

# Textbook Affordability: OER and Other Approaches

June 18, 2019

# Your Host



**Jenny Parks**

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# Agenda

1. Introductions and Thanks – Jenny, MHEC
2. Purposes of the Webinar – Jenny, MHEC
3. Introduction to Copyright & Affordability – Jenny, MHEC
4. Framing the need for Affordability Initiatives – Marcos, OSU
5. State Level Affordability Initiative: Gwen & Anna, OhioLINK
6. Institution Level Affordability Initiative: Kelly – Ohio University
7. Institution Level Affordability Initiative: Bob, UW-Stout
8. Questions

# Purposes of the Webinar

1. To address confusion about various approaches used to address the rising cost of textbooks and learning materials.

# Confusing Terminology

## AFFORDABILITY INITIATIVES

FREE BUT PROPRIETARY MATERIALS

OPEN ACCESS

OPEN TEXTBOOKS

OER

SUPPLEMENTED OER

INCLUSIVE ACCESS

COLLABORATIONS WITH INDUSTRY

LIBRARY STRATEGIES

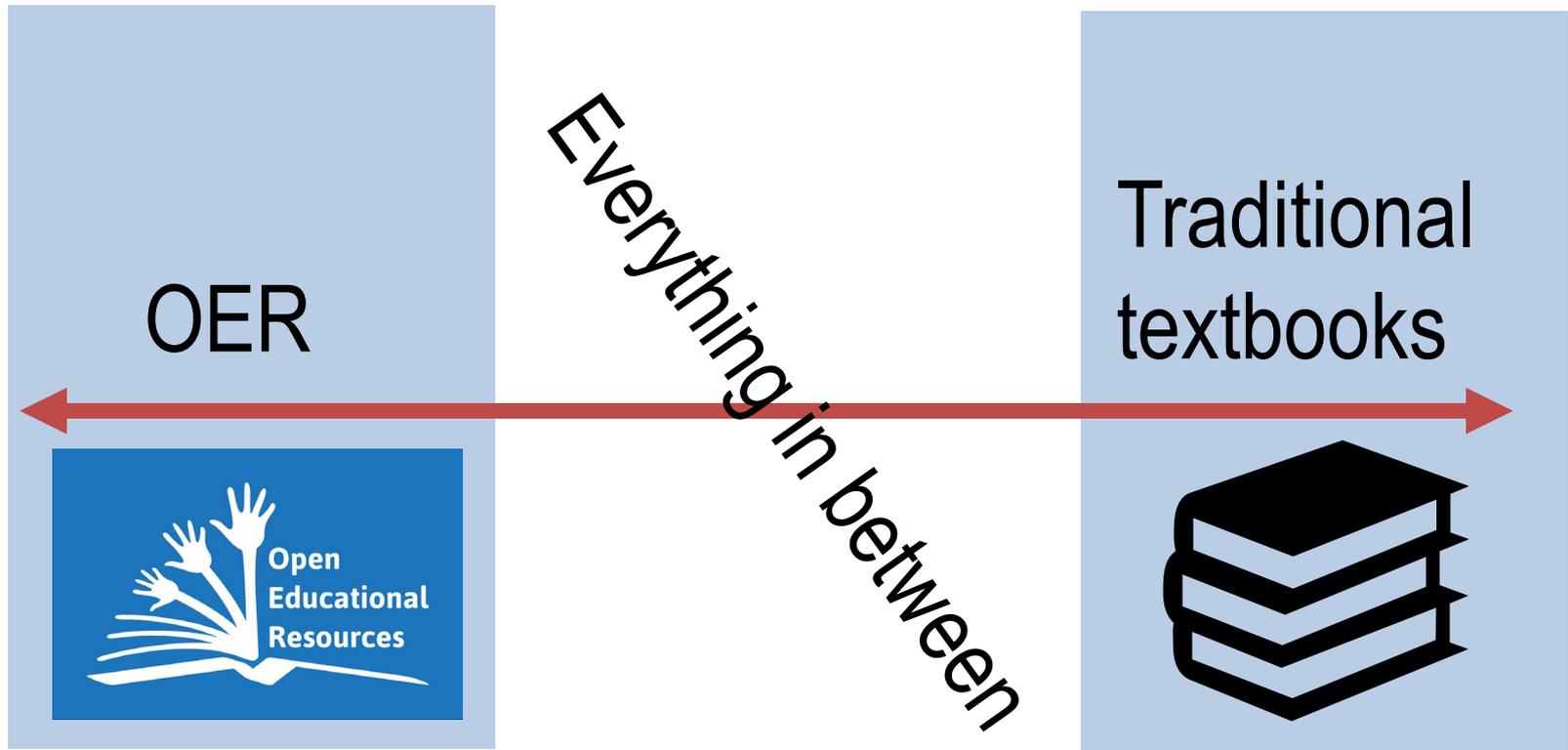
RENTED AND USED TEXTBOOKS

DIGITAL LEARNING MATERIALS

# Purposes of the Webinar

2. To place OER in the context of affordability initiatives at the state and institutional levels.

# Spectrum of Options



# A Note About COPYRIGHT

**Copyright** is a law that gives the owner of a work (like a book, movie, picture, song or website) the right to say how other people can use it. **Copyright** laws make it easier for authors to make money by selling their works. ... If someone copies a work without permission, the owner can say they infringed her/his **copyright**. ...When this happens, the owner may sue for the amount that should have been paid.

<https://simple.wikipedia.org/wiki/Copyright>



# Elements of COPYRIGHT

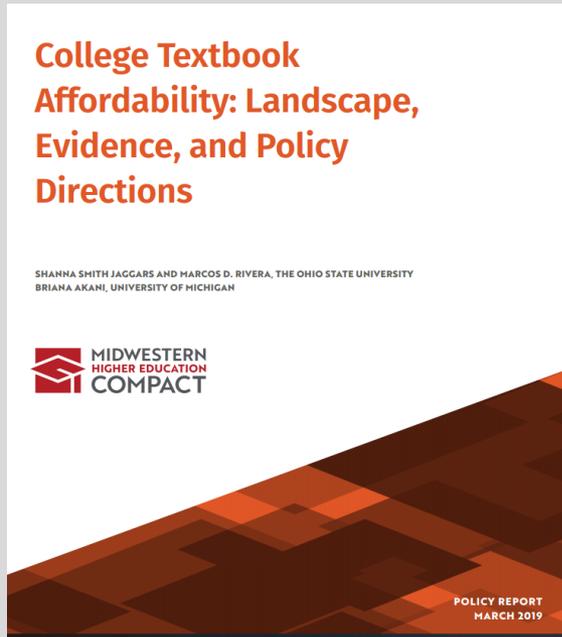
- Reproduction
- Derivative works
- Public performance
- Public distribution
- Public display
- Public performance (incl. digital transmission).

