

2018

Open Textbook Initiative, Year 2: George Fox University

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Open Textbook Initiative - Year 2

George Fox University

Funding via George Fox University Innovation Fund 2016/17 and 2017/18
Proposal submitted by Robin Ashford, E-learning Librarian, and Gloria Doherty,
Director of Educational Technology

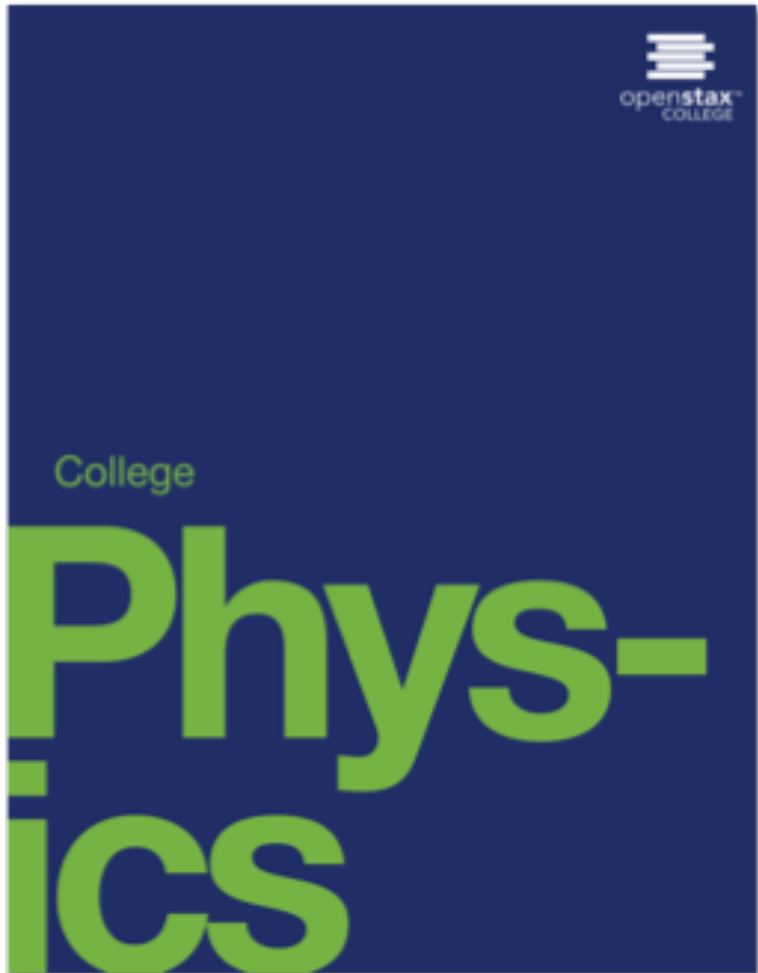
What Are Open Textbooks?

Published under a [Creative Commons license](#), open textbooks are faculty authored textbooks available to students for free.

- Open textbooks are distributed online at no cost and can often be purchased in print at a low cost.

Open textbooks are open educational resources (OERs)

- Open educational resources (OER) are free and openly licensed educational materials that can be used for teaching, learning, research, and other purposes.



Example:
Introductory, algebra-based, two-semester
college physics

1272 pages

Available in

PDF

ePub

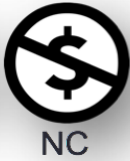
Print

Web

Bookshare (accessible)

Instructor solution manual

Powerpoint slides



With Creative Commons licenses, you are free to...

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Share

Keep

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Open Textbook Initiative

Year 2 Goal: Continue to incentivize faculty innovation in the area of open textbooks

Why: Open textbooks can help alleviate the burden of textbook costs for students and contribute to academic success

Let's look at cost...



