Strategies for Assessing an OER Incentive Program

Ariana Santiago, OER Coordinator
Cherie Turner, Assessment Coordinator
University of Houston Libraries
Learning Outcomes

- Select appropriate strategies for assessing the impact of OER adoptions
- Use assessment data to inform and improve upon institutional OER efforts
What brings you here today?
Are there certain questions you hope to have answered in this session?
University of Houston OER Program

- Alternative Textbook Incentive Program (ATIP)
- Began in 2018
- Replace required commercial textbook with OER, library resources, or other freely-available resources
- Program rooted in textbook affordability
- 58 ATIP courses
Our assessment strategies

- Track # of courses, enrollment, estimated cost savings
- Summary of students’ reception to alternative text and teaching experience
- Student survey, quality and ease of access

Iterative process, improvements over time
The COUP Framework

- Cost
- Outcomes
- Usage
- Perceptions

http://openedgroup.org/coup
Cost Savings
Cost Savings

sites.google.com/view/opentexas-oerassessment/

- What do these charts tell you? What do they miss?
- Do you use a similar method to assess your OER program? What are the pros and cons?
- Who is this information useful for? Why are they interested?
Cost Savings

● Various ways to calculate savings from textbook costs
● Our method:
  ○ New Textbook Cost x Enrollment = Estimated Student Savings
● Know the limitations of your method and that it will always be an estimate
Project Type and Material Type

sites.google.com/view/opentexas-oerassessment/project-type
ATIP Faculty Report

- “Provide an analysis of your students’ reception of the alternative text(s)”
- “Provide an evaluation of approximately 300 words describing the experience of teaching with an alternative textbook.”
Key Findings

- Improved access to course materials
  - Free availability, student preparation and engagement

- Greater control over course content
  - Select appropriate resources, multiple/diverse perspectives

- Challenges in implementation
  - Lack of existing OER, distributing to students, time and effort
"I have struggled for years to find a textbook that covered all of the areas I wished to cover during the semester. With the OER program, I was able to pick and choose chapters from different books."

“I believe I have been able to assess higher level thinking and not as much memorization."

“My approach to teaching my course was more purposeful, more positive, and more self-assured.”
Student Survey

How would you rate the **ease of access** of the educational resources used in this course?
Student Survey

How would you rate the **quality** of the educational resources used in this course?
Based on your motivations or reasons for assessing OER, what strategies might you use?
Final Thoughts

- Cost is not the only or most valuable measure
- Future directions
  - Adding depth to cost-related data
  - Focus on communicating impact
- What is meaningful for your audience(s)? What fits your context?
Thank you!

Strategies for Assessing an OER Incentive Program

Ariana Santiago, OER Coordinator
Cherie Turner, Assessment Coordinator
University of Houston Libraries
References


