CSU’s Affordable Learning Solutions:
What We’ve Learned and
What We’ve Accomplished
After 4 Years

Gerry Hanley and Leslie Kennedy
California State University Office of the Chancellor
December 11, 2014 in Athens, GA
The Future of the Textbook Conference
Begin with Some Lessons Learned

• Give a Gift and Not a Burden (Money is good)
• It’s Complicated
• KISS A Lot – Choice, Affordability, Accessibility
• It takes 5 times for people to understand and the 6th time they ignore you
• Build Locally – Link Globally
• Stone Soup
• Be Patient
• You Don’t Control Demand
AL$ Initiative Strategy

- **Enabling Ecosystems** with policies, leadership, business models
- **Developing Demand** with communications, training, professional development
- **Creating Capabilities** with convenient & affordable access to content with technologies and processes
- **Leveraging Content Providers** Publishers--Libraries-- Academic Authors-- Open Education Resources (CSU-MERLOT)
What is your institution’s priority that could benefit from AL$?

– Delivering quality online education cost effectively?
– Improving affordability of educational programs for your students?
– Improve retention and graduation rates with more engaging curriculum?
– Course redesign for student success?
– Others?

• What are the barriers facing our institution in achieving its priority?
Textbook Affordability Affects Access to an Excellent CSU Education

CSU students pay more than $1,000 per year.

Florida students’ responses to costs (survey)

- Not purchase the textbook (64%)
- Not register for a course (45%)
- Take fewer courses (49%)
- Withdraw from a course (21%)
- Fail a course (17%)
California State University – CSU

• 23 campuses; about 450,000 students; about 80% undergraduates

• The CSU conferred about 100,000 degrees annually

• About 1/3 of our students get enough financial aid to cover their tuition, books and supplies
CSU’s Affordable Learning Solutions

- Affordability
- Accessibility
- Choice of Quality Content
Give a Gift & Not a Burden

http://affordablelearningsolutions.org

- Alternative Quality Content
- Tools & Technologies
- Policies, Marketing & Implementation Strategies
LEVERAGING CONTENT PROVIDERS & CREATING CAPABILITIES
CSU Provides System Access to No and Low Cost Textbook Alternatives

1. **Open Educational Resources:** Through ALS site, find over 1,000,000 FREE online instructional materials, including over 2,300 FREE online textbooks that you can use.

2. **CSU Library Resources:** Our electronic library collections provide students FREE access to extensive resources.

3. **Faculty Customized and Authored Materials:** Published and distributed in a variety of ways.

4. **Lower Cost Publisher Content** in both electronic and hard copy formats.
CSU Bookstores

Key partners for digital content distribution

- Barnes & Noble
- Follett
- Independents
Instructional Designers

Communicators
The first skill we master in Instructional Designer (ID) 101. Listening, speaking, writing and presenting are all important parts of our day-to-day. Our work is collaborative by nature. We are skilled at building consensus.

Guides
IDs are consultants, technologists, trainers, and evaluators. Whatever instructional issues you may face, we can be right by your side to help.

Thinkers
We think about things. We brainstorm. We experiment. We look for new and better all the time. We think about human psychology. We think about aesthetics, design, user experience, flow, look/feel. We think about the different senses and how they come into play.

Builders
We bring a systematic approach to constructing learning experiences that includes analysis of the audience, environment, objectives, content, technologies, etc. Planning maps, guides, templates, process docs, outlines, storyboards, are all part of the way we approach projects.

Designers
We design instruction/teaching and learning experiences. At the heart of the matter is often the alignment of objectives, activities and assessments.

Explorers
It’s important that we stay on top of the latest processes and skills related to ID work. We communicate “best practices” in teaching and learning (particularly related to using technology).

Relatives
We are skilled at building relationships and rapport with faculty, staff, and clients. There is the potential for a lot of emotion around what we do.

Project Managers
We talk about projects and project management constantly. It frames how we think about work.

Data Analysts
Data-based decision making is part of what we do.

Fixers
When a course link breaks, when a weighted grade column doesn’t add up, we can be there to help. We fix things that are broken. We solve problems.

Superheroes
Look! Up in the sky! It’s a media producer! It’s a collaboration expert! It’s an ID!

