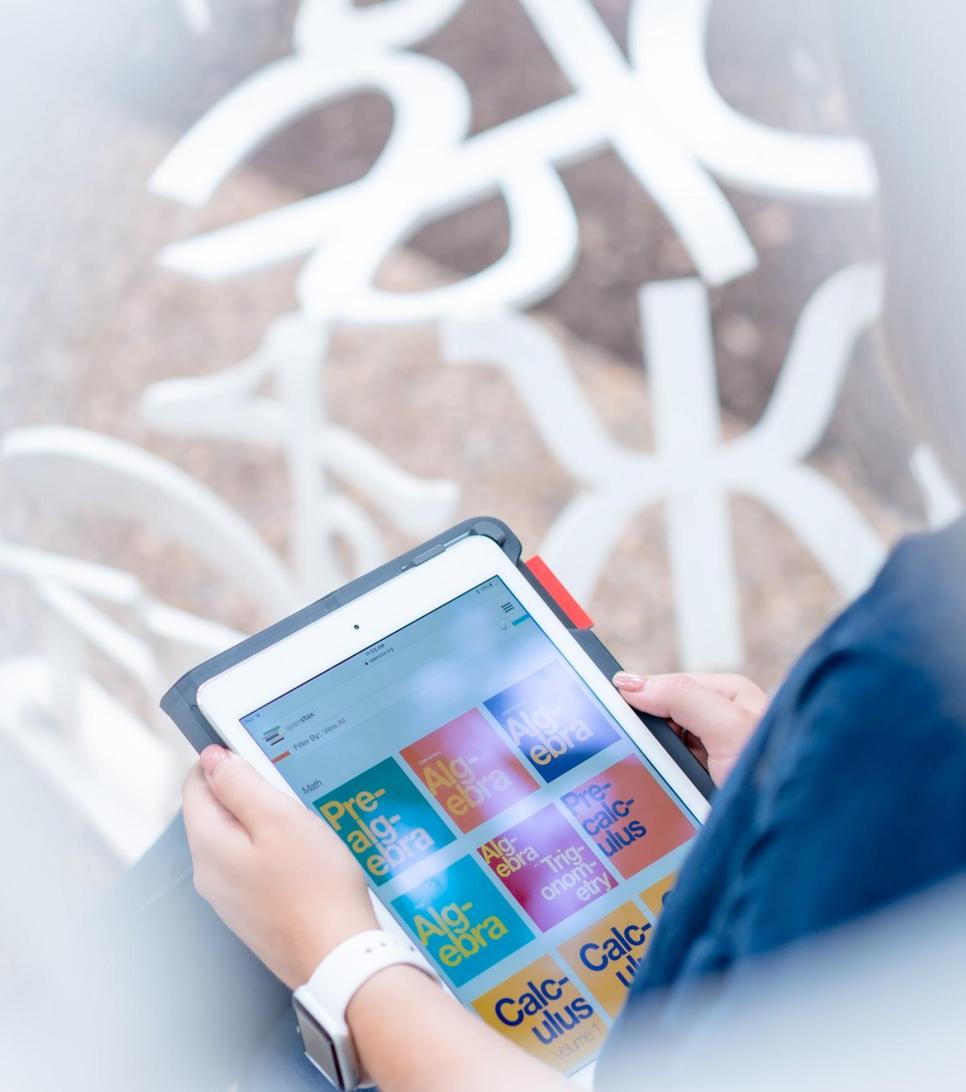




What Students Want: Advocating for OER Amid Other Course Material Models

DANIEL WILLIAMSON, MANAGING DIRECTOR OF OPENSTAX





OpenStax mission

**Transform learning so that
education works for every
student**

What we do



Textbooks

42 free, openly licensed
books in the OpenStax
library



Technology

Courseware and homework
to keep students engaged



Research

Leveraging cognitive science
to improve student success



Advocacy

Anyone can learn anything,
without restriction

Improving access

Over 40 free, openly licensed textbooks

Science

Anatomy and Physiology
Astronomy
Biology
Chemistry 2e.
Chemistry: Atoms First 2e.
College Physics
Concepts of Biology
Microbiology
University Physics
University Physics - Polish ver.

Social Studies

American Government 2e.
Introduction to Sociology 2e.
Principles of Economics 2e.
Principles of Macroeconomics 2e.
Principles of Microeconomics 2e.
Psychology 2e.

Humanities

U.S. History
Life, Liberty, and the Pursuit of Happiness

Business

Business Ethics
Introduction to Business
Introductory Business Statistics
Principles of Accounting 1 & 2
Organizational Behavior
Entrepreneurship
Business Law
Principles of Management
Business Law I Essentials
Introduction to Intellectual Property

College Success

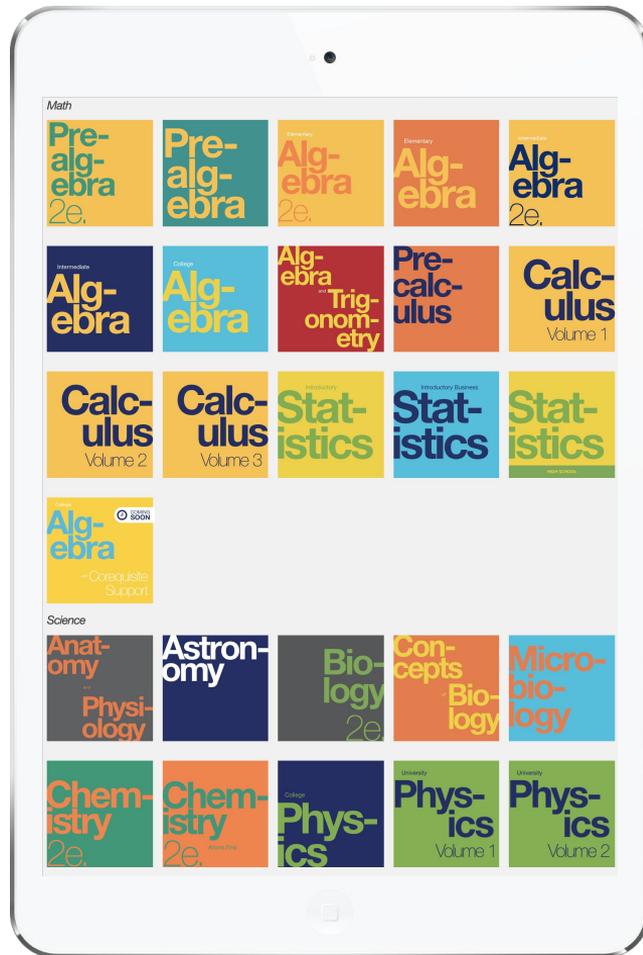
College Success

Math

Algebra and Trigonometry
Calculus
College Algebra
Elementary Algebra
Intermediate Algebra
Introductory Statistics
Pre-algebra
Precalculus