# What are “affordability initiatives”?

Strategies, plans, organizations, and groups of people working to address college affordability by finding ways to bring down the cost of textbooks and learning materials, often one program and one course at a time.

- Laws: [NATIONAL](#) (proposed) and STATES (Ex. [FL](#))
- Conferences: <https://tac.nacs.org/>
- Non-legislative State Initiatives: [See ECS Report](#)

# MHEC Affordability Research



<https://www.mhec.org/resources/college-textbook-affordability-landscape-evidence-and-policy-directions>

# Guest Speaker



**Marcos D. Rivera, Ph.D.**

*Post Doctoral Researcher*

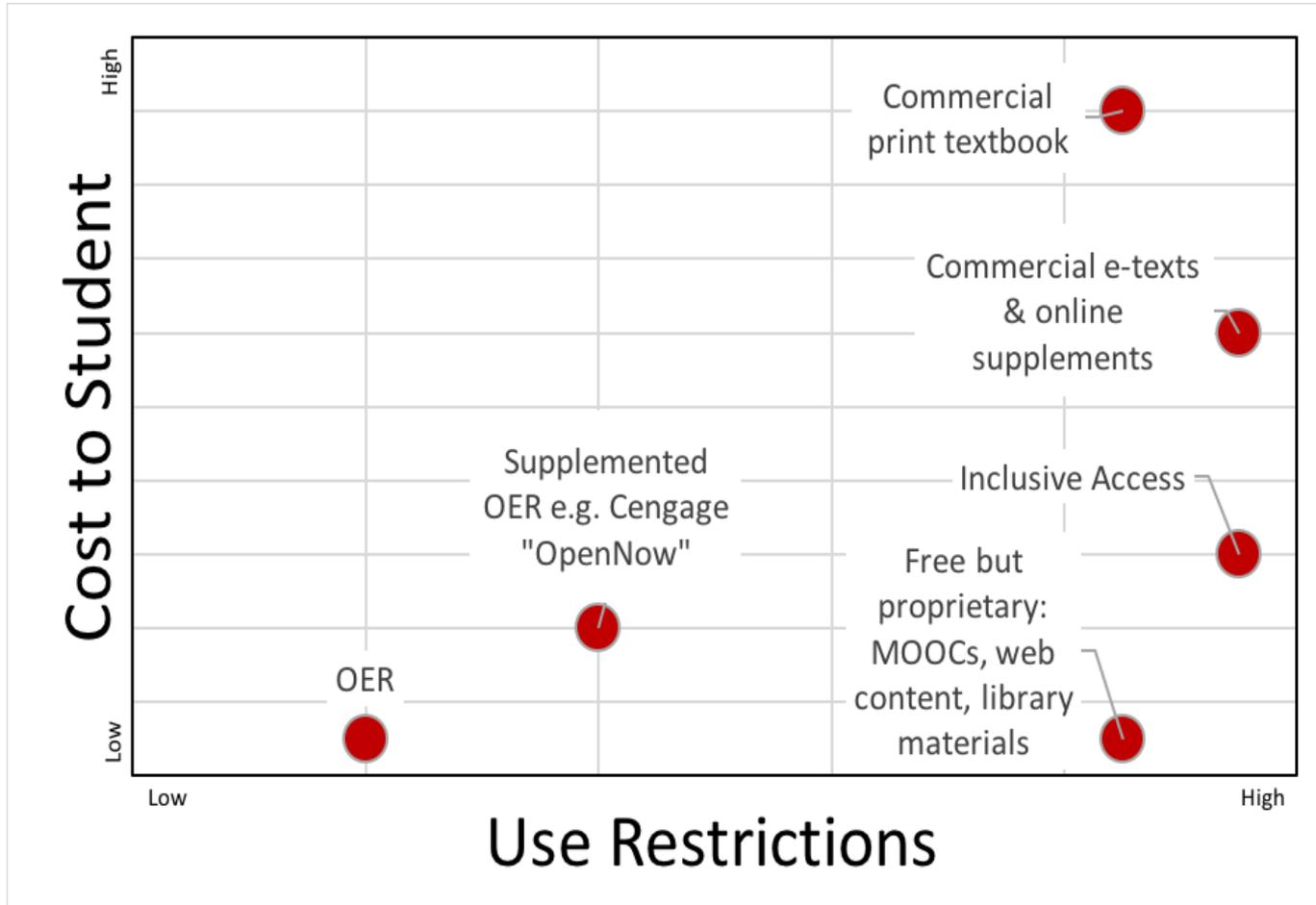
Research and Program Assessment Office  
of Student Academic Success

The Ohio State University

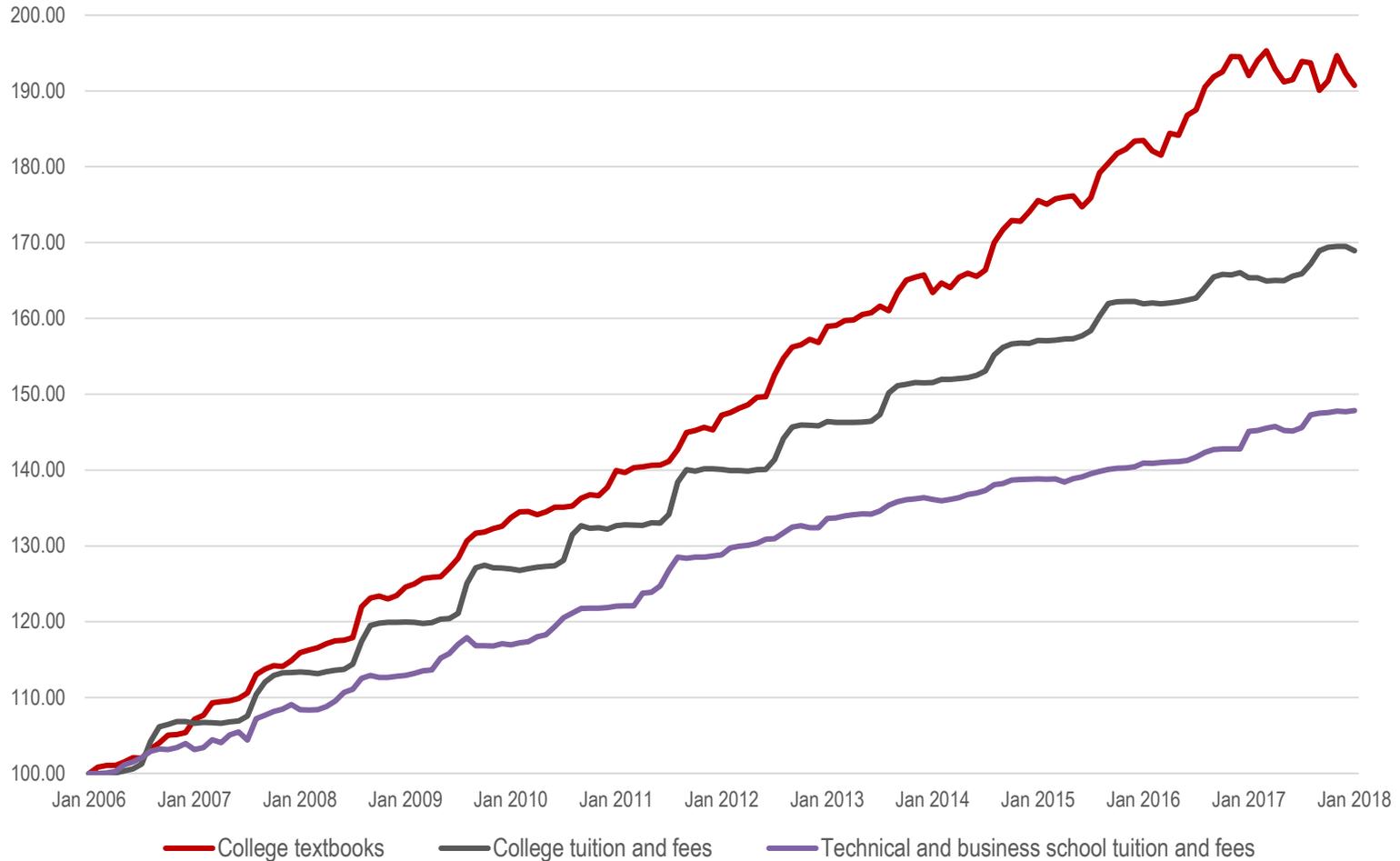
[rivera.252@osu.edu](mailto:rivera.252@osu.edu)

