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Overcoming Objections to OER from Faculty and Administrators

Cheryl Cuillier

University of Arizona, ccuillie@email.arizona.edu

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Overcoming Objections to OER from Faculty and Administrators

Presenter 1 Title

Open Education Librarian

Session Type

45-minute concurrent session

Abstract

Awareness and usage of open educational resources (OER) in higher education is on the rise, thanks to OER advocates and digital repositories such as the Open Textbook Library, MERLOT, Cool4Ed, OER Commons, and more. But as the Open Education Librarian at the University of Arizona Libraries, I've encountered a variety of concerns from faculty and administrators about OER. These range from worries about content quality to the amount of time it takes faculty to adopt/adapt/create OER to the difficulty of finding OER in a particular subject (particularly for upper-division courses). Concerns also relate to academic freedom, campus bookstore relationships, copyright questions, confusion over Creative Commons licenses, and the technical difficulties of customizing digital OER. This presentation will share specific ways to address these concerns, resources you can share with faculty and administrators, and tools you can use to increase OER adoptions at your institution.

Location

Room D

Keywords

OER, open textbooks, open educational resources, open pedagogy, Open Textbook Network, SPARC

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Overcoming objections to OER from faculty & administrators

Cheryl Cuillier
Open Education Librarian • UA Libraries



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“[Open Textbooks: Access, Affordability, and Academic Success](#)” by [David Ernst](#), licensed
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Cheryl Cuillier is also licensed under [CC BY 4.0](#).



OER = free + freedom to do the 5 R's

- Retain
- Reuse
- Revise
- Remix
- Redistribute

<http://opencontent.org/definition>



This [image](#) by [starfishmonkey0](#) is in the public domain on Pixabay.

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Learn how

Contact Cheryl Cuillier
Open Educational Resources Librarian
520.310.9874, ccuillie@email.arizona.edu

Joceline Lega
Professor, Mathematics
Customized Introduction
to Real Analysis by
William F. Trench



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520.310.9874, ccuillie@email.arizona.edu

Brian LeRoy
Associate Professor
Department of Physics
With OpenStax
College Physics



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Learn how

Contact Cheryl Cuillier
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Suzanne M. Delaney
Senior Lecturer
Management and Organizations
 Eller College of Management
With OpenStax
Introductory Statistics

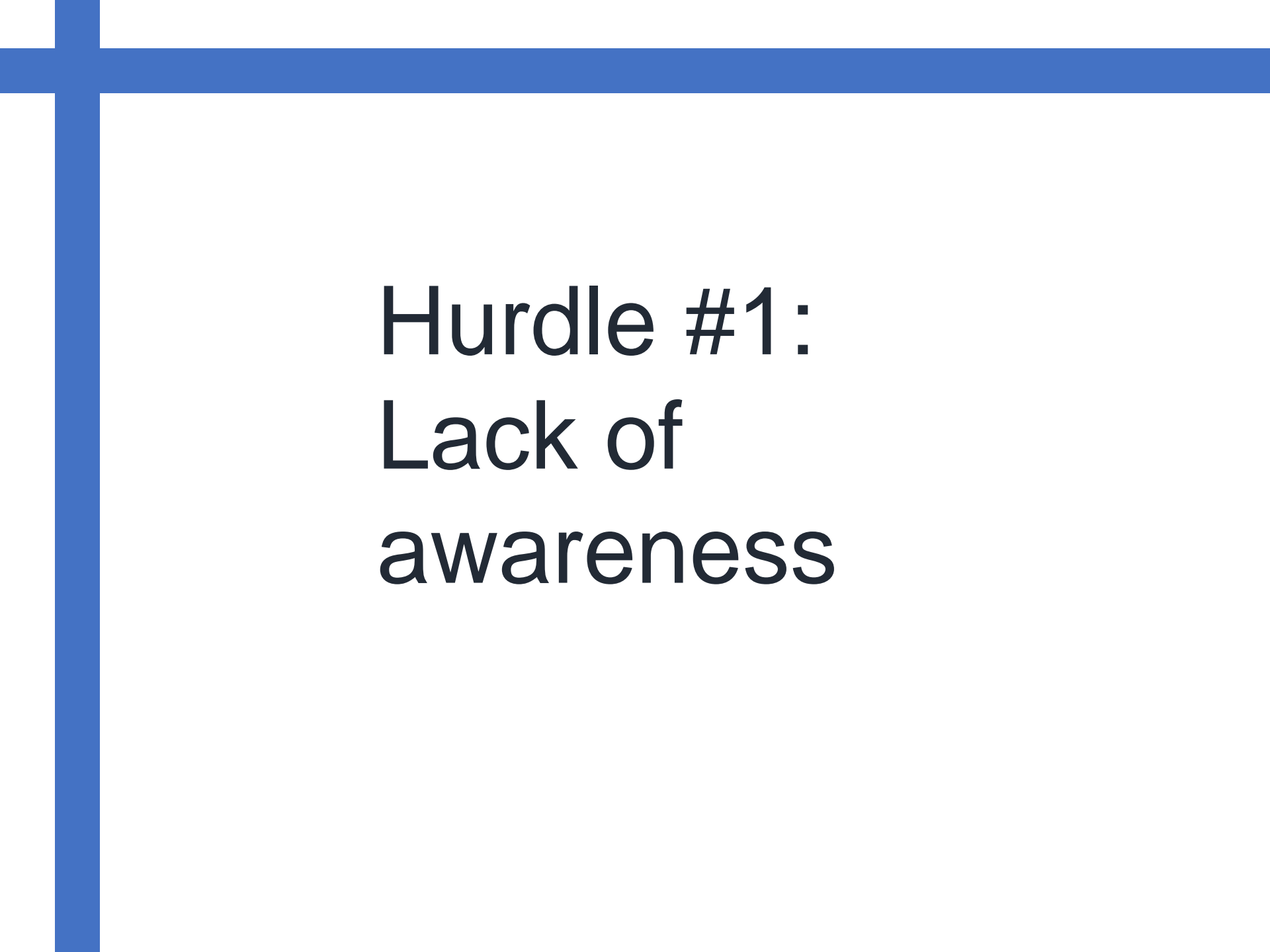
Photos by Aengus Anderson / graphic design by Marty Taylor / University of Arizona Libraries

