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Open Education: The Moral, Business & Policy Case for OER

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Why are we educators?



Affordances of Digital Things

Cost of “Copy”

For one 250 page book:

- Copy by hand - \$1,000
- Copy by print on demand - \$4.90
- Copy by computer - \$0.00084

Cost of “Distribute”

For one 250 page book:

- Distribute by mail - \$5.20
 - \$0 with print-on-demand (2000+ copies)
- Distribute by internet - \$0.00072

Copy and Distribute (and storage)
are “Free”

This changes everything

CC BY: David Wiley, Lumen

For ~\$20 per month, Students have access to the following:



Spotify
15M Songs Titles
for \$9.99/mo.



Netflix
20K Movies & Shows
for \$7.99/mo.

Both Services

← or →



CourseSmart
1 textbook
for \$18.49/mo.



Based on information from a blog post by David Wiley. URL: opencontent.org/blog/archives/2348

Open Educational Resources

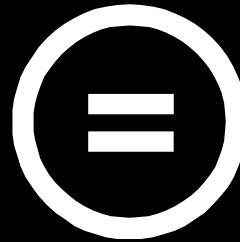
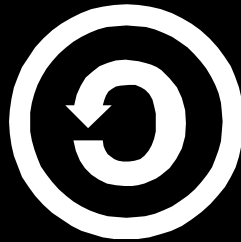
including:

open textbooks

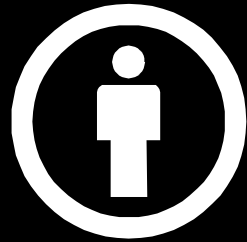


Nonprofit organization
Free copyright licenses
Founded in 2001
Operates worldwide

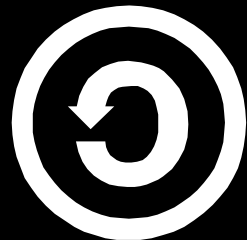
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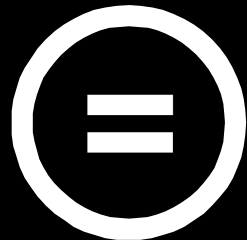
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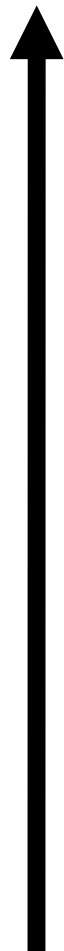


NoDerivatives

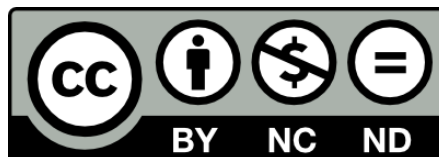
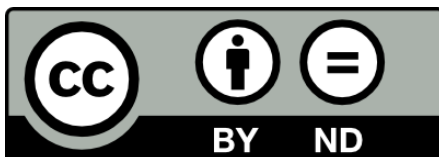
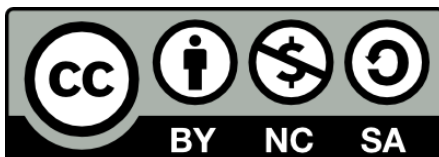
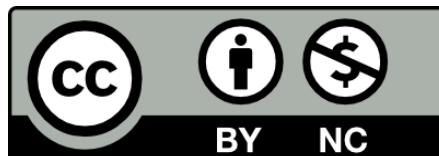
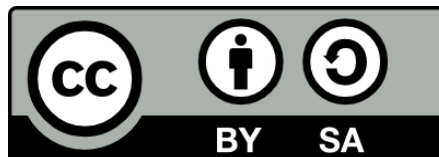
Step 2: Receive a License



most free



least free



OER



Not OER



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Australia



Austria



Azerbaijan



Brazil



Bulgaria



Canada



Chile



China
Mainland



Colombia



Costa
Rica



Croatia



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Ukraine



Unported



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Wikipedia: Over 77,000 contributors working on over 22 million articles in 285 languages

