

# Open Educational Resources for Faculty Senate Chairs

Leanne Riseley, Leeward Community College  
Wayde Oshiro, Leeward Community College  
Sunny Pai, Kapiolani Community College  
Susan Kazama, Kapiolani Community College

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## Strategic Plan, UHCC Spring 2015

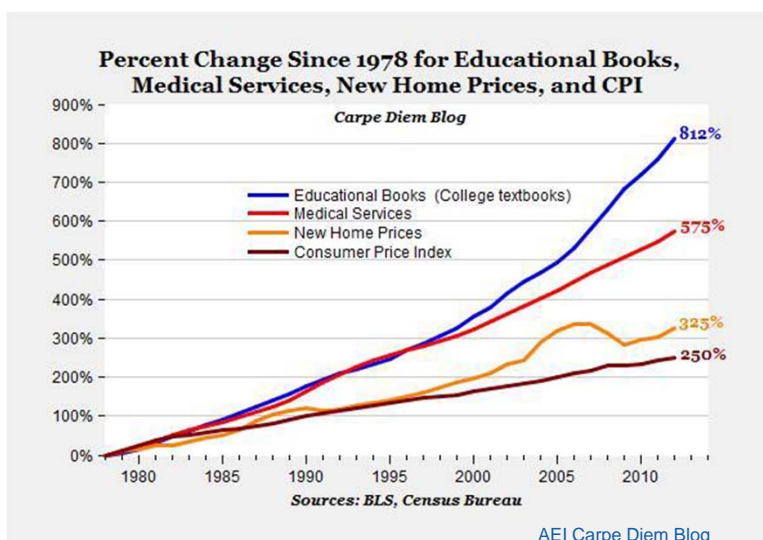
**UHCC  
System  
2015-2021**

**High Performance  
Mission-Driven System**

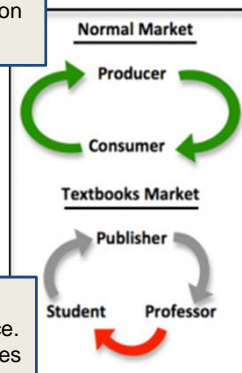
### **COST**

- **Eliminate cost as barrier to education:**
  - Continue to increase Pell grant distribution
  - Accelerate alternative revenue strategies
  - Use current annual grant acquisition average (5-year average is \$35M) as baseline; need to determine percent increase per year to 2021;
  - Increase private fundraising for need-based aid.
- **Implement Open Educational Resources (OER) to replace most textbooks by 2021**

# A broken marketplace



Consumer chooses the product based on price and value.



Student is a captive market with no choice. Publishers raise prices at will.

[Open Textbooks: The Billion Dollar Solution](#)

## Textbook costs for Top 10 UHCC enrolled courses

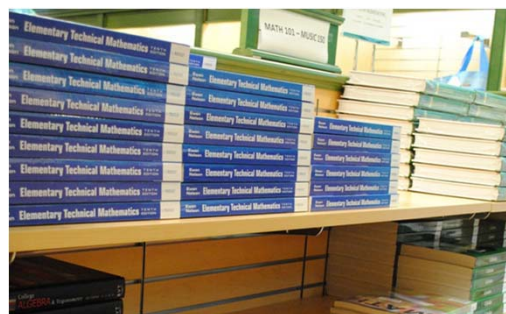
Fall 2014								
Course	Enrlmnt	HAW	HON	KAP	KAU	LEE	MAU	WIN
ENG 100	2978	\$247.75	\$78.95	\$121.05	\$81.06	\$145.20	\$151.35	\$63.20
PSY 100	1687	\$199.35	\$129.65	\$68.45	\$98.70	\$113.20	\$113.20	\$75.00
HWST 107	1614	\$0.00	\$0.00	\$80.65	\$0.00	\$87.25	\$0.00	\$45.05
HIST 151	1543	\$172.70	\$92.15	\$131.60	\$197.65	\$182.65	\$124.35	\$124.15
SP 151	1496	\$151.35	\$77.65	\$69.95	\$85.55	\$144.90	\$19.80	\$109.45
HIST 152	1274	\$118.45	\$92.15	\$137.50	\$227.65	\$115.70	\$82.90	\$155.03
MATH 103	1155	\$0.00	\$142.15	\$142.15	\$145.40	\$123.70	\$115.50	\$145.40
ENG 22	1079	\$123.65	\$59.25	\$67.45	\$124.35	\$92.15	\$59.25	\$120.10
SOC 100	995	\$221.40	\$107.90	\$174.35	\$100.90	\$0.00	\$93.75	\$105.30
REL 150	963	\$0.00	\$27.95	\$0.00	\$72.65	\$77.65	\$17.00	\$131.20