<https://osas.osu.edu/>

# Textbook Options: Cost vs. Use Restriction



# Consumer Price Indexes: College Textbooks, Tuition, & Fees (Jan. 2006 - 2018)



Source: U.S. Bureau of Labor Statistics. (2018). *Consumer price index*.

# Guest Speaker



**Gwen Evans**

*Executive Director*

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# Guest Speaker



**Anna Bendo**

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The State of Affordable Learning



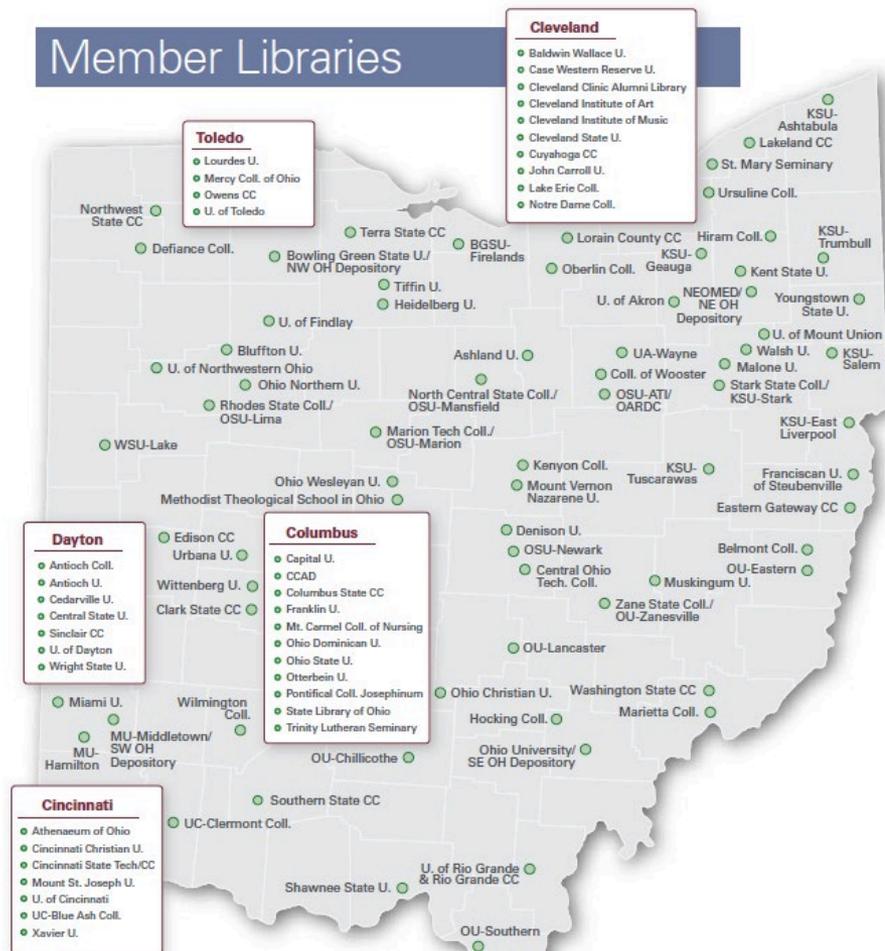
**OhioLINK**

Connecting Libraries, Learning & Discovery  
An OH-TECH Consortium Member



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HIGHER EDUCATION  
COMPACT**

# OhioLINK Membership and Service Population



- 118 libraries
- 90 institutions (89 HE + State Library)
- 570,000 FTE students
- 805,679 student headcount
- Research and Instruction FTE: 33,565
- Central Budget: \$14 million annual
- Pooled Budget: \$50 million annual
- 80% of shared library e-content funding from institutions
- Many services (book lending, OER content creation) also rely on contributed content and labor by institutions
- More info at <https://www.ohiolink.edu/>

# Ohio Department of Higher Education

## OhioLINK

## Affordable Learning Ohio

### OVERSEES

#### Original Mission

- shared library content
- physical books delivery
- e-books
- data packages

for member institutions

### MANAGES

(SINCE 2016)

#### As a member of Open Textbook Network (OTN)

- recruit and manage:
- Affordable Learning Ambassadors
  - Open Education Resource (OER) workshops
  - advocacy events

for member institutions

### NEGOTIATES

(SINCE 2018)

#### Inclusive Access

- negotiate price agreements for OhioLINK institutions
- promote Inclusive Access and deals
- support events

for member institutions

### SUPPORTS

(SINCE 2017)

#### Open Ed Collaborative

(\$1.3 million initiative)

- runs platform for Open Content Library
- find Open Education Resources (OER)
- recruit librarians
- promoting materials

for member institutions and content is open access for all

# “Classic” Approaches to Affordability



Tyler @tyty817 · 17 Aug 2017

I literally just got all of my **books** for the semester over **OhioLink** for free. Happy Birthday to me!!! 😊



2



10



LeeLee @aliyah\_iniko · 2 Aug 2017

If you go to a college/university in Ohio make sure you check **OhioLINK** for **books** before you go buy any. I spent \$0.00 on **books** last semester



5

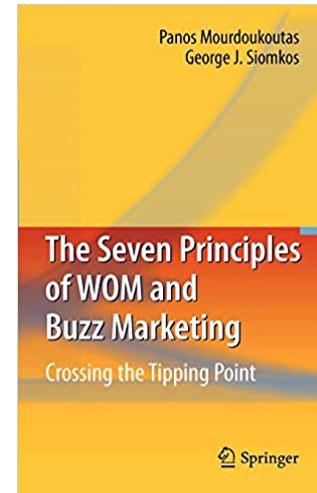


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I used @OhioLINK for almost all my required reading and research in both my undergrad and grad programs. Coming from a low-income family, I would have gone without those books if someone hadn't shared this as an option. Now I get to share this tool with my own students!

