

East Tennessee State University

## Digital Commons @ East Tennessee State University

---

ETSU Faculty Works

Faculty Works

---

3-2021

### Introduction to Open Educational Resources

Ashley Sergiadis

*East Tennessee State University, sergiadis@etsu.edu*

Philip Smith

*East Tennessee State University, smithpa@etsu.edu*

Follow this and additional works at: <https://dc.etsu.edu/etsu-works>



Part of the [Scholarly Communication Commons](#)

---

#### Citation Information

Sergiadis, Ashley; and Smith, Philip. 2021. Introduction to Open Educational Resources. Oral Presentation. *TN Open Education Week*. <https://youtu.be/rnMxZYk73Go>

This Presentation is brought to you for free and open access by the Faculty Works at Digital Commons @ East Tennessee State University. It has been accepted for inclusion in ETSU Faculty Works by an authorized administrator of Digital Commons @ East Tennessee State University. For more information, please contact [digilib@etsu.edu](mailto:digilib@etsu.edu).

---

## Introduction to Open Educational Resources

Tennessee's Textbook Affordability Task Force welcomes you to

# OPEN EDUCATION WEEK



## Introduction to Open Educational Resources

### Presenters

Ashley Sergiadis, Digital Scholarship Librarian, East Tennessee State University

Philip Smith, Teaching and Learning Specialist, East Tennessee State University

### Moderator

Nancy King Sanders, Austin Peay State University

# JOIN US

## *Upcoming Programming*

**Tuesday, March 2**

**12:30 PM EST/ 11:30 AM CST**

**Tennessee State Universities Panel: Infusing Diversity, Equity and Inclusion into Open Educational Resources**

**Tuesday, March 2**

**2:30 PM EST/ 1:30 PM CST**

**Adapting Open Textbooks for Tennessee Pre-Service Teachers**

**Wednesday, March 3**

**9:00 AM EST / 8:00 AM CST**

**A Team Approach to Open Pedagogy through High Impact Practices and Experiential Learning**

**Wednesday, March 3**

**11:00 AM EST / 10:00 CST**

**MERLOT Higher Education OER Affordable Learning Solutions (AL\$) and OER SkillsCommons Workforce Resources**

**Thursday March 4**

**11:30 - 1:30 EST/ 10:30 - 12:30 CST**

**Tennessee Community College Open Educational Resources Projects Panel**

**Friday March 5**

**2:00 EST/ 1:00 CST**

**Using Data-Informed Approaches to Textbook Affordability and Open Educational Resources**

# AGENDA

Define the problem.

Suggest solutions.

See some examples.

Explore next steps.

# THE PROBLEM

College is Expensive

College is Exclusive

The U.S. Department of Education projected that the cost would keep

**2.4 million**

low and moderate-income college-qualified high school graduates from completing college in the previous decade.



Here is how College Board  
breaks it down for students:

Tuition and Fees

Room and Board

Books and Supplies

Personal Expenses

Transportation



# What can we do?

Tuition and Fees

Room and Board

**Books and Supplies**

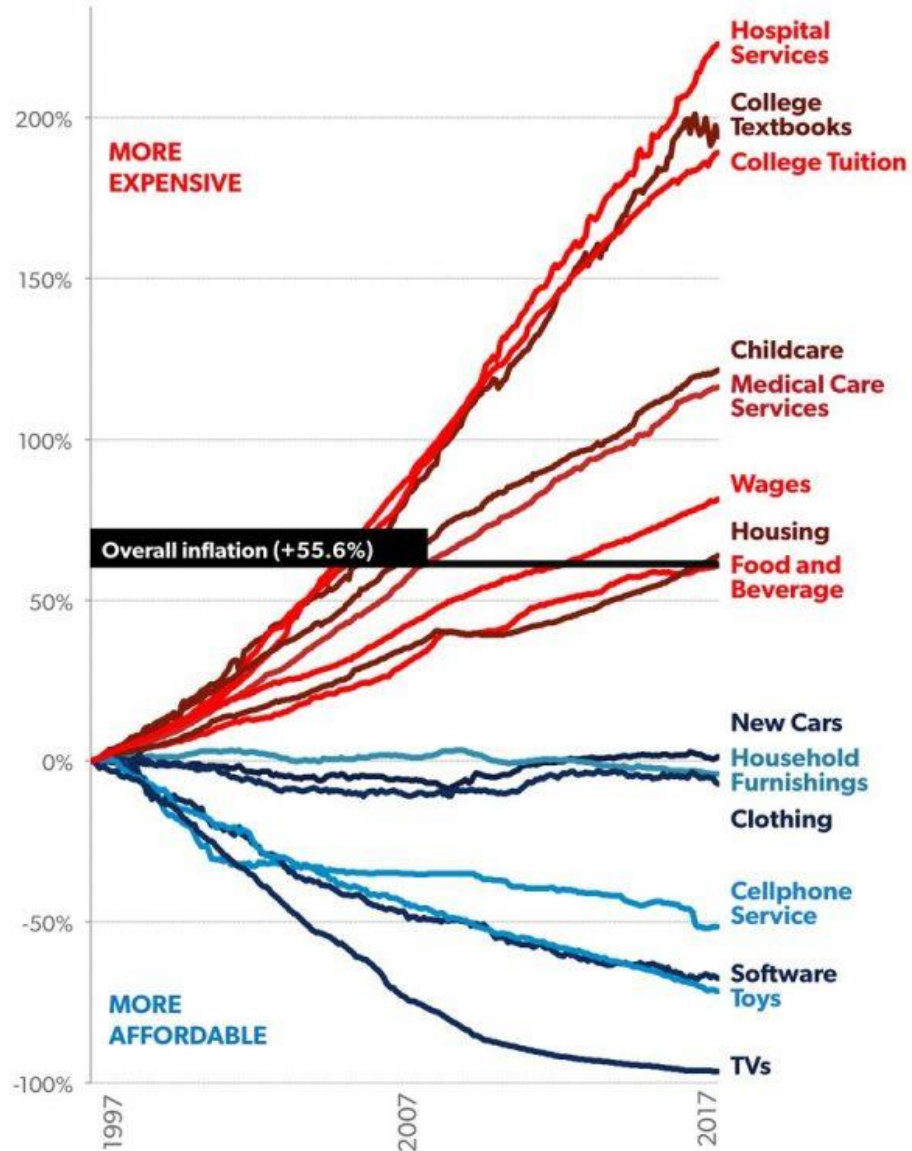
Personal Expenses

Transportation



# Price changes (Jan. 1997–Dec. 2017)

Selected US Consumer Goods and Services, and Wages



Source: BLS

Carpe Diem **AEI**

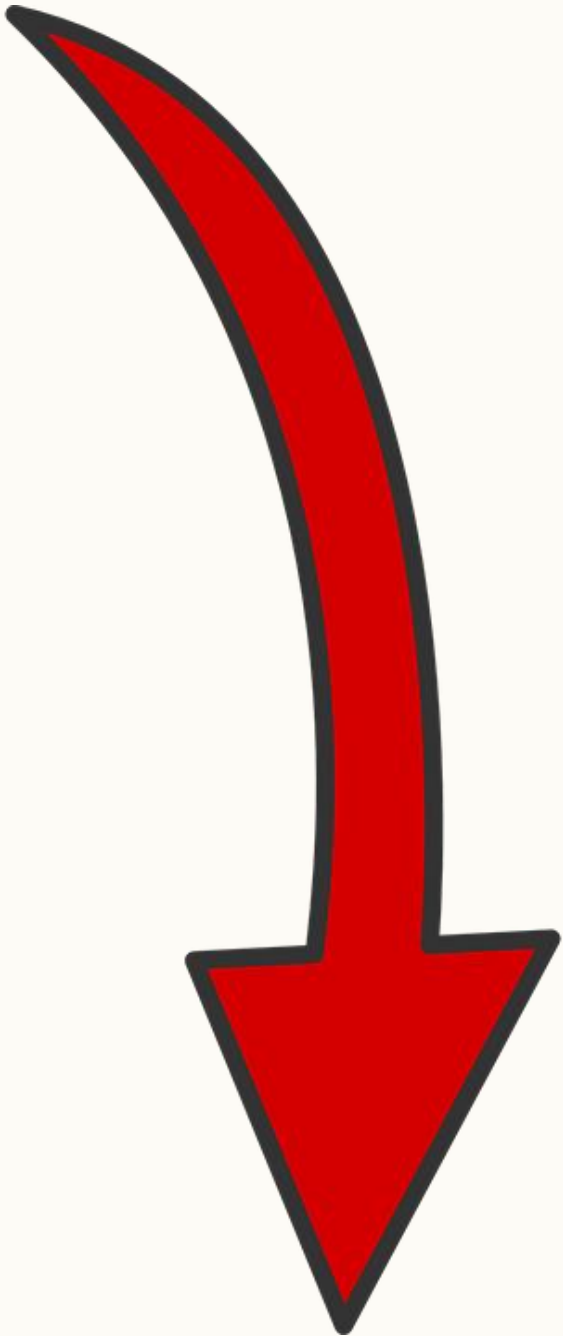


The cost of textbooks have outpaced inflation at a rate rivaling the cost of hospital services.