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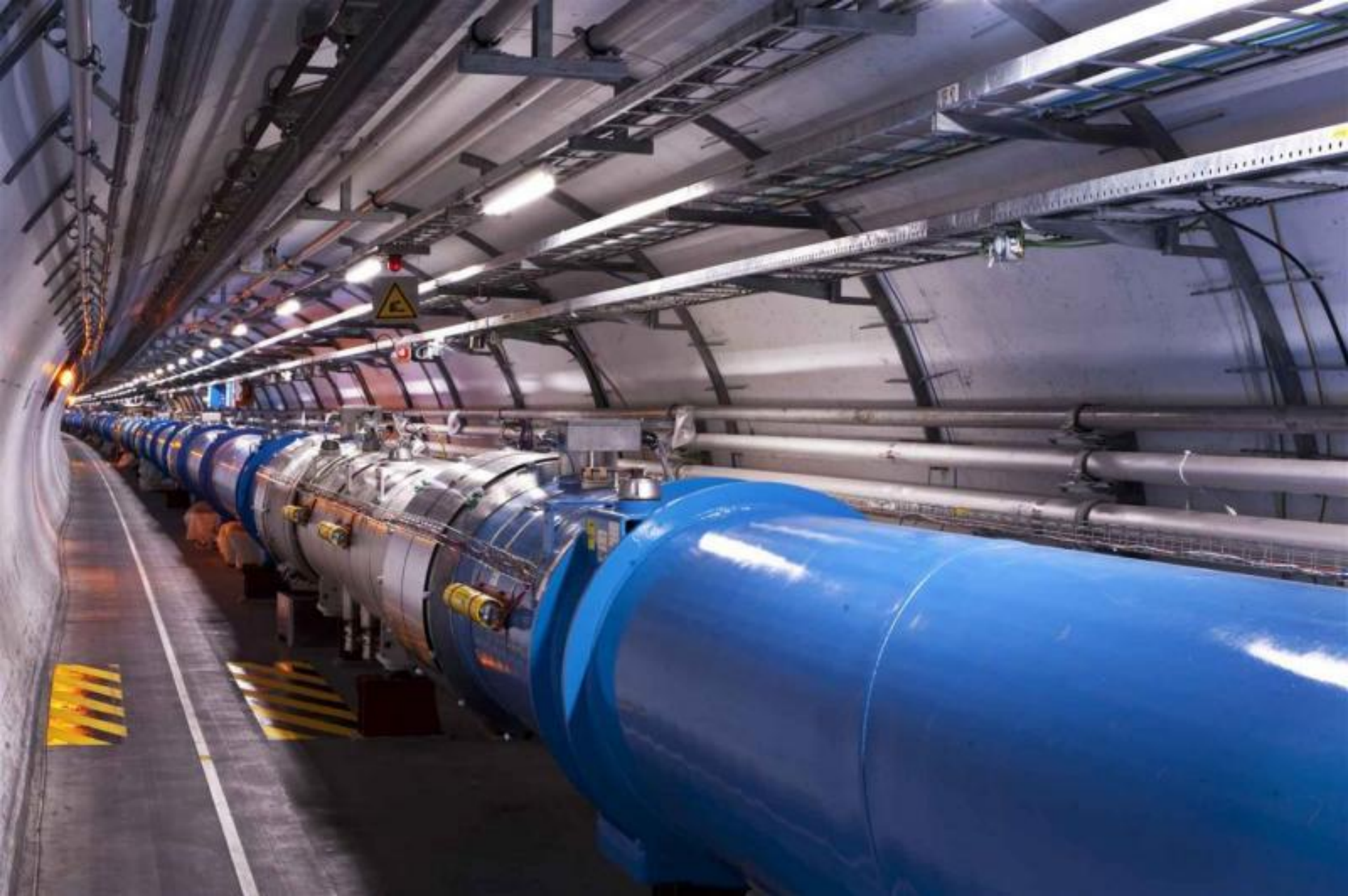