## Textbook Costs at UHCC

**Average textbook \$111**

**At 6 textbooks per year,  
33,715 students,**

**\$22,500,000.00**



<http://uhcc.hawaii.edu/OVPCC/campuses/index.php>  
Fall 2012, 33,715 UHCC students

## Leeward CC Student Survey - Spring 2015

**987 respondents**

**55%** : have chosen not to purchase a required textbook

**58%** : cost of textbooks determine the course selected

**41%** : felt they performed poorly without the textbook

## What We've Done

UH System, Outreach College and UHCC:

UH OER Team

<http://oer.hawaii.edu> and UH Repository

Outreach College: "Textbook Cost: \$0", 80 classes

Faculty Survey = 354

UHCC:

Leeward CC Pacific Region Learning Summit 2015

Leeward CC Student Survey = 987

Leeward CC "Textbook Cost = \$0", 56 classes

LCC, KCC, HCC: Meetings, presentations, OpenStax webinar

Kap CC Faculty Senate and Student Congress forum, workshops

Teleconferences with OER community college system leaders

## Research Done

Tidewater "Z"-degree (Virginia CC)

Washington State Board for CCs

Maricopa Millions (Arizona CC)

OER conference 2014

Lane Community College

Cerritos College

Santa Ana College ....and others

## Benefits for students

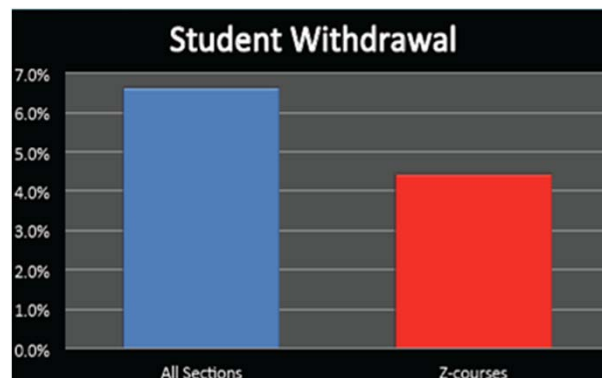
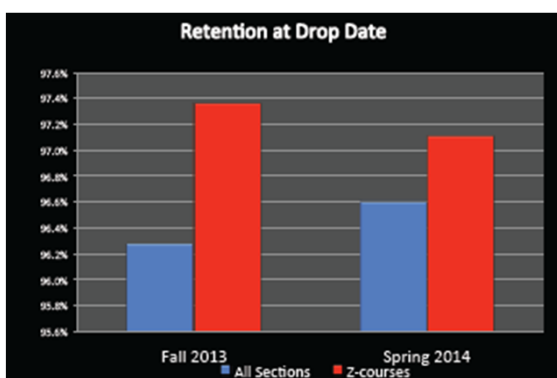
### Students

can use savings for more courses and finish faster  
 are more successful in the course because they have  
 materials on the first day of class  
 benefit from “localization” or customized materials  
 keep their textbooks; don’t need to recoup costs  
 are satisfied with their course materials  
 have lower student debt