High School

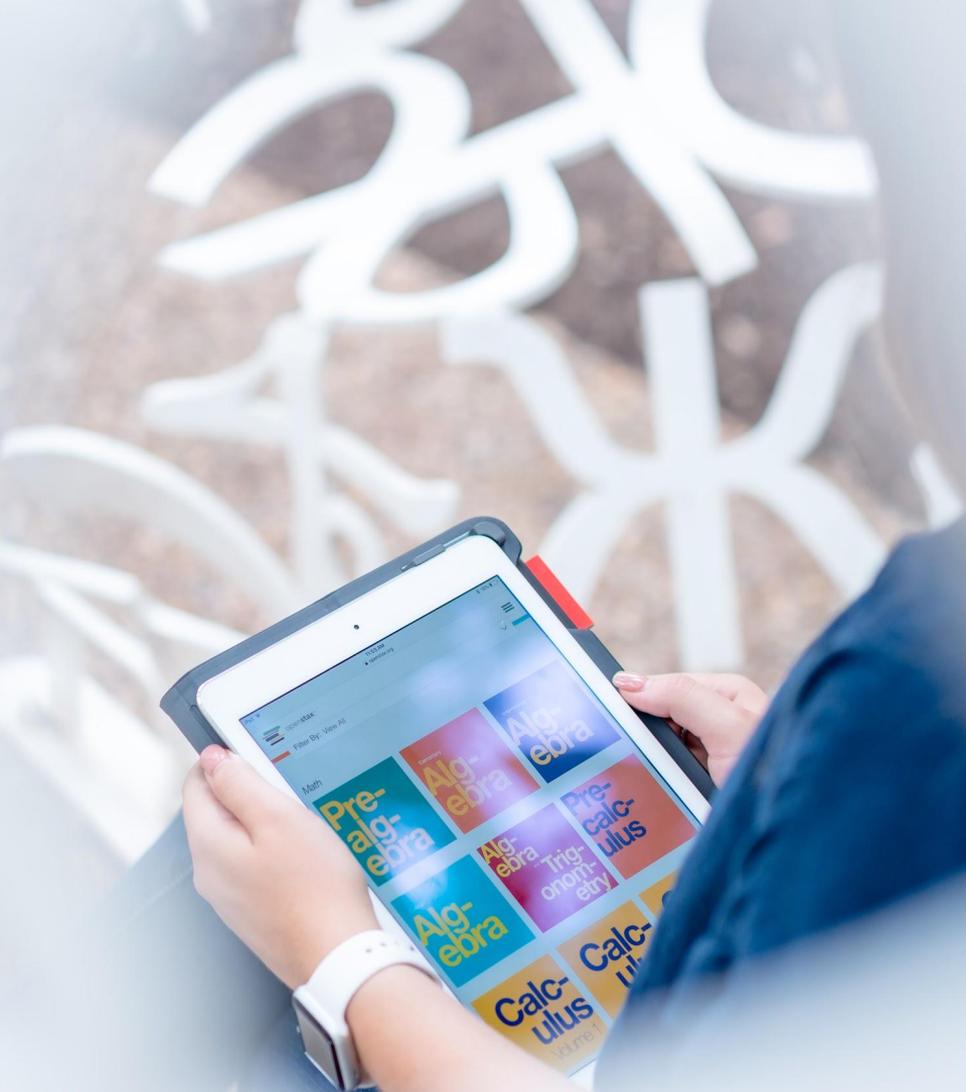
AP Biology
AP Physics
AP Prin. of Macroeconomics 2e.
AP Prin. of Microeconomics 2e.
High School Statistics
High School Physics



36,000 faculty adopters

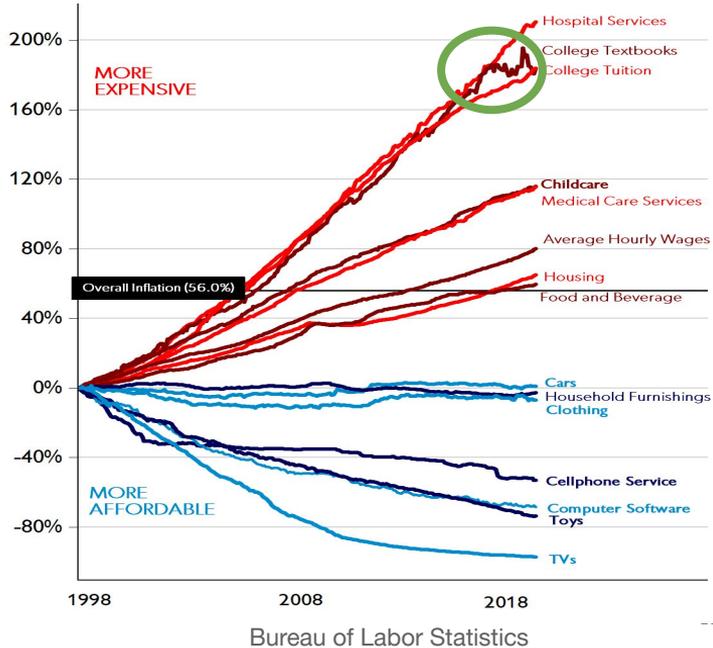
14 million students

**\$1.2 billion in textbooks
savings**



**What will benefit
all students?**

**Moving away from
course material
models that harm
students and stifle
academic
freedom**



“

The ‘textbook bubble’ is finally starting to deflate, due to the creative destruction and competition from free/low-cost textbooks from groups like OpenStax

”

Prof. Mark Perry, Economist
 American Enterprise Institute

Pearson's Digital-First Strategy Will Change How Students Get Textbooks



Bill Rosenblatt Contributor @Media

2,245 views | Jul 28, 2019, 11:25pm

Pearson Textbooks Will Now Be Digital-First



Ellen Duffer Contributor @ I write about the publishing industry and its digital innovations.