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**PRATHAM
BOOKS**



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- Wed 02 Mar 2011** // Dow and MIT Announce Multiyear Collaboration for Innovative Educational Outreach
[Business Wire](#)
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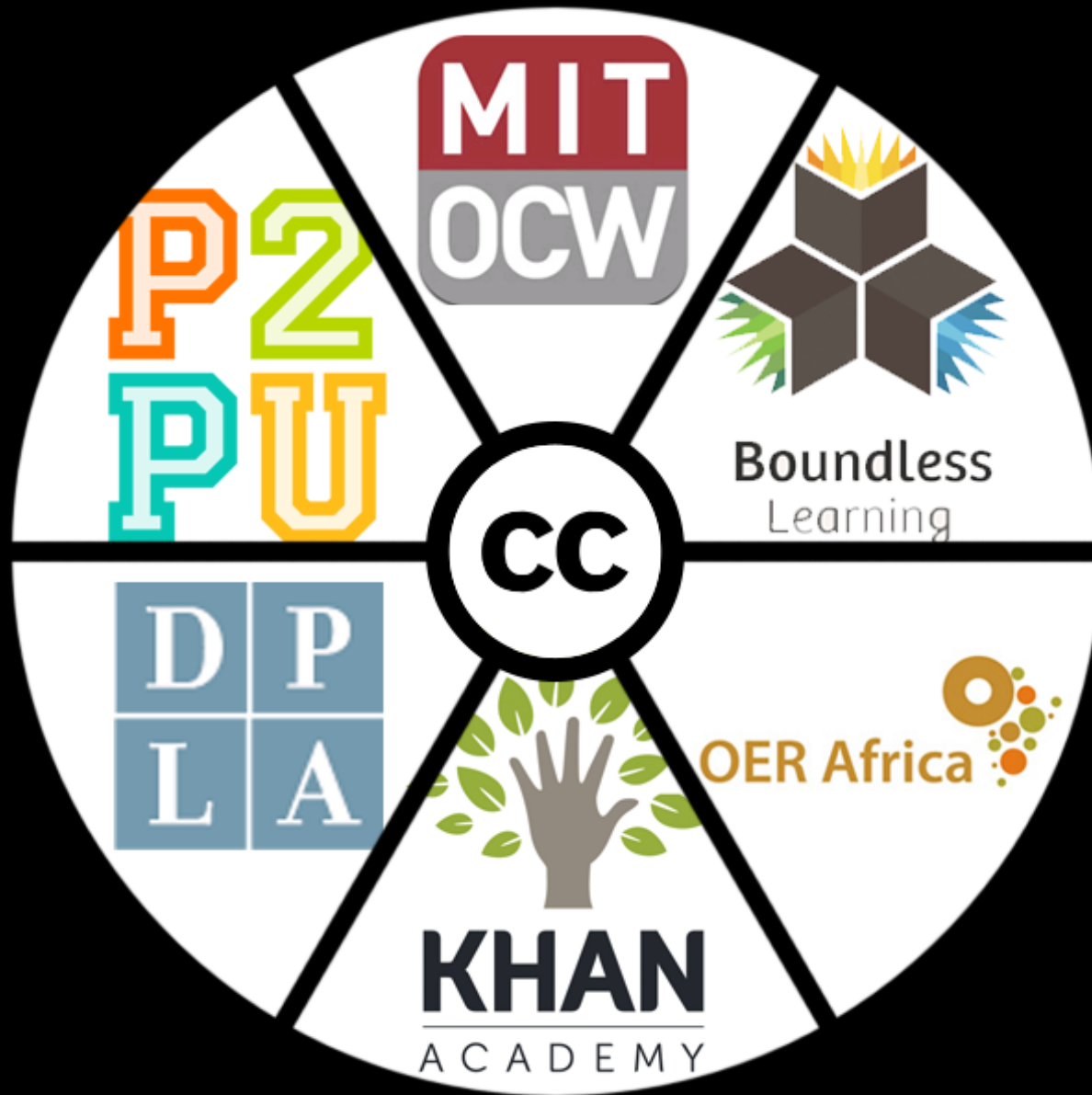
Higher Ed

Utah Open Textbook Project

Demonstrating the Cost Effectiveness and Educational Effectiveness of Open Textbooks



Primary



Open Educational Resources (OER)

OER are teaching, learning, and research materials that reside in the public domain or have been released under an open license that permits their free use and re-purposing by others.

FREE

+

LEGAL RIGHTS:

REUSE

REVISE

REMIX

REDISTRIBUTE

RETAIN



DONE READING?

GOOD

Image © from <http://www.cnn.com/2013/06/28/showbiz/heat-director-buddy-cop>

Adaptation by Nicole Allen, SPARC, CC BY

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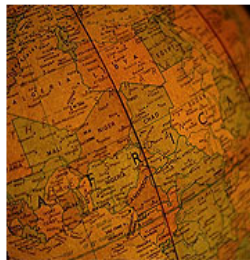
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17.196 Globalização, O