---

# Student Spending on Course Materials Survey: Going Up or Down?

---



# Student Spending On Course Materials

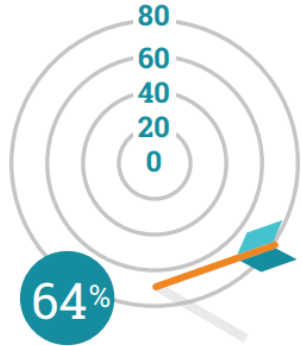
**Going Down!**

41% drop since 2007-08

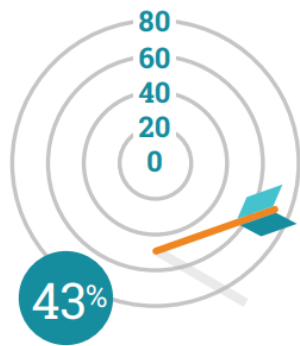
Last year: \$50 per course

This year: \$47 per course

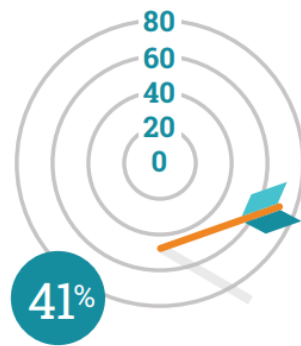
## How are they coping?\*



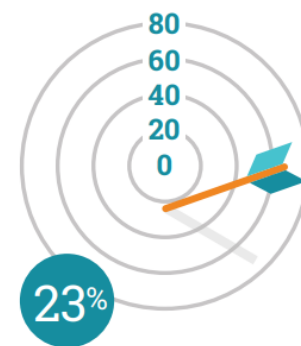
**Don't buy**  
required books



**Take fewer**  
courses



**Don't register**  
for a course



**Drop a**  
course

## How are these choices impacting their learning?



**Earn a poor grade**



**Fail a course**

## Are all required books used at some point in an academic career?

**3.6**  
required  
textbooks

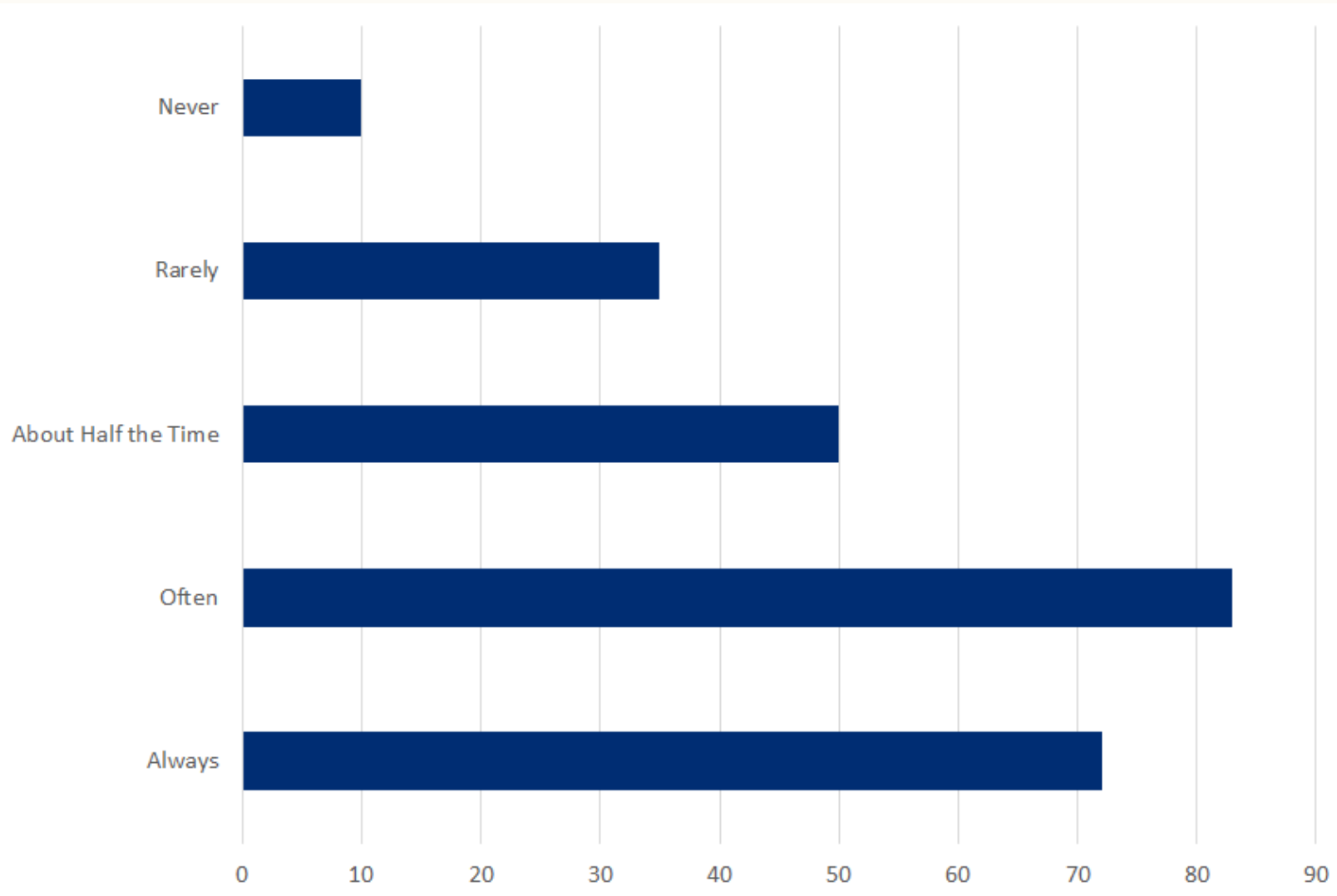
**average number  
purchased but NEVER used**



2018 Florida Virtual Campus Textbook and Course Materials Survey

Infographic from FLVC Office of Distance Learning & Student Services (download infographic [here](#)) Full report available at [dlss.flvc.org](http://dlss.flvc.org)

# In general, how often do you purchase the required texts for the courses you take?



Never (10, 4.0%)  
Rarely (35, 14.0%)  
About Half the Time (50, 20.0%)  
Often (83, 33.2%)  
Always (72, 28.8%)

Source: Survey of Students, Fall 2019, ETSU OER Awards, not yet published



**\$119.18**  
AVERAGE COST OF  
MATERIALS PER COURSE

Close to half (48.6%) of students spent over \$300 on required course materials for the fall 2019 semester. 20% spent more than \$500.

**44%**

HAVE NOT PURCHASED  
MATERIALS DUE TO  
THEIR COST

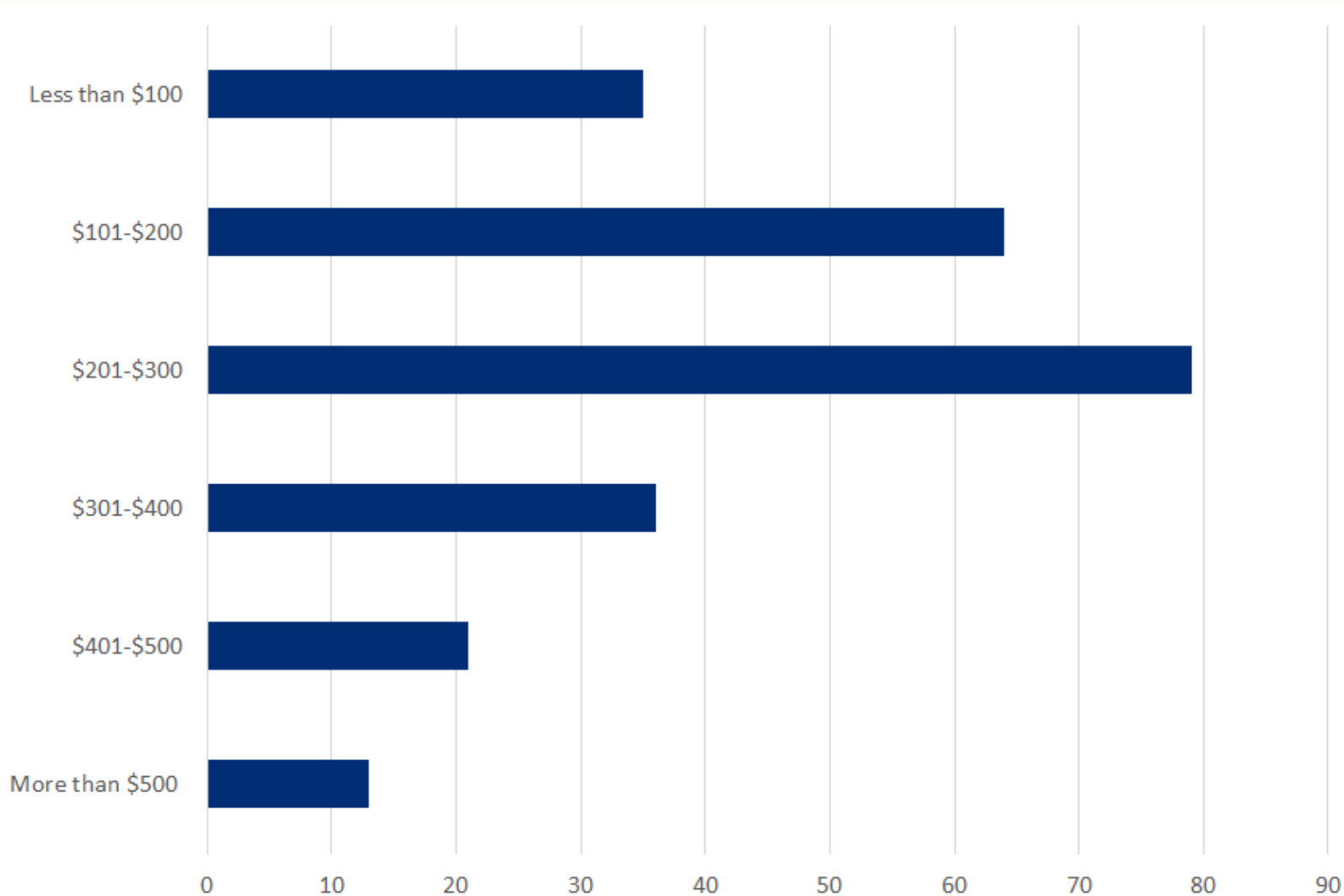
**29%**

HAVE TAKEN FEWER  
COURSES DUE TO THE  
COST OF COURSE  
MATERIALS

**17%**

HAVE EARNED A POOR  
GRADE BECAUSE THEY  
COULD NOT AFFORD  
THE REQUIRED  
MATERIALS

# How much do you typically spend on texts each semester?



Never (10, 4.0%)  
Rarely (35, 14.0%)  
About Half the Time (50, 20.0%)  
Often (83, 33.2%)  
Always (72, 28.8%)

Source: Survey of Students, Fall 2019, ETSU OER Awards, not yet published



## STUDENTS FUND REQUIRED MATERIALS USING CASH AND PERSONAL SAVINGS

Over 35% of students primarily fund the cost of their required materials with cash and personal savings.



## SOME STUDENTS AVOID STEM MAJORS BECAUSE OF COURSE MATERIAL COSTS

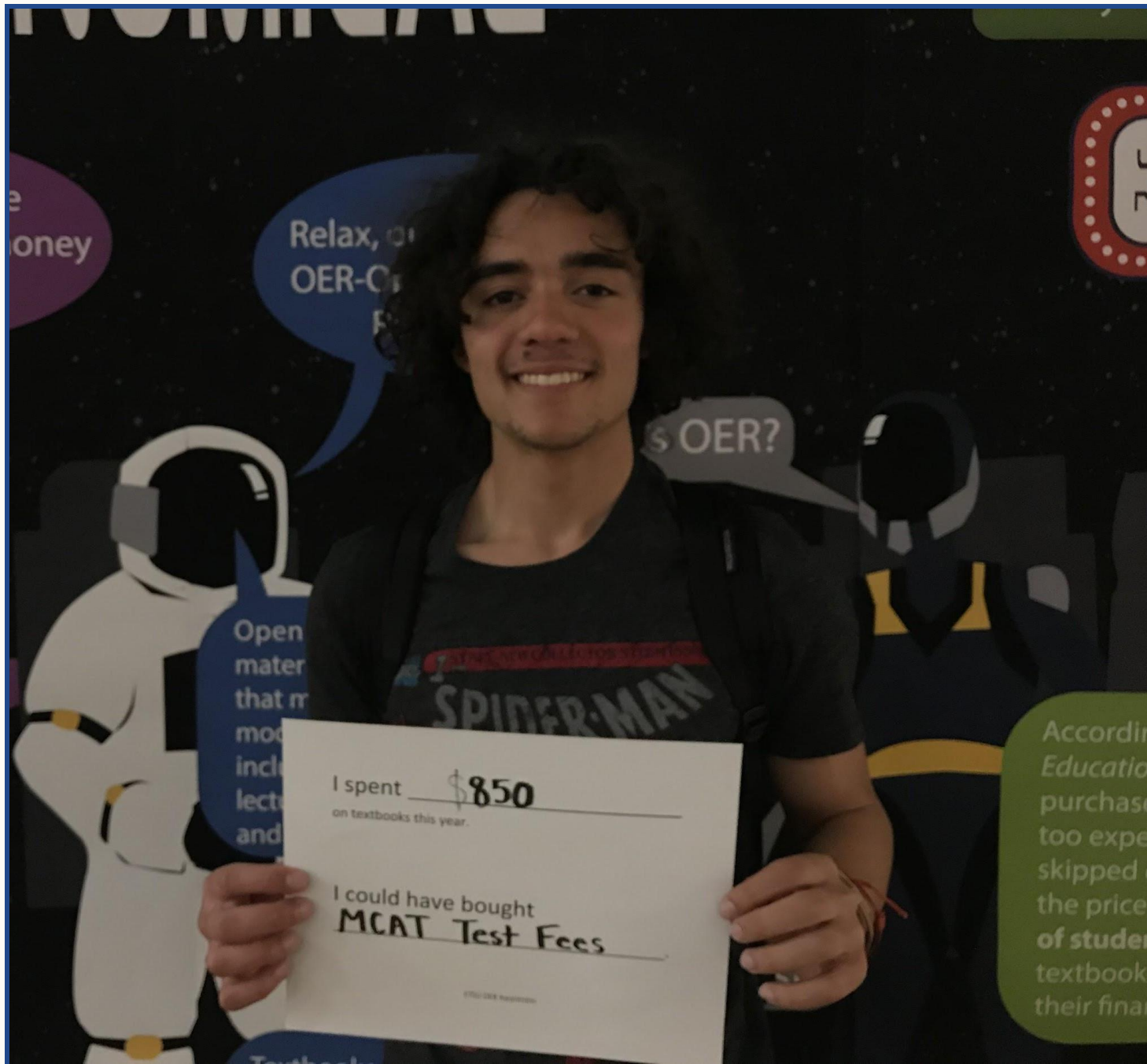
Of the 3% who reported avoiding specific majors because of course material costs, 75.5% of those majors were in STEM-related fields.



---

What do our students say?