Why It's So Hard to Lower the Cost of Textbooks

By Jeffrey R. Young and Rebecca Koenig Jul 28, 2020



A Textbook Giant Is Going 'Digital First.' That Might Not Be Good for Affordability.

By Will Jarvis | JULY 17, 2019 PREMIUM

Brief

- MARKET TRENDS
- EXCLUSIVE DATA
- WEBINARS
- TOPICS
- MORE

face K-12 July 30, 2019



Pearson Goes 'Digital-First' in College. What Does That Mean for K-12?

Sean Cavanagh Managing Editor

class actions reporter Settlements Patient Care Consumer

Textbook Publishers, Retailers Inclusive Access Antitrust Class Action

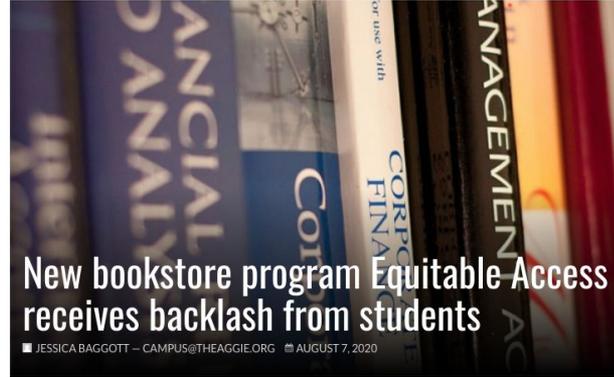


The complaint for this class action brings suit against textbook publishers and campus book retailers, alleging that their Inclusive Access program amounts to a conspiracy to limit competition and keep textbook prices high. The three publisher defendants include Cengage Learning, Inc., McGraw Hill, LLC, and Pearson Education, Inc. The three retailer defendants are Barnes & Noble College Booksellers, LLC, Barnes & Noble Education, Inc., and Follett Higher Education Group, Inc.

The class for this action is all students at colleges or graduate schools in the US who were required to buy textbooks or course materials through Inclusive Access.

College and graduate school textbooks can be very expensive.

In earlier times, to save money, students had the option of buying used copies or obtaining a copy from a less expensive seller, either at a different bookstore or online. In recent years, however, textbook publishers and campus bookstores have banded together to form the Inclusive Access program, which requires that students get their textbook from their campus retailer only, and only in an online format.



New bookstore program Equitable Access receives backlash from students

JESSICA BAGGOTT - CAMPUS@THEAGGIE.ORG AUGUST 7, 2020

LOG IN SIGN UP

W I R E D

GET WIRED AD-FREE BROWSING SUBSCRIBE

CBS NEWS NEWS MASS SHOOTINGS SHOWS LIVE

Pearson ditches print textbooks for college students in digital-first strategy

BRIAN BARRETT GEAR 08.04.19 07:00 AM

THE RADICAL TRANSFORMATION OF THE TEXTBOOK

Newest Textbook Scam since Inclusive Access: Yo...

Posted by u/Supercharmander 2 months ago
84 Newest Textbook Scam since Inclusive Access: You are automatically opted in



UC Davis Stores is launching Equitable Access in Fall 2020

It's a mandatory program that will provide every UC Davis undergraduate student access to their course materials by the first day of class, at a \$99 per quarter.

100% Upvoted

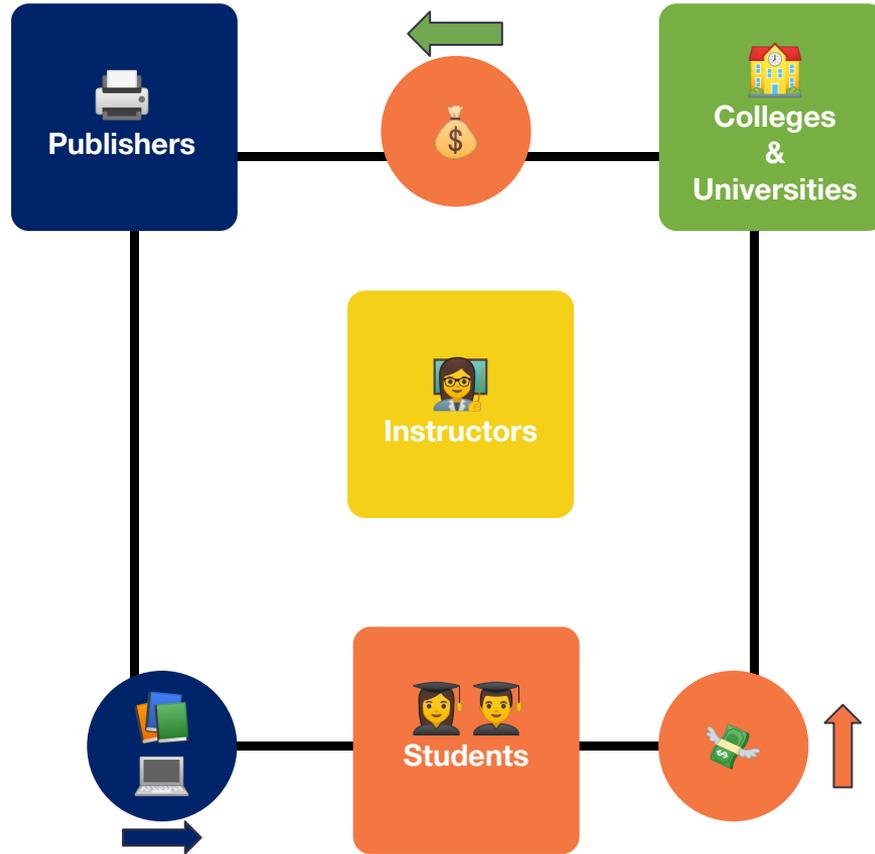
r/UCDavis

Welcome to UC Davis
15.6k Members 325 Online

Created Nov 12, 2009

JOIN

Making sense of the model



The downside

The New York Times

YOUR MONEY ADVISER

That Digital Textbook? Your College Has Billed You for It

Publishers say the program saves students money. But some student advocates say colleges are often not making clear how to opt out or even how much students are saving.