- @heyjajajaden



- Panos Mourdoukoutas Textbook at Amazon: **\$99 (digital) to \$109.**
- Panos Mourdoukoutas Textbook at OhioLINK: Digital Download no DRM **Free to Students (all 800,000+ of them).** One-time cost to OhioLINK consortia estimated at \$500.

Journey of an OhioLINK Book: [https://www.ohiolink.edu/videos/journey\\_ohiolink\\_book](https://www.ohiolink.edu/videos/journey_ohiolink_book)



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Negotiated pricing agreements between OhioLINK and publishers at a statewide scale. John Wiley & Sons, Inc., McGraw-Hill Education, Pearson, Macmillan Learning, Cengage and SAGE Publishing.

- **Inclusive access only.**
- **Price agreements only** – OhioLINK is not acquiring content on behalf of members.
- **“Net to publisher” pricing (equivalent to wholesale).** Does not and cannot dictate retail markup at campus bookstores.
- **Discounts:** Flat price for entire catalog or percent off entire catalog.
- **Long term or perpetual access.**

More info at <https://affordablelearning.ohiolink.edu/blog/Inclusive-Access-Recap-2109>



OhioLINK

Discover ▾

Hubs ▾

Groups ▾

Learn More ▾

Create ▾



Sign In/Register

# OhioLINK Open Ed Resources

*Welcome to our dynamic digital library and network. Explore our library of open education resources curated and created by Ohio faculty and join our network of educators dedicated to curriculum improvement and collaboration.*

What are you looking for?



Subject ▾

Education Level ▾

Standard ▾

SEARCH

Fine tune your search with our [advanced search](#).

[ohiolink.oercommons.org/](https://ohiolink.oercommons.org/)





**Mandi Goodsett**  
*Performing Arts and Humanities Librarian  
Cleveland State University*



**Mark Konecny**  
*Scholarly Communications and Digital Publishing  
Strategist  
University of Cincinnati*



**Mary Hricko, Ph.D.**  
*Professor & Library Director  
Kent State University Geauga and Regional Academic  
Center*



**Joe Nowakowski**  
*Professor of Economics  
Muskingum University*



**Anna Bendo**  
*Director, Affordable Learning Initiatives OhioLINK*



**Steve Kaufman**  
*Senior Instructional Designer  
University of Akron*

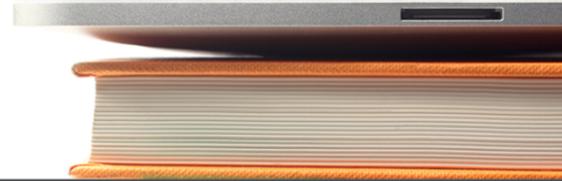


**Carla Myers**  
*Assistant Librarian and Coordinator of Scholarly  
Communications  
Miami University*

## OhioLINK Affordable Learning Ambassadors 2018-2019



**AFFORDABLE  
LEARNING**  
THROUGH **OhioLINK**



[Affordable Learning - OhioLINK](#) / [LibGuides](#) / [Affordable Learning Ohio](#) / [Home](#)

## Affordable Learning Ohio

<b>Home</b>
<a href="#">Introduction to Affordable Learning</a>
<a href="#">A-Z Affordable Learning Course Materials</a>
<a href="#">OhioLINK Affordable Learning Ambassadors</a>
<a href="#">OhioLINK Affordable Learning Initiative</a>
<a href="#">Ohio Open Ed Collaborative</a>
<a href="#">Ohio Affordable Learning Campus Initiatives</a>

### What is Affordable Learning Ohio?

Affordable Learning Ohio is OhioLINK's series of initiatives to lower the cost of college for Ohio higher education students by assisting our member libraries and campuses in identifying strategies for Open and Affordable Learning textbook and course material adoption, and helping locate statewide shareable library materials as well as open educational resources that are no cost or lower cost to students. If you have any questions about Affordable Learning Ohio, please contact Anna Bendo at [abendo@ohiolink.edu](mailto:abendo@ohiolink.edu).

### Some highlights of Affordable Learning Ohio

- **Ohio Affordable Learning Campus Initiatives Guide.** Learn more about the affordable learning initiatives being pursued at Ohio colleges and universities. If you have a campus initiative that you'd like to promote, we'd be happy to add it; please contact Anna Bendo at [abendo@ohiolink.edu](mailto:abendo@ohiolink.edu).

# affordablelearning.ohiolink.edu



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# How do we get started?

Collaboration, networking and sharing.

# Where to Begin

- Identify the widest communication network at your disposal.
  - Make sure you have a champion
  - Events, committees, list serves, social media, etc.
- Look to your librarians.
  - Vast knowledge of resources
  - Problem solvers
  - Knowledge of copyright
  - Natural drive to serve students and faculty
  - Existing affordable learning experience

# Gwen Evans

Executive Director, OhioLINK

# Anna Bendo

Director of Affordable Learning, OhioLINK



## Questions?

email:

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[abendo@ohiolink.edu](mailto:abendo@ohiolink.edu)

visit:

[ohiolink.edu](http://ohiolink.edu)

[affordablelearning.ohiolink.edu](http://affordablelearning.ohiolink.edu)



# Guest Speaker



**Kelly Broughton**

*Assistant Dean for Research & Education  
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*Director of Non-Academic Operations &  
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<http://www.ohio.edu/>

# **Institutional Level Affordability Initiative: Ohio University**



# TEXTBOOK AFFORDABILITY @ OHIO UNIVERSITY

## Textbook Initiative Task Force

- Broad membership
- Focus on maximizing savings to students
- Varied approaches
- Short-term and long-term impacts