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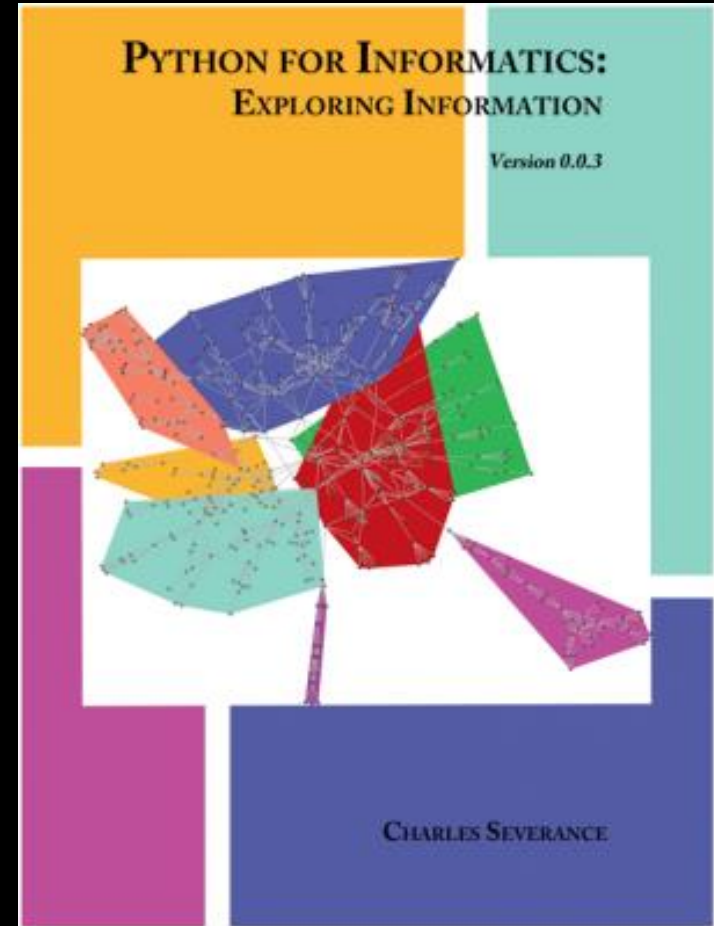
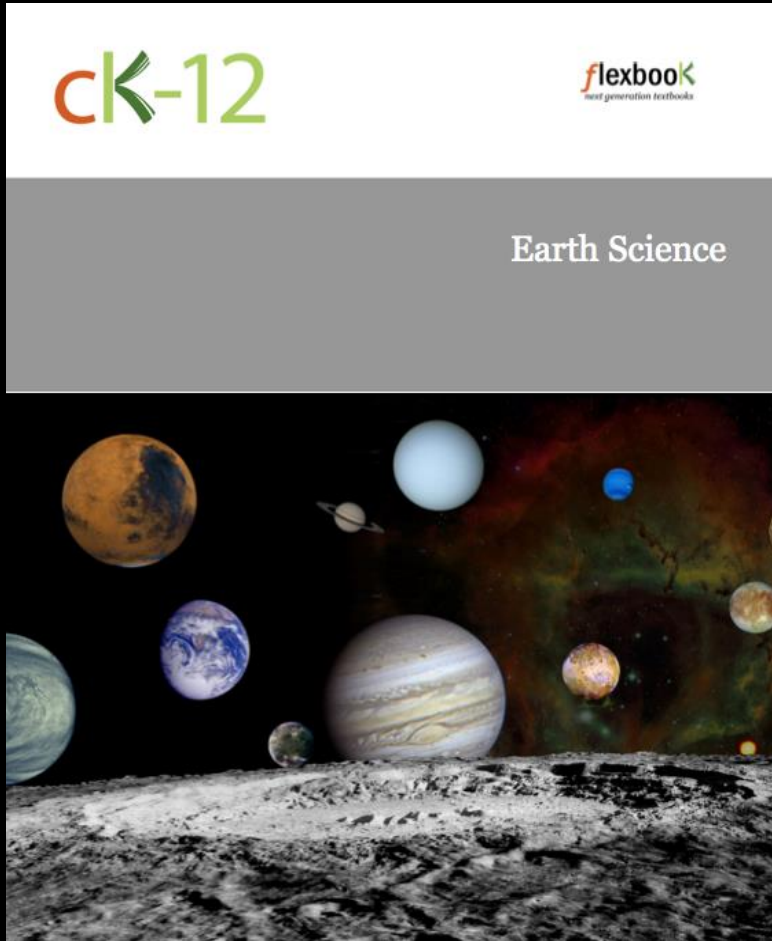
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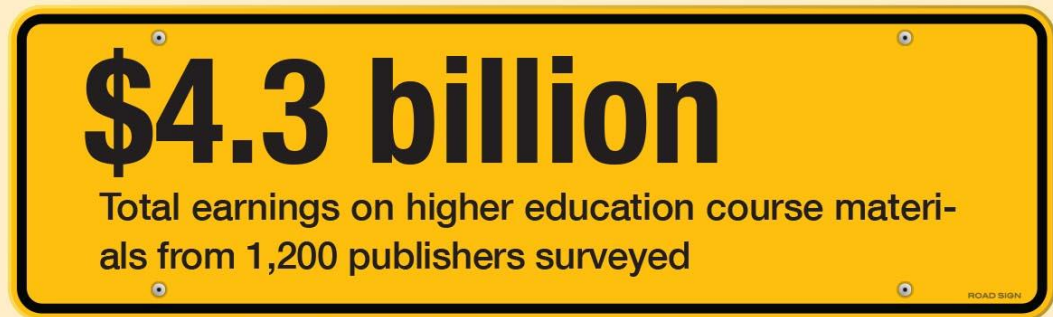
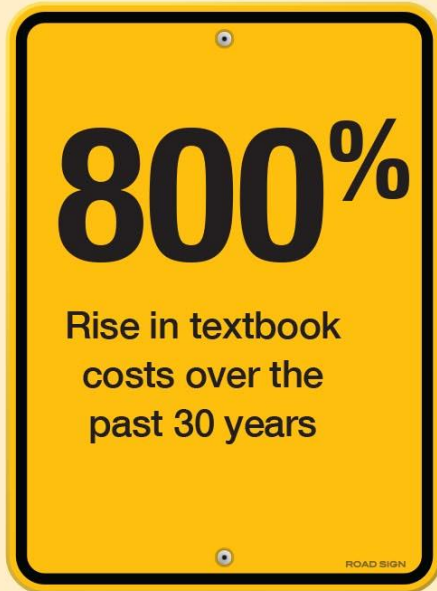
Translations & Accessibility