For students

- Paying for books where free options are readily available
- Paying more for books that could've been purchased used
- Confusion over how and when to opt out

For educators

- Fewer choices when choosing course materials
- Less flexibility to adapt that content

For education

“You don’t solve the textbook affordability problem by forcing all students to buy textbooks.”

No wonder...

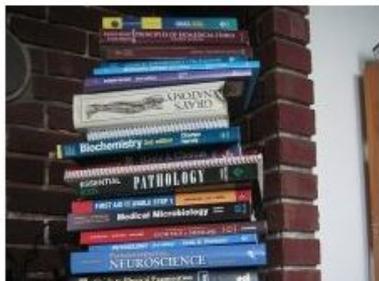
 class actions reporter

Settlements

Patient Care

Consumer

Textbook Publishers, Retailers Inclusive Access Antitrust Class Action



The complaint for this class action brings suit against textbook publishers and campus book retailers, alleging that their Inclusive Access program amounts to a conspiracy to limit competition and keep textbook prices high. The three publisher defendants include Cengage Learning, Inc., McGraw Hill, LLC, and Pearson Education, Inc. The three retailer defendants are Barnes & Noble College Booksellers, LLC, Barnes & Noble Education, Inc., and Folslett Higher Education Group, Inc.



linds
@littyinds7

so you're telling me i have to pay the extra fee to take online classes & then pay for inclusive access textbooks on top of that & it's not even my choice 😞

8:23pm · 27 Jul 2020 · Twitter for iPhone



Grace Anna
@graceanna

I love how ASU "all inclusive access" textbook program is selling them for triple what you can find them online



9:40am · 17 Jan 2021 · Twitter for iPhone



Turbo
@TurboTurismo

Classes don't even start for a few days and I'm already getting emails from my professors saying shit like

"Welcome to the class!
Inclusive access costs \$70. Buy the textbooks too. And the online codes to access this website."

Just "give me your wallet" would have worked.

1:09pm · 15 Jan 2021 · Twitter for Android



haley hope
@haleyhopegill

Going thru some old boxes and I found my inclusive access code for my health and wellness textbook in undergrad.



Scam upon scam upon scam, dude, including that class. It's a piece of old card stock but I'm sure I was like this is too expensive to throw away at some point.

10:46am · 28 Dec 2020 · Twitter for iPhone



Dawson Sivils
@DawsonSivils

Inclusive access to textbooks is the biggest rip off of the century.

10:31am · 9 Jan 2021 · Twitter for iPhone

You kind of have to wonder... They are going to be the ones to save us from the high textbook prices that they set?

“”

Yu Cheng Wang
University of California at Davis
EdSurge

What students are saying

THE DAILY TEXAN

<https://thedailytexan.com/>

NEWS SPORTS LIFE&ARTS OPINION MULTIMEDIA PROJECTS NEWSLETTERS

HOUSING DONATE

Inclusive access is not as inclusive as it seems



Tanya Chen at UT Austin

Open educational resources are a better solution for the problems inclusive access is being brought in to combat.

Instead of having to deal with finicky one-time use codes, students will have free, unlimited access to textbooks at any time – even before they start their first day of classes. Open educational resources don't expire either, so if a student wanted to reference a past textbook, they would have the opportunity to do so.

What students are saying

THE MESQUITE

CAMPUS ARTS & ENTERTAINMENT COMMUNITY COVID-19 POLITICS SPORTS OPINIONS MULTIMEDIA THE INTEREST

University ends Jaguar Day One program

NOVEMBER 25, 2020 | UPDATED: DECEMBER 8, 2020 - 10:56 AM | 47 | 2046 | CAMPUS

CLARISSA MARTINEZ



The library at Texas A&M University-San Antonio on March 17, 2020. Jaguar Day One, a textbook service offered by A&M-San Antonio in the Fall semester, will be discontinued in Spring 2021. Photo by Maegan Mendoza

Criminal justice junior Taylor Feehan said she has still not received the digital textbook for her Criminal Justice Organizations class.

She was able to go on without the textbook because of PowerPoints her professor made. However, she said the book probably would have been more helpful with any information the professor didn't provide.

Clarissa Martinez at Texas A&M San Antonio

Ursula Vaughan, director of learning and technology development, said the program ended after students raised concerns about course materials fees and expressed general dissatisfaction. Students' main concern with the fees was that they were forced into the program.

Advocating for OER means

Listening to what students, educators, and content creators want, need, and value

