Prices change, freedom is forever

Nicole Finkbeiner
Associate Director, Institutional Relations
MY STORY
Rice University’s Story
So what have we learned?
QUALITY CONTENT IS A MUST

Quality comparable to commercial texts

• Standard **scope and sequence**
• **Expert-written**
• Extensively **reviewed** by peers and industry
• Rigorous **editorial** process
• Regular **errata and industry updates**
Focus on scale
How many students will be impacted by this?
Find Textbooks

Top 100 Undergraduate Courses
How many other schools will utilize this?
How do you measure success?
Measure outcomes, not actions
MEASURE OUTCOMES, NOT ACTIONS

Outcomes. Measure success by these!

- # of faculty using OER
- # of students impacted by OER
- $ amount of savings to students
- Student success (grades, completion, etc.)

Actions that contribute to, but don’t equal success

- Holding a meeting
- Having a workshop
- # of people who attended meeting/workshop
- Having a display
ACCESS & FORMATS STUDENTS USE

Principles of Economics

Table of Contents | Instructor Resources | Student Resources | Details | Errata

Principles of Economics covers scope and sequence requirements for a two-semester introductory economics course. The authors take a balanced approach to micro- and macroeconomics, to both Keynesian and classical views, and to the theory and application of economics concepts. The text also includes many current examples, which are handled in a politically equitable way.

Principles of Economics PDF and web view versions have been updated to include current FRED (Federal Reserve Economic) data.

Senior Contributing Authors

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See all authors

ADOPT THIS BOOK
SIGN UP FOR INFO
IT HAS TO BE SUSTAINABLE
FACULTY NEED MORE THAN A BOOK

- Online homework (from partners)
- Online labs (from partners)
- PowerPoint slides
- Pronunciation guides
- Solution Manuals
- Test banks
- And more (via community resources)
We = not me
(desgnate a leader)
HAVE A LEADER, INCLUDE EVERYONE

- Faculty
- Administrators
- Librarians
- Instructional Support
- Bookstore
- Disability Services
- Students
- …everyone!
How does this help students learn?
28 hours working a minimum wage job to purchase a $200 textbook

“Covering the Cost,” Ethan Senack and Robert Donoghue, The Student PIRGS, February 2016
# TEXTBOOK PRICES

<table>
<thead>
<tr>
<th>Subject</th>
<th>Current book price</th>
<th>Number of students</th>
<th>Potential Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anatomy &amp; Physiology</td>
<td>$265.00</td>
<td>1,000</td>
<td>$265,000</td>
</tr>
<tr>
<td>Statistics</td>
<td>$358.00</td>
<td>1,000</td>
<td>$358,000</td>
</tr>
<tr>
<td>Macroeconomics</td>
<td>$281.25</td>
<td>1,000</td>
<td>$281,250</td>
</tr>
</tbody>
</table>
65% of students said that they had decided against buying a textbook because it was too expensive

“Fixing the Broken Textbook Market” by U.S. PIRG Educational Fund, January 2014
“Students reported that they occasionally or frequently take fewer courses (47.6%); do not register for a course (45.5%); drop a course (26.1%), or withdraw from courses (20.7%)” due to the high cost of textbooks

“2016 Student Textbook and Course Materials Survey”, Florida Virtual Campus, October 2016
Efficacy Research
Analysis by John Hilton, Brigham Young University

- 11 peer-reviewed studies
- 48,623 students
- 93% of students did as well or better using OER
  - “As well” is still a win with students saving $
Number of Credits Taken

- **Fischer et al. (2015)**. Students enrolled in OER courses took more courses in the semester they used OER and the following semester after the use of OER.
- **Robinson (2015)**

Lower withdrawal rates

- **Feldstein et al. (2012)**
- **Hilton and Laman (2012)**
- **Wiley et al. (2016)**
Students now have the **freedom** to access their content wherever they are, whenever they want, however they learn.
STUDENT CONTENT FREEDOM

Wherever they want
• Different formats for different devices and situations
• Share on social networks and public forums
• Share in blended learning environments

Whenever they want
• Instant, unlimited access
• Permanent access, they own the content forever

However they learn
• Use content in their work legally
• Make videos/class assignments legally
• Put into a format that meets their study habits
Open Educational Resources are teaching, learning, and research resources that reside in the public domain or have been released under an intellectual property license that permits their free use and repurposing by others. OER include full courses, course materials, modules, textbooks, streaming videos, tests, software, and any other tools, materials, or techniques used to support access to knowledge.

- Hewlett Foundation
"OER-BASED"

Publishers offering “OER-based” content for a fee

Students
• Restricted access to content
• Copyright restrictions
• No choice in purchasing content

Faculty
• Limited academic freedom
• Copyright restrictions
• Limited choice
“OER-BASED”

If they are bringing you donuts, it’s not OER

- David Harris

"Box of Donuts at Work GVSU" by Steven Depolo, via Flickr Creative Commons is licensed under CC BY 4.0
POST-COURSE ACCESS TO CORE CONTENT MATTERS

• Courses that span multiple semesters
• Retaking the course
• Reference for advanced courses
• Studying for higher education entrance exams & certification exams

Any of the above could mean a student needs to purchase another access code or rent the content again
Faculty now have the freedom to use the content to match their teaching
ADOPTION

- Every student has immediate & unlimited access
- **Standard scope & sequence** makes it easy to adopt
- Variety of technology partners allow **choice**
- **Permission free** use, editing & adaptation
- Variety of formats/partners **eliminates one size fits all**
- **Ownership** of the content. Forever
- Moving to a **new edition** is optional
COMMUNITY

OpenStax Chemistry

Access, develop and share resources created by the OpenStax community that align with OpenStax Chemistry.

12 members | 5 affiliated resources

Join this group

Shared Resources  Discussions  Members  Information  Recent Activity

All Shared Resources

All Resources in OpenStax Chemistry (5)

How to Use the OpenStax Community Hub
(View Complete Item Description)
Conceptos de Biología
 Derived from Concepts of Biology by OpenStax

Chapter 1. Introducción
 Derived from Introduction by OpenStax

Book by: OpenStax Biología Español

Chapter 1. Introducción

La Tierra vista desde el espacio (figura) nos ofrece algunas pistas acerca de la diversidad de las formas de vida que la habitan. Se cree que los primeros pobladores de la Tierra fueron los microorganismos, los cuales aparecieron miles de millones de años antes.
OpenStax Section 3.3 Reading Guide
And it’s working...
3,600+ SCHOOLS USING OPENSTAX

- University of Maryland University College
- Austin Community College
- Harvard
- California State University System
- Houston Community College
- Stanford University
- Baylor College of Medicine
- Rice University
- Ivy Tech Community College System
- State University of New York
10% of introductory courses in the U.S. are using at least one OpenStax book

Babson College Survey, July 2016
PARTNER & AFFILIATE SCHOOLS

Alamo Colleges  
Auburn University  
BC Campus  
Central New Mexico CC  
College of the Canyons  
Grand Rapids Community College  
Lansing Community College  
Maricopa Community Colleges  
Northern Essex Community College  
Pasadena City College  
Salt Lake Community College  
South Florida State College  
Tarrant County College

Tulsa Community College  
UCONN  
University of Idaho  
UMass Amherst  
University of Texas, San Antonio  
Utah State University  
The Ohio State University  
The University of Arizona  
The University of Georgia  
The University of Oklahoma  
The University System of Georgia  
Virginia Tech  
Washington State University
$175 million saved

OpenStax internal statistics based on faculty reporting
Prices change, but freedom is forever
Questions?
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