# TEXTBOOK AFFORDABILITY @ OHIO UNIVERSITY

## Varied Approaches to Student Savings

- Alt-Textbook
- Syllabus Streamline
- Digital Course Materials – Inclusive Access
- Top Hat Partnership
- OER Creation Support
- Educational & student-driven initiatives

# TEXTBOOK AFFORDABILITY @ OHIO UNIVERSITY

## Lessons Learned

- Faculty and students need choice
- OER adoption takes time
- Partnering across the institution, community, and state hastens progress
- Incentives can work but resources are required to manage them

# Guest Speaker



**Robert L. Butterfield**

*Assistant Library Director*

Library Access, Materials

Management and Procurement

University of Wisconsin-Stout

Wisconsin's Polytechnic University

[butterfieldr@uwstout.edu](mailto:butterfieldr@uwstout.edu)

<http://www.uwstout.edu>

# **Institutional Level Affordability Initiative: UW-Stout**

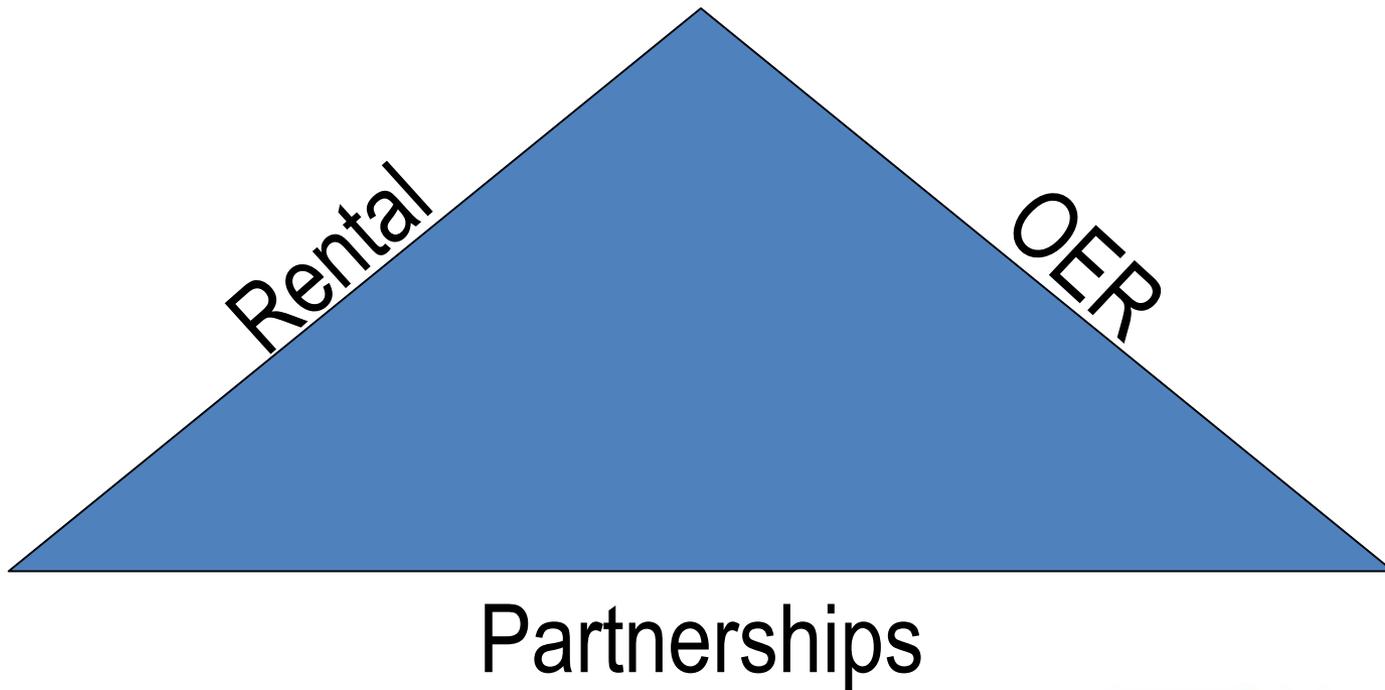
# Bob's Definition of Affordability...

- Providing textbooks *and other curricular material* at reduced or no cost
- to promote student **success** and **access** to required materials.
- Affordability has financial, academic and social justice implications.

# Textbook Program Basics

- University operated program
- Funded by a per credit student fee
- Provides about 98% of course materials (including print books, e-books, access codes, other)
- Advocate for affordability of materials
- Answerable to the students
- Dedicated to find affordability “wherever it lives”

# Affordability



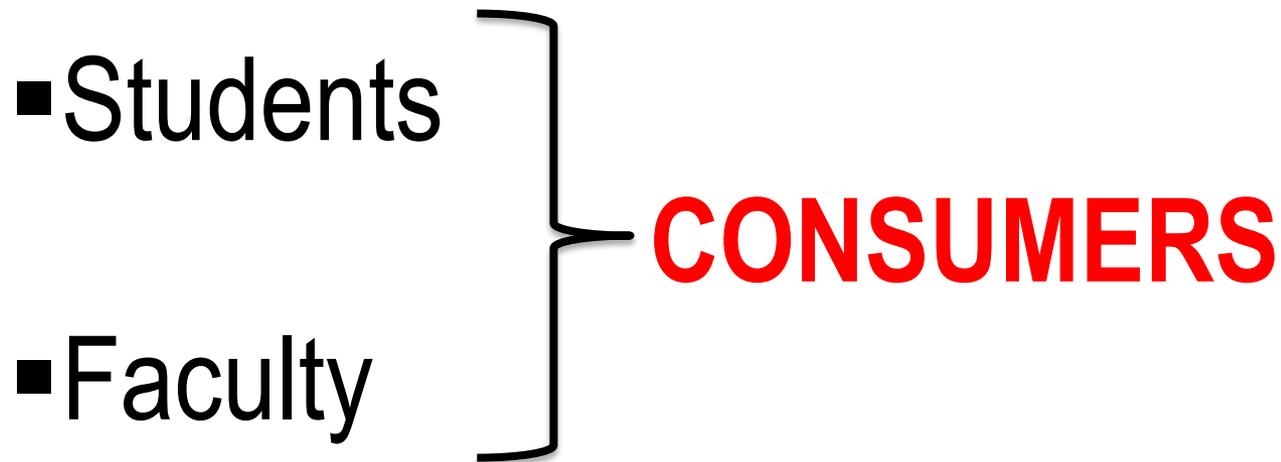
# Textbook Program Services

- Textbook Rental
- Digital Resources Program
- Open Educational Resources Program
- Library Collection Development

# Textbook Program Services

- Accessibility Support
- Faculty Training
- Student Training
- Digital Resource Assistance
- Textbook Recommendations
- Resource Accommodations
- Presentations
- Captioning Support
- Desk Copies
- Publishing Support
- Scanning for Faculty
- Textbook Mailing
- Copyright Support
- Coursepacks
- Student Internships
- Lab Kits

