THE OPEN EDUCATION INITIATIVE AT UMass Amherst

SEEKING ALTERNATIVES TO HIGH-COST TEXTBOOKS

Jeremy Smith
Based on Marilyn Billings’ OER Summit Presentation (October 2013)
WHY OER?

“Why OER?”

“I stopped buying textbooks my second semester here.” - Marieme T., Class of 2014
WHY OER?

WHY OER?

Textbook Costs @ UMass

- Psychology: $1,658, 197 graduates
- Kinesiology: $867, 213 graduates
- Biology: $1,118, 217 graduates
- Political Science: $846, 138 graduates
- Accounting: $1,258, 194 graduates

Average 4 Year Textbook Cost vs. # of graduates in 2015.
WHY OER?

Textbook Costs @ UMass

- **Psychology**: $326,663
- **Kinesiology**: $184,565
- **Biology**: $242,615
- **Political Science**: $116,748
- **Accounting**: $249,294
WHY OER?

Textbook Decisions

- 53% not purchased - too expensive
- 35% not taken a class - textbook too expensive
- 24% taken a different class - textbook too expensive
- 23% made different decisions about my education because of student debt

2014 survey of 264 students in OEI classes
Spring 2011

Provost’s Office and the University Libraries of the University of Massachusetts Amherst launched the Open Education Initiative (OEI)
The OEI is a faculty incentive program that encourages:

1. the creation of new teaching materials and models
2. the use of existing open (free) information resources to support student learning
3. the use of library subscription materials
4. development of open technologies
UMASS AMHERST AT WORK

Libraries

Teaching Excellence & Faculty Development

Information Technology
SUCCESS STORIES

Carlos Gradil
• Animal Sciences 421: Fundamentals of Reproduction
• Cost Savings to date: $7,680

Miliann Kang
• Women’s Studies 187: Gender, Sexuality and Culture
• Cost Savings to date: $8,475

Hossein Pishro-Nik
• Electrical and Computer Engineering 314: Introduction to Probability and Random Processes
• Cost Savings to date: $25,833
OUTCOMES

- Adopted a new textbook: 3%
- Adapted materials from different sources: 24%
- Created all new course material: 73%
# Total Savings Over Time By College

<table>
<thead>
<tr>
<th>College</th>
<th># of Students Per College</th>
<th>Savings Per College Over Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>College of Natural Sciences</td>
<td>4,471</td>
<td>$762,643.00</td>
</tr>
<tr>
<td>College of Social and Behavioral Sciences</td>
<td>1,248</td>
<td>$163,307.00</td>
</tr>
<tr>
<td>College of Humanities &amp; Fine Arts</td>
<td>870</td>
<td>$119,473.00</td>
</tr>
<tr>
<td>College of Engineering</td>
<td>724</td>
<td>$132,677.00</td>
</tr>
<tr>
<td>College of Education</td>
<td>703</td>
<td>$74,283.00</td>
</tr>
<tr>
<td>College of Nursing</td>
<td>38</td>
<td>$2,470.00</td>
</tr>
<tr>
<td>Honors College</td>
<td>187</td>
<td>$7,835.00</td>
</tr>
<tr>
<td>Stockbridge School of Agriculture</td>
<td>275</td>
<td>$37,058.00</td>
</tr>
<tr>
<td>Isenberg School of Management</td>
<td>103</td>
<td>$20,600.00</td>
</tr>
<tr>
<td>School of Public Health and Health Sciences</td>
<td>175</td>
<td>$38,699.00</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>8,794</strong></td>
<td><strong>$1,359,045.00</strong></td>
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</tbody>
</table>
OPEN EDUCATIONAL RESOURCES: THE 5R FRAMEWORK

Retain
Reuse
Revise
Remix
Redistribute
OER INCLUDES

**Curriculum**
- Syllabi
- Content modules

**Course materials**
- Textbooks
- Assignments
- Simulations
- Learning objects
- Labs

**Collections**
- Journal articles
- E-books
- Art galleries
- Video libraries

**Tools**
- Software
- Calculators
- Analytics
Open Educational Resources Website at UMass Amherst

Open Educational Resources

What are Open Educational Resources (OER)?
Open Educational Resources are educational materials and resources offered freely and openly for anyone to use and under some licenses to re-mix, improve and redistribute. They include:

- Learning content: full courses, course material, content modules, learning objects, collections, and journals.
- Tools: software to support the creation, delivery, use and improvement of open learning content including searching and organization of content, content and learning management systems, content development tools, and online learning communities.
- Implementation resources: intellectual property licenses to promote open publishing of materials, design-principles, and localization of content.

Why OER?
OER is a relatively new movement in education; educators and learners as well as learning institutions are driving its development. OER provides an alternative to the rising costs of education. For example, in some countries like South Africa, many educators and learners are tapping into OER as the only source for textbooks. OER provides an opportunity to try new ways of teaching and learning, many of which are more collaborative and participatory.

LIBRARY.UMASS.EDU/SERVICES/TEACHING-AND-LEARNING/OER/
WHAT ABOUT AUTHOR RIGHTS?

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- Attribution - Non-Commercial
- Attribution - Non-Commercial - Share Alike
- Attribution - Non-Commercial - No Derivatives

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QUESTIONS?

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