\$650,000+
saved with OER at UA in 2.5 years

Top 12 objections

- 1) OER? Never heard of it
- 2) Quality is questionable
- 3) Too hard to find
- 4) Too much work to redo my course
- 5) Too hard to customize/create OER
- 6) Nothing for *my* course
- 7) Not enough ancillaries
- 8) OER infringe on faculty's academic freedom
- 9) OER won't help me get tenure
- 10) Campus store won't cooperate
- 11) Copyright & Creative Commons licenses confusing
- 12) If students save \$ on textbooks, they'll spend it on beer



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Hurdle #1:
Lack of
awareness

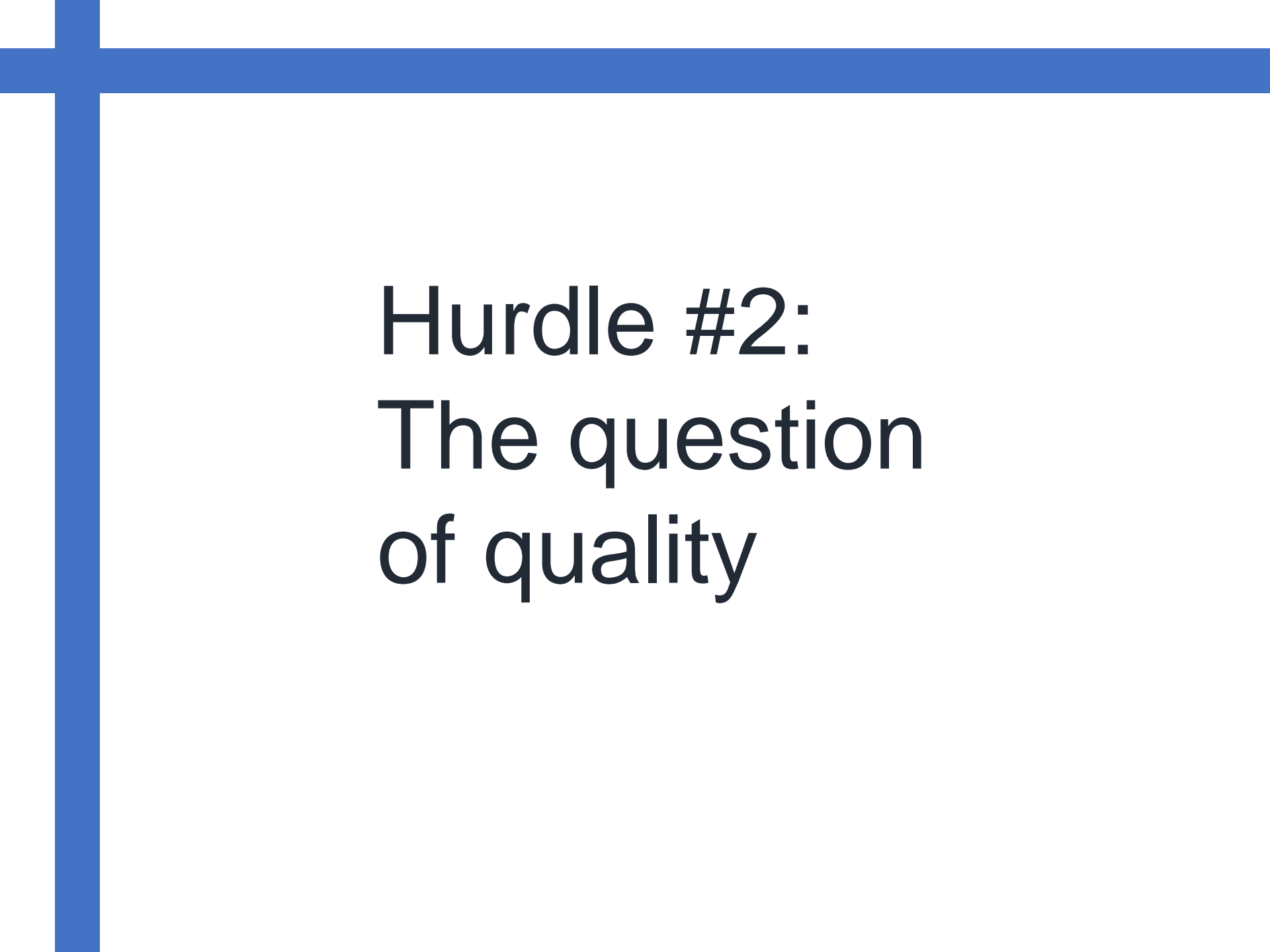
Raising OER awareness @ the UA

What's worked well

- Open Textbook Workshops for faculty (paying \$200 stipends + free lunch)
- Visits to departments with list of subject-specific OER options and OER 101 handout
- Joint presentations with UA BookStores
- OER Action Committee and listserv

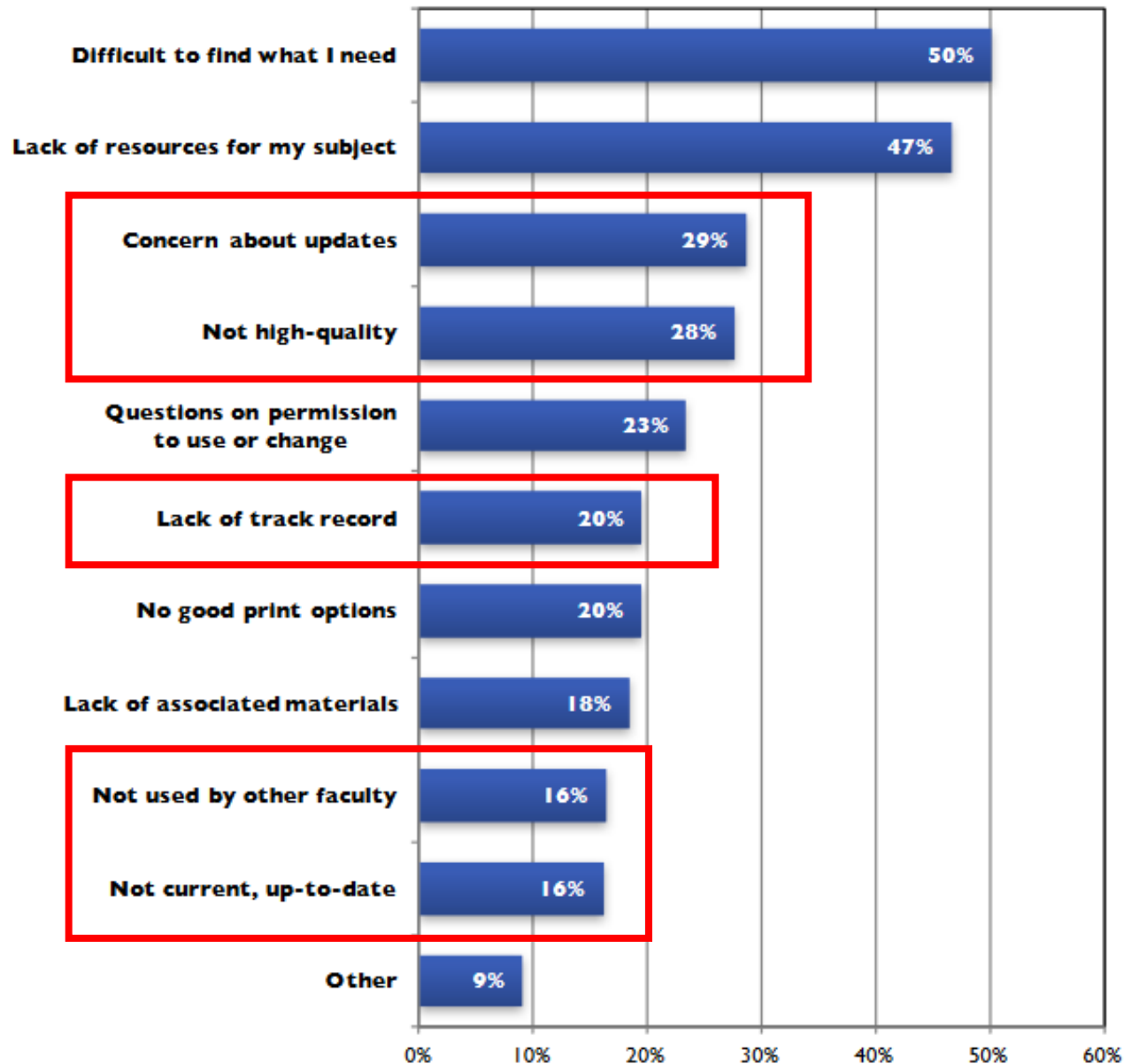
- 2017 Open Education Month events
- Open Textbook Workshop for faculty (without stipends)

Duds

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Hurdle #2: The question of quality

BARRIERS TO ADOPTION OF OER - 2016-17



Anger Over Stereotypes in Textbook

Pearson vows to remove material amid uproar over advice on how nursing students should evaluate people by their racial, ethnic or religious backgrounds.

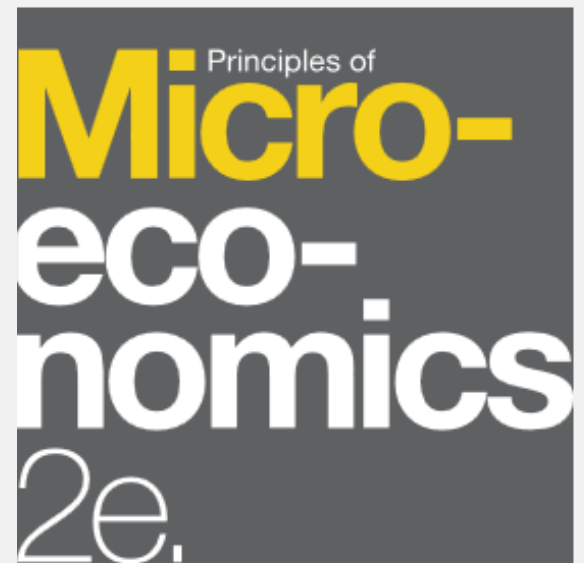
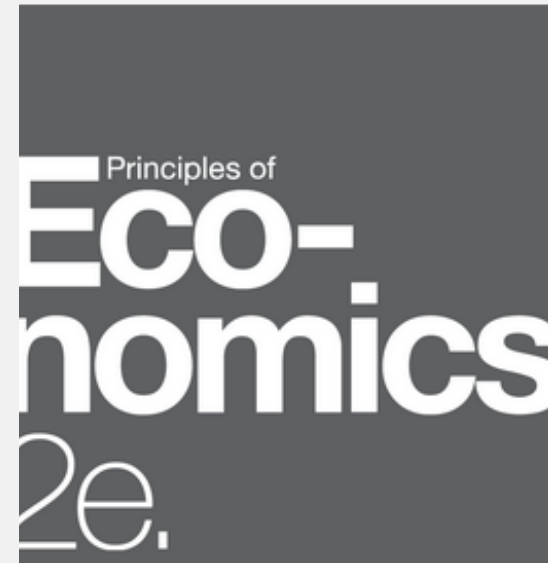
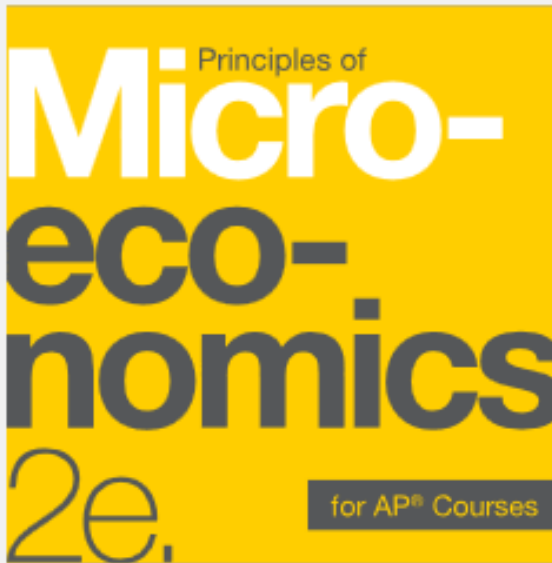
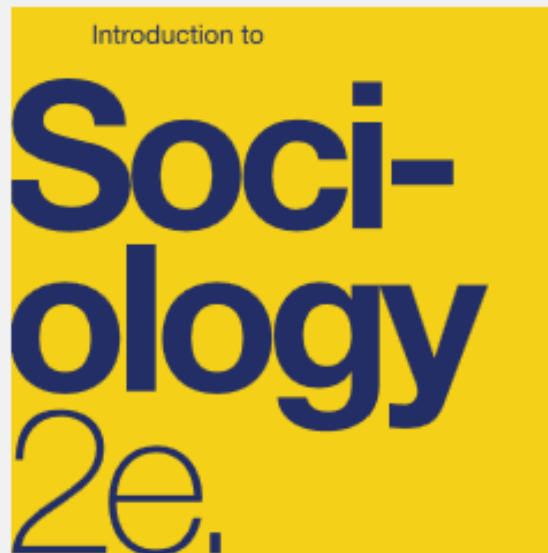
By [Scott Jaschik](#) // October 23, 2017

6 COMMENTS 

In a section on pain, *Nursing: A Concept-Based Approach to Learning* offered the following guidance:

- "Hispanics may believe that pain is a form of punishment and that suffering must be endured if they are to enter heaven."
- "Jews may be vocal and demanding of assistance."
- "Native Americans may prefer to receive medications that have been blessed by a tribal shaman."
- "Blacks often report higher pain intensity than other cultures."
- "Indians who follow Hindu practices believe that pain must be endured in preparation for a better life in the next cycle."

OpenStax 2nd editions



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review +
new
editions



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quality
design



“Oh, it’s a
real
textbook”
!

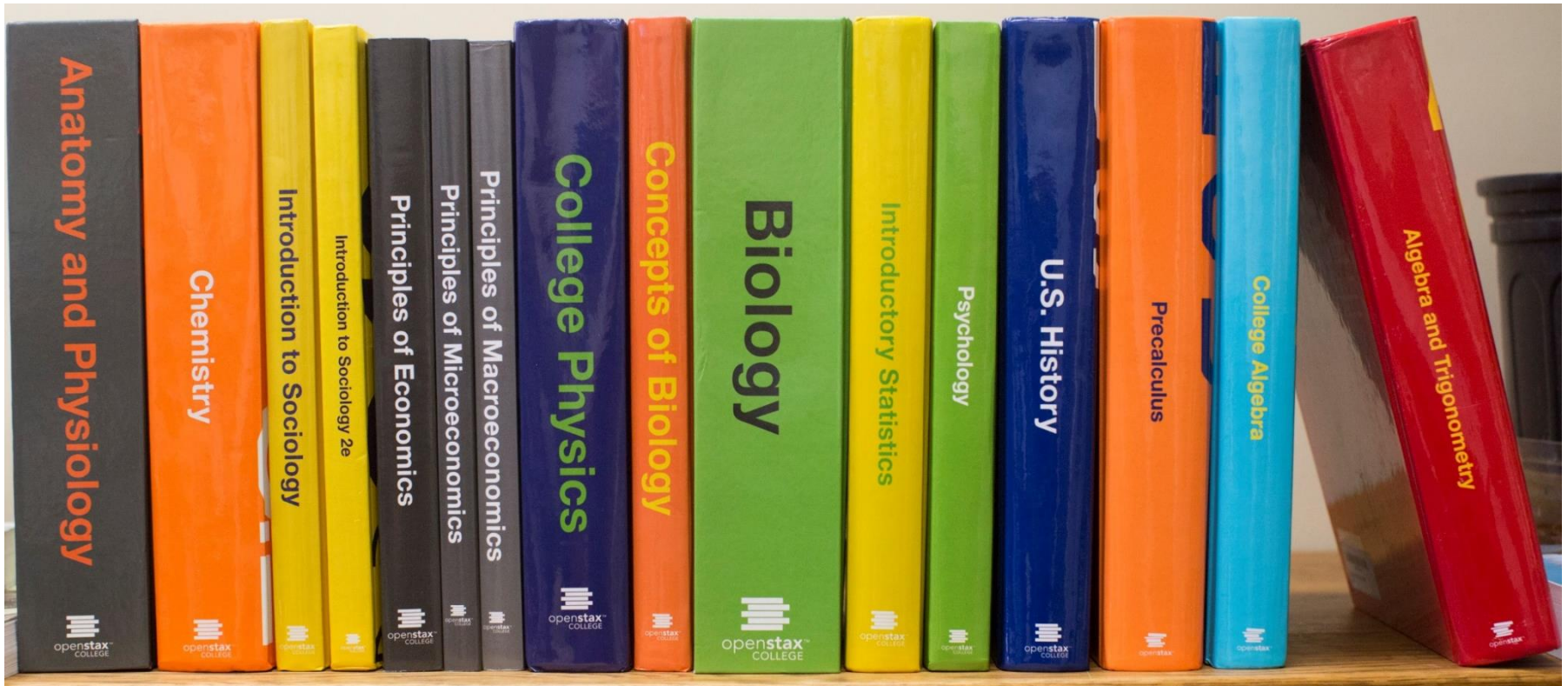
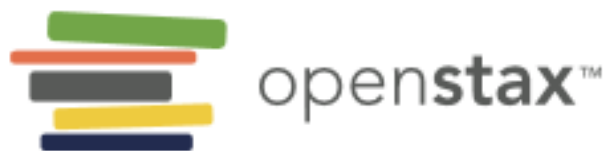


Photo by Aengus Anderson / University of Arizona Libraries



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Multiply and Conquer

Rating ★★★★★

Students decompose 2-digit numbers, model area representations using the distributive property and ...

More

Subject: Mathematics, Numbers and Operations



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for Learning and Online Teaching

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www.coolfored.org/courseshowcase.html

Microeconomics



ECON 201
General
Course
Description

eTextbook

Microeconomics: Theory through Applications

Modern Microeconomics

Evaluations of eTextbooks

Quality Evaluations:

Matt Holian, CSU Faculty

Daniel MacDonald, CSU Faculty

Ratha Ramoo, CCC Faculty

Accessibility Evaluations

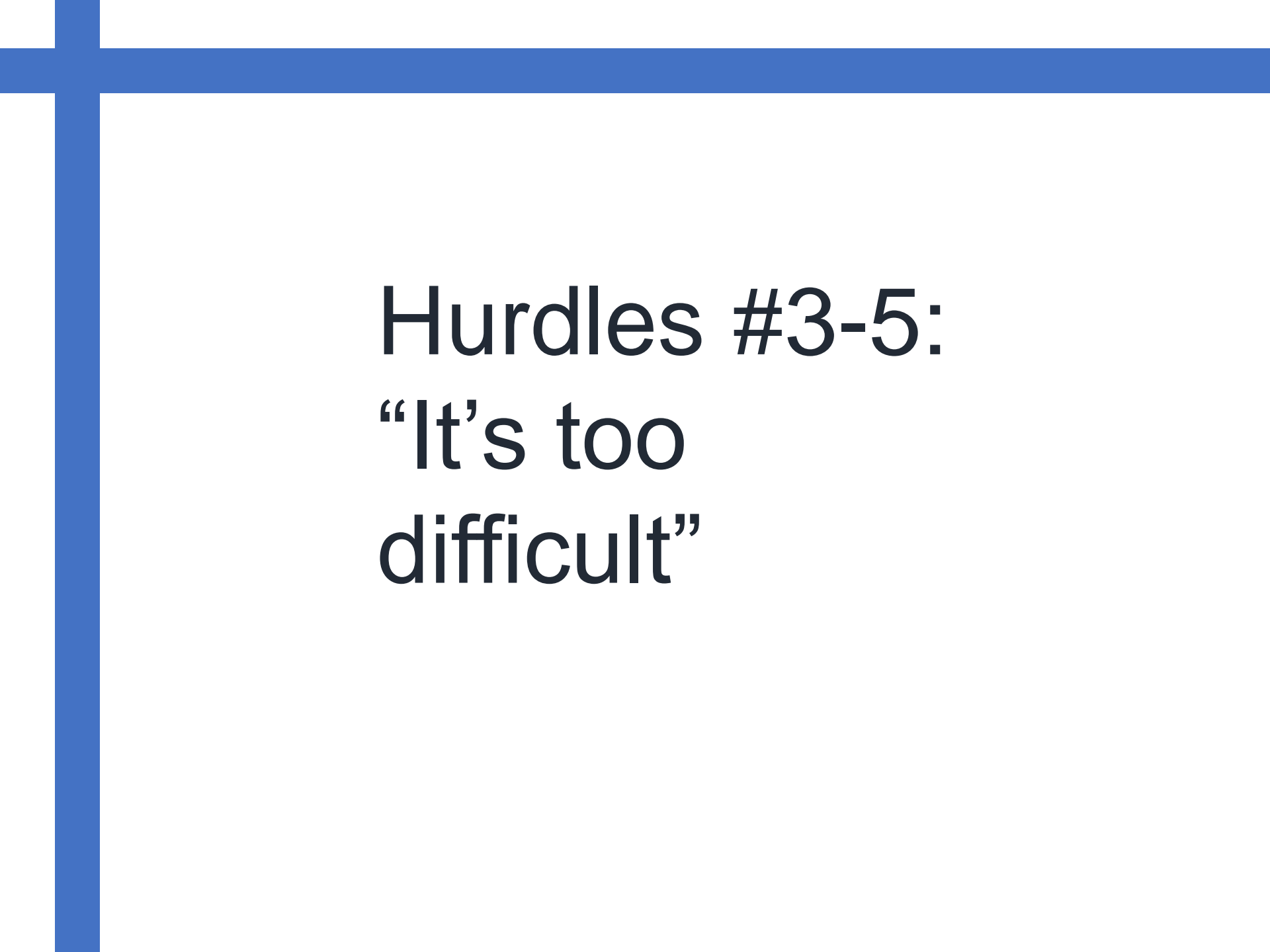
Quality Evaluations:

Matt Holian, CSU Faculty

Daniel MacDonald, CSU Faculty

Ratha Ramoo, CCC Faculty

Accessibility Evaluations

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Hurdles #3-5:
“It’s too
difficult”

#Inside Digital Learning

#Opinion

Opening the Door to OER

Open educational resources offer enormous possibilities for college students and professors, but much work remains in finding, curating and maintaining the curricular materials, Fernando Bleichmar writes.

By **Fernando Bleichmar** // February 7, 2018

The most common challenge that instructors who want to use OER experience: it's hard to find the best stuff.

OER quality is a mixed bag. Much of it is very good, but plenty of it isn't. For instructors, parsing the quality of OER content and assessments takes time away from the countless other things they have to do to prepare their course. Forty-five percent of faculty members polled in a recent study said they couldn't find quality OER resources for their subject areas.

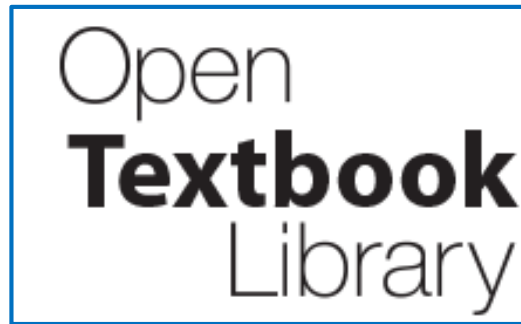
With tens of millions of open educational resources available, how can an educator select and use OER effectively? Helping educators successfully implement OER requires that we solve the curation issue in a way that preserves what draws instructors to open content in the first place: its flexibility and affordability.

Ongoing Maintenance

A hard truth for instructors: maintaining OER is a full-time job.

www.insidehighered.com/digital-learning/views/2018/02/07/open-educational-resources-offer-exciting-possibilities-though

Where to find open textbooks



Open Educational Resources

at the University of Arizona

- [Home](#)
- [About OER](#)
- [OER Use at UA](#)
- ▶ [Finding OER](#)
- [Using OER](#)
- [Not OER, But...](#)

Welcome!

[View](#)

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Welcome to the **Open Educational Resources (OER)** website for the University of Arizona. Use the navigation links at left to [learn about OER](#), find out [which UA faculty are using OER](#), and to discover how to [find](#), [use](#), and [create](#) OER content for teaching. This is a collaboration of the [University Libraries](#), [Office of Instruction and Assessment](#), [UA BookStores](#), [Office of Digital Learning](#), [University Information Technology Services](#), and [Disability Resource Center](#).



The University of Arizona is a proud member of the [Open Textbook Network](#), which advances the use of open textbooks in higher education.

Navigation

- ▶ [Add content](#)
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Publishing

Accessibility

ALS
Campus
Showcases

Deploying
Your ALS
Initiative

Thousands of Free Online Course Materials Are Available and Easy to Find

FREE Online Course Materials are building blocks for course curriculum. Faculty can construct their complete course by selecting online materials to cover individual topics or learning objectives. Open Course Materials are part of a larger category of Open Educational Resources (OER) that includes whole courses, open textbooks, as well as small instructional modules that make up the Open Course Materials. Typically, learning management systems make it easy for the faculty to add links to these resources for the weekly instructional schedule.

BROWSE CSU's MERLOT COLLECTION of over 40,000 FREE OPEN COURSE MATERIALS Click on the links to the major topics below and you'll be able to navigate to free online resources you can use in our classes within the MERLOT library (www.merlot.org).

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Discovery and MARC Records

The Open Textbook Network provides a cumulative file of MARC (Machine-Readable Cataloging) bibliographic records for content in the Open Textbook Library. This single file is comprehensive and includes records for all titles since the initial release in July 2016. The cumulative file will be updated regularly, and a list of removed titles is updated when necessary. MARC records are in the public domain and available under a Creative Commons CC0 license.



Download MARC Record Batch


[Open Textbook Library MARC Record Batch](#) - updated February 9, 2018

(Please ensure your downloaded batch has a .mrc file extension.)

Open Textbook Library MARC Batch Specifications

- OCLC compliant records with OCLC control numbers
- Unicode (UTF-8) character encoding
- RDA compliant cataloging

<http://open.umn.edu/opentextbook/Discovery.aspx>

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Full Text Online

Scholarly (Peer Reviewed)

Open Access

Library Catalog

CONTENT TYPE

Journal Article (16,983,055)

Newspaper Article (4,104,795)

Conference Proceeding
(1,198,434)

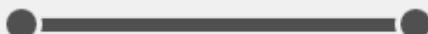
Newsletter (786,628)



Book / ebook (520,875)

Book Review (0)

More...

PUBLICATION DATE



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Database Recommendations

[CRC Handbook of Chemistry and Physics](#) - Find the chemistry periodic table of elements, basic constants and units, geophysical data, including aqueous solubility of organic compounds and flash point data of common substances.

[American Chemical Society Legacy Archives](#) - Find ACS journals in the chemical and related sciences.

1



Chemistry: atoms first

by [Open Textbook Library](#)

2016

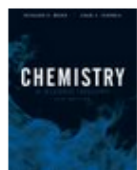
"This title is an adaptation of the OpenStax **Chemistry** text and covers scope and sequence requirements of the two-semester general **chemistry** course...

eBook: [Full Text Online](#)

 Preview ▾



2



Chemistry: a guided inquiry

by [Moog, Richard Samuel](#); [Farrell, John J. 1937- \(John Joseph\)](#)

2011, 5th ed.

Book: [Science-Engineering Library, QD42 .M64 2011, IN LIBRARY](#)



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\$1,169

11%

Raised toward our \$10,000 Goal
39 Donors



19 DAYS LEFT


Project ends on May 10, at 08:00 AM EDT

Help customizing/creating OER

Modifying an Open Textbook: What You Need to Know



Cheryl Cuillier
Amy Hofer
Annie Johnson
Kathleen Labadorf
Karen Lauritsen
Peter Potter
Richard Saunders
Anita Walz

 REBUS Community

A Guide to Making Open Textbooks with Students

Edited by Elizabeth Mays

Winner of a
2018 Open
Education Award
for Excellence

Includes contributions from:

Robin DeRosa	Matthew Moore
Rajiv Jhangiani	Alice Barrett
Timothy Robbins	Amanda Coolidge
David Squires	Maxwell Nicholson
Julie Ward	Steel Wagstaff
Anna Andrzejewski	Gabriel Higginbotham
Samara Burns	Zoe Wake Hyde

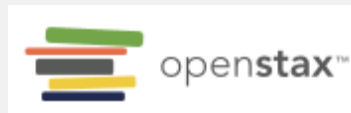
Authoring Open Textbooks



Melissa Falldin
Karen Lauritsen

Hurdles #6-7:
“Nothing is
available”

OpenStax Instructor Resources



Access free resources integrated with your book.

Instructor Getting Started Guide

DOWNLOAD ►



Sample Syllabus Language

DOWNLOAD ►



Instructor Solutions Manual

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PowerPoint Slides

DOWNLOAD ►



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The aerSelect platform allows faculty to create custom low-cost print and digital versions of an OpenStax textbook and offer it through their campus bookstore. Please allow time to register for a verified faculty account on the aerSelect website before creating your custom book.

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These professionally-produced, free 1-1.5 minute videos are the result of a collaboration between physicist Erik Christensen and a Hollywood studio. OpenStax's dynamic Concept Trailers bring key physics concepts to life in your course.

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With Odigia, instructors easily turn open educational resources into engaging digital learning experiences. Odigia's teaching and learning tools let instructors and students learn and apply knowledge like never before.

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TUESDAY, MARCH 20, 2018 NEWS

Congress Funds \$5 Million Open Textbook Grant Program in 2018 Spending Bill

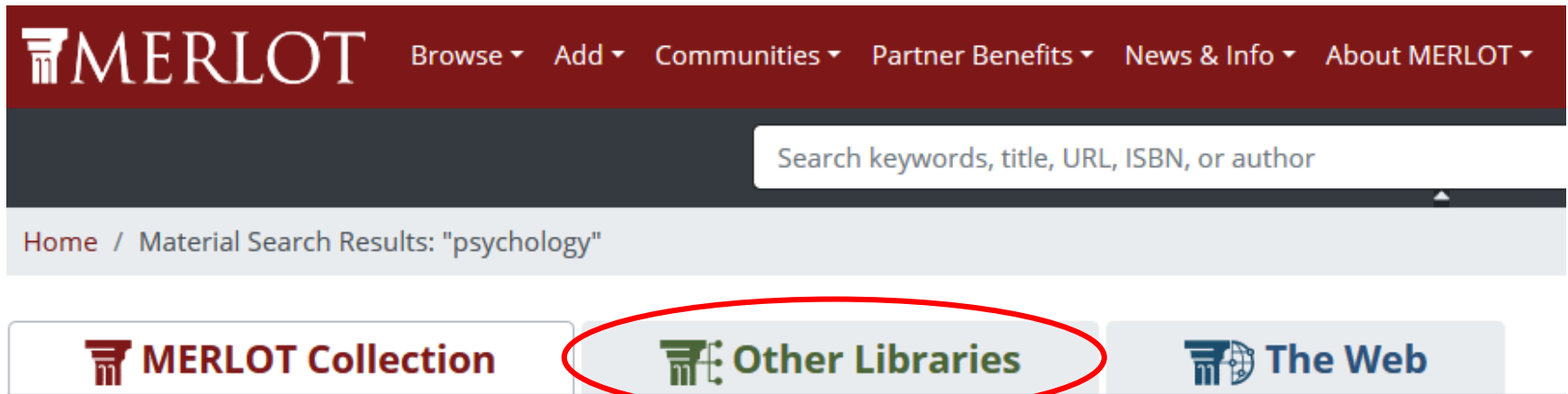
Open Education

By Nicole Allen



Congress is providing its first ever funding for open textbooks, and the SPARC community helped make it happen

Mega-search tools



MERLOT

Browse ▾ Add ▾ Communities ▾ Partner Benefits ▾ News & Info ▾ About MERLOT ▾

Search keywords, title, URL, ISBN, or author

Home / Material Search Results: "psychology"

MERLOT Collection Other Libraries The Web

www.merlot.org/merlot/index.htm

Mason OER Metafinder (MOM)

Simultaneously search OER repositories

You need only enter text in at least one field.

Add or remove checkboxes by sources to modify search targets.


What's an OER? | About the OER Metafinder



Full Record

|


https://mason.deepwebaccess.com/mason__MasonLibrariesOpenEducationResources_5f4/desktop/en/search.html

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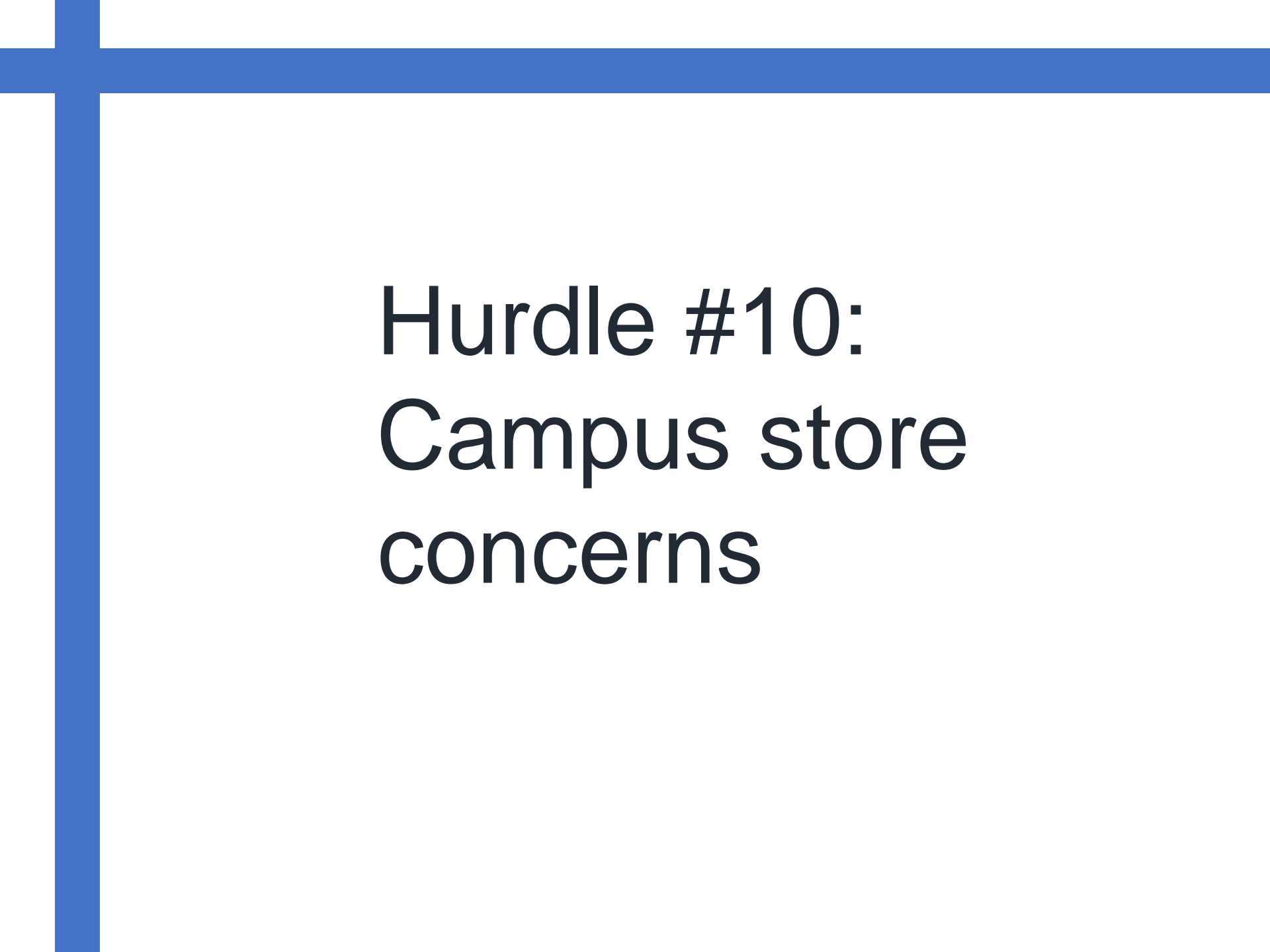
Hurdle #8: Academic freedom concerns

My message to faculty:

“ You have complete academic freedom to choose the best course materials. You’re the subject-matter expert. ”

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Hurdle #9: Tenure concerns

A blue crosshair graphic consisting of a vertical line and a horizontal line intersecting at the top-left corner of the slide.

Hurdle #10: Campus store concerns

The real money makers



Clinique makeup counter
& Wildcat gear



TEXTBOOK LIST BY AUTHOR

Course: Fall 16 | PHYS 102 - ALL | Prof: MILSOM | ID: | Location:

[View All Course Materials](#)



AUTHOR: OPENSTAX COLL.
TITLE: COLLEGE PHYSICS

Edition	13
Published Date	2013
ISBN	9781938168000
Publisher	NAC001

\$36.50 **Used**

\$48.50 **New**

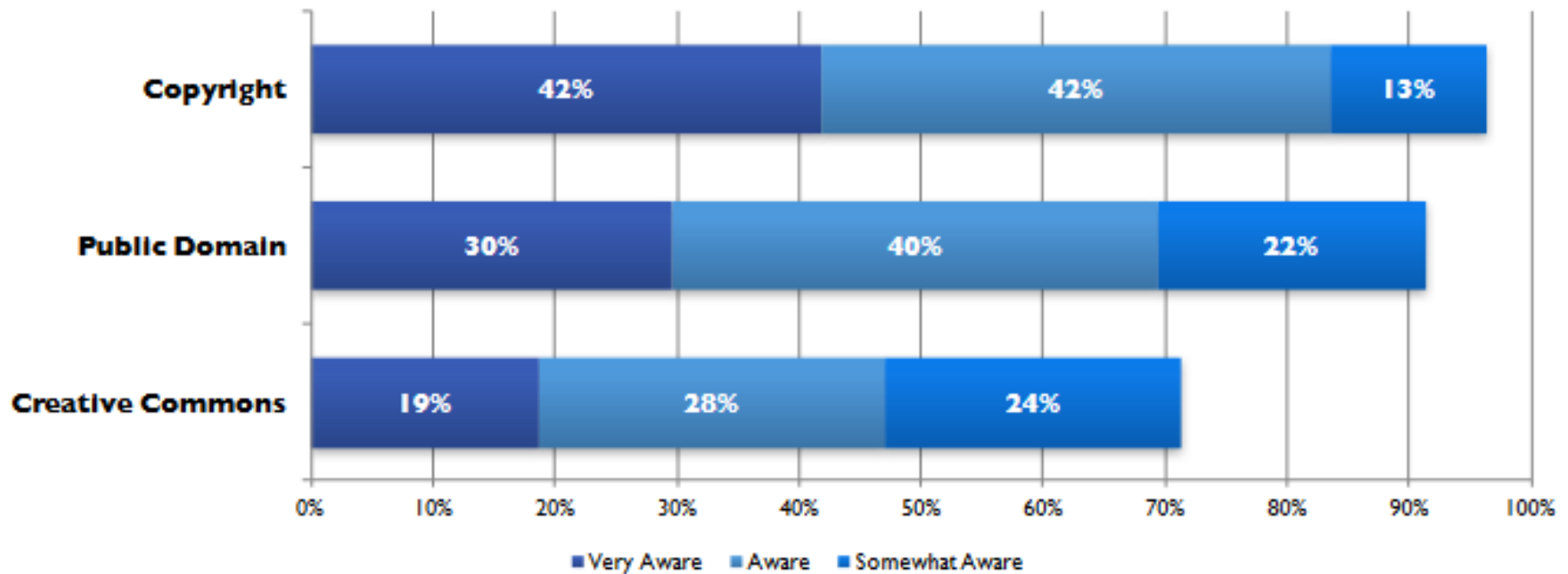
Optional

This book is available free as an eBook. Only purchase if you want a print version.

A blue crosshair graphic is positioned in the top-left corner of the slide, consisting of a vertical line and a horizontal line that intersect.

Hurdle #11: Confusion over copyright & Creative Commons

AWARENESS OF LEGAL PERMISSIONS: 2016-17



Source: Babson survey, 2017