2014, OER Research Hub

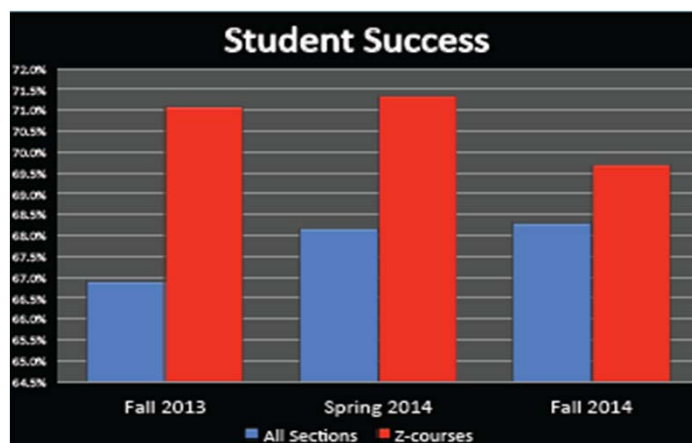
## Benefits for student success

### Tidewater Community College



2015, Tidewater Community College

## Benefits for student success



## Benefits of Using OER for Faculty

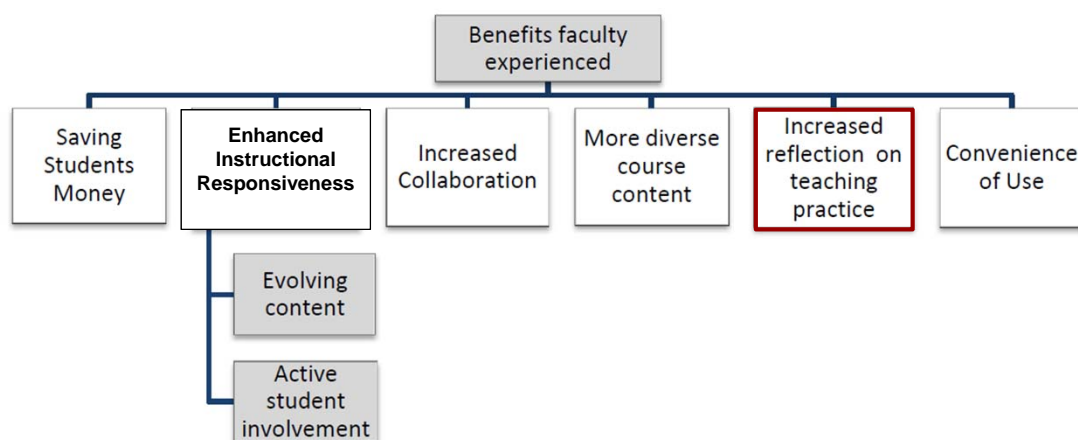


Figure 1. Benefits faculty experienced in implementing OER in their classrooms.

2015, Chae and Jenkins

## Challenges of Using OER for Faculty

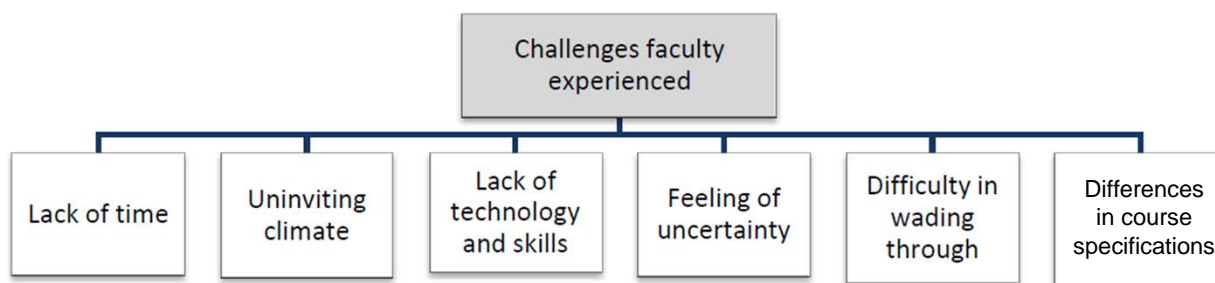


Figure 2. Challenges faculty experienced in implementing OER in their classrooms.