Customization & Affordability

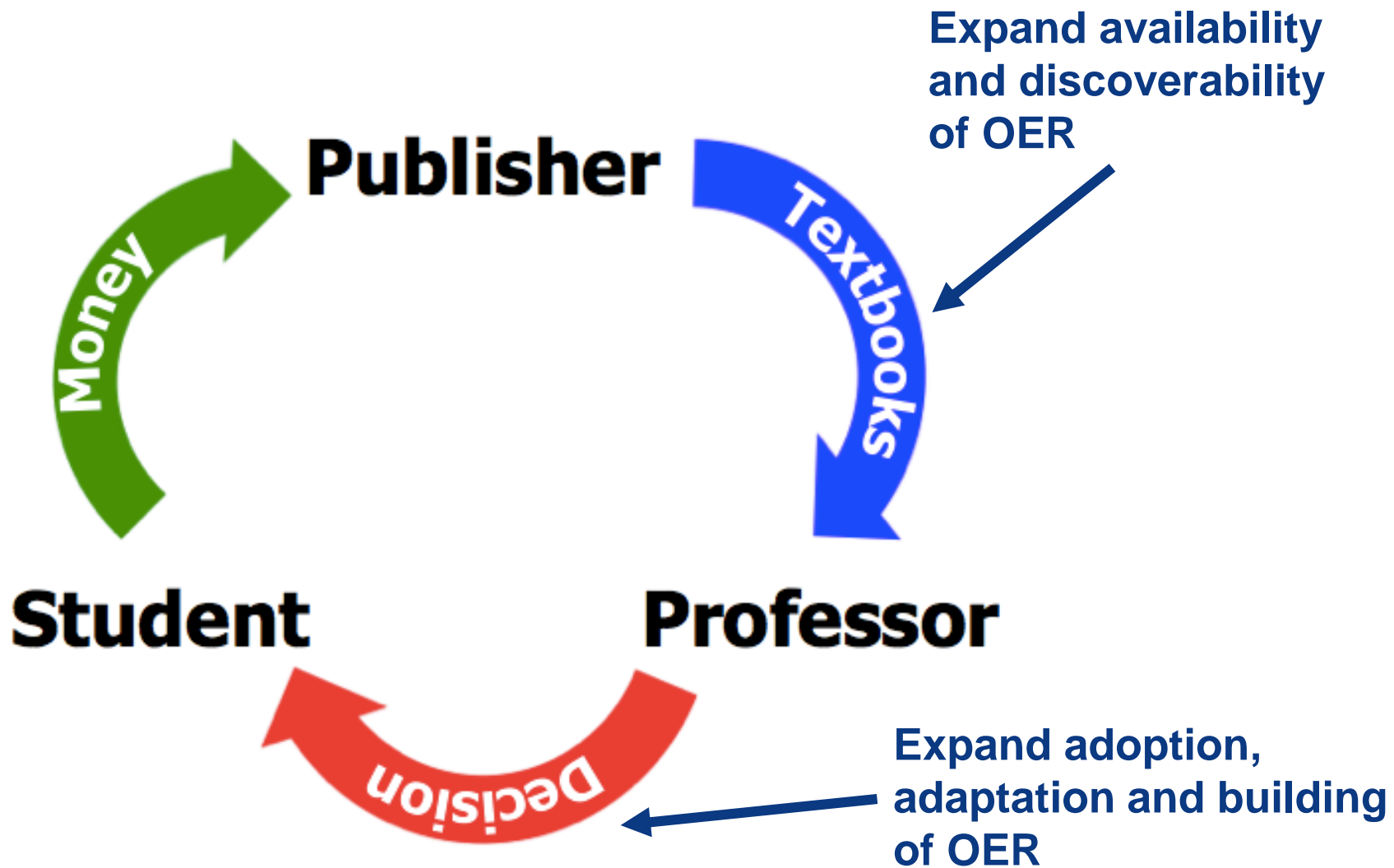
/ Open Textbooks

The BIG BUSINESS of TEXTBOOKS

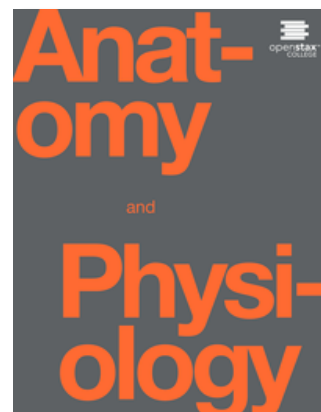
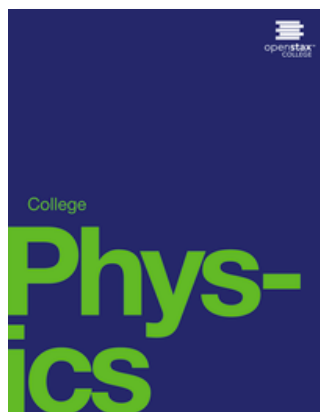
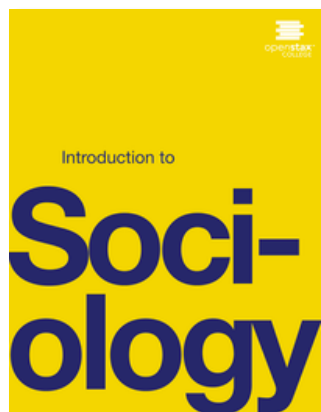
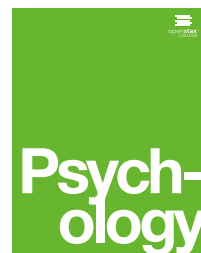
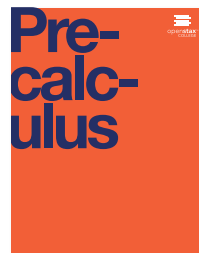
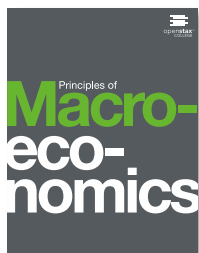
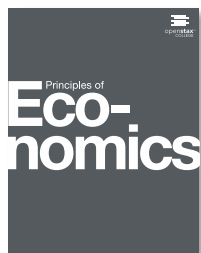
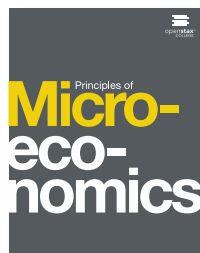
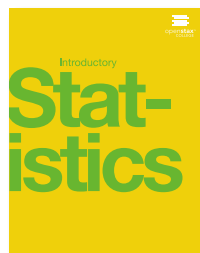


SOURCES: College Board, U.S. PIRG Education Fund, Student PIRGs, Association of American Publishers

(Article): University Business: College textbook forecast: Radical change ahead



A Growing Library



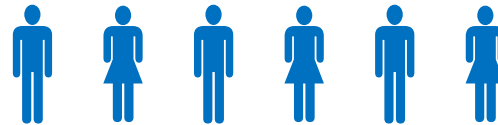
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SAVED!