# Building a Program, Team, Committee...



# Building a Program, Team, Committee...

- Students

- Faculty

**CONSUMERS**

- Library

- Bookstore

**CONDUITS**

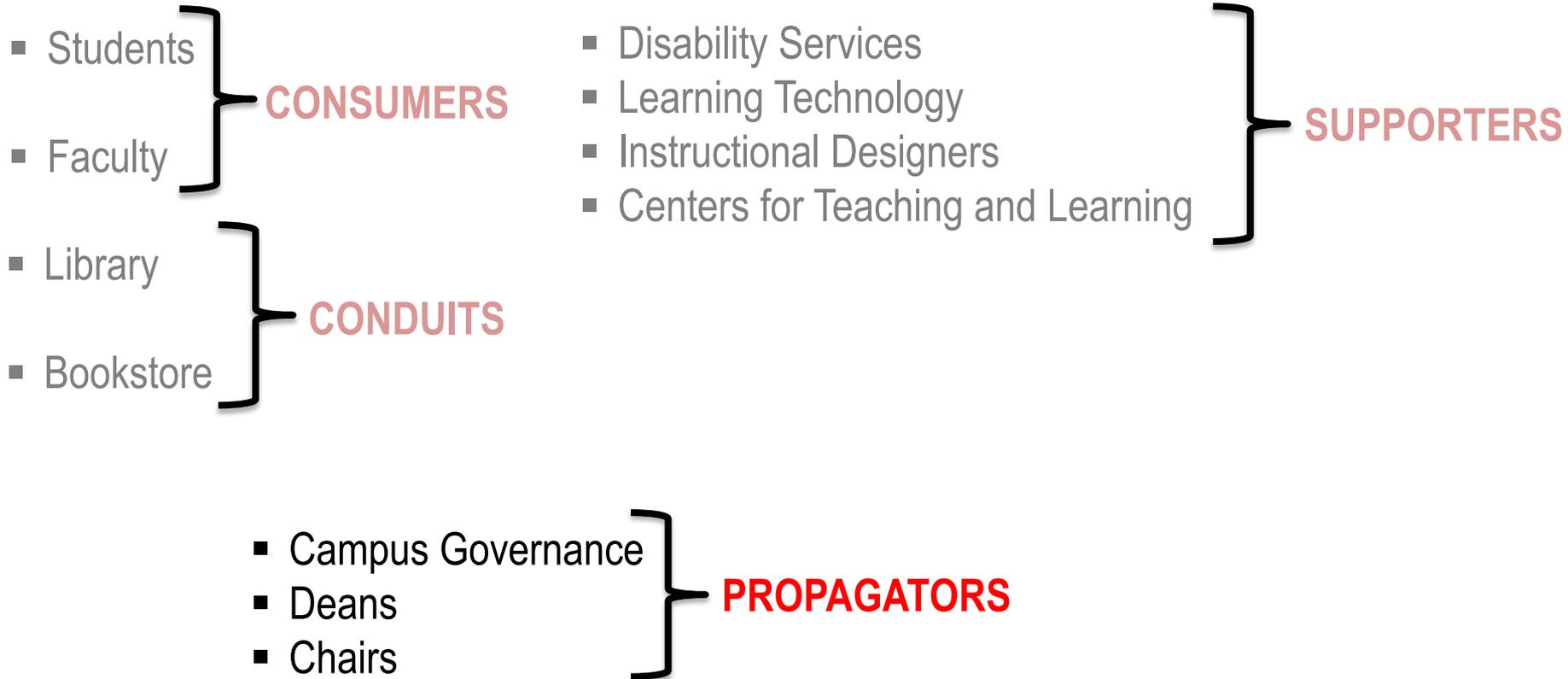
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- Students
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- CONSUMERS**