Recognizing a complex system and the challenges within it

Access to more free, flexible textbooks in the hands of students and instructors



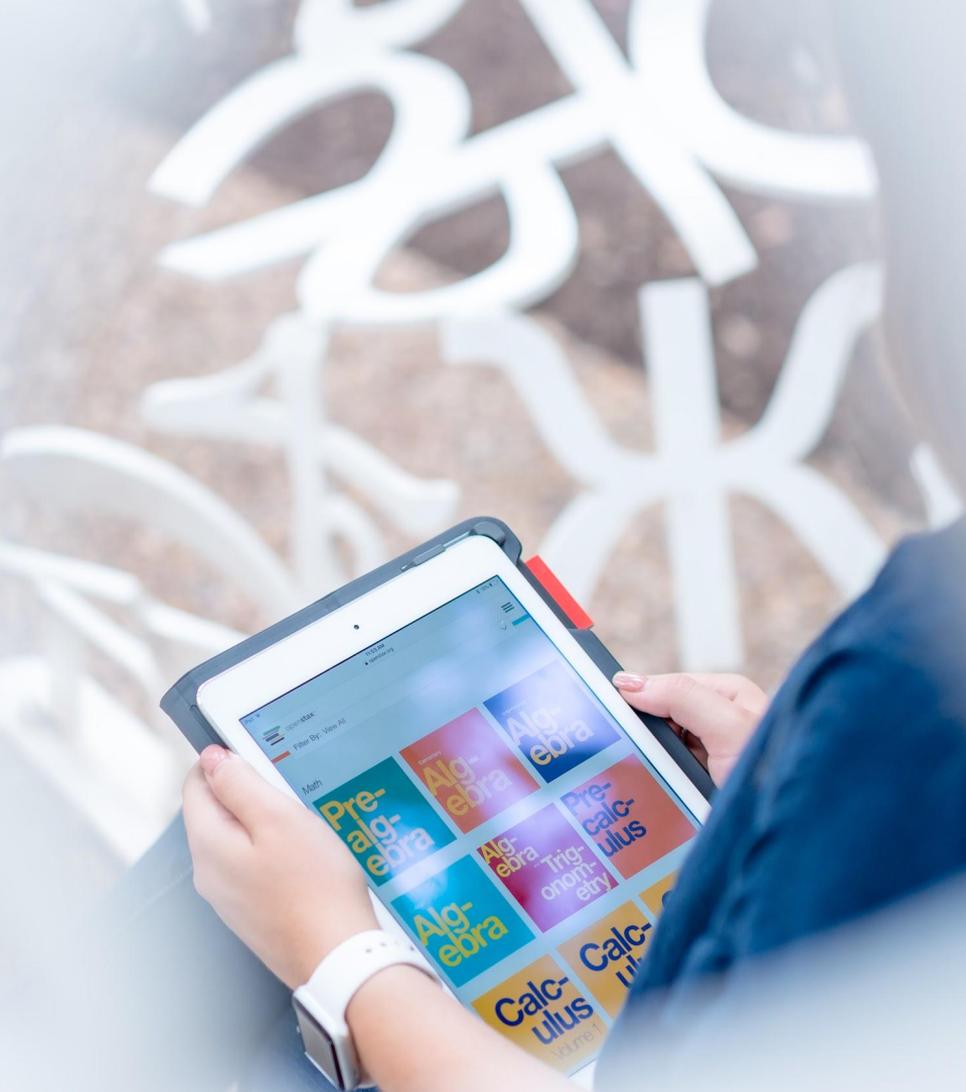
OER Innovation

Market

New technology
that meets instructor
and student needs

Content

Open for continual
improvement



Market Innovation

- Free, openly licensed content can be a building block for new technologies
- Even a few free and low-cost options can lead to price reductions across an entire industry

OpenStax Tech Scout

With our tool, you can search the specifics of all of our technology partners to find the best option for your course.

Based on the [OpenStax Edware](#), licensed under a CC BY 4.0 International license

Books ▾

Type ▾

Advanced Filters ▾

Sort ▾

66 results

zyBooks

Adaptive Courseware

★★★★ 4 (1)

Achieve Essentials

Online homework
1-840

★★★★ 3 (2)

Connect for Education

Adaptive Courseware

★★★★ 2 (2)

Expert TA

Online homework
\$26-\$40

★★★★ 5 (7)

TOP HAT

Top Hat

Clicker/classroom
engagement
Free-\$10; \$26-\$40

★★★★ 6 (2)

Kritik

Kritik

Online homework
Free-\$10; \$11-\$25

★★★★ 2 (2)

LMS Course Cartridges

“For the first year on record, more faculty members used learning management systems than print course materials when teaching classes, according a new report released Tuesday from the National Association of College Stores.”
- Emma Whitford, *Inside Higher Ed*

Academic freedom. No catch.

Access free resources integrated with your book. [Sign up](#) for an account to access locked content.

Canvas Course Cartridge The California Community Colleges' Online Education Initiative created a course cartridge for this title to integrate your OpenStax books and resources into the Canvas learning management system. Download your cartridge from the Canvas Commons and work with your campus administrator to add to your course. Go	Blackboard Course Cartridge San Jacinto College created a course cartridge for this title to integrate your OpenStax books into the Blackboard learning management system. Download this file and work with your campus Blackboard administrator to add to your course. Download	Video Guide This chapter-by-chapter list provides recommendations for openly available videos for use in online or face-to-face course environments. The references include information, notes, and questions about the selected videos. Download	QTI Test Bank This resource contains the textbook test bank in QTI 2.1 format, for uploading into Canvas or Blackboard. Download the file and use the Import functions within the LMS to use the questions in your course. Download	D2L Course Cartridge OpenStax created a course cartridge for this title to integrate into the D2L learning management system. Download this file and work with your D2L administrator to upload into your course. Download	Moodle Course Cartridge OpenStax created a course cartridge for this title to integrate into the Moodle learning management system. The file is formally a "backup" of the original course. Download it and work with your administrator or use the Restore function to add to your course. Download
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More Professors Ditch Print

A majority of faculty members say the pandemic affected their course structures last year. Only 15 percent thought changes were for the better.

By [Emma Whitford](#) // February 24, 2021





Virginia Clinton-Lisell, PhD, wears a mask

@drclintonlisell



Replying to [@jfrickuga](#) [@KAHamamouche](#) and 2 others

I once contacted a publisher because a commercial textbook made errors in its definitions. They contacted me to try to sell me a new product. I contact [@OpenStax](#) about errors and they called to make sure they correctly fixed them.