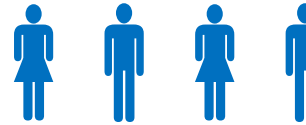
openstax™
COLLEGE

There is a direct relationship between textbook costs and student success

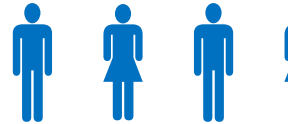
60%+ do not purchase textbooks at some point due to cost



50% take fewer courses due to textbook cost



31% choose not to register for a course due to textbook cost



23% regularly go without textbooks due to cost



14% have dropped a course due to textbook cost



10% have withdrawn from a course due to textbook cost

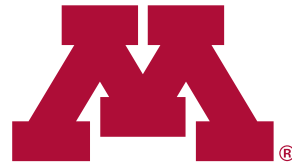


Source: 2012 student survey by Florida Virtual Campus

How are your students
supposed to learn with
materials they can't
afford and are not
buying?

What can you do?

The Open Textbook Initiative University of Minnesota



THE WILLIAM AND FLORA
HEWLETT
FOUNDATION

Received funding to provide faculty development on your campus:

- The impacts of high textbook costs
- Open textbooks as a solution
- Stipends for faculty reviews of open textbooks

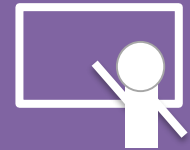
For more information: <http://z.umn.edu/opentextbooks>

Typical Results with Lumen

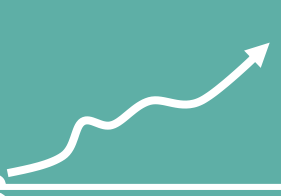


Cut total spend
on textbooks by
90%

Smooth
faculty
transition to



Measurable
increase (5-10%)
in student success



Student
access to
materials
from day 1



Data-driven
course

Open licensing
of all new content

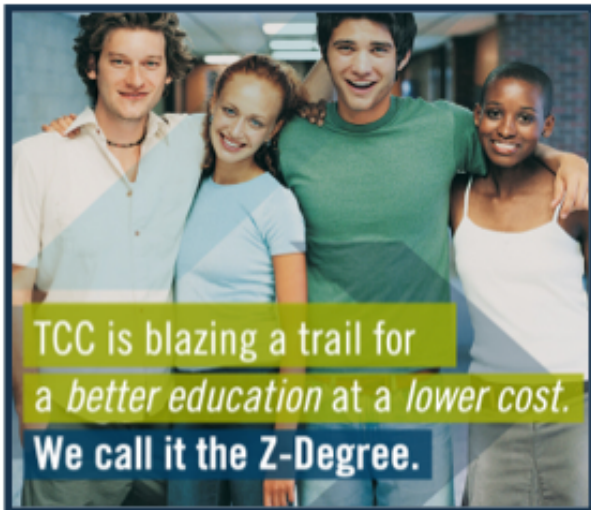


updates



Z-DEGREE

Tidewater Community College is making college more affordable.



The cost of college textbooks has risen 812% since 1978, more than the rates of inflation, health care, new home prices, and college tuition.

More and more, college students are unable to afford their textbooks, and as many as 70% of students have reported avoiding buying at least one textbook for their courses. Not surprisingly, these students do not do as well academically.

As of May 2013, if a TCC student purchased all of the textbooks required for a business administration degree, that student would spend \$3,678.95 on new books. While used textbooks may lower this price, their availability is, at best, uneven.

But the problem with printed textbooks goes beyond financial cost; textbooks “cost” students and teachers in other ways as well.

Because textbooks are frequently written for broad audiences in the hopes that they will fill the learning support needs and be adopted by large numbers of faculty and departments, they are filled with content and exercises that are superfluous to a specific course’s learning outcomes. The cost here is in teaching efficiency and effectiveness.