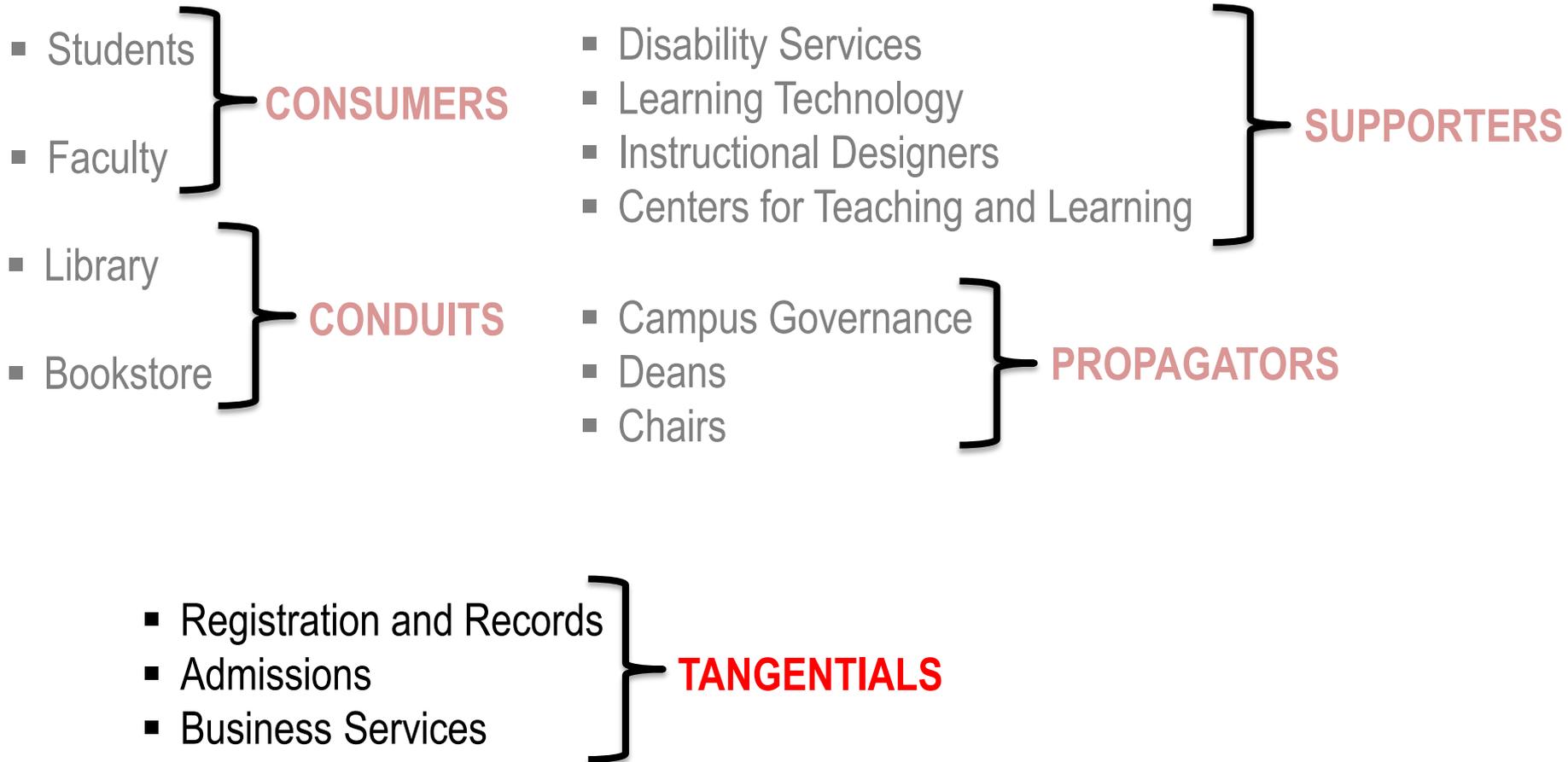
- Library
  - Bookstore
- CONDUITS**

- Disability Services
  - Learning Technology
  - Instructional Designers
  - Centers for Teaching and Learning
- SUPPORTERS**