6:59 AM · Sep 3, 2020 · Twitter for iPhone

**We have a responsibility to ensure that
the knowledge we share is curated by
diverse groups of people and
representative of diverse histories and
ideas.**

“”

OpenStax
Racial Injustice, Education, and Our Role
June 2020

Book	Pedagogical / Content Elements Related to DEI
<i>Finance</i>	<ul style="list-style-type: none"> ● “Use Cases”: Individuals/companies utilizing the skills/concepts presented in the chapter ● Culturally responsive problems/scenarios
<i>English Composition</i>	<ul style="list-style-type: none"> ● Trailblazers Feature: Highlighting contributions of the leader or emerging voice in each genre ● Language, Identity, Culture Chapter ● Culturally Responsive Writing Assignments
<i>Anthropology</i>	<ul style="list-style-type: none"> ● Social Inequality topics included across each of the Four Fields of Anthro ● Ethnographic Sketches: Running “cases” featuring indigenous peoples studied by the authors: Kalayupa people and indigenous peoples of Northern Andes. ● Anthropological Profiles: Profile of a researcher/leader in the field
<i>Computer Applications</i>	<ul style="list-style-type: none"> ● Remove assumptions about pre-existing knowledge and capabilities ● Provide guidance on both Office and Google suites to serve wider audiences regardless of financial resources to purchase subscriptions. ● Real World Scenarios focus on diverse people, situations, companies, roles. ● Ethics/Society Coverage pervasive throughout book and includes issues relevant to different groups and usage scenarios.
<i>Computer Science</i>	<ul style="list-style-type: none"> ● CS is consistently presented as a way to solve problems provides opportunities to bring up a wide array of real-world and diverse problems, showcasing power of computing and scientists ● Industry Spotlights will feature companies and people of varying backgrounds and abilities ● Global Issues in Technology will showcase different approaches and people from around the world, and specifically seek to erase stereotypes about certain regions’ technology approach.



THANK YOU

Access our resources at openstax.org

Contact us at info@openstax.org

Rice University
6100 Main Street MS 375





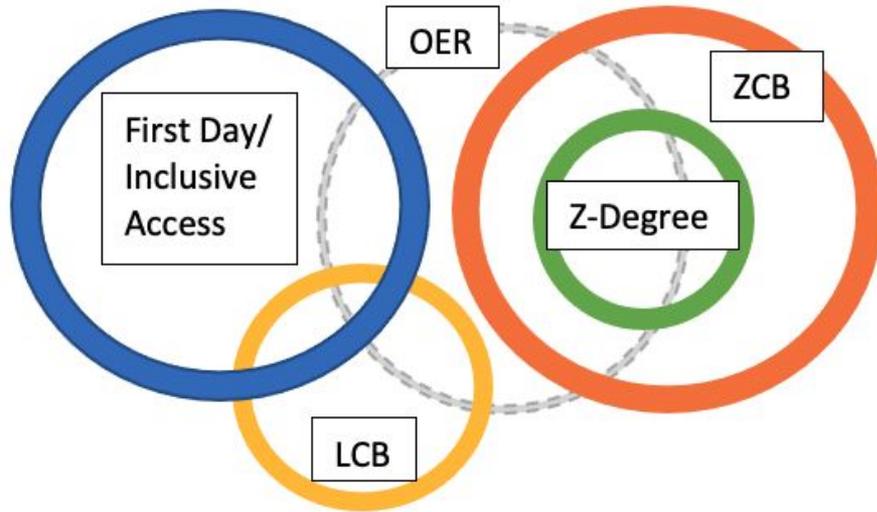
What Students Want

Advocating for OER Amid Other Course
Material Models



Nathan Smith, PhD,
OER Coordinator, Philosophy Instructor

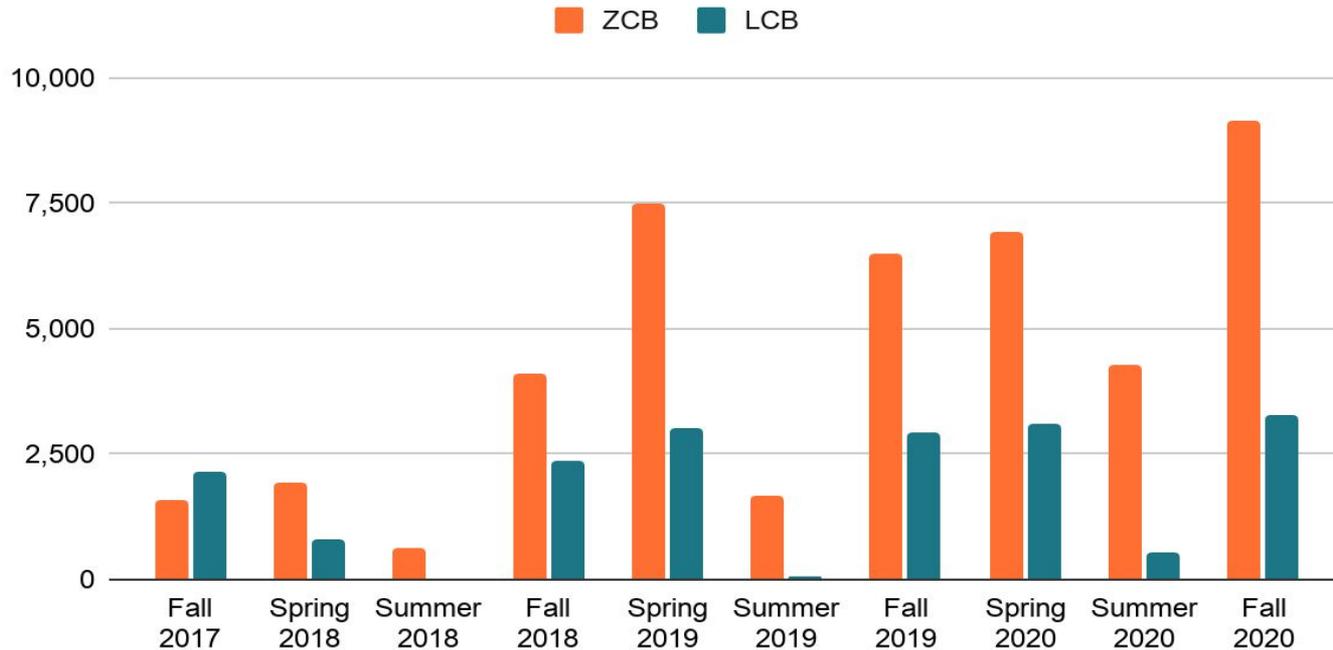
HCC's "Textbook Savings" Program



- Open Educational Resources
- Inclusive Access, Barnes & Noble College First Day Program
- Course Tagging:
 - ZCB: Zero Cost Books
 - LCB: Low Cost Books (Less than \$40 total)
 - SFD: Inclusive Access (course fee model)