All OER 2-Year Degree



CC-BY licensed textbooks
for 110 university courses

WA Community Colleges:

- We must get rid of our “not invented here” attitude regarding others’ content
 - move to: “proudly borrowed from there”
- Content is not a strategic advantage
- Nor can we (or our students) afford it

English Composition I

- 60,000+ enrollments / year
- x \$175 textbook
- = **\$10.5 Million** every year

English Comprehension

- 55,000+ employees per year
- x \$175
- = on every year

Insane



COURSES

Free to download, edit and use

GET STARTED

Tips on getting started using OCL courses

RESOURCES

Publications, OCL history, ...

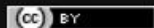


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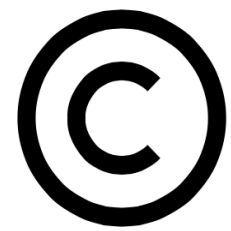
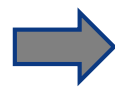
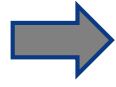
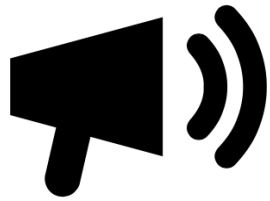
Does it make **any sense** WA State and K-12 Districts together spend \$130M/year

on textbooks and the results are:

- Books are (on average) 7-10 years out of date
- Paper only / no digital versions.
- Students can't write / highlight in books
- Students can't keep books at end of year
- All rights reserved... teachers can't update

Open Policy

Current research funding cycle does not maximize dissemination, economic efficiency, social impact

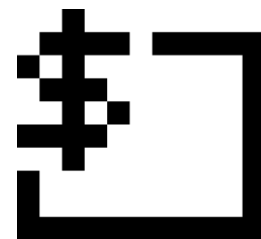
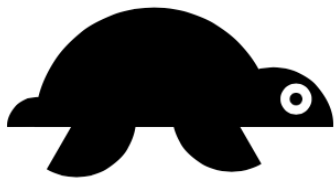


Government RFPs announced, research grants awarded

Scientific research conducted and papers written

Articles submitted to journals and peer review occurs

Acceptance in journals; authors transfer copyright to publishers



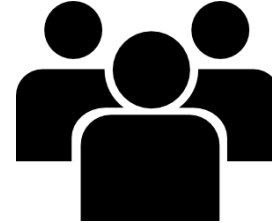
Slow scientific progress, poor return on public investment

Public granted little or no reuse rights beyond access to read articles

Libraries subscribe or public pays per article fee to view on publisher's website

Articles published in mainly closed access journals

Optimized research funding cycle maximizes public access, economic efficiency, social impact

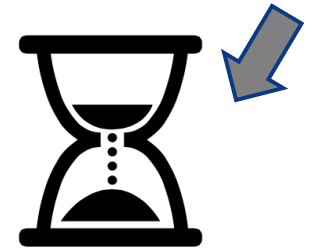
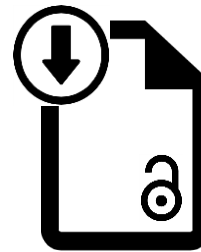


Government RFPs announced, open license requirements included, research grants awarded

Scientific research conducted and papers written

Articles submitted to journals and peer review occurs

Acceptance in journals; public access policy ensures deposit in open repository



Accelerated scientific progress, optimal return on public investment

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Articles published in traditional journals under embargo

When the Marginal Cost of Sharing is \$0...

- educators have an ethical obligation to share
- governments need to get maximum ROI by requiring publicly funded resources be openly licensed resources
- governments and educators need openly licensed content: (a) so you can revise & remix
(b) buying and maintaining is cheaper than leasing (w/time bombs)



White House issues directive supporting public access to publicly funded research



\$2 billion over four years
CC BY required



California Community Colleges require
Creative Commons Attribution for
Chancellor's Office Grants & Contracts

Publicly funded
resources should be
openly licensed
resources.



OPEN POLICY NETWORK
openpolicynetwork.org



Institute for Open Leadership

1st Institute: January, 2015

Faculty: My asks of you:

(1) Before you order your textbook(s) for next semester... please look at **Open Textbooks** (e.g., **OpenStax**) and other **OER**.

(2) What OER can you reuse, revise, remix from others?

(3) License your works with CC!

College Leadership: My ask of you:

- Add OER / OA to strategic plans
- Open Policy on discretionary grants
- Support faculty: time/money/PD
- Make this a Univ-wide conversation
- Make heroes out of open leaders
- Track & report cost savings, KPIs
- CC licenses on your MOOCs

the opposite of open isn't "closed"

the opposite of open is “broken”

Attribution: John Wilbanks





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