---



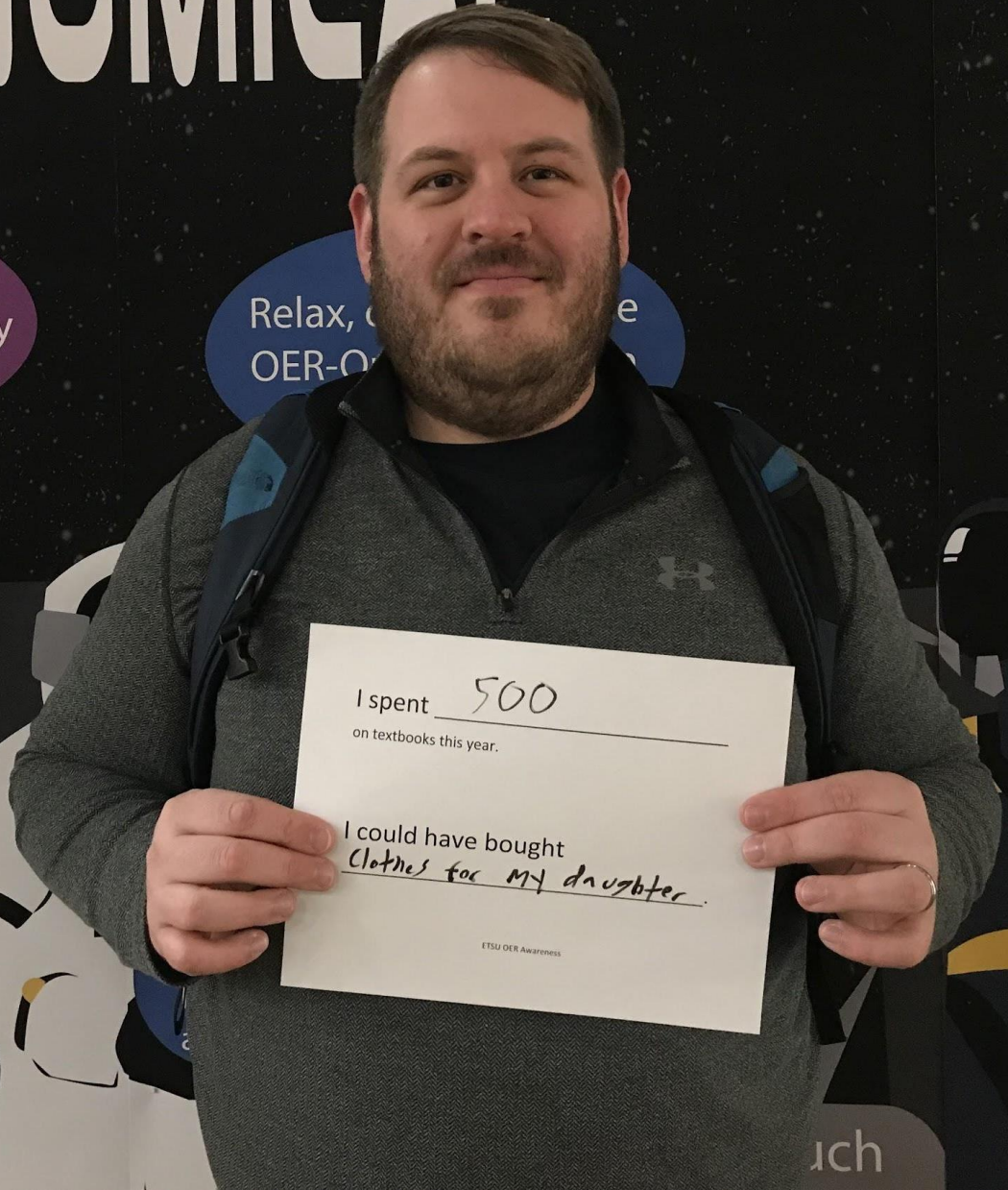
# NOMICAL

This is how  
access to  
Library.

e  
money

Relax, c  
OER-O

L  
P



I spent 500  
on textbooks this year.

I could have bought  
clothes for my daughter.

ETSU OER Awareness

Accordi  
Educati  
purchas  
too exp  
skipped  
the price  
of stude

rch

# OMICAL

acce  
Libr

Relax, our  
OER-Open  
Re

I spent \$1000  
on textbooks this year.

I could have ~~bought~~ **SAVED**

\_\_\_\_\_

ETSU OER Awareness

Op  
ma  
th  
n  
le  
an



THE SOLUTION

OPEN EDUCATIONAL  
RESOURCES

“Open Educational Resources (OER) are teaching, learning, and research materials that are either (a) in the public domain or (b) licensed in a manner that provides everyone with free and perpetual permission to engage in the 5R activities [retain, reuse, revise, remix, redistribute].”

[creativecommons.org](https://creativecommons.org)

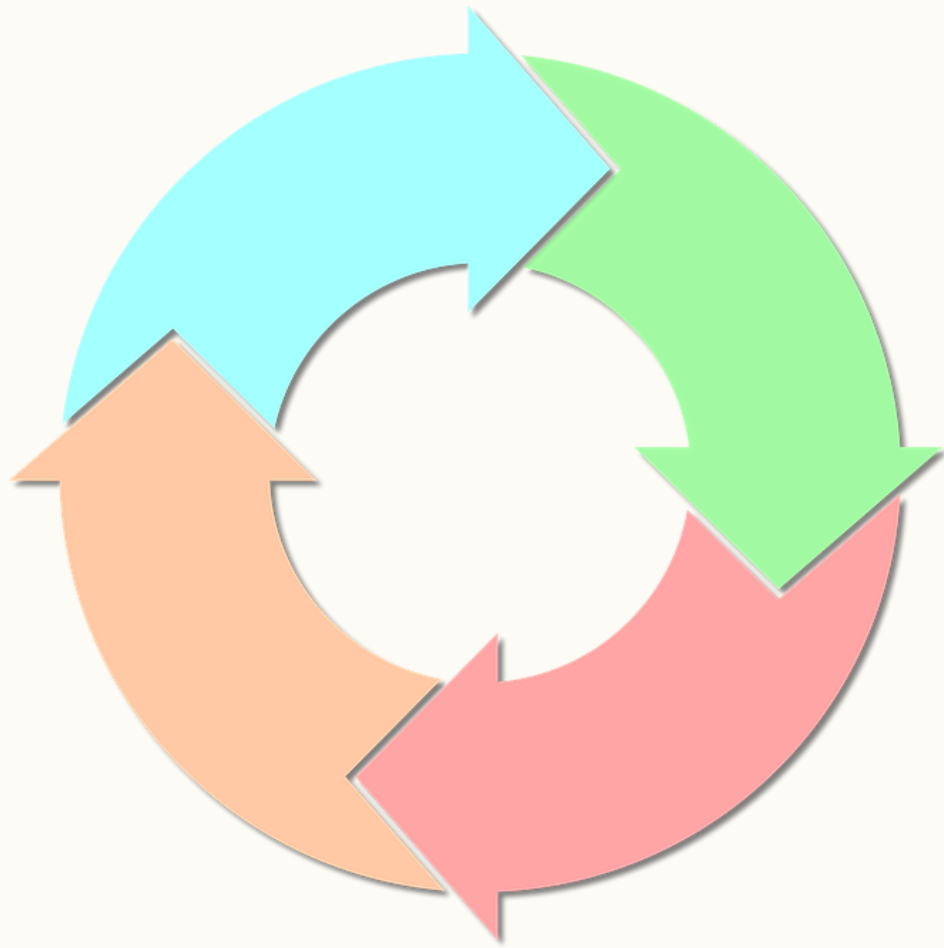


# OER are more than just textbooks.

- Ancillary Materials
- Podcasts
- Videos
- Activities/Labs
- Primary Sources
- And More!

“Open Educational Resources (OER) are **teaching, learning, and research materials** that are either (a) in the public domain or (b) licensed in a manner that provides everyone with free and perpetual permission to engage in the 5R activities [retain, reuse, revise, remix, redistribute].”





retain

**make and own copies**

reuse

**use in a wide range of ways**

revise

**adapt, modify, and improve**

remix

**combine two or more**

redistribute

**share with others**

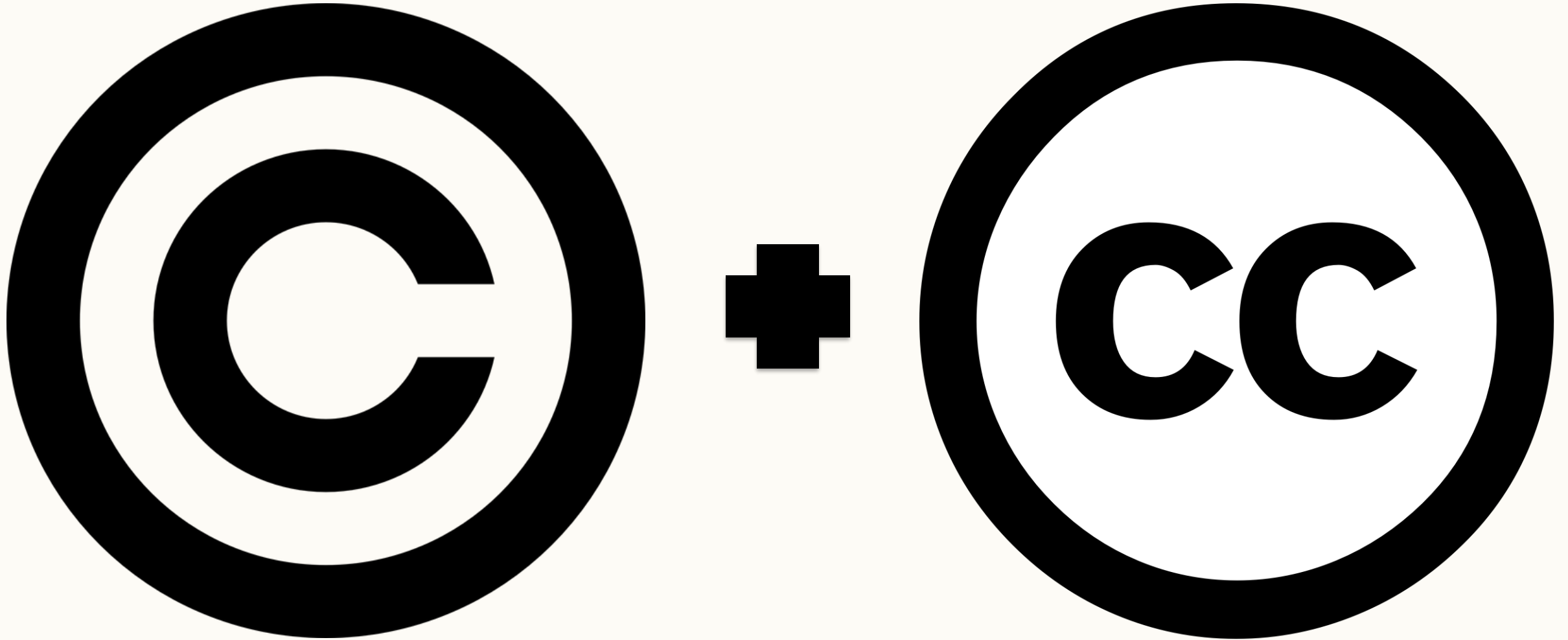
“Open Educational Resources (OER) are teaching, learning, and research materials that are either (a) in the public domain or (b) licensed in a manner that provides everyone with free and perpetual permission to engage in the **5R activities [retain, reuse, revise, remix, redistribute]**.”



“Open Educational Resources (OER) are teaching, learning, and research materials that are either **(a) in the public domain or (b) licensed in a manner that provides everyone with free and perpetual permission to engage in the 5R activities [retain, reuse, revise, remix, redistribute].**”



“Open Educational Resources (OER) are teaching, learning, and research materials that are either **(a) in the public domain** or **(b) licensed** in a manner that provides everyone with free and perpetual permission to engage in the 5R activities [retain, reuse, revise, remix, redistribute].”