#TextbookBroke campaign began in 2014, continues today

<http://npjirstudents.org/campaigns/make-textbooks-affordable>
<https://studentgovresources.org/textbookbroke-campaign-for-affordable-textbooks/>



That is nearly 14% of tuition and fees at public 4-year universities #TextbookBroke

TEXTBOOK BROKE

The recommended budget for college textbooks, **\$1,200 - \$1,300**, is nearly **14%** of the average amount college students pay for tuition and fees at public four-year universities.



durbin.senate.gov

#TextbookBroke

RETWEETS

19

LIKES

20



10:14 AM - 7 Sep 2016

<https://twitter.com/SenatorDurbin/status/773570064951943168>


Academic Impact of the High Cost of Textbooks

Survey: Students' report that in their academic careers, the cost of required textbooks has caused them to:

2012	2016	
63.6%	66.5%	Not purchase required textbook
49.2%	47.6%	Take fewer courses
45.1%	45.5%	Not register for a specific course
33.9%	37.6%	Earn a poor grade
26.7%	26.1%	Drop a course
17.0%	19.8%	Fail a course

<http://www.uspirg.org/news/usp/student-group-releases-new-report-textbook-prices>

<https://florida.theorangevillage.org/og/items/3a65c507-2510-42d7-814c-ffdefd394b6c/1/>



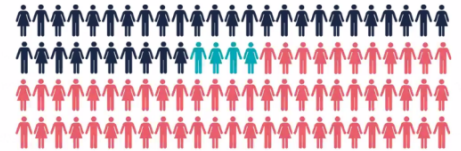
Senator Dick Durbin ✓
@SenatorDurbin

Follow

A recent @HigherEdPIRG survey found 65% of students decided not to buy a textbook due to the cost #TextbookBroke

TEXTBOOK BROKE


A survey released by PIRG found that **65%** of students decided not to buy a textbook because of the cost.



And **94%** of those students worried that not purchasing a textbook due to the cost would hurt their grade.

GIF #TextbookBroke

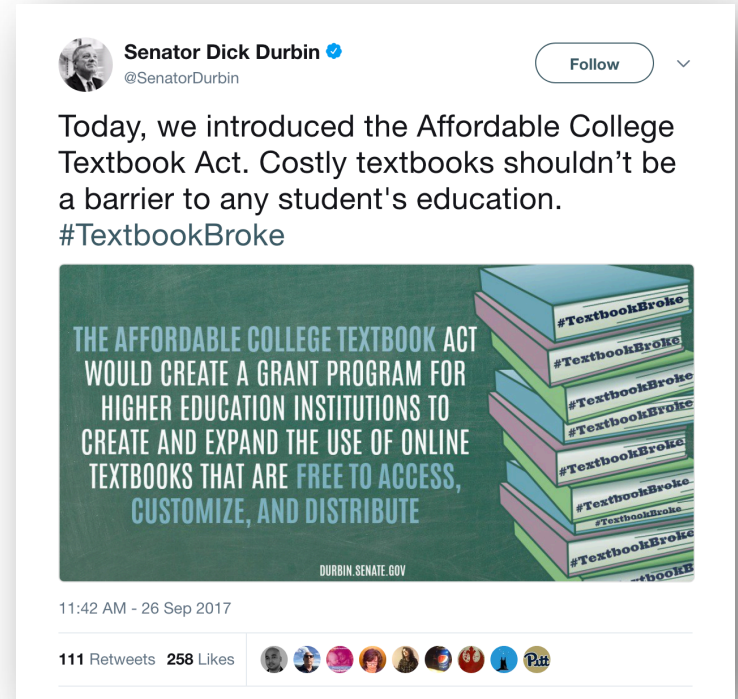
RETWEETS 28 LIKES 18



10:32 AM - 7 Sep 2016

<https://twitter.com/SenatorDurbin/status/773574579008729088>

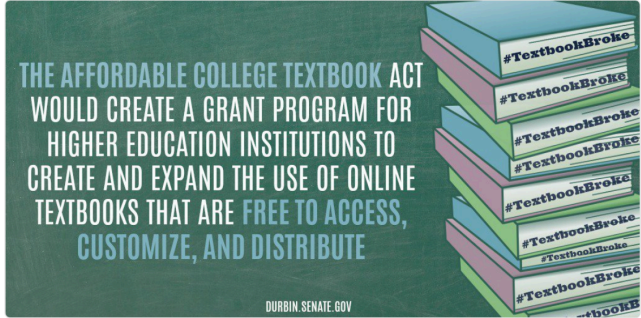
The cost barrier kept
2.4 million students
from finishing college
because of cost in the first
decade of this century.