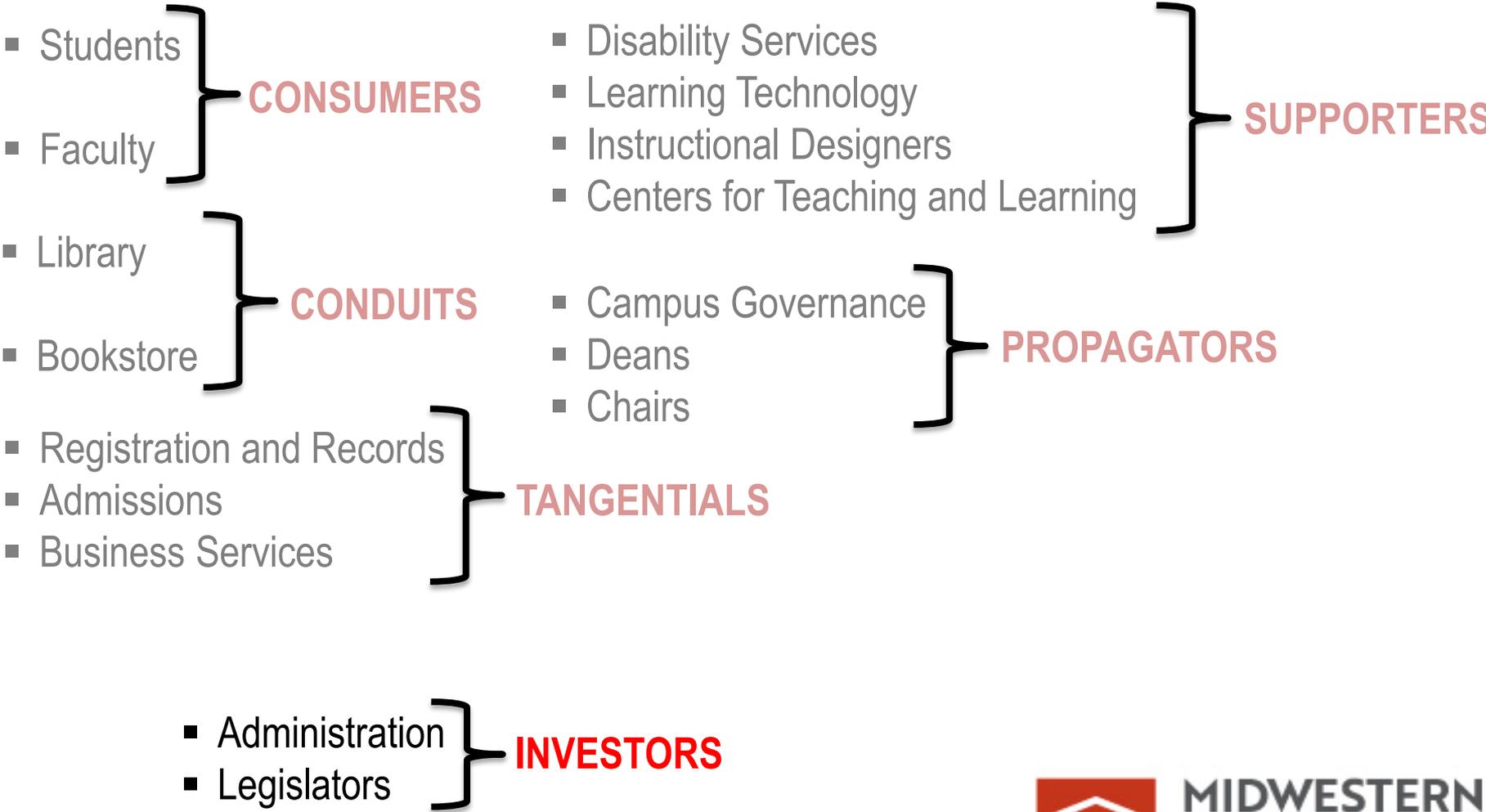
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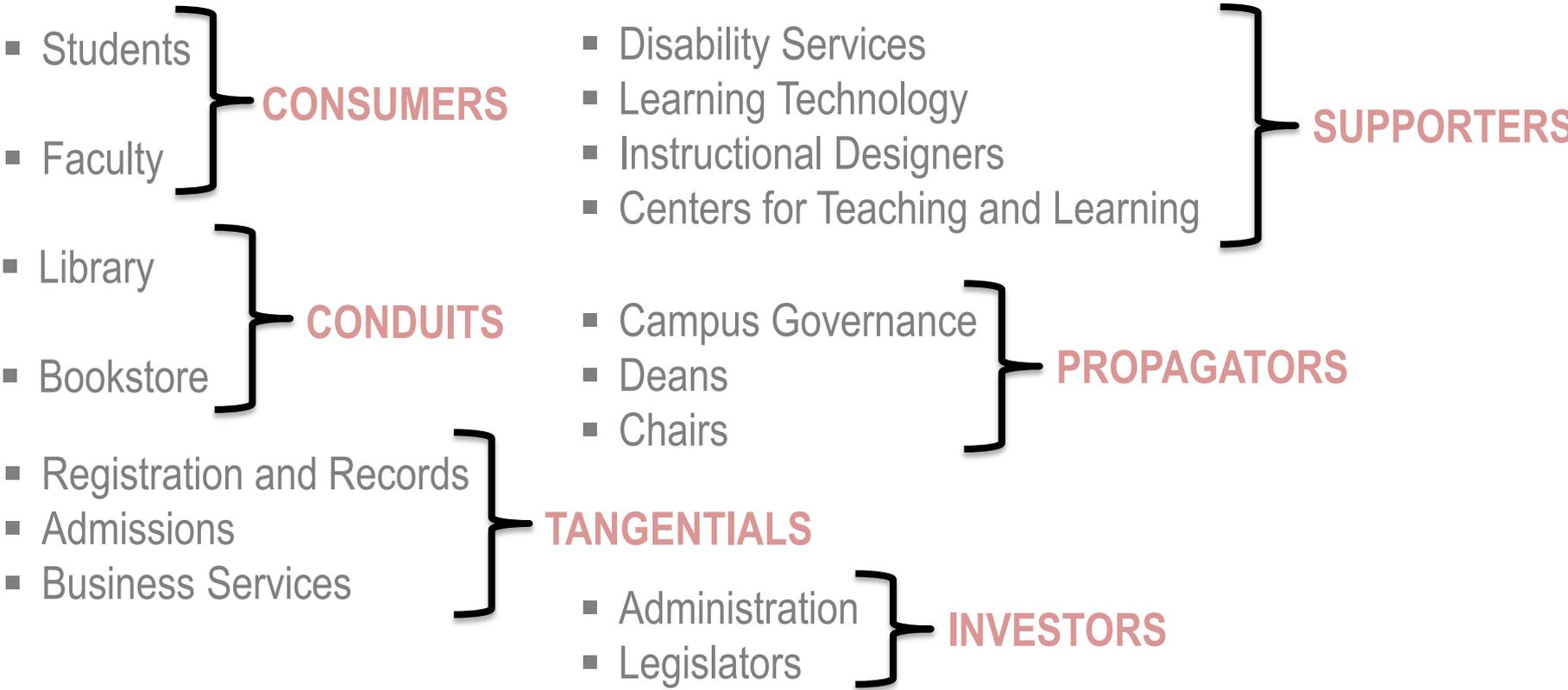
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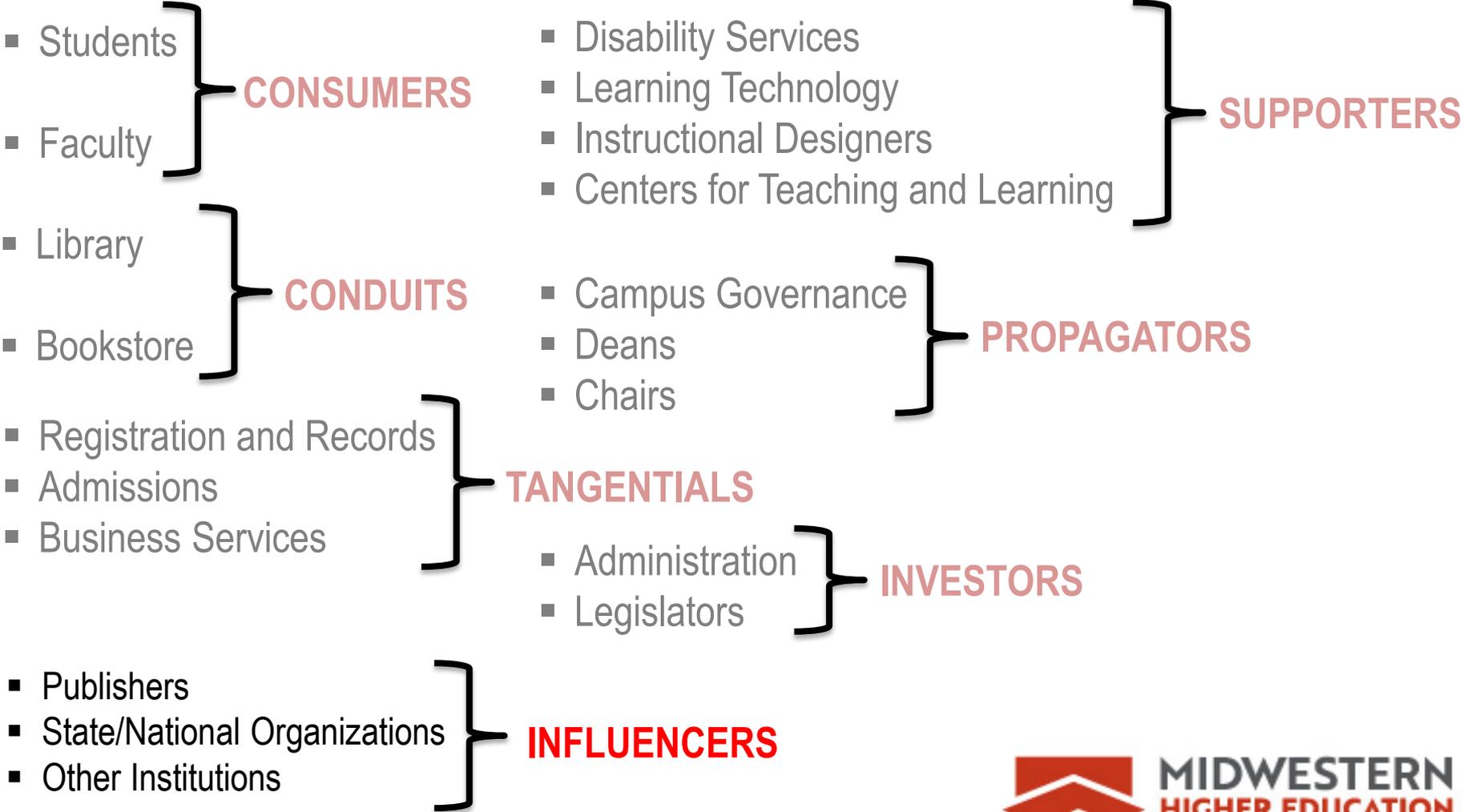
# Building a Program, Team, Committee...



# Building a Program, Team, Committee...



# Building a Program, Team, Committee...



# No Need to Reinvent the Wheel

# Three Reasons Programs Fail

- Putting all of the eggs in one basket
- Trying to do too much, too fast
- You need a superhero!

**The only way to fail is to do nothing!**

# Contributor



**Sarah Cohen**

*Managing Director*

Open Textbook Network

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# Contributor



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# Contributor



**Ashley Miller**

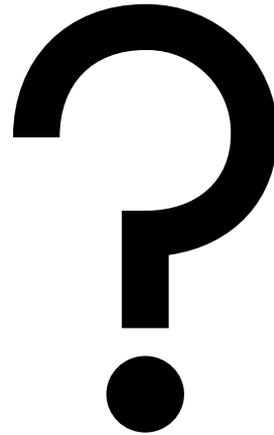
*Associate Director, Affordability and Access*

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# Questions



# OER Contact at MHEC

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