Evaluators
We design, develop and evaluate content/instructional materials. Review and revision are essential.
Build Locally – Link Globally
Campus-based Programs

A Few Faces of Our “Featured Faculty”

CALS TAP
Chico Affordable Learning Solutions
Textbook Alternatives Project

Cougars Affordable Learning Materials

CALM aims to improve the cost, availability, and effectiveness of instructional materials for our students.

To find out how you can help CALM the cost of textbooks for our students, see http://www.csusm.edu/ids/CALM or email calm@csusm.edu to learn more!
LEVERAGING BOOKSTORES
CSU Rent Digital Program

http://als.csuprojects.org/rent_digital_etextbooks
Agreement On 4 Key Areas

- **Choice**: Faculty have a wide choice of publishers and students can choose a digital rental or not.

- **Price**: 60% off new print textbook prices and publishers choose the titles they will offer.

- **Marketing**: CSU and vendors collaborating to raise awareness, comfort, and competencies in using digital textbooks.

- **Accessibility**: Vendors will provide the CSU a roadmap for improving the accessibility of their eReaders.
DEVELOPING DEMAND: Campus Marketing and Professional Development
Additional Vendor Options

- XanEdu Custom Publishing
- Redshelf Custom Publishing
- Cafe Learn Adaptive Software
- McGraw Hill LearnSmart
- Adapt Courseware
In 2013-14 Bookstores Saved Students $30 Million Dollars
LEVERAGING FREE AND OPEN RESOURCES - MERLOT
MERLOT is a curated collection of free and open online teaching, learning, and faculty development services contributed and used by an international education community.
CREATING CONVENIENCES

CSU AL$ Search Engine

Free Open Education Resources

Find free education resources associated with your textbook by entering the ISBN # in the search below.

[Image of search form with ISBN number and search button]

Sociology

Author: Macionis, John J.
Publisher: Pearson, 2012

http://als.csuprojects.org/free-etextbooks
http://cool4ed.org
DEVELOPING DEMAND:
CSU Faculty and their Affordable Learning Solutions Strategies
Mark Stoner from California State University, Sacramento, CA
eTextbook: Public Speaking by The Public Speaking Project

the public speaking project

SACRAMENTO STATE
Resources for ComS 5 The Communication Experience

ComS 5 satisfies the A-1 oral communication GE requirement at CSUS Articulation

**Main text:** *(From Flatworld Knowledge publishing)*

*Communication in the Real World: An Introduction to Communication Studies, v. 1.0*

[Link to PDF version]

**Secondary text:** *(From Wikibooks)*

*Survey of Communication Study*

[Link to PDF version]

*I created the PDF links to ensure constant access to the texts, in full, in downloadable, searchable (and screen reader-friendly) form.*
Public Speaking: The Virtual Text (table of contents)

Description: This textbook contains 18 chapters contributed by speech professionals dedicated to providing free and low cost instructional materials. Each chapter contains an outline, objectives, review questions and suggested activities in addition to the formatted text and images available in PDF format. Chapters also have a supplementary online page with terminology definitions and links to related materials.

Authors: A variety of speech professionals who are dedicated to providing free and low cost instructional materials contributed their original work. Each chapter link has information about the authors and their expertise.

ComS 4: Introduction to Public Speaking

Description: Theory and technique of public speaking. Emphasis on organizing, supporting, and clearly stating ideas. Practice in informative and persuasive speaking. Meets the general education requirement for oral communication, Area A-1.

Prerequisite: none

GE Credit: 3 units, degree applicable

Syllabus available here

Course objectives

1. To construct practical mental models that will guide preparation of and presentation of public speeches

OER adoption process

I make use of textbooks as the basic source of content and use class time for activities that apply the content and practice skills. Therefore, I felt it was imperative that students had no excuse for not reading the course text.

Further, I appreciated the fact that I didn’t feel compelled to use every chapter to justify the high cost of a typical textbook. While I did end up using all the chapters, uses came organically from the course design, not a sense of compulsion. I value OERs for the freedom of choice, usability, adaptability, accessibility and convenience they provide.

