

Eastern Kentucky University

Encompass

EKU Faculty and Staff Scholarship

Faculty and Staff Scholarship Collection

6-2020

Librarians leading open textbook efforts

Laura Edwards

Linda Sizemore

Kelly Smith

Follow this and additional works at: https://encompass.eku.edu/fs_research



Part of the [Scholarly Communication Commons](#)

Librarians Leading Open Textbook Efforts

American Library Association
Annual Conference 2020

Kelly Smith, Linda Sizemore, & Laura Edwards
EKU Libraries
library.eku.edu

The Problem:

Textbook Costs are a Barrier to Student Success

Source: opentextbookalliance.org

- Individual textbooks now often cost over \$200, and sometimes cost as much as \$400.
- Over the past decade, textbook prices increased 88%—that's three times the rate of inflation.
- 65% of students report that they skipped buying or renting an assigned textbook because of cost.
- Without access to books, many students struggle to succeed in their classes. Nearly half of all students say that the cost of course materials impacts which classes and how many classes they are able to take.
- Publishers keep inventing creative new ways to increase profits, like high-priced, single-use access codes or other products that eliminate used alternatives, prevent sharing, and limit consumer choice.

Textbook Costs at EKU:

Fall 2019 Sampling of Gen Ed Courses

Course	Course	text costs	F19 enrollment	Savings per course
BIO 100	Biology I	\$81.25	416	\$33,800.00
BIO 307	Human Anat and Physio I	\$100.00	294	\$29,400.00
CHE 100	Intro Chemistry	\$20.00	166	\$3,320.00
CMS 210	Public speaking	\$118.25	315	\$37,248.75
ENG 101	English comp I	\$87.65	1005	\$88,088.25
ENG 102	English comp II	\$48.30	341	\$16,470.30
MAT 105	MAT 105	\$146.65	261	\$38,275.65
POL 101	American Gov.	\$107.00	459	\$49,113.00
PSY 200	Psychology	\$68.00	856	\$58,208.00
SOC 131	Sociology	\$150.00	448	\$67,200.00
Total student savings if OER were adopted:				\$421,123.95

Faculty Survey @ EKU -

"Do you plan to adopt Open Textbooks?"

*October, 2019 – 21 respondents



A Solution:

Open Educational Resources (OERs)

- Open textbooks are available free online and for very low cost in print.
- Open textbooks are just like traditional textbooks except that the authors have decided to publish them under an open copyright license.
- Open licenses, such as the popular Creative Commons license, allow professors to adapt and customize a book's content. That means professors can edit an open textbook to fit their class by adding or removing chapters, changing problem sets, and more.
- In subjects where traditional textbooks cost \$100-\$300, switching a single classroom of 100 students to an open textbook can save students up to \$30,000.
- Adopting OERs to develop zero textbook cost courses can be a powerful recruiting and retention tool.



OPEN ACCESS

Breaking barriers with EKU's first open textbook

Faculty, students, and community members gathered on February 20 to celebrate the launch of *Slavery to Liberation: The African American Experience* (encompass.eku.edu/ekuopen/1). EKU's first open textbook. Conceived of and edited by EKU African and African American Studies faculty, and published in the Encompass Digital Archive, this book enabled students in all sections of AFA202 to freely access their course textbook from day one, and they will maintain access to the work long after the course is complete. An added bonus: access to this textbook is not limited to EKU students—anyone worldwide can access *Slavery to Liberation* for free.



L-R: Dr. Ogechi Anyanwu, AFA Director and editor; EKU Interim President Dr. David McFaddin; Dr. Joshua Farrington, editor and contributor; Kelly Smith, librarian; Dr. Lisa Day, editor; Dr. Norman Powell, editor and contributor; Sandra Powell, cover artist; Linda Sizemore, librarian; and Laura Edwards, librarian.

Prior to its publication in December, there were no open textbooks on the subject of African American History. This remarkable achievement is just the beginning. The Libraries plan to support faculty and departments as they adapt more courses to take advantage of open textbooks, commonly referred to as Open Educational Resources or OERs. Open textbooks are just like traditional textbooks, except that the authors have decided to publish them under an open copyright license, which means that anyone in the world can access, share, re-use, and/or adapt them. Librarian Kelly Smith, chair of the Faculty Senate Open Textbook Committee, recently secured \$25,000 in Board of Regents innovation funding in order to implement an Open Textbook Incentive Grant program for EKU faculty and departments. Faculty will be invited to submit proposals to adopt, adapt, or create new OERs. Those whose proposals save the most money for EKU students will receive cash grants and training.