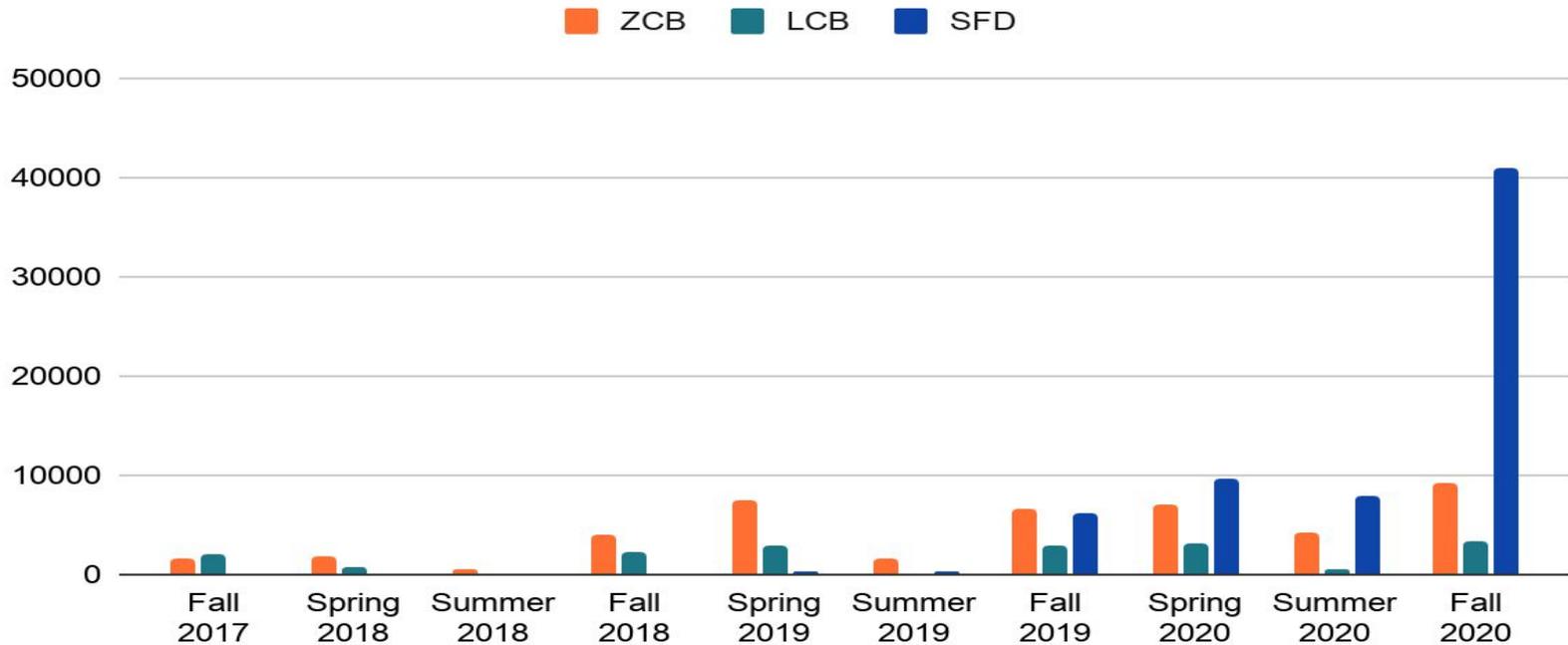
Growth of Textbook Savings at HCC

Duplicated Enrollment (seat count)



Growth of Textbook Savings at HCC

Duplicated Enrollment (seat count)

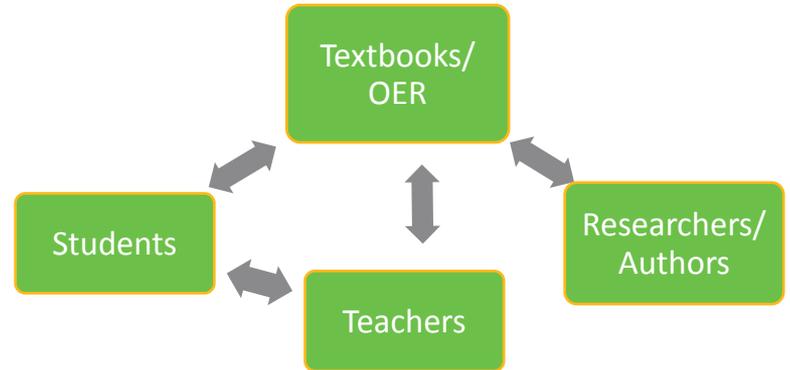
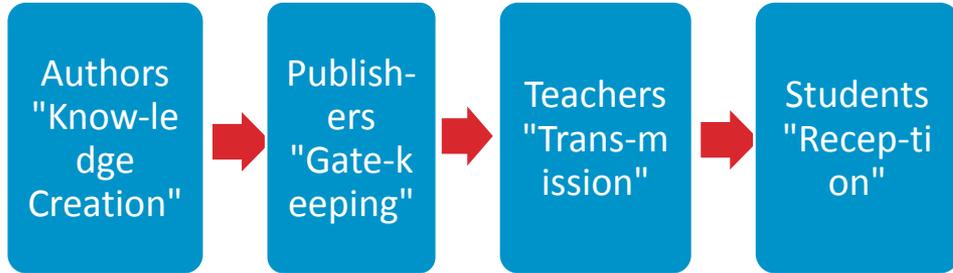


How to calculate textbook savings?