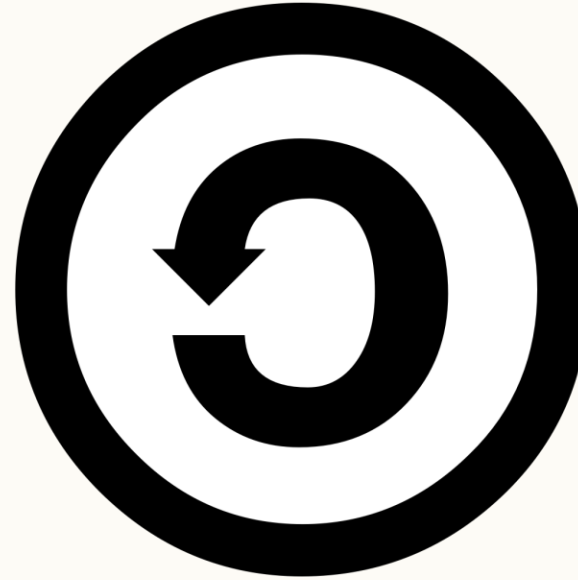
“Open Educational Resources (OER) are teaching, learning, and research materials that are either (a) in the public domain or **(b) licensed in a manner that provides everyone with free and perpetual permission to engage in the 5R activities [retain, reuse, revise, remix, redistribute].**”



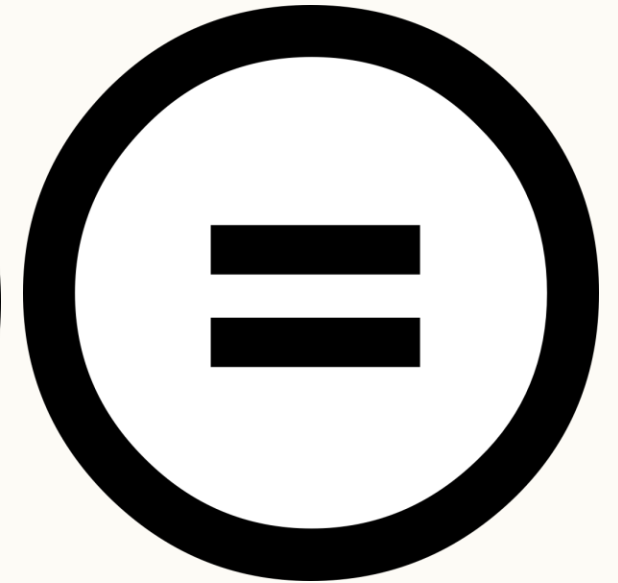
**Attribution (BY)**



**Non-Commercial (NC)**

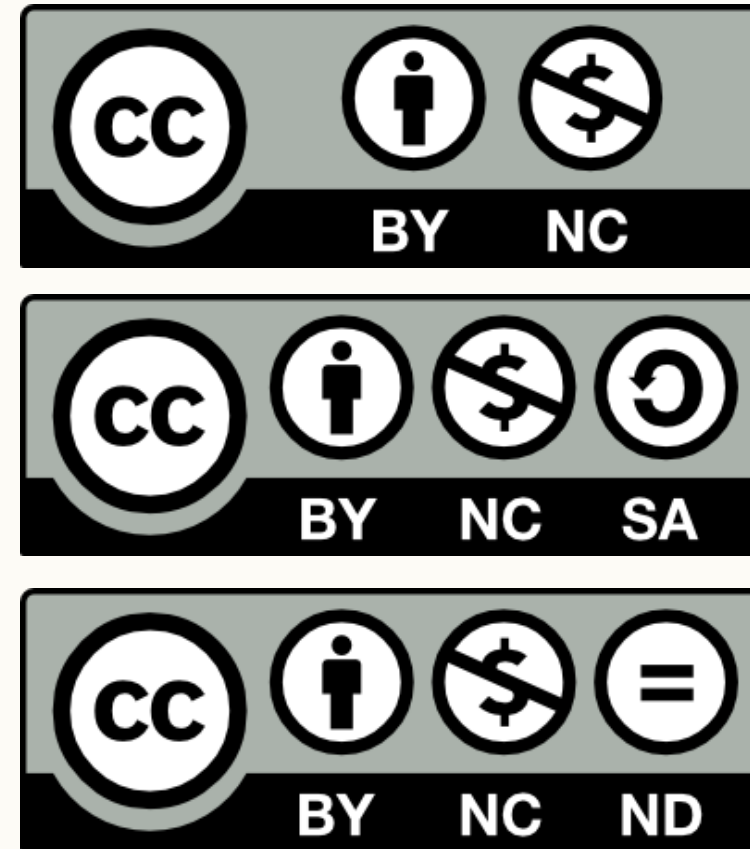
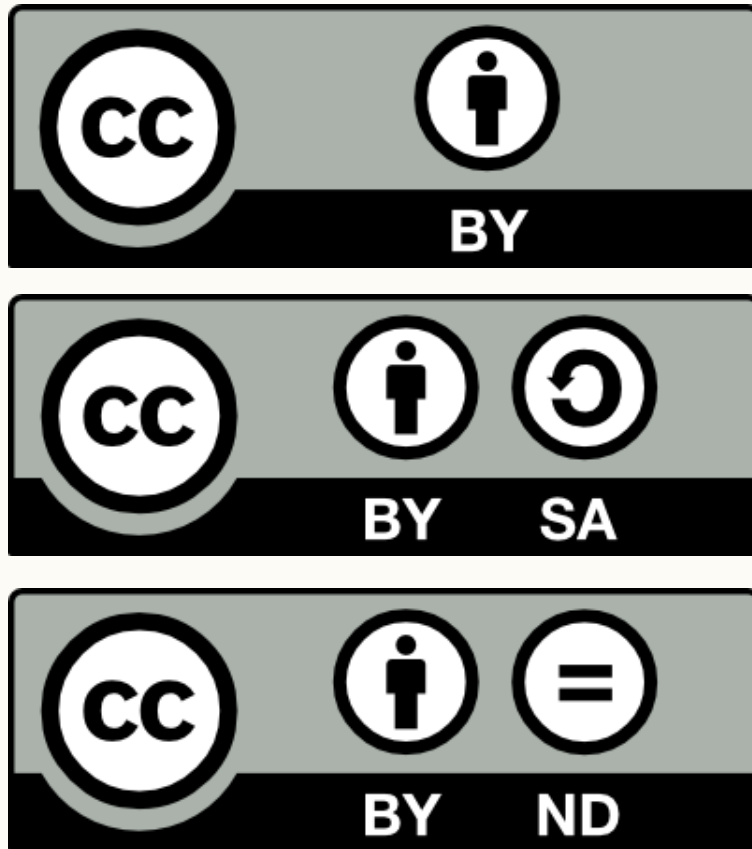


**Share Alike (SA)**



**No Derivatives (ND)**

“Open Educational Resources (OER) are teaching, learning, and research materials that are either (a) in the public domain or (b) licensed in a manner that provides everyone with free and perpetual permission to engage in the 5R activities [retain, reuse, revise, remix, redistribute].”



“Open Educational Resources (OER) are teaching, learning, and research materials that are either (a) in the public domain or (b) licensed in a manner that provides everyone with free and perpetual permission to engage in the 5R activities [retain, reuse, revise, remix, redistribute].”



## Principles of Marketing

(15 reviews)



Copyright Year: 2015

ISBN 13: 9781946135193

Publisher: [University of Minnesota Libraries Publishing](#)

Language: English

### Read this book

MULTIPLE FORMATS (PDF, KINDLE, E-PUB, .MOBI)

### Conditions of Use



[Attribution-NonCommercial-ShareAlike](#)  
CC BY-NC-SA

### Reviews

[Learn more about reviews.](#)



Reviewed by Zahra Tohidinia, Assistant Professor, Framingham State University on 6/12/20

The text offers a very good review of key marketing principles and provides a comprehensive introduction to the main concept. I would suggest combining the textbook with relevant current marketing articles and cases. [read more](#)

### Table of Contents

- Chapter 1: What is Marketing?
- Chapter 2: Strategic Planning
- Chapter 3: Consumer Behavior: How People Make Buying Decisions
- Chapter 4: Business Buying Behavior
- Chapter 5: Market Segmenting, Targeting, and Positioning
- Chapter 6: Creating Offerings
- Chapter 7: Developing and Managing Offerings
- Chapter 8: Using Marketing Channels to Create Value for Customers
- Chapter 9: Using Supply Chains to Create Value for Customers
- Chapter 10: Gathering and Using Information: Marketing Research and Market Intelligence
- Chapter 11: Integrated Marketing Communications and the Changing Media Landscape
- Chapter 12: Public Relations, Social Media, and Sponsorships
- Chapter 13: Professional Selling
- Chapter 14: Customer Satisfaction, Loyalty, and Empowerment
- Chapter 15: Price, the Only Revenue Generator
- Chapter 16: The Marketing Plan

### About the Book

*Principles of Marketing* teaches the experience and process of actually doing marketing – not just the vocabulary. It carries five dominant themes throughout in order to expose students to marketing in today's environment:

Service dominant logic — This textbook employs the term

#### Browse

- By Subject
- By Author
- By Institution
- By Material Type
- By Creative Commons License

#### Search

(e.g. ENGL 1102, Calculus I, Mathematics, Syllabus)

in this series

Advanced Search

Notify me via email or [RSS](#)

#### Help

- [Frequently Asked Questions](#)
- [About](#)
- [Contact Administrator](#)

#### Other Resources

- [GALILEO](#)
- [Affordable Learning Georgia](#)

## PHYSICS AND ASTRONOMY ANCILLARY MATERIALS

### In-Class Activities for OpenStax Astronomy

[Download](#)

[Rosa Williams, Columbus State University](#)  
[Kimberly Shaw, Columbus State University](#)

[Follow](#)

[Follow](#)

**Material Type**  
Assessment

**Publication Date**  
Spring 2020

**Course Title**  
Descriptive Astronomy I

**Course Number**  
ASTR 1105

#### Abstract

This set of in-class activities in Microsoft Word format are intended to supplement [OpenStax Astronomy](#). Topics include:

- Atmospheric Gas
- Celestial Sphere
- Dwarf Planets
- Earth Size
- Earth Impact
- Greenhouse Gases and Climate Change
- Jovian Planet
- Jovian Moon and Ring
- Mars Atmosphere and Climate
- Solar System Formation and Scale
- Sunspots
- Terrestrial Planet and Lunar Features
- Venus Atmosphere and Climate

15 DOWNLOADS

Since April 30, 2020

[PLUMX METRICS](#)

[INCLUDED IN](#)

[The Sun and the Solar System Commons](#)

SHARE



#### Creative Commons License



This work is licensed under a Creative Commons Attribution 4.0 License.

