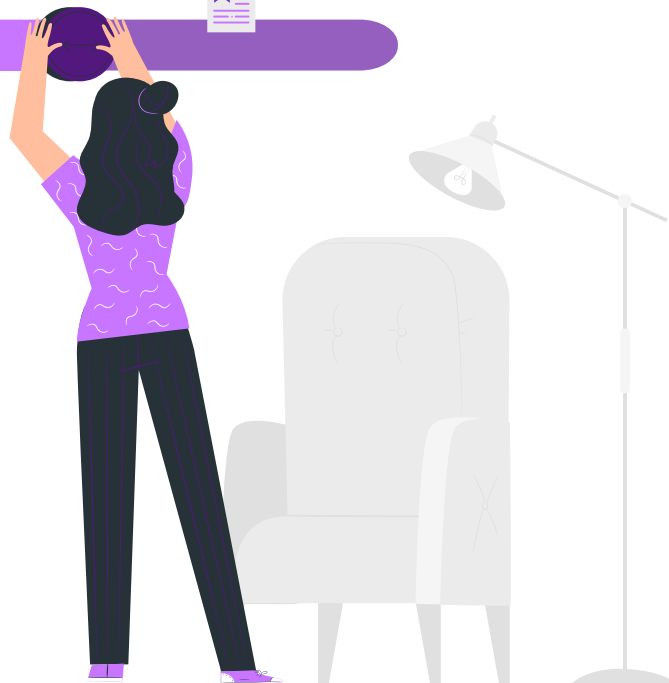
Stipend paid in installments based on benchmarks (adapted from PDXOpen & Univ. of Houston)

## 02. Submit Proposal

[Rolling submission, for new OER uses only](#)

## 04. Everyone Wins

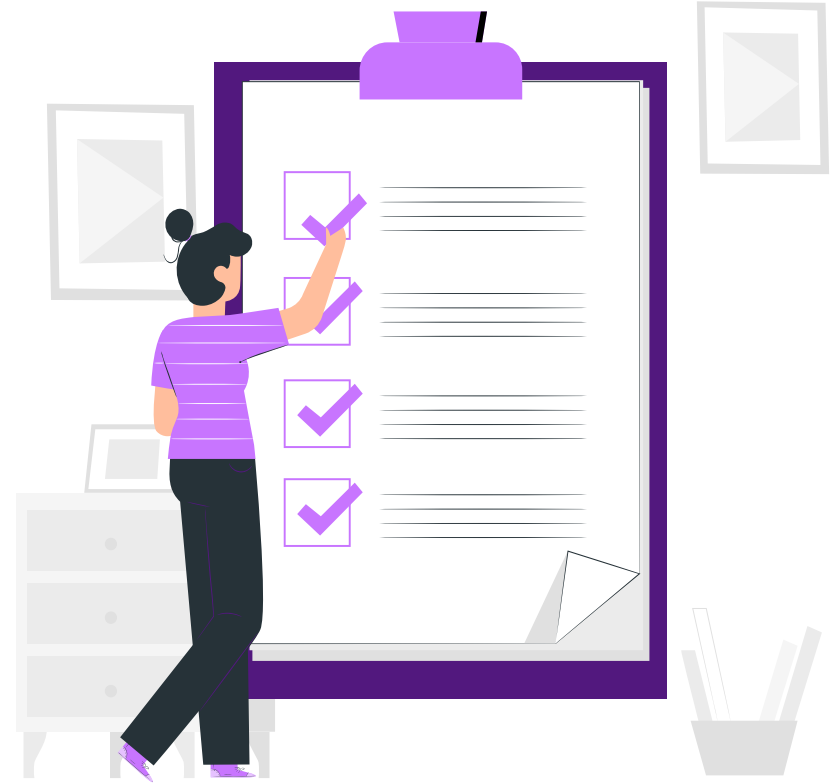
Students save money, faculty make money





# FUTURE PLANS

- Assessment
- Assessment
- Assessment
- OER written into P&T guidelines
- LibGuide development
- Marking courses in the catalog
- Developing an awards program for faculty adopters
- Stipends for reviewing OER
- Publication of OER via IR
- Sleep



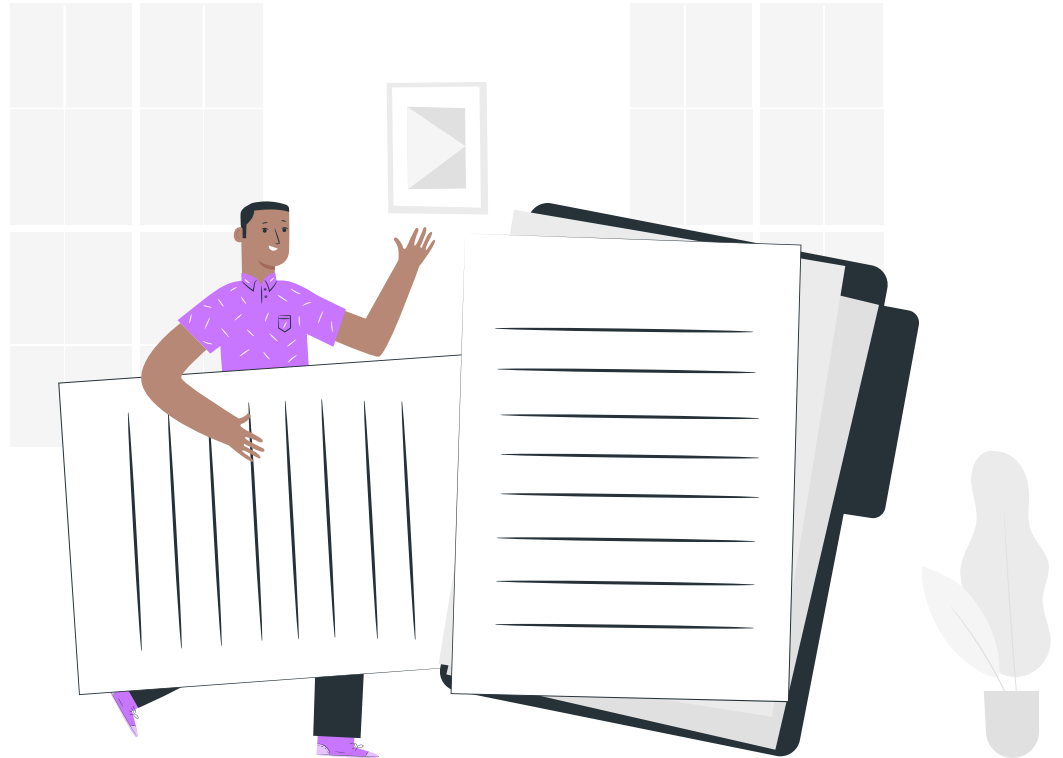
# THANKS

Do you have any questions?

Jennifer Pate

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# RESOURCES

## OER Tutorials/Textbooks

- [Affordable Learning Georgia](#)
- [Open Washington](#)
- [The OER Starter Kit](#)
- [The OER Starter Kit Workbook](#)

## OER Surveys

- [2018 Student Textbook and Course Materials Survey \(Florida\)](#)
- [OER Research Toolkit](#)

## OpenEd Heroes

- [PDXOpen](#)
- [University of Houston Libraries](#)
- [NCSU Alt-Textbook](#)