Student Access: Students access the textbook directly from the publisher’s web site or it is directly linked from the course wiki which substitutes for a course management system. The bookstore has no interest in the book;
“CALMED” Course Example – WMST 303

WMST 303: Education, Race and Gender, Dr. Natalie Wilson

- Reconstructing Gender $90.26
- Troubling Education $49.95
- Teaching to Transgress $21.36
- Total: $161.50

CALMED course

- Breaking Bad Habits of Race and Gender 24.95
- Pearson Custom Book 24.65
- OER videos, websites, and organizational publications (e.g., FMF’s report on gender equity and education)
- Library Materials including Course Reserves, journal articles, and Media Library Holdings

- Total: $49.60
Savings: $111.90
(x40 students = $4,467)
LEVERAGING ACADEMIC LIBRARIES
Faculty Adopt E-Options from the Library

• CSU libraries manage about 1 billion digital assets (ejournal articles, ebooks, other digital media)

• All CSU Libraries have a current subscription to ebrary Academic Complete, a library of over 120,000 e-books. In addition, many titles outside the subscription are available for purchase.
  • CSUDH relies heavily on ebrary titles.
  • CSUDH also uses the Ovid e-books for Nursing Programs
How can your campus librarians help you locate relevant affordable learning solutions?
Naomi Moy
Academic Resources Librarian
Dominguez Hills
Affordable Learning Solutions @ CSU Dominguez Hills
Affordability, Accessibility, Choice

Home > Affordable Learning Solutions at CSUDH

Affordable Learning Solutions at CSUDH

The high cost of textbooks hurts students' education and impacts their ability to graduate. This is especially true in our current economic climate. In order to address this problem, California State University Dominguez Hills is poised to lead a pilot implementation of the Affordable Learning Solutions Campaign, which aims to increase faculty awareness of alternative resources and provide students with cheaper course materials.

Sharing Practices

Share your strategies to reduce costs by uploading your own syllabus or joining the CSU-wide online community.

Faculty Showcase

This website provides:

http://library.csudh.edu/ALS/
FREE E-TEXTBOOKS

On this page, you can see a sortable list of ebooks and online resources freely available to currently-enrolled CSU Dominguez Hills students. To access a resource, click the link in the "Resource" column.

Free E-textbooks in the Library for Fall 2014.

Sort the list by clicking column header. To sort by last name, please click the Refresh/Reload icon on browser.

<table>
<thead>
<tr>
<th>Instructor</th>
<th>Course</th>
<th>Resource</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teri Abbott</td>
<td>LBS 400</td>
<td>In Search of Understanding: The Case For Constructivist Classrooms via EBSCO (Spring 2013)</td>
</tr>
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<td>Teri Abbott</td>
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<td>In Search of Understanding: The Case For Constructivist Classrooms via ebrary (Spring 2014)</td>
</tr>
</tbody>
</table>
With so many choices available free to students, faculty can assign an entire book or ask students to read a chapter (using the links on the right side). Example from ebrary.
Over 290 of 750 faculty at CSU Dominguez Hills participated in the AL$ program in 2013-14. (we “launched” in 2010-11)
How can your **instructional designers** help you locate and access affordable learning solutions?
Susan Wilson
Lead Instructional Designer
San Marcos

Cougars Affordable Learning Materials

CALM aims to improve the cost, availability, and effectiveness of instructional materials for our students.

To find out how you can help CALM the cost of textbooks for our students, see http://www.csusm.edu/ids/CALM or email calm@csusm.edu to learn more!
The cost of a college education continues to rise, outpacing inflation and median income growth in the last decade. As a result, students are piling on debt and recent graduates are struggling under the weight of loans they wouldn't have needed 10 to 20 years ago. From the data we have begun to gather, we have learned that the cost of course materials is a burden for many of our students and they believe their grades are suffering as a result, as the following quote attests:

Assigned fall 2014 texts available in Kellogg library

Over 220 texts assigned for Fall 2014 are in the library collection. 40+ of these books are available to students for free as library ebooks, so be sure to check this list.
CALM Approach – Introductory Meeting

- Working with the publishers
  - Negotiate a discount
  - Customization – is it worth it?
  - Direct sale to students
  - Text banks vs. online supplement
  - Resale – bookstore policy
  - Specialty publishers – i.e. XanEdu
- Overall strategy for locating OER materials
  1. Start with open books
  2. The library’s e-book collection
  3. OER Search Engines
  4. Media repositories
### Course Topics & Resources Template

#### Unit Title: Heckscher-Ohlin-Samuelson Theory

<table>
<thead>
<tr>
<th>Resource description</th>
<th>Source</th>
<th>Title</th>
<th>media</th>
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</table>

#### Unit Topics:
- H-O-S Theory of Factor Endowments
- Stolper-Samuelson and Factor Price Equalization Theorems
- Rybczinski Theorem
- Trade and Income Distribution