#### Recommended Citation

Williams, Rosa and Shaw, Kimberly, "In-Class Activities for OpenStax Astronomy" (2020). *Physics and Astronomy Ancillary Materials*. 11. <https://oer.galileo.usg.edu/physics-ancillary/11>

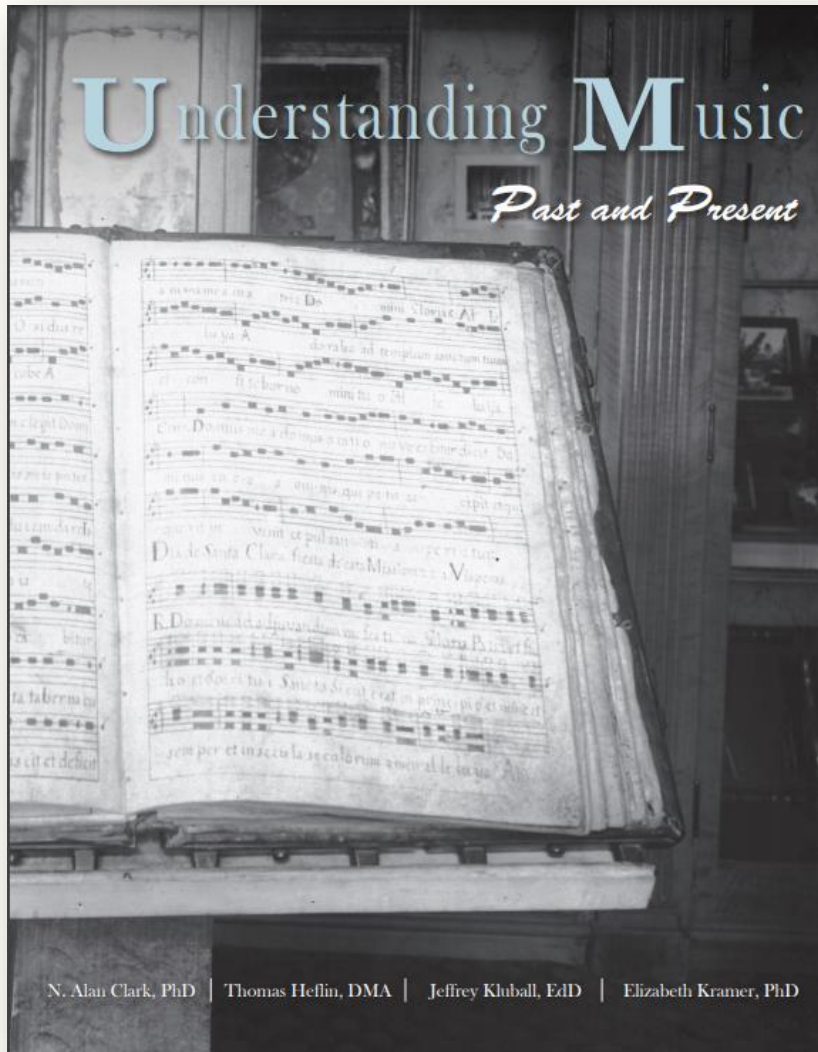
“Open Educational Resources (OER) are teaching, learning, and research materials that are either (a) in the public domain or (b) licensed in a manner that provides everyone with free and perpetual permission to engage in the 5R activities [retain, reuse, revise, remix, redistribute].“

[creativecommons.org](https://creativecommons.org)

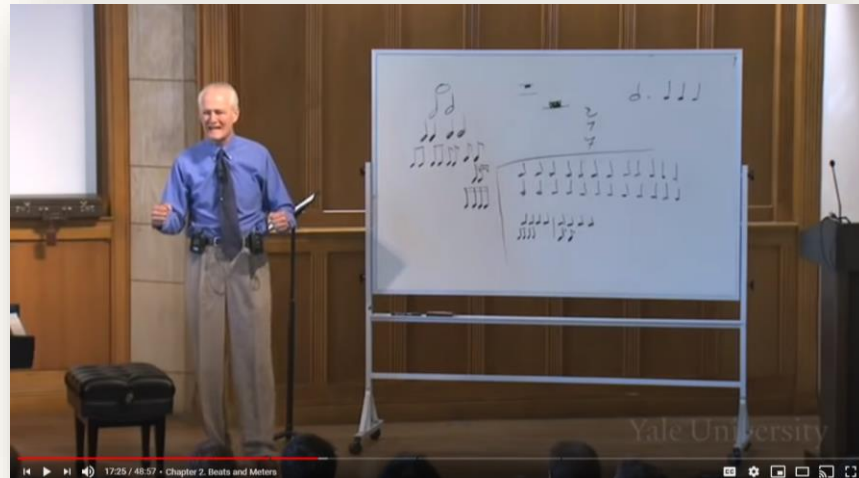


# OER IN ACTION

Adopt. Adapt. Create.



This image is from [Understanding Music: Past and Present](#) under a [CC-BY-SA License](#).



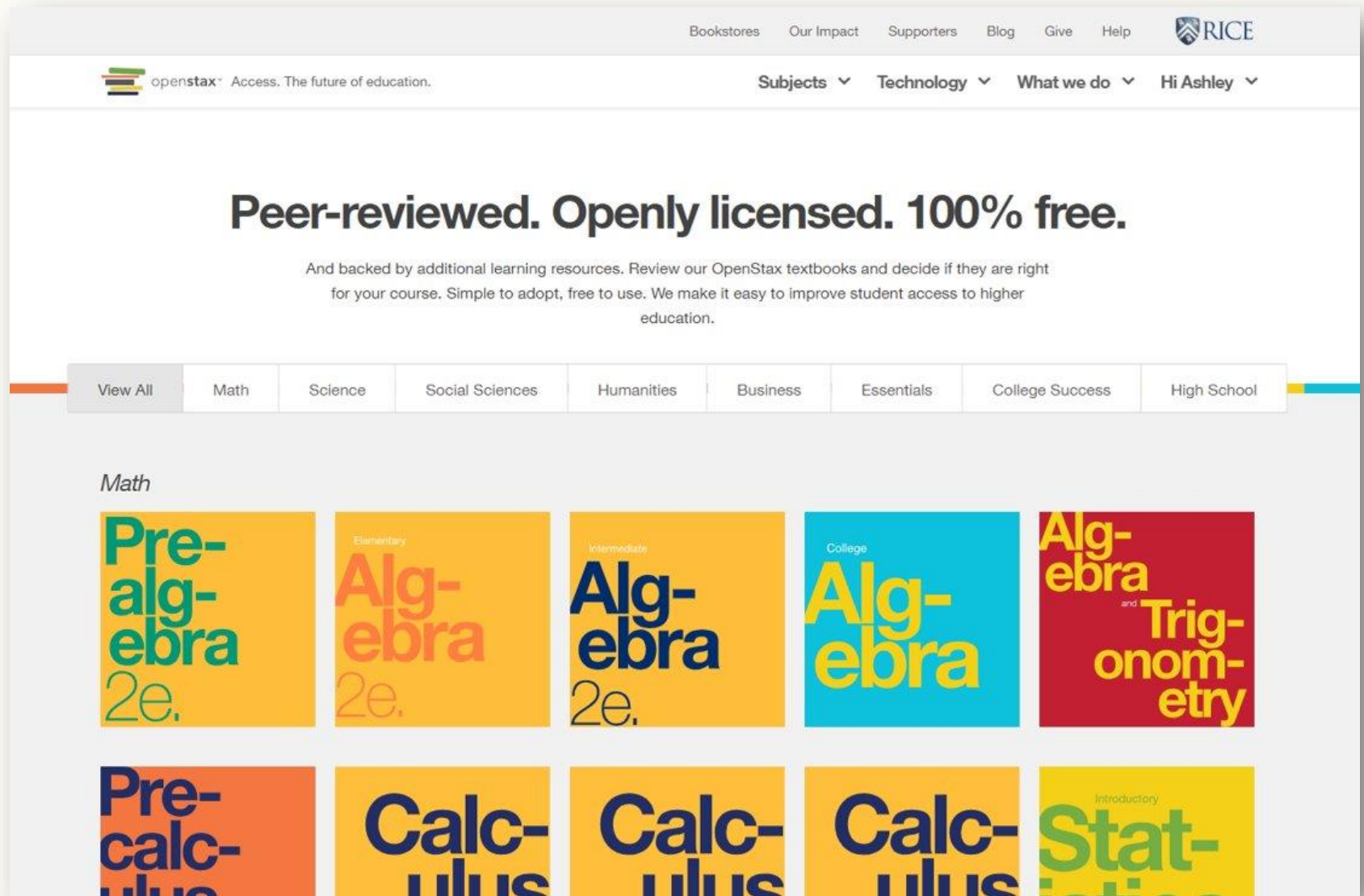
This image is from [Yale Lecture 3. Rhythm: Fundamentals](#) under a [CC-BY License](#).



This image is from [Anders' Anthology of Classical Piano Sheet Music](#) under the [Public Domain](#).

## ADOPTION

Assigning OER in your course without customizations to the resources



## ADOPTION

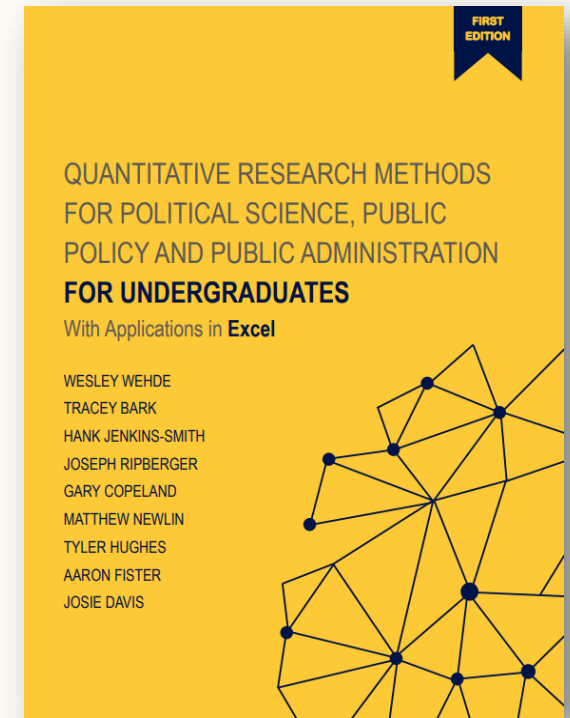
Assigning OER in your course without customizations to the resources



This image is from a [textbook](#) under a [CC-BY License](#).



This image is from a [textbook](#) under a [CC-BY License](#).



This image is from a [textbook](#) under a [CC-BY License](#).