2015, Chae and Jenkins

## UH System Faculty Survey - Spring 2015

354 faculty & lecturer respondents

**53%** : were UHCC

**35%** : of all respondents have used OER

**22%** : are in the process of replacing a publisher's textbook with an open (or zero cost) version

**66%** : see OER as similar or better in quality than commercial materials

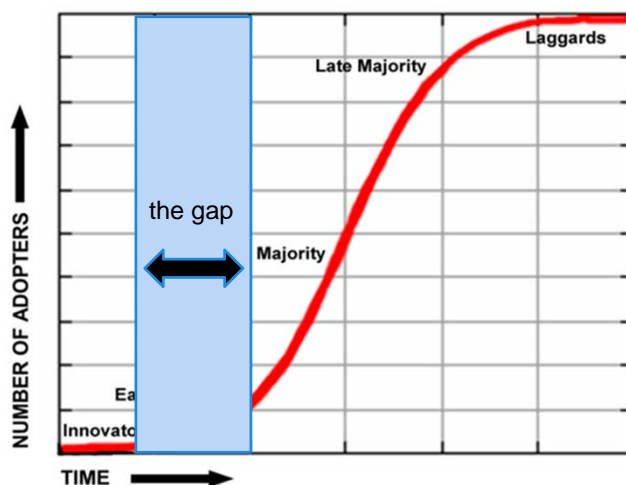
## Faculty barriers to OER use at UH

### Biggest barriers

- Time to find or create (77%)
- Concern about quality (39%)
- Concern about departmental support (22%)
- Learning curve to incorporate OER into curriculum (20%)
- Confusion about copyright and licensing (18%)

## Adoption Model

How do you move from early adopters to early majority?



Rogers, 1965



# Support Needed

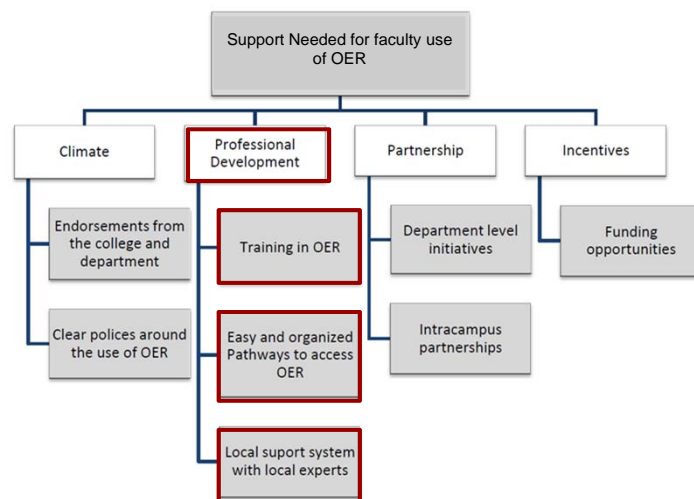
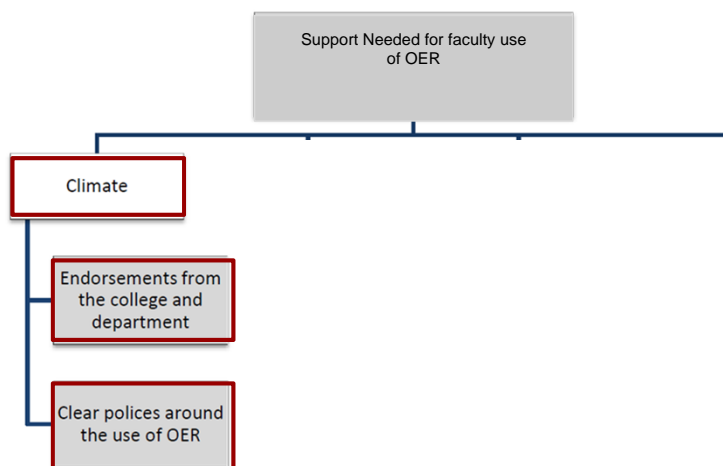


Figure 3. Types of support needed for faculty to implement OER in their classroom.