To learn more about OERs at EKU, visit libguides.eku.edu/oer

(Above) Nathan Ritchie (pictured with his daughter), a student in Dr. Joshua Farrington's AFA202 course this semester, spoke about how he was able to use the money he would have spent buying a textbook for this course for his family instead.

https://issuu.com/ekulibraries/docs/between_the_columns_spring_2020_issuu_final

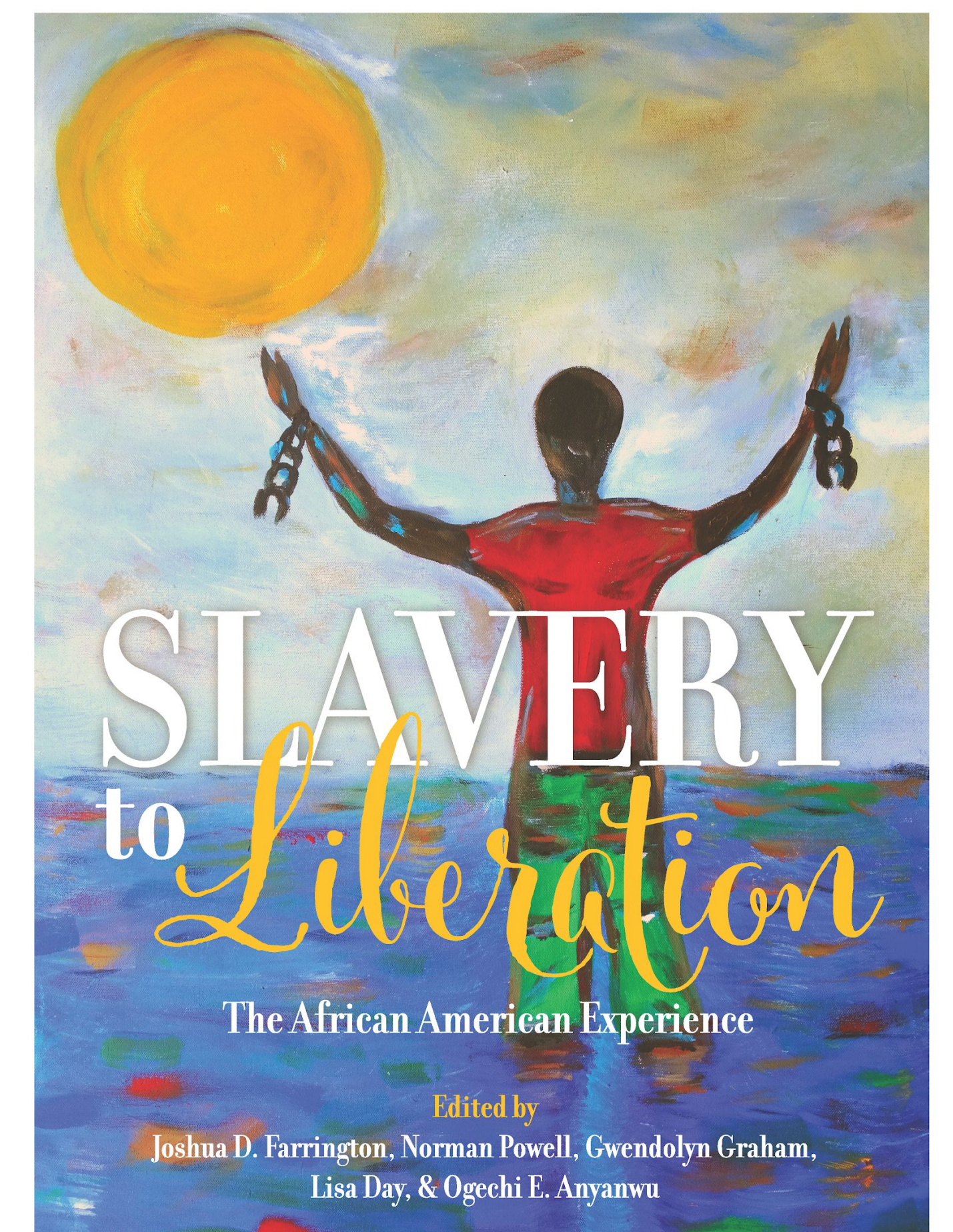
"It's nice to have a free textbook because that's just more money for my family, it helps with buying gas. Gas prices are expensive, and a textbook is about \$80 so that's two weeks worth of gas."
~ Nathan Ritchie, student

"It breaks down any barriers between students who can afford textbooks, and students who are debating between buying a textbook and buying groceries for the week."
~ Dr. Joshua Farrington

"The idea of the textbook is to save money for our students and to serve as a recruitment tool for the program. We want more students to pursue African or African American studies."
~ Dr. Ogechi Anyanwu

Case Study: AFA Textbook

<https://encompass.eku.edu/ekuopen/>



- September 2016 (?) - Dr. Ogechi Anyanwu, Director of the African and African American Studies Program (AFA) at EKU, recognized that his students needed lower cost alternative
- September 2016 - AFA Liaison proposed leveraging existing institutional repository platform (Bepress) to host AFA textbook
- October 2016 - Scholarly Communications Librarian and AFA Liaison met with stakeholders, AFA Studies Committee, to discuss and establish tasks
- Fall 2016 - Solicitation of authors for chapters
- 2017-2019 - Writing & Peer Review Process
- Summer - Fall 2019 - Copy editing and editorial duties
- July 2019 - Cover Artwork received
- October 2019 - Library graphic designer completed front & back cover art
- November 2019 - Formatting adjusted for Bepress
- November 2019 - ISBN Obtained
- December 2019 - Book published in Encompass Digital Archive
- January 2020 - Book adopted for all Spring AFA 202 sections
- February 2020 - Book launch party at Library
- February 2020 - April 2020 - Media
 - <https://stories.eku.edu/events/eku-libraries-launches-first-open-access-textbook-african-american-studies>
 - https://www.easternprogress.com/news/afa-celebrates-first-open-source-textbook/article_adf94ee6-571c-11ea-a011-27647bd9c3c8.html
 - https://issuu.com/ekulibraries/docs/between_the_columns_spring_2020_issuu_final
- June 2020 - 1,300+ downloads to date
- To do: Figure out print on demand

<https://libguides.eku.edu/oer>

Citations

- Expanding the Scope: Illustrating the Impact of OER. (2019, August 28). Retrieved November 4, 2019, from SPARC website: <https://sparcopen.org/news/2019/expanding-the-scope-illustrating-the-impact-of-oer/>
- Math Departments Use Low-cost OER Courseware | Lumen Learning. (n.d.). Retrieved November 11, 2019, from <https://lumenlearning.com/announcements/2018-03-21/>
- McMurtrie, B. (2019, October 31). What Exactly Is a 'Free' Textbook, and Other Questions About Open Resources. The Chronicle of Higher Education. Retrieved from <https://www.chronicle.com/article/What-Exactly-Is-a-Free-/247447>
- OER_Mythbusting.pdf. (n.d.). Retrieved from https://mythbusting.oerpolicy.eu/wp-content/uploads/2014/11/OER_Mythbusting.pdf
- Open Education Resources—September 11, 2019. (n.d.). Retrieved from https://www.youtube.com/watch?time_continue=2427&v=PIVd9axiNQw&feature=emb_logo
- Open Textbook Alliance. (n.d.). Retrieved November 19, 2019, from <https://opentextbookalliance.org/>
- Opening the Textbook: Educational Resources in U.S. Higher Education, 2015-16. (n.d.). Retrieved October 23, 2019, from https://www.onlinelearningsurvey.com/reports/oer2017/2017Opening%20the%20Textbook_format.html
- OTA-Toolkit.pdf. (n.d.). Retrieved from <http://opentextbookalliance.org/wp-content/uploads/2016/09/OTA-Toolkit.pdf>
- Skidmore, J. M. (n.d.). Textbooks could be free if universities rewarded professors for writing them. Retrieved November 8, 2019, from The Conversation website: <http://theconversation.com/textbooks-could-be-free-if-universities-rewarded-professors-for-writing-them-125470>
- Using open education isn't just a "nice to have" when students are starving (opinion) | Inside Higher Ed. (n.d.). Retrieved October 22, 2019, from <https://www.insidehighered.com/digital-learning/views/2019/02/27/using-open-education-isnt-just-nice-have-when-students-are>

EKU open