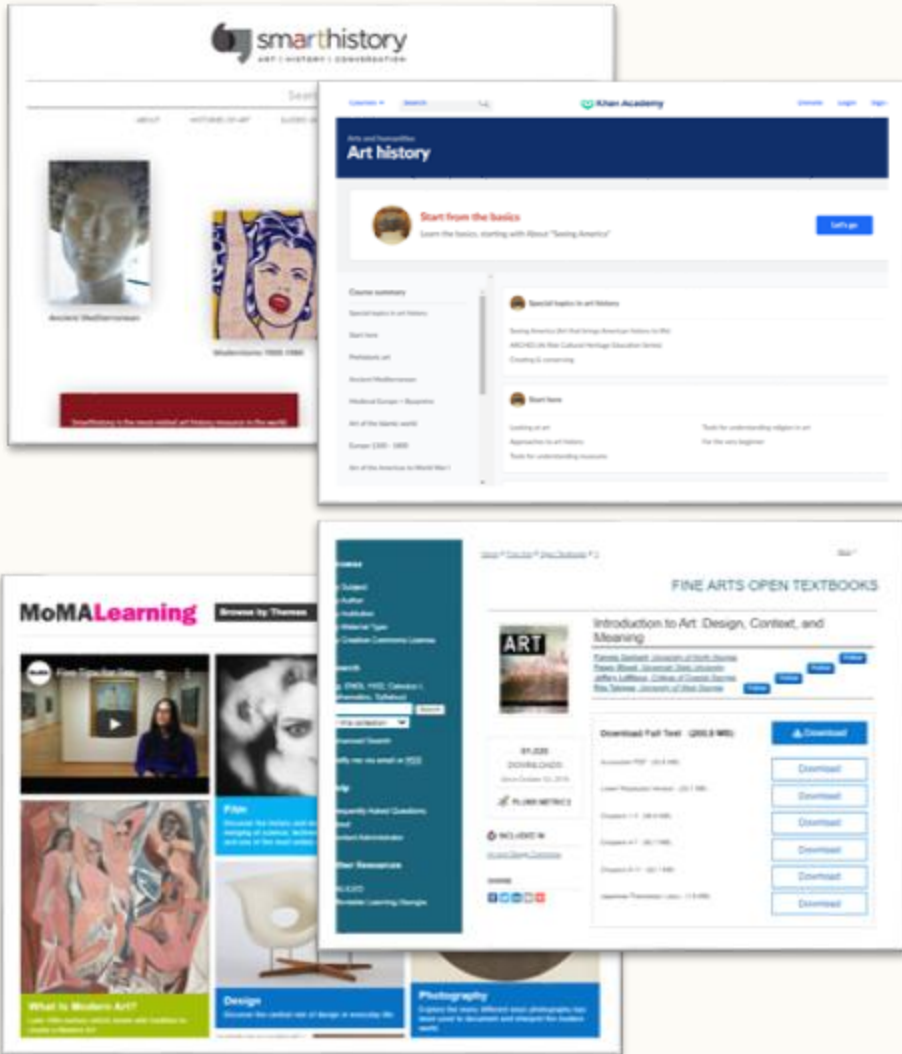
## ADAPTATION

Assigning OER in your course with customizations to the resources

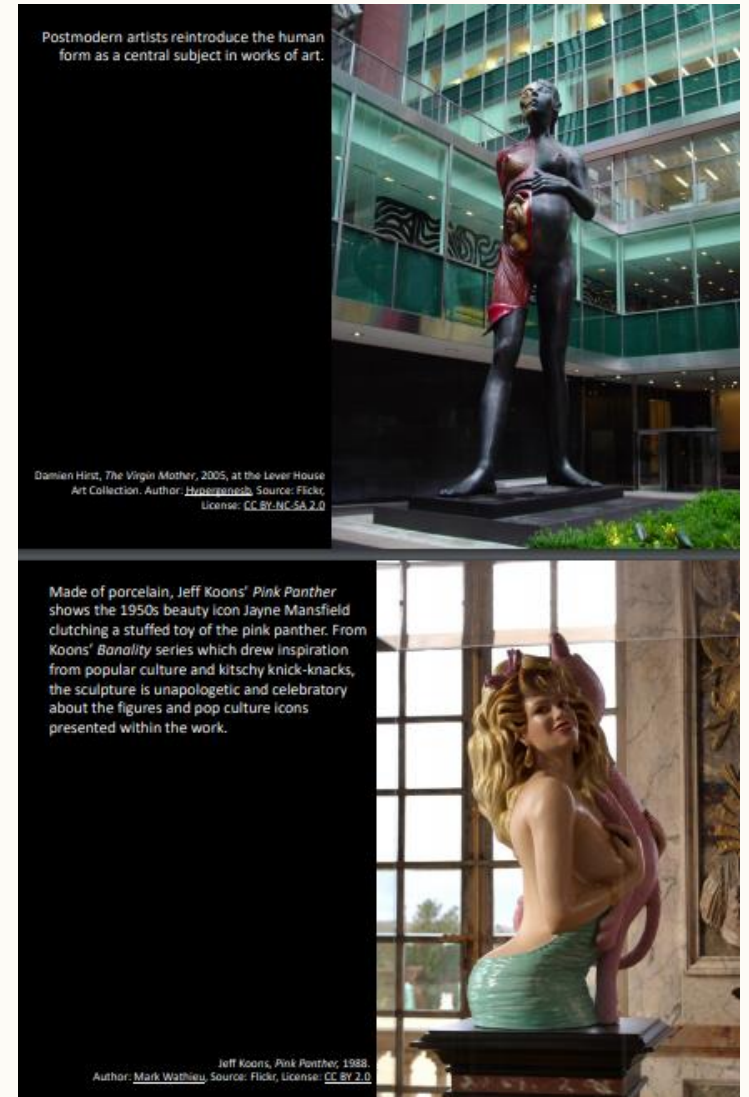
# Content Customization



# Format Customization



Websites &  
Textbooks  
into  
PowerPoints



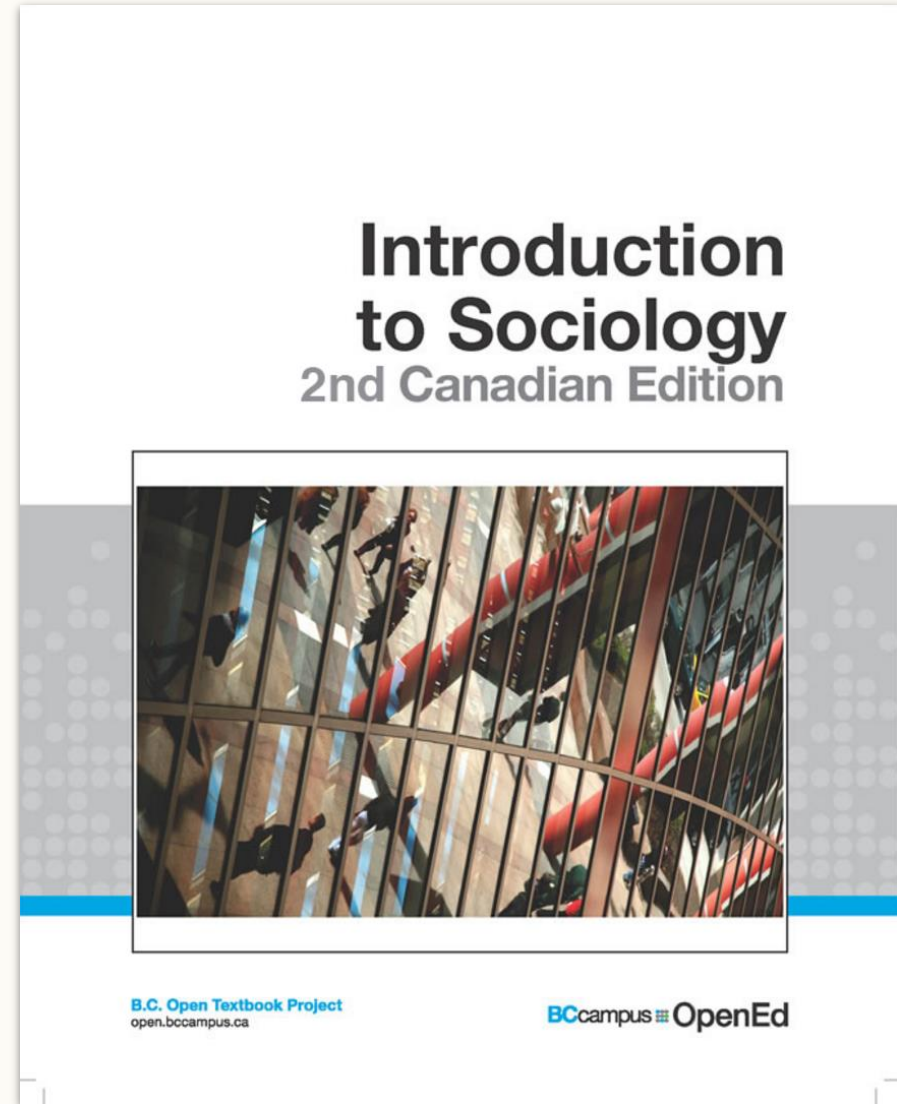
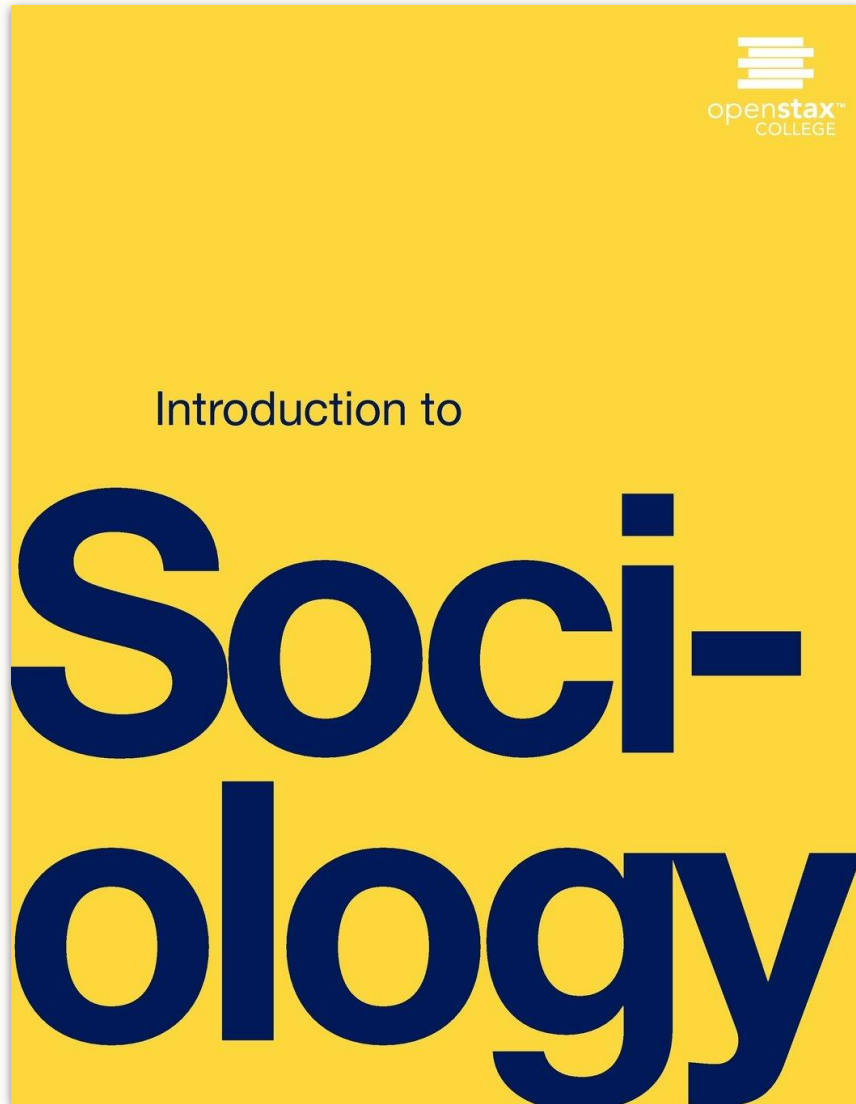
Postmodern artists reintroduce the human form as a central subject in works of art.

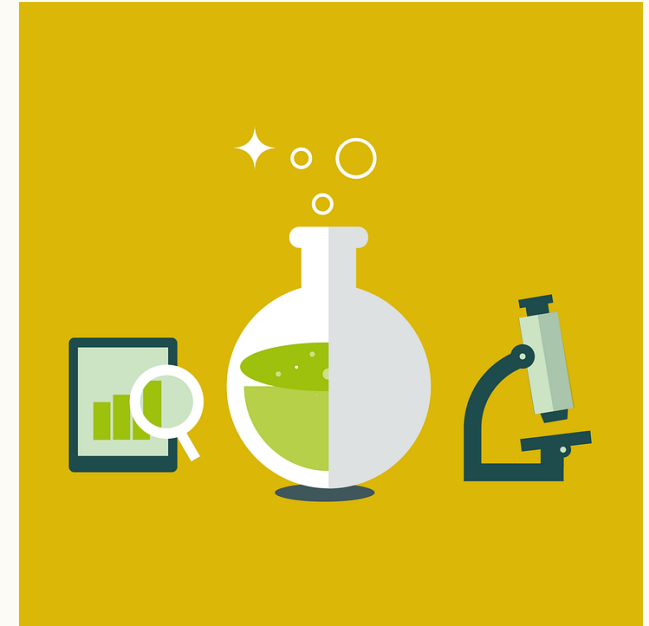
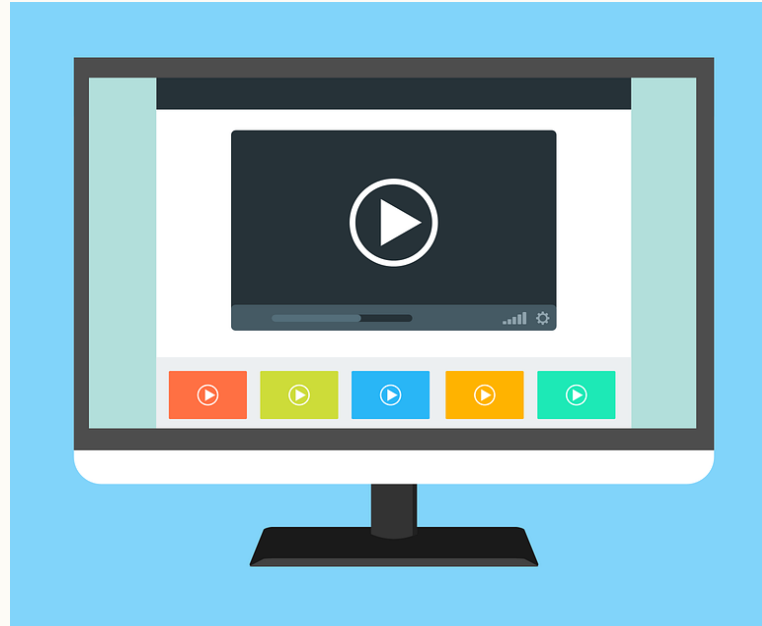
Damien Hirst, *The Virgin Mother*, 2005, at the Lever House Art Collection. Author: [Hansmann](#). Source: Flickr. License: [CC BY-NC-SA 2.0](#)

Made of porcelain, Jeff Koons' *Pink Panther* shows the 1950s beauty icon Jayne Mansfield clutching a stuffed toy of the pink panther. From Koons' *Banalities* series which drew inspiration from popular culture and kitschy knick-knacks, the sculpture is unapologetic and celebratory about the figures and pop culture icons presented within the work.