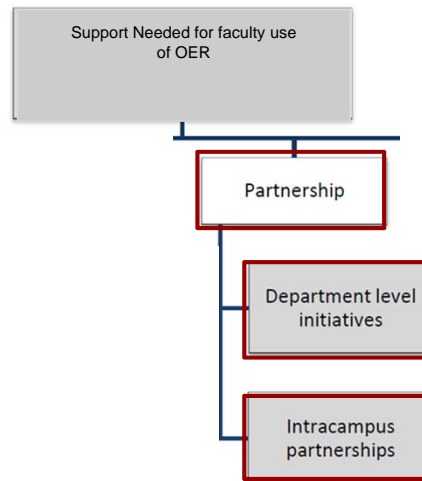
2015, Chae and Jenkins

## Support Needed - Climate



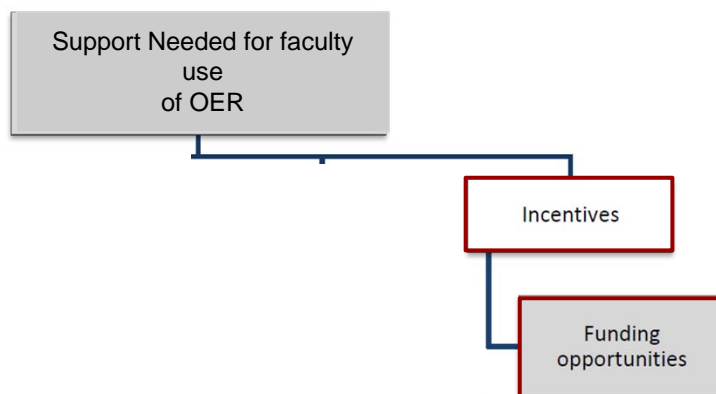
2015, Chae and Jenkins

## Support Needed - Partnership

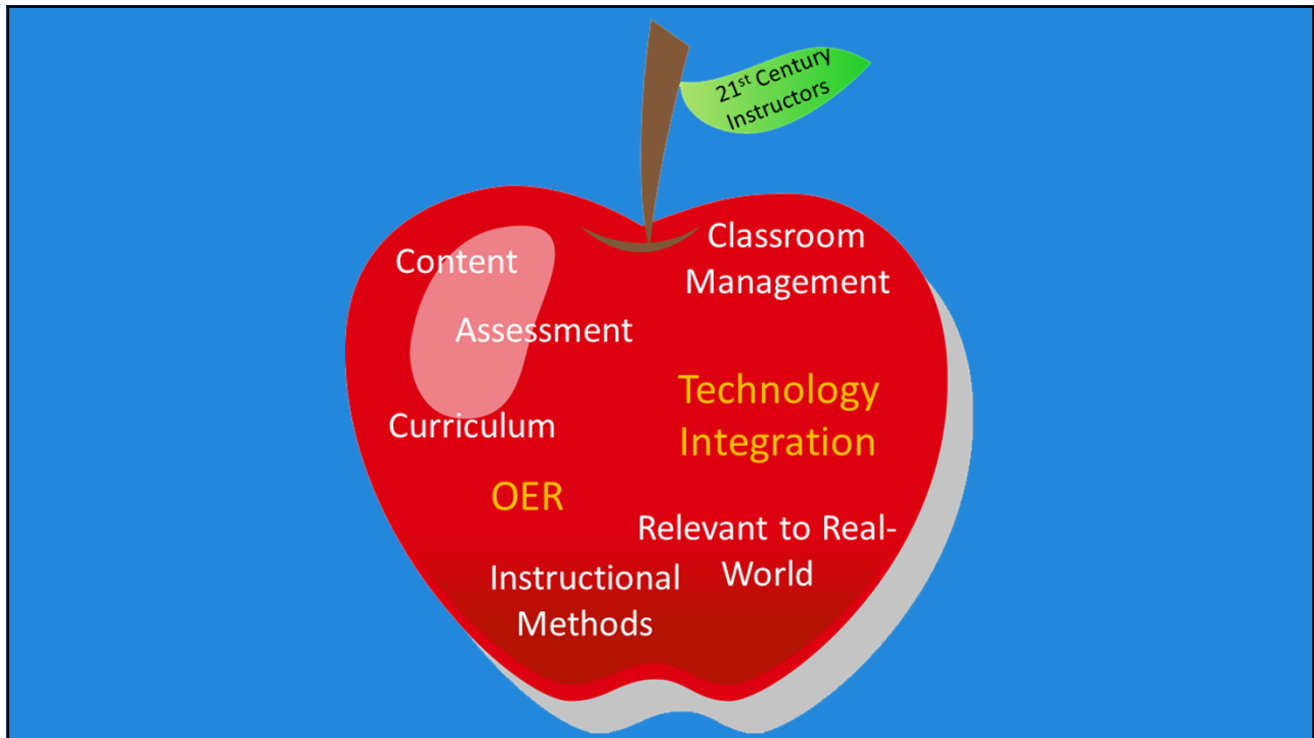


2015, Chae and Jenkins

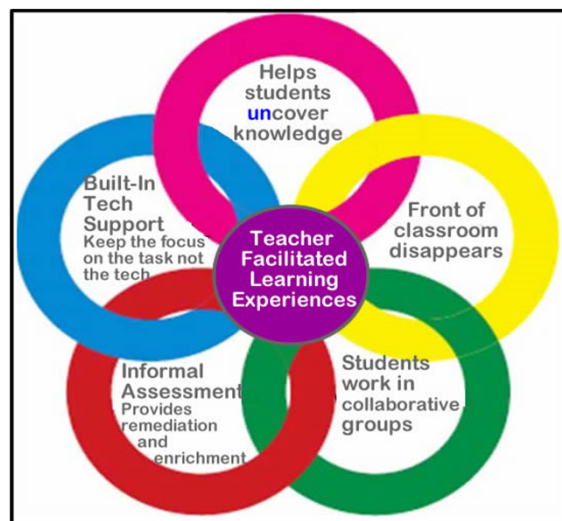
## Support Needed - Incentives



2015, Chae and Jenkins



## 21st Century Teaching



## Modern Teaching & Learning Environments



## 21st Century Teaching

"..you can't just drop new innovations into a classroom and hope that the instructor will invent effective ways to use them. To fully utilize a new teaching technology, you often need to invent new teaching practices as well."

- John Seely Brown, Visiting Scholar, University of Southern California

## The \$22 million question

How can **you** create a culture of 21st Century Teaching at your college?

How can **we collectively** create a culture of 21st Century Teaching for our students?

## Questions to Consider

Should there be incentives for OER? Should the incentives be consistent across campuses?

How are textbooks currently selected?

How does your campus provide or encourage professional development that encourages 21st Century Teaching?

What are the copyright and licensing issues?

How can the tenure/promotion and hiring process be adapted to incorporate OER and digital technologies?

## References

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- Figure 1, 2, and 3 from "A Qualitative Investigation of Faculty Open Educational Resource Usage in the Washington Community and Technical College System: Models for Support and Implementation" by Boyoung Chae, Ph.D. and Mark Jenkins, Ph.D., Washington State Board for Community & Technical Colleges is licensed under [CC BY 4.0](#)
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