- Textbook costs are part of the total cost of college
 - Out of pocket expenses effect most vulnerable
 - Reduce debt
 - Increase access
- Three methods:
 1. Basic: enrollments x \$100
 2. More advanced: enrollments x (full price for textbook replacement – costs associated with OER)
 3. Best: enrollments x (full price for textbook replacement – costs associated with OER) x “student purchasing factor”
 1. HCC purchasing factor: 56.5%
 2. ATD purchasing factor: 55 – 57%

Cost to students is only part of the picture

- The institution gains over time with OER
- The public gains over time with OER
- OER opens new possibilities for greater engagement between teachers and learners



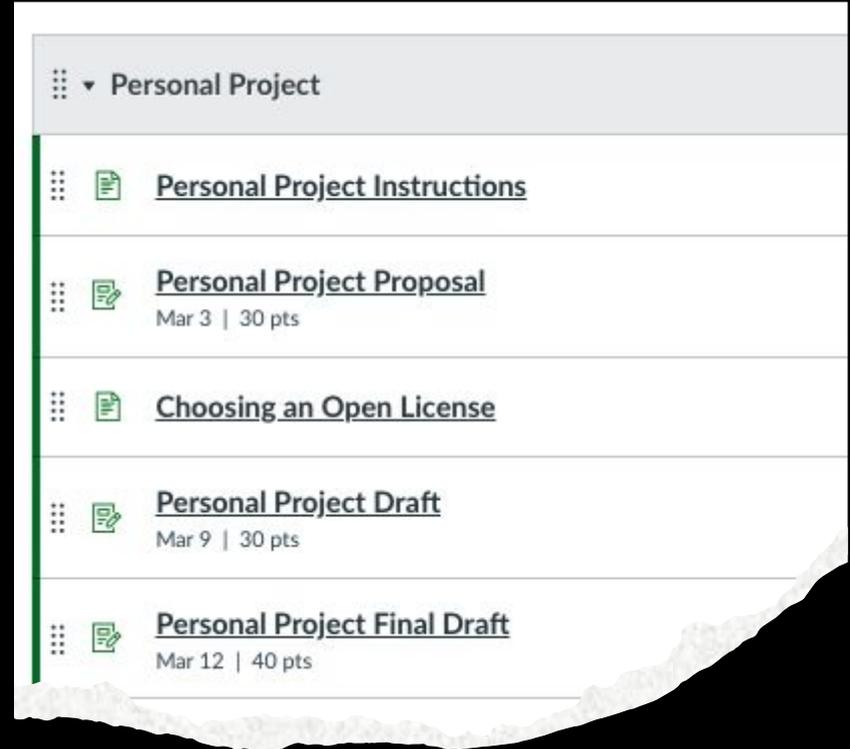


OER Online Training at HCC

- OER: The Basics
- Search for OER
- Teach with OER
 - Course design
 - Adaptation
- Open Educational Practices
 - Open Pedagogy
 - Sharing your work

PHIL 2306, “Introduction to Ethics”

- Open Pedagogy in action
- Personal Project
 - Proposal
 - Draft
 - Final



PHIL 2306, “Introduction to Ethics”

- Personal Project
 - Student contributions embedded back into course content.

"Euthyphro," a video by Lovely Joy Gabayan, Spring 2019:



[Infographic by Andy Chen, "Philosophers," Fall 2018](#)

[Infographic by Trang Pham, "Plato," Fall 2018](#)

A Euthyphro Cartoon, by Daphne O'Rourke, Summer 2019:



Faculty Perspectives on OER and Textbooks

	2017		2018		2019		2020	
N	543		455		335		299	
Has your program adopted an OER textbook for any course in that program?	31.3%	Y	36.5%	Y	32.7%	Y	37.7%	Y
Do you use free, open or online texts or textbooks in the classes you teach?	38.2%	At least sometimes	42.0%	At least sometimes	51.6%	At least sometimes	51.9%	At least sometimes
How would you rate the quality of OER as compared to traditional textbooks?	82.7%	About the same or better	78.0%	About the same or better	70.6%	About the same or better	75.2%	About the same or better
How concerned are you about the rising costs of texts and textbooks for students?	50.1%	Extremely concerned	47.7%	Extremely concerned	50.8%	Extremely concerned	50.4%	Extremely concerned
Publisher-based LMS: How would you rate the importances of this tool for your instruction?	58.3%	Very important or essential	77.0%	Very important or essential	70.9%	Very important or essential	72.3%	Very important or essential

Faculty Perspectives on Inclusive Access

	2020	
N	299	
Do you believe participating in the IA program improved the instructional experience in the course you teach (or supervise)?	71.1%	Agree/SA
Do you believe participating in the IA program improved student success in the course?	67.6%	Agree/SA
How would you rate the value of the IA program as compared to traditional ways of purchasing textbook materials?	81.1%	More valuable or Much more valuable

Student Perspectives on Textbooks

	2017		2018		2019		2020	
	N2,252		1,987		1,315		1,242	
I prefer traditional, printed textbooks to online instructional materials	50.7% Agree or SA		48.0% Agree or SA		53.1% Agree or SA		53.4% Agree or SA	
I would prefer an online (or digital) textbook if it were significantly cheaper than a print textbook	66.1% Agree or SA		66.7% Agree or SA		69.0% Agree or SA		69.4% Agree or SA	
I would prefer an online (or digital) textbook if it were free	78.3% Agree or SA		80.1% Agree or SA		83.3% Agree or SA		83.2% Agree or SA	
Did not purchase (or rent) a required textbook because I couldn't afford it					23.7%		23.7%	
Have you been unable to purchase instructional materials because of a delay in receiving financial aid?	28.9%	Y	31.8%	Y	29.9%	Y	27.3%	Y
How much do you estimate you spent on textbooks and instructional materials for classes this semester?	42.8%	Greater than \$300	43.3%	Greater than \$300	42.7%	Greater than \$300	38.2%	Greater than \$300

Student Perspectives on Inclusive Access

	2020	
	N	
	1,242	
Given the description above, do you like the idea of the IA program as a way to provide textbooks for your classes?	46.6%	Like or Strongly Like
Do you believe that participating in this program helped you prepare for exams, tests, and other assignments in the class?	46.8%	Agree or SA
Would you recommend that IA program to a friend?	44.4%	Agree or SA