Jeff Koons, *Pink Panther*, 1988. Author: [Mark Watheiu](#). Source: Flickr. License: [CC BY 2.0](#)

# Contextualization





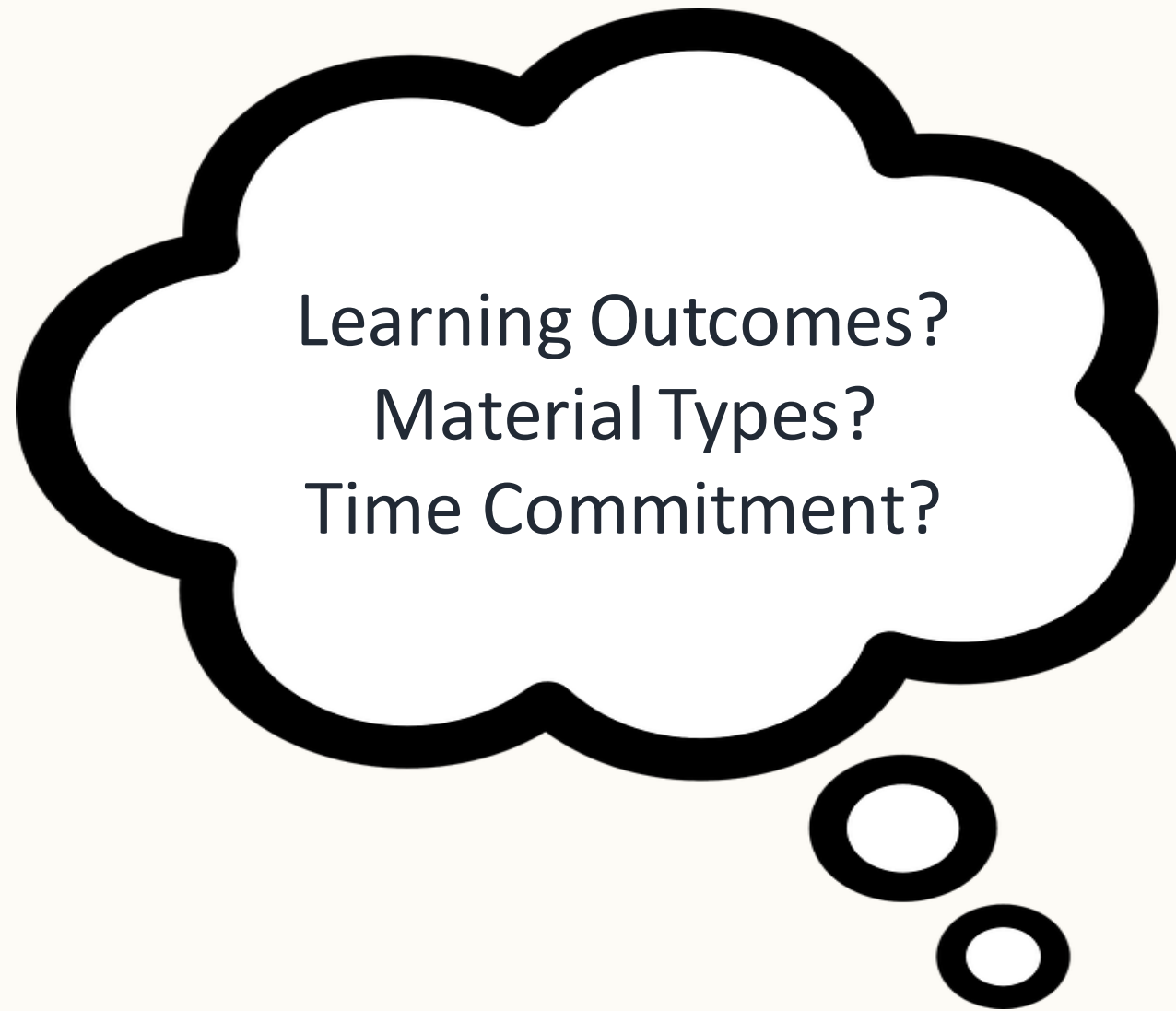
## CREATION

Assigning OER in your course  
created by you

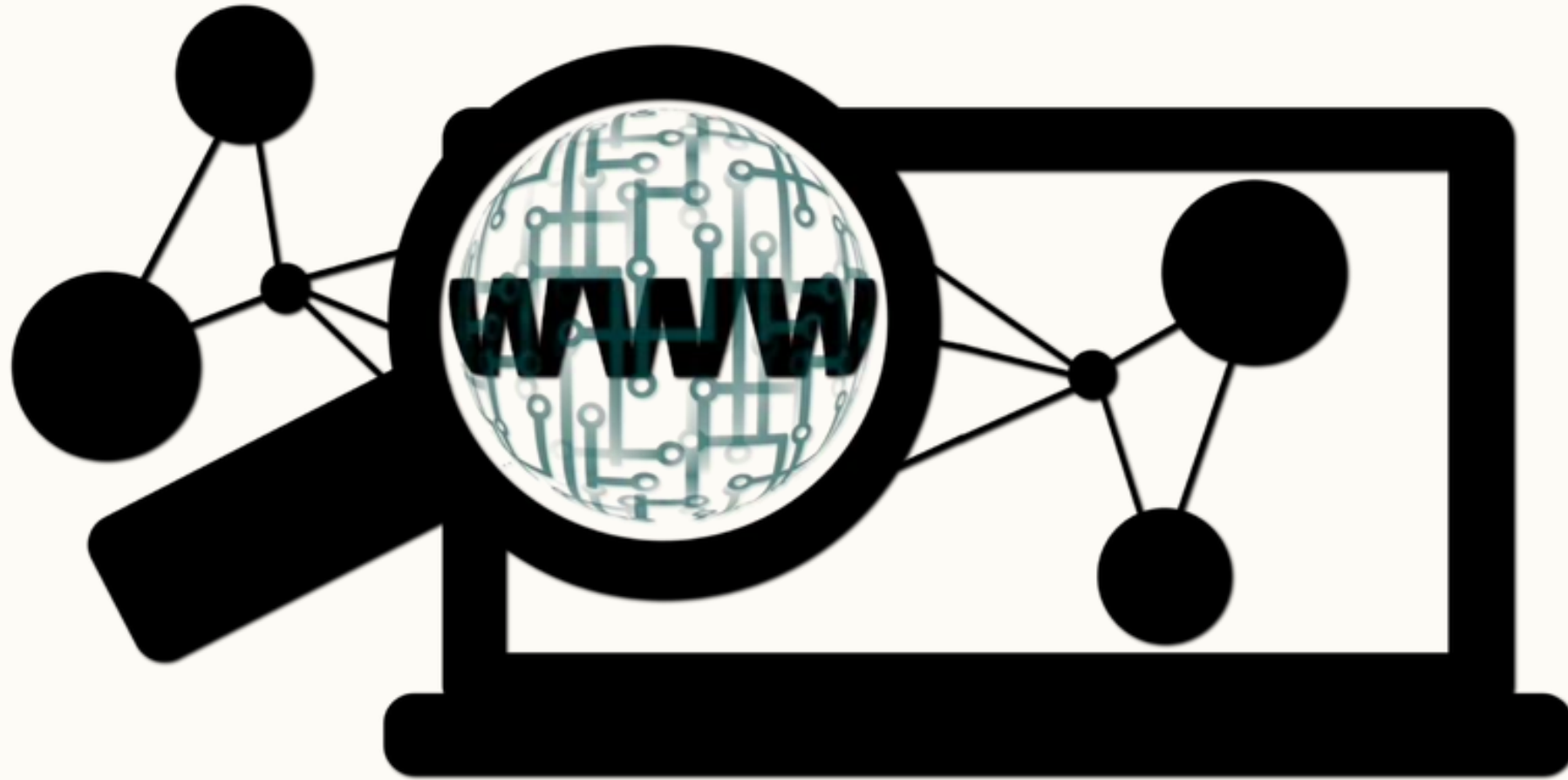


# HOW TO GET STARTED

Brainstorm. Explore. Implement.



## **STEP 1: BRAINSTORM**



**STEP 2: EXPLORE**

# Check out your institution's (library) websites for OER guides

The University of Tennessee Knoxville Libraries website features a navigation bar with 'COVID-19 Updates' and 'Online Support'. The main content area is titled 'Open Educational Resources' and includes a search bar. A sidebar on the left lists categories like 'OER Defined', 'Major OER Repositories', and 'Adapting OER'. The main text explains that OER are 'high-quality teaching, learning, and research materials that are free for people everywhere to use and repurpose' and provides information on why OER are significant, such as saving money and increasing access.

Austin Peay State University's website has a dark navigation bar with 'SEARCH & FIND' and 'SERVICES'. The main heading is 'Open Textbooks, OER, & Alternative Resources for APSU Faculty Members: Find Open Textbooks and Other Open Educational Resources'. It features several call-to-action buttons: 'Find Open Textbooks and Other Open Educational Resources', 'Use Library eBooks as an Alternative', 'Search Free eBook Collections', 'Create an Open Textbook for Your Course', 'Create Commons License Information', and 'Temporary Open Access for Assistance During Coronavirus'. The content includes a search bar and a section for 'Resources for Finding Open Textbooks and Free Teaching Materials'.

Charles C. Sherrill Library website features a yellow and blue header with navigation links like 'Research', 'Use the Library', and 'About'. The main heading is 'Library Updates and News' with a sub-heading 'Get the latest information | Fall 2020 Building and Services Information'. Below this, there is a search bar and a section titled 'Open Educational Resources'. The content is organized into columns: 'Overview of OERs', 'Finding OERs', and 'Can't Find What You Need?'. It provides detailed information on how to find OERs and lists various OER collections like MERLOT, OER Commons, and OASIS.

Middle Tennessee State University's Jewelscholar website has a blue header with 'MIDDLE TENNESSEE STATE UNIVERSITY' and 'James E. Walker Library'. The main heading is 'JEWLScholar, Institutional Repository: Open Educational Resources'. It includes a navigation bar with 'FIND RESOURCES', 'LIBRARY SERVICES', 'GET HELP', 'TECHNOLOGY', and 'ABOUT US'. The content is organized into sections: 'What is the difference between OER and OA?', 'What is OER?', 'Why OER?', and 'Resources for Getting Started'. It explains that OER and OA are similar but differ in purpose and that OER focuses on teaching and learning materials.

Tennessee State University's EXCEL4ed website features a blue header with 'TENNESSEE STATE UNIVERSITY' and 'Excellence is our Habit!'. The main heading is 'Welcome to TSU-EXCEL4ed Tennessee State University's Open Education Resource Library'. It includes a navigation bar with 'HOME', 'FIND', 'FACULTY SHOWCASE', 'COURSE SHOWCASE', 'VIRTUAL LABS', 'CAREER AND TECHNICAL EDUCATION', 'SHARE', 'EVENTS', and 'ABOUT'. The content is organized into sections: 'What is TSU-EXCEL4ed?' and 'Resources for Getting Started'. It provides information on how to find OERs and lists various OER collections like MERLOT, OER Commons, and OASIS.

Creative Commons Directory lists where to find different types of OER...

- ✓ Textbooks
- ✓ Lectures & Tutorials
- ✓ Simulations and Animations
- ✓ Courses
- ✓ Images/Videos/Audio
- ✓ And more!

<https://bit.ly/cc-oer>

Help us build a vibrant, collaborative global commons

 [Donate Now](#)

[Creative Commons](#) > [What We Do](#) > [Program areas](#) > [Open Education](#) > OER

# OER

## 1. General Search

### 1.1 Google

Many people start out looking for OER using Google. A general search with Google returns vast amounts of resources, most of which are not openly licensed for reuse. If you want to use Google to search for openly licensed resources we recommend you use:



#### [Google Advanced Search](#)

Scroll down in advanced search and set “usage rights” parameters to be “Free to use, share, or modify”.

If you want content for commercial use be sure to select the appropriate option.

Google search returns a vast array of openly licensed resources that may require extensive sifting to yield useful nuggets. The other search recommendations on this page are likely to yield more targeted results.