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<th>media</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online textbook, by Steve Suranovic, U. of Illinois at Urbana/Champaign, shared under CC license, Attribution, share-alike</td>
<td>FlatWorld knowledge</td>
<td><strong>International Trade: Theory and Policy, v. 1.</strong> Pub May 2010</td>
<td>FlatWorld multiple options, low cost digital all access pass – sell to bookstore Study pass – online access, not downloadable Print on demand</td>
</tr>
</tbody>
</table>
Over $400,000 saved in 2013-14
11,300 students
Enabling Ecosystems with policies, leadership, business models

Developing Demand with communications, training, professional development

Creating Capabilities with convenient & affordable access to content (CSU Digital Marketplace)

Leveraging Content Providers Publishers--Libraries-- Academic Authors-- Open Education Resources (CSU-MERLOT)

AL$ Initiative Strategy
Developing Demand: I Want My AL$  

• “If you build it, they will come”…Assumes you know what people really want.  

• Communication Campaigns Are Critical  
  – Awareness of choices  
  – Overcoming fears and misunderstandings  
  – Opportunities to achieve an advantage  
  – Provide professional development programs
Communication With & By Stakeholders

• President

• Academic Affairs: Provost, AVP, Deans, Assoc. Deans, Library Deans

• Faculty & Staff: Academic Senate, Faculty Development Directors, library staff, faculty innovators

• Business & Finance: CFO, Auxiliary Director, Bookstore manager, financial aid, public affairs/development

• Student Affairs: VP, AVP, Director of Center for Students with Disabilities, Outreach, etc.

• Students: Associated Students, Student Newspaper
ENABLING ECOSYSTEMS
Enabling Ecosystems: “You Want My AL$”

• **Leadership** – “Top to bottom”
  – Connecting “silos” for students’ benefits

• **Business deals** – Partnerships vs. Vendors

• **Campus Policies** – can represent the values and provide “good guidance”
  – Intellectual property, “textbook” adoption, HEOA implementation, accessibility

• **Responding to legislators** intent and actions
What Drivers Will Attract Attention?

• **Affordability** - Access to higher ed dependent on “Total Cost of Education“ (MD)

• **Higher Education Opportunity Act** – Cost transparency that requires changes in campus business practices (CD)

• **Section 508 of Rehabilitation Act** – timely delivery of accessible content to students with disabilities (CD)

• **Consumer demands** for digital services & products (MD)

• **Learning outcomes** for accreditation (CD)

• **OTHERS????**

WHAT IS THE COMPETITION FOR ATTENTION?

(MD= Market Driver CDM=Compliance Driver)
Politics matter a lot....

HOW DO YOU MAKE AL$ A PRIORITY OVER OTHER COMPETING DEMANDS FOR ATTENTION?
AL$ Initiative Strategy

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with policies, leadership, business models

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with communications, training, professional development

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Publishers--Libraries--Academic Authors--Open Education Resources (CSU-MERLOT)
Project Management:

• Scoping your project
  – Campus, Discipline, System, Other strategy
  – Define REASONABLE objectives
    • Start where you have LEVERAGE and FRIENDS

• Start where you are ready to succeed
  – Leadership with visible commitment
  – Program and support commitment
  – Communication process commitment
  – Program evaluation process commitment
  – Management of continuous process improvement
Focus on Deployment

1. Expanding Campus AL$ Programs to provide high quality, no-cost/low-cost alternatives

2. Scaling Shared Services through Systemwide Collaborations

3. Streamlining Technologies and Collaborative Innovations

4. Improving Accountability Strategies to Measure and Manage Outcomes
MERLOT: Stone Soup for Education in the 21st Century

- MERLOT provides the pot, water, and the first stones
- Each of us has something to contribute
  - A “found” material with an educational purpose
  - A comment that adds educational “flavor” to the ingredients
  - Leadership for encouraging others to contribute
Metaphors, Principles, and Innovations

• Engaging people and opening doors
• Recognizing and validating needs
• Exciting curiosity
• Creating the gathering place in the open
• Inviting solutions
• Offering personal contributions
• Encouraging publicity
• Enjoying the fruits of labors
• Celebrating accomplishments
• Saying Thank You
Shall We Make Stone Soup?
And Move the World With Innovations?

Mass = Educational Innovations

Mass = MERLOT Community
Thank You!
Questions?
Questions on Affordable Learning Solutions

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