Senator Dick Durbin ✓
@SenatorDurbin

Follow

Today, we introduced the Affordable College Textbook Act. Costly textbooks shouldn't be a barrier to any student's education.
#TextbookBroke

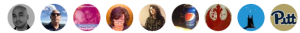


THE AFFORDABLE COLLEGE TEXTBOOK ACT
WOULD CREATE A GRANT PROGRAM FOR
HIGHER EDUCATION INSTITUTIONS TO
CREATE AND EXPAND THE USE OF ONLINE
TEXTBOOKS THAT ARE FREE TO ACCESS,
CUSTOMIZE, AND DISTRIBUTE

DURBIN.SENATE.GOV

11:42 AM - 26 Sep 2017

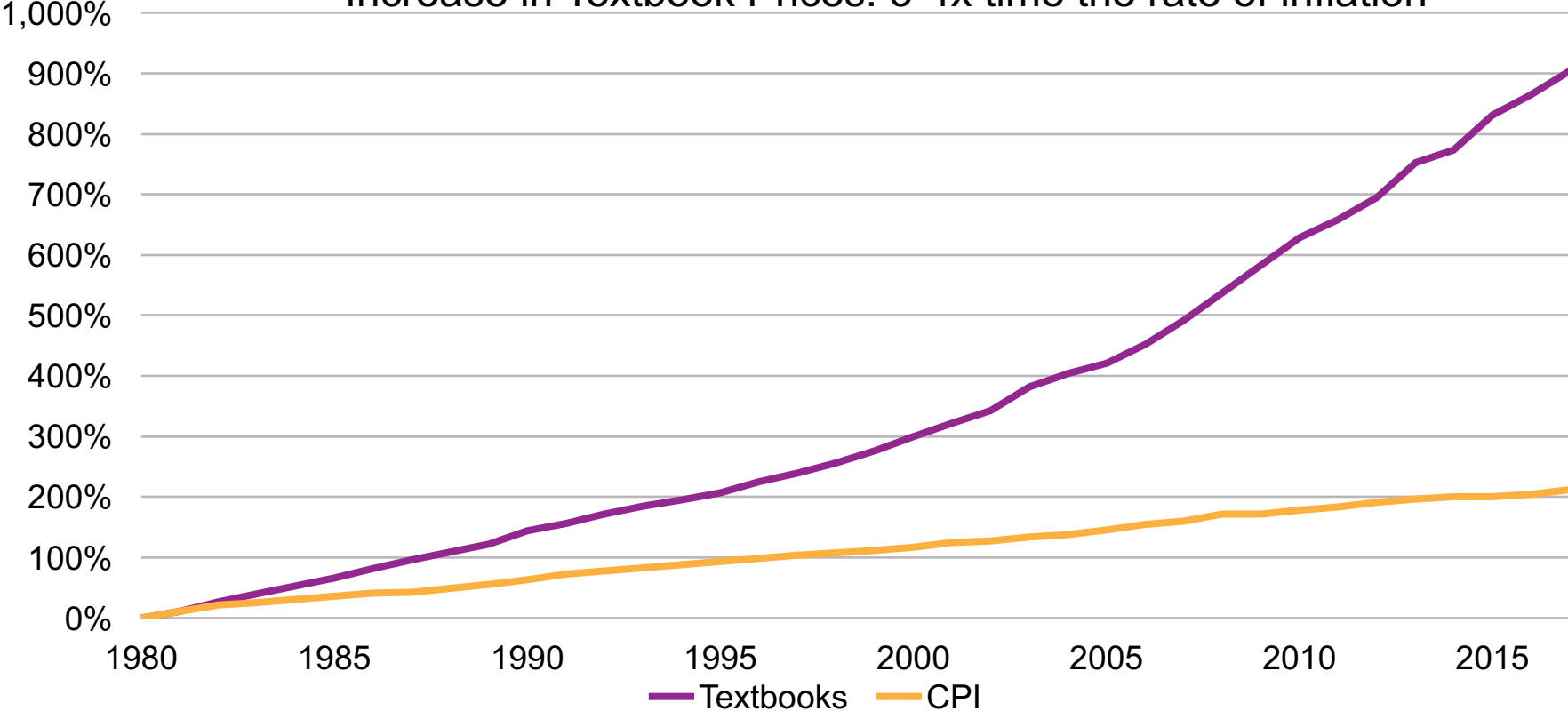
111 Retweets 258 Likes



<https://twitter.com/SenatorDurbin/status/912749269538439168>

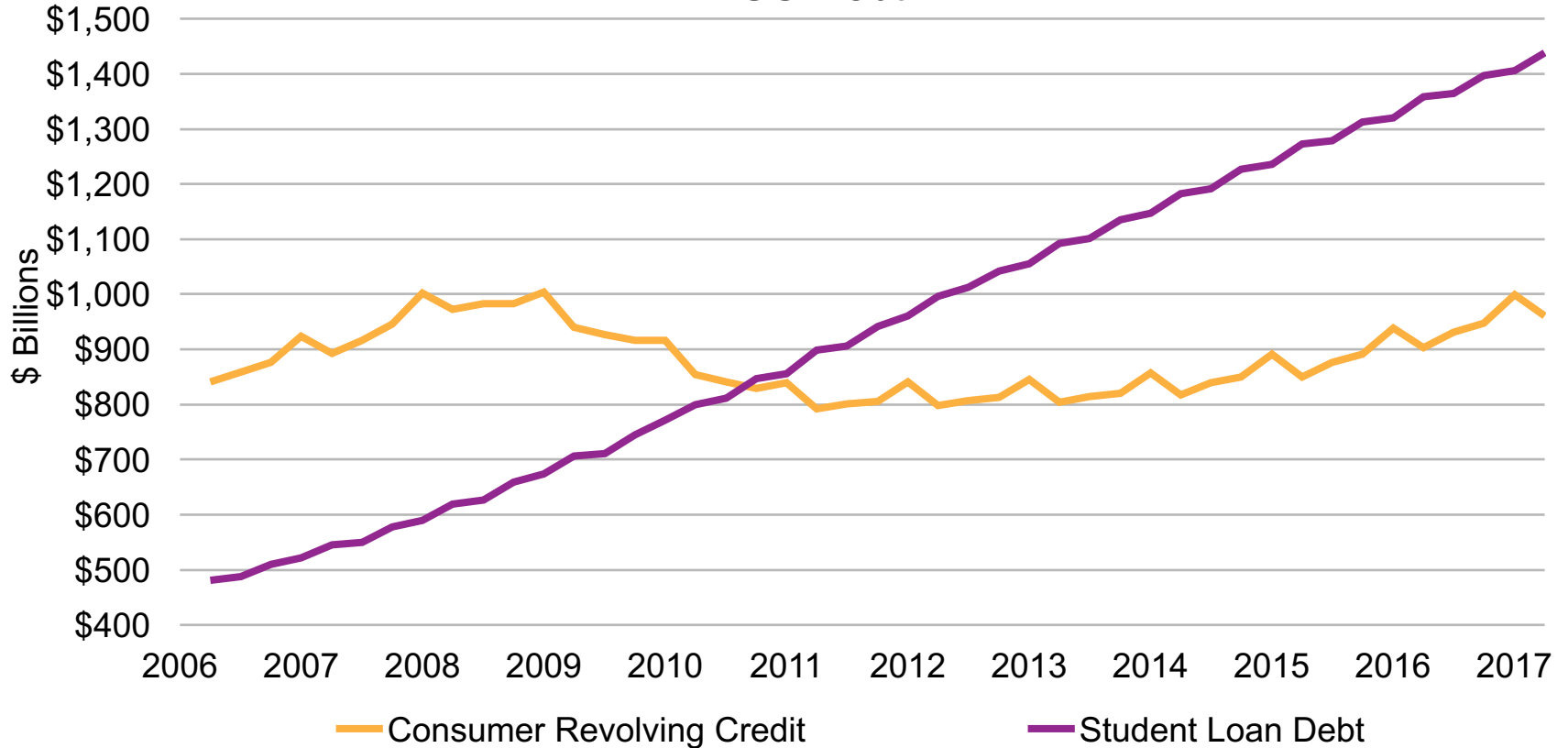
<https://sparcopen.org/our-work/2017-act-bill/>

Increase in Textbook Prices: 3-4x time the rate of inflation



Student loan debt continues to rise

US Debt



Average amount student debt US (2016): \$32,731

Average student debt in Oregon (2016): \$27,321

Average student debt George Fox U. (2016) = \$22,799

<http://ticas.org/posd/map-state-data>

https://ticas.org/posd/map-state-data#overlay=posd/state_data/2017/or

<https://www.federalreserve.gov/publications/2017-economic-well-being-of-us-households-in-2016-education-debt-loans.htm>

The average student should budget

\$1,230 - \$1,390

for textbooks and course materials in 2016-17.

–The College Board

Average at George Fox University = \$950

(Note: Amount can vary widely by major)

How students cope with the Cost

Purchase an older edition of the textbook

Delay purchasing the textbook

Never purchase the textbook

Share the textbook with other students

Download textbooks from the internet

Student Interview: Impact of high textbook costs



"the second tuition, I call it" (2:39)

<https://www.youtube.com/watch?v=-4lswNs0WWE>

What can we do?

Tuition and Fees

Room and Board

Books and Supplies

Personal Expenses

Transportation

Open Textbook Initiative – Year 1

Key facts for Fall 2016 & Spring 2017

- number of open textbook adoptions at George Fox: 13
 - number of students in courses with savings: 611
 - number of faculty reviews: 9

Total George Fox student savings: \$118,855

The Open Textbook Network promotes access, affordability, and student success through the use of open textbooks.

<http://research.cehd.umn.edu/otn/>



600+

Campuses represented

\$8.5 Million

Student savings by OTN members



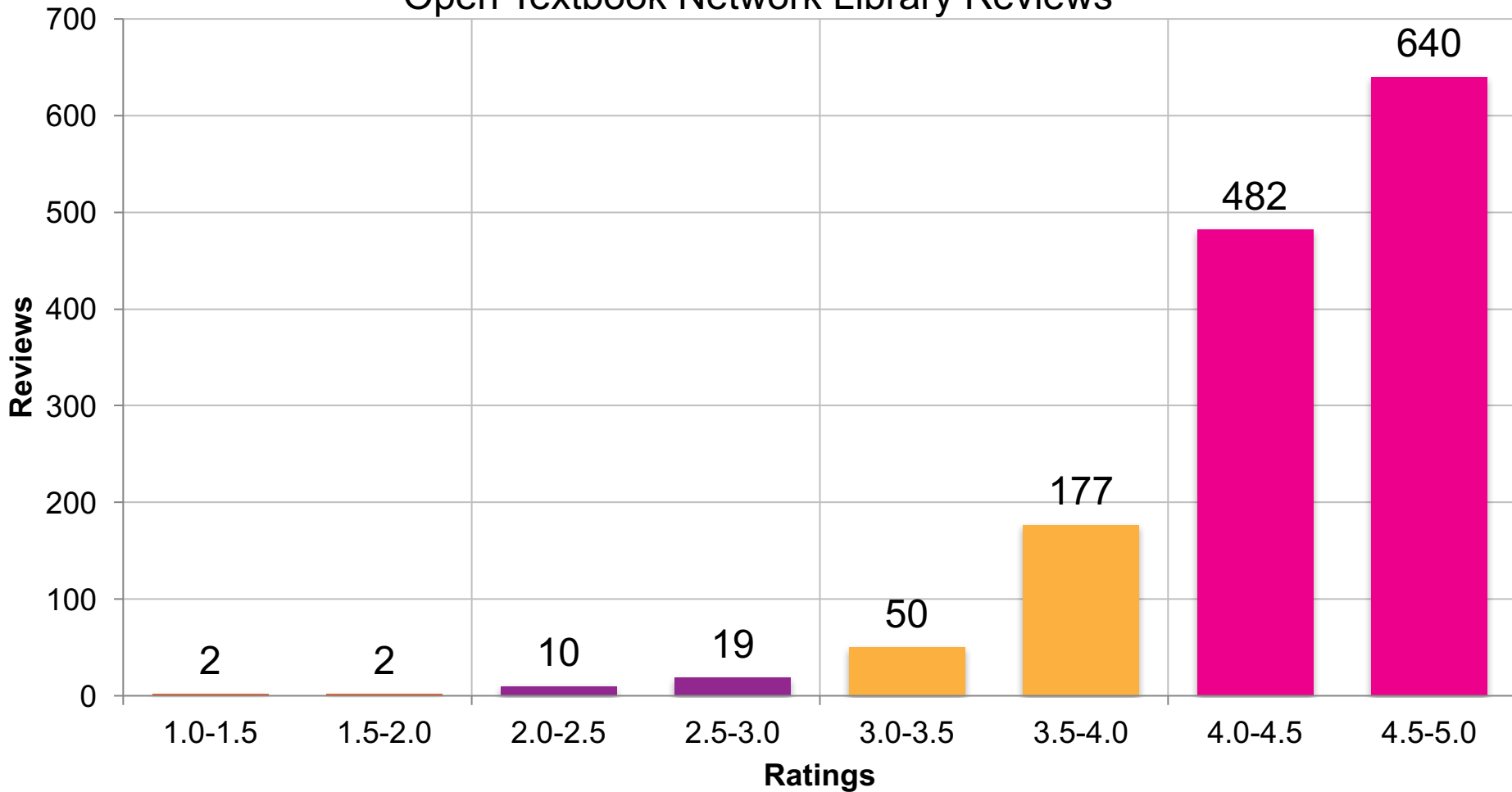


Open Textbook Library

- Over 400 textbooks in 14 subject areas
- 67% of textbooks have been reviewed by faculty at OTN institutions (over 1300 reviews)
- 1.2M+ views last year, from every country in the world
- Books produced at Rice University, SUNY, University of Texas at Austin, NOBA, University of Minnesota, Portland State, Grand Valley State...(soon to include George Fox University!)

<http://open.umn.edu/opentextbooks/>

Open Textbook Network Library Reviews





sociology

GO

[Browse subjects](#) [Our Textbooks](#) [About us](#)

Introduction to Sociology 2e

(28 reviews)



Multiple Authors, OpenStax

Pub Date: 2015

ISBN 13: 978-1-9381684-1-3

Publisher: [OpenStax](#)

Read This Book

ONLINE

PDF

Table of Contents

- An Introduction to Sociology
- Sociological Research
- Culture
- Society and Social Interaction
- Socialization
- Groups and Organization
- Deviance, Crime, and Social Control
- Media and Technology
- Social Stratification in the United States
- Global Inequality
- Race and Ethnicity
- Gender, Sex, and Sexuality



chemistry

GO

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Chemistry

(10 reviews)



Multiple Authors, OpenStax

Pub Date: 2015

ISBN 13: 978-1-9381683-9-0

Publisher: [OpenStax](#)

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Table of Contents

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- Atoms, Molecules, and Ions
- Stoichiometry of Substances and Mixtures
- Stoichiometry of Chemical Reactions
- Thermochemistry
- Electronic Structure and Periodic Properties of Elements
- Chemical Bonding and Molecular Geometry
- Advanced Theories of Covalent Bonding
- Gases
- Liquids and Solids
- Solutions and Colloids

Open Textbook Library

George Fox faculty reviews, adoptions, and more!

Beyond Cost - Why Open?

- Facilitates the free exchange of information
- Empowers faculty
- Sharing is scalable
- Allows higher education to take ownership of its content

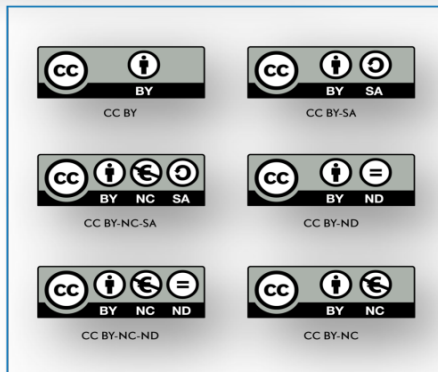
The 5R Permissions of OER

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

2) In the context of open, what is possible = what is permitted

“...our conversations about OER should emphasize how all of its benefits - increasing academic freedom, improving affordability and access, revising and remixing - flow from permissions. Permissions are what differentiate OER from other materials and are the source of their benefits.”
-David Wiley

FIGURE 2: THE SIX VARIATIONS OF THE CC LICENCES



Underselling Open: The Problem with Cost Framing:

<https://opencontent.org/blog/archives/4774>

On the Relationship Between Free and Permissions in “Open”

<https://opencontent.org/blog/archives/4783>

How Effective Are Open Textbooks?



[Educational Technology Research and Development](#)

August 2016, Volume 64, [Issue 4](#), pp 573–590

Open educational resources and college textbook choices: a review of research on efficacy and perceptions

Authors

[Authors and affiliations](#)

John Hilton III 

13 Peer Reviewed
Studies of Efficacy

<http://link.springer.com/article/10.1007/s11423-016-9434-9>

<http://openedgroup.org/publications>

<http://openedgroup.org/publications>



119,720 Students

95% Same or Better Outcomes



Research continues...

International Review of Research in Open and Distributed Learning

Volume 18, Number 7

November - 2017

Assessing the Savings from Open Educational Resources on Student Academic Goals

Tarah K. Ikahihifo¹, Kristian J. Spring², Jane Rosecrans³, and Josh Watson⁴
^{1,2}Brigham Young University, ^{3,4}Reynolds Community College

Freely available full text article:

<http://www.irrodl.org/index.php/irrodl/article/view/2754/4442>

Abstract:

*Our study found that most students considered OER to be as good or better in terms of quality and engagement as traditional texts, while also allowing them to put saved funds toward their educational pursuits. **As rising costs in higher education affect current and potential students, faculty and students are looking for ways to cut costs where possible. Open educational resources (OER) are a viable option to replace expensive traditional textbooks without sacrificing quality.** This article presents the results of a study conducted with students...*

What can you do?

- Take a look!
- Write a review!
- Adopt if a book meets the needs of you and your students
- Raise awareness - talk with colleagues in your program and department

Writing a Review

Is there a textbook in the Open Textbook Library that fits your class and/or expertise?

\$200 Stipend will be paid for:

1. attending this info session, and
2. reviewing a textbook in the Open Textbook Library
(review criteria used: <https://open.umn.edu/opentextbooks/ReviewRubric.aspx>)

Writing a Review

1. You will receive an email from the OTN with a link to the online review form.
2. Complete a concise review by date assigned.
3. The review will be published on the Open Textbook Library under an open license.
4. You will receive a \$200 stipend.

Consider adopting an open textbook

1. Let us know if you decide to use an open textbook as a required text in your course (after reviewing)
2. Add the textbook link to your course site and syllabus
3. You will receive a \$500 course redesign stipend.

Interested in authoring or adapting
an open textbook in the future?
Let's talk 😊



A George Fox faculty member recently
published our first open textbook in the
Pennington ePress area of the library's
Digital Commons
– Congrats, Dr. Jennie A. Harrop!

PENNINGTON ePRESS
AN OPEN ACCESS INITIATIVE

OPEN TEXTBOOKS

The Simple Math of Writing Well: Writing for the 21st Century

[Jennie A. Harrop](#), *George Fox University* [Follow](#)

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Sample MLA Paper (10 KB) [Download](#)

Sample Turabian Paper (11 KB) [Download](#)

Sample Business Paper (26 KB) [Download](#)

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Visit: http://digitalcommons.georgefox.edu/pennington_epress/1/

Thank you.

Questions?

rashford@georgefox.edu

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