### Recent Posts

- ▶ [Welcome to the New CC Chapter in Perú!](#)
- ▶ [Download Shepard Fairey’s Creative Commons Logo Remix](#)
- ▶ [CC Open Education Platform Activities Fund: Six Winners!](#)

### In this section

- ▶ [About CC Licenses](#)
- ▶ [FAQ](#)
- ▶ [Get Involved](#)
- ▶ [Team](#)
- ▶ [Downloads](#)
- ▶ [Bassel Khartabil Fellowships and Memorial Fund](#)
- ▶ [Global Affiliate Network](#)
- ▶ [Creative Commons Platforms](#)
- ▶ [Program areas](#)
  - ▶ [Software: free and open source code](#)
  - ▶ [Arts & Culture](#)
  - ▶ [Open Education](#)

# 3. Video Search

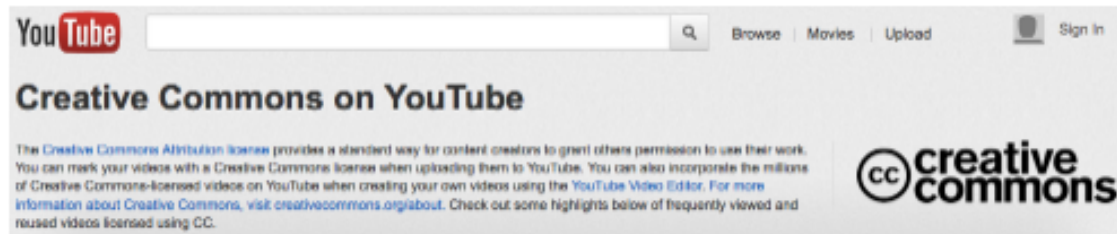
Searching for video? Try:

## 3.1 YouTube

The best way to find a video that is licensed under the Creative Commons license on YouTube is to

use the [CC Search](#) tool described above in the General Search and Photo/Image Search sections. Unfortunately YouTube does not provide a filter or advanced search capability on their home page for finding all YouTube Creative Commons licensed videos.

However, <http://www.youtube.com/creativecommons> lets you see the most viewed and most reused Creative Commons licensed videos. In addition if you are the YouTube home page <http://youtube.com> and type in your search term followed by a comma and then “creativecommons” the videos returned are CC licensed. You can mark your videos with a Creative Commons license when uploading them to YouTube. You can also incorporate the millions of Creative Commons-licensed videos on YouTube when creating your own videos using the YouTube Video Editor. Within the YouTube Video Editor you can click on the CC tab to find content available under a Creative Commons license.



# Education Search

The search tools profiled above are for educators who are simply looking for individual media elements to use within their courses. However, an even higher value can be gained by finding Open Educational Resources (OER) that other educators have already vetted and assembled into education content such as full courses, workshops, textbooks, tests and assessments. This search section is focused on helping you find this kind of OER.

## 5. General Education Search

Looking to search across multiple OER initiatives? Try:

### 5.1 OER Commons

[OER Commons](#) has forged alliances with over 120 major content partners to provide a single point of access through which educators and learners can search across collections to access over 30,000 items, find and provide descriptive information about each resource, and retrieve the ones they need. These resources are publicly available for all to use principally through Creative Commons licensing.



### 5.2 The Orange Grove Digital Repository

The [Orange Grove digital repository](#) provides an environment for educators to search for, use, remix, share,





# 7. Open Textbook Search

Searching for open textbooks? Try:

## 7.1 Open Textbook Library

The costs of college is going up every year, and it's not just tuition that weighs on student's minds and bank accounts. [According to the College Board](#), undergraduates spend an average of \$1200 on textbooks annually. Faced with these costs, the academic impact is seen in classrooms across the country—many students choose to not buy a required text, take fewer courses, and some even drop or fail a course completely. Open textbooks are a solution. The [Open Textbook Library](#) provides a growing catalog of free, peer-reviewed, and openly-licensed textbooks. As part of their service they provide a listing of [Open Textbooks by Subject](#).

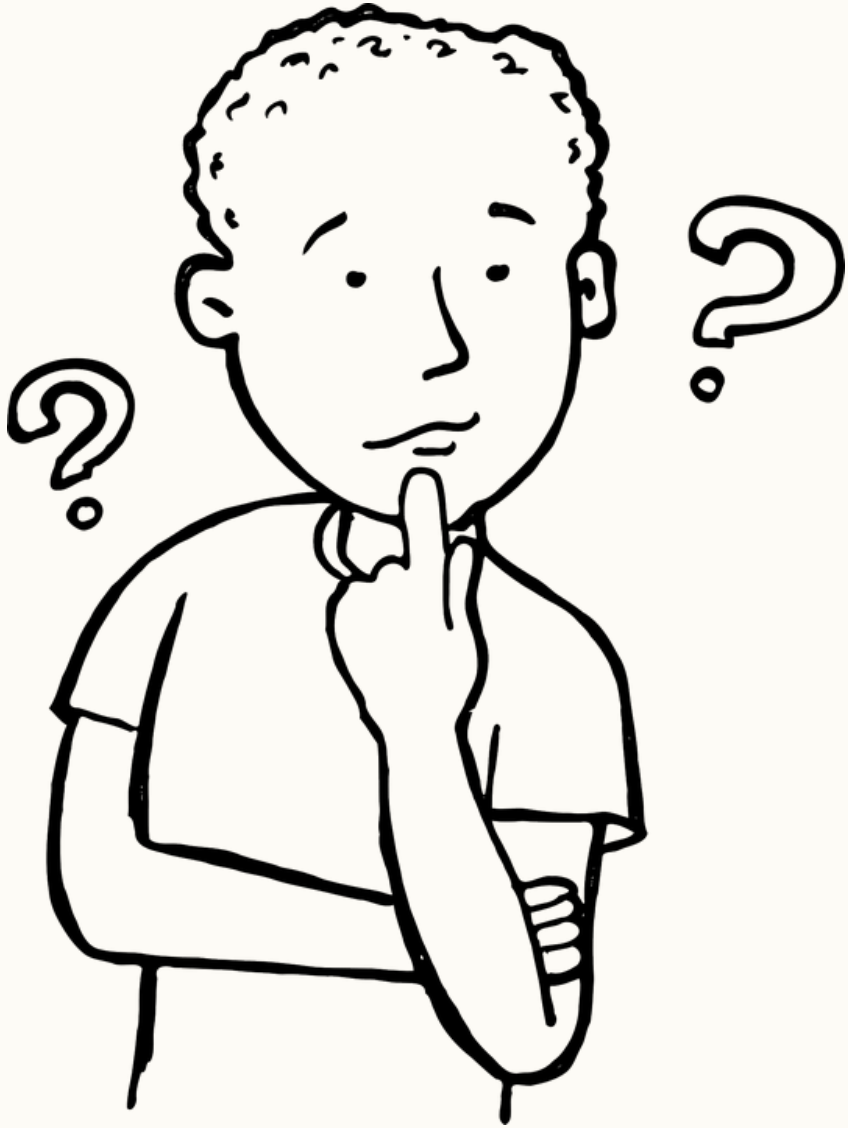


## 7.4 Open Stax College

[OpenStax College](#) is a nonprofit organization committed to improving student access to quality learning materials.

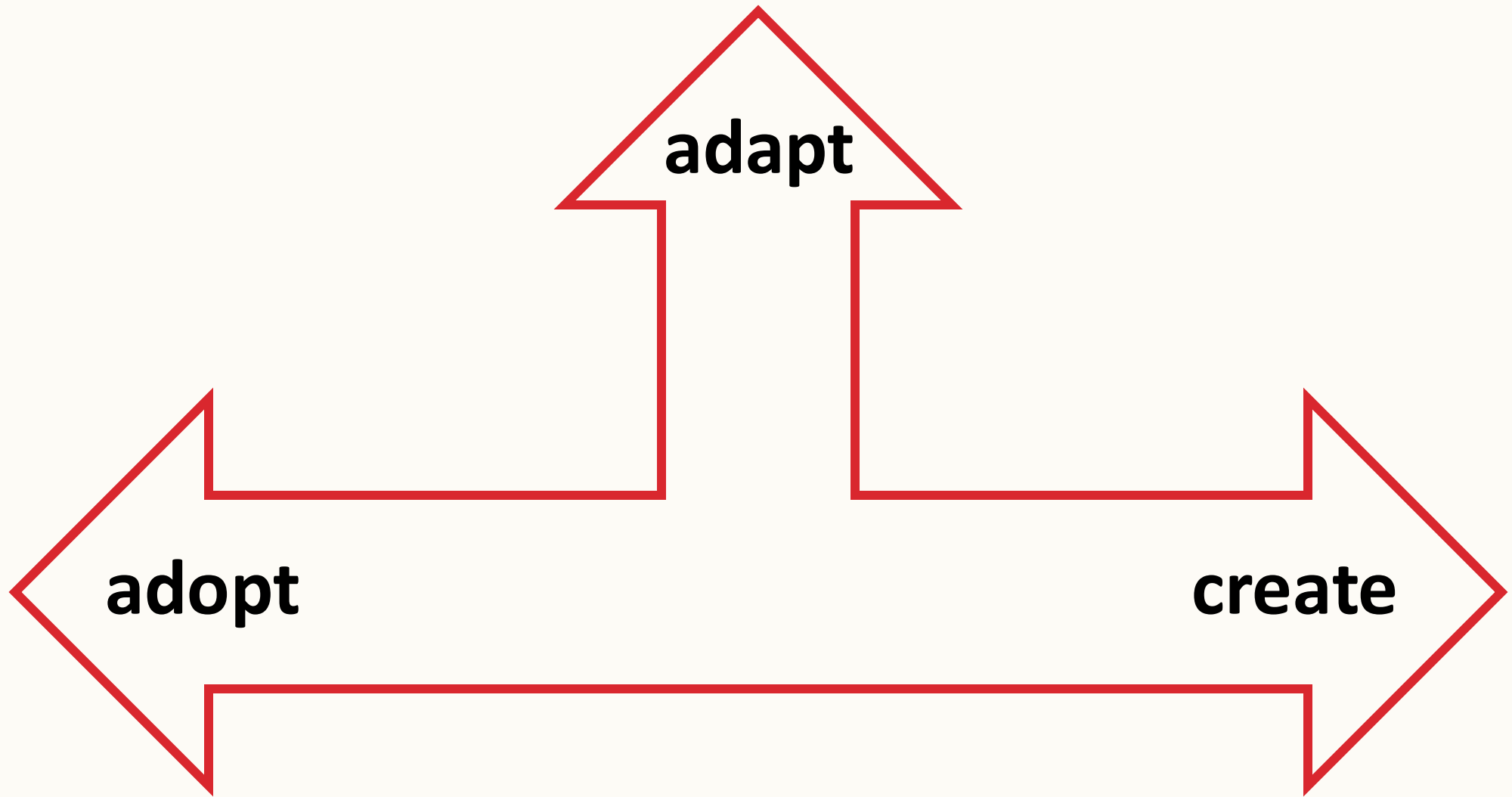


OpenStax free textbooks are developed and peer-reviewed by educators to ensure they are readable, accurate, and meet the scope and sequence requirements of courses. See the free, CC BY licensed, high quality textbooks they provide [here](#).

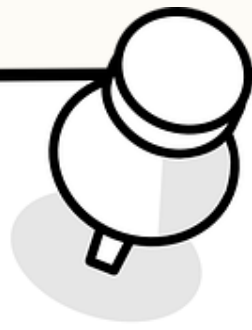


Some things to consider...

- Quality
- Accessibility
- Copyright



**STEP 3: IMPLEMENT**



Reminder!

Share your  
adaptations &  
creations!



Implementing OER in your courses does not have to be a race to the finish line.

# Questions? Thoughts? Experiences?

**ASHLEY SERGIADIS, [sergiadis@etsu.edu](mailto:sergiadis@etsu.edu)**

**PHILIP SMITH, [smithpa@etsu.edu](mailto:smithpa@etsu.edu)**



Adapted from [Open Education Network](#) and [THEC's Introduction to OER webinar](#). Except where otherwise noted, this work is licensed under the [Creative Commons Attribution 4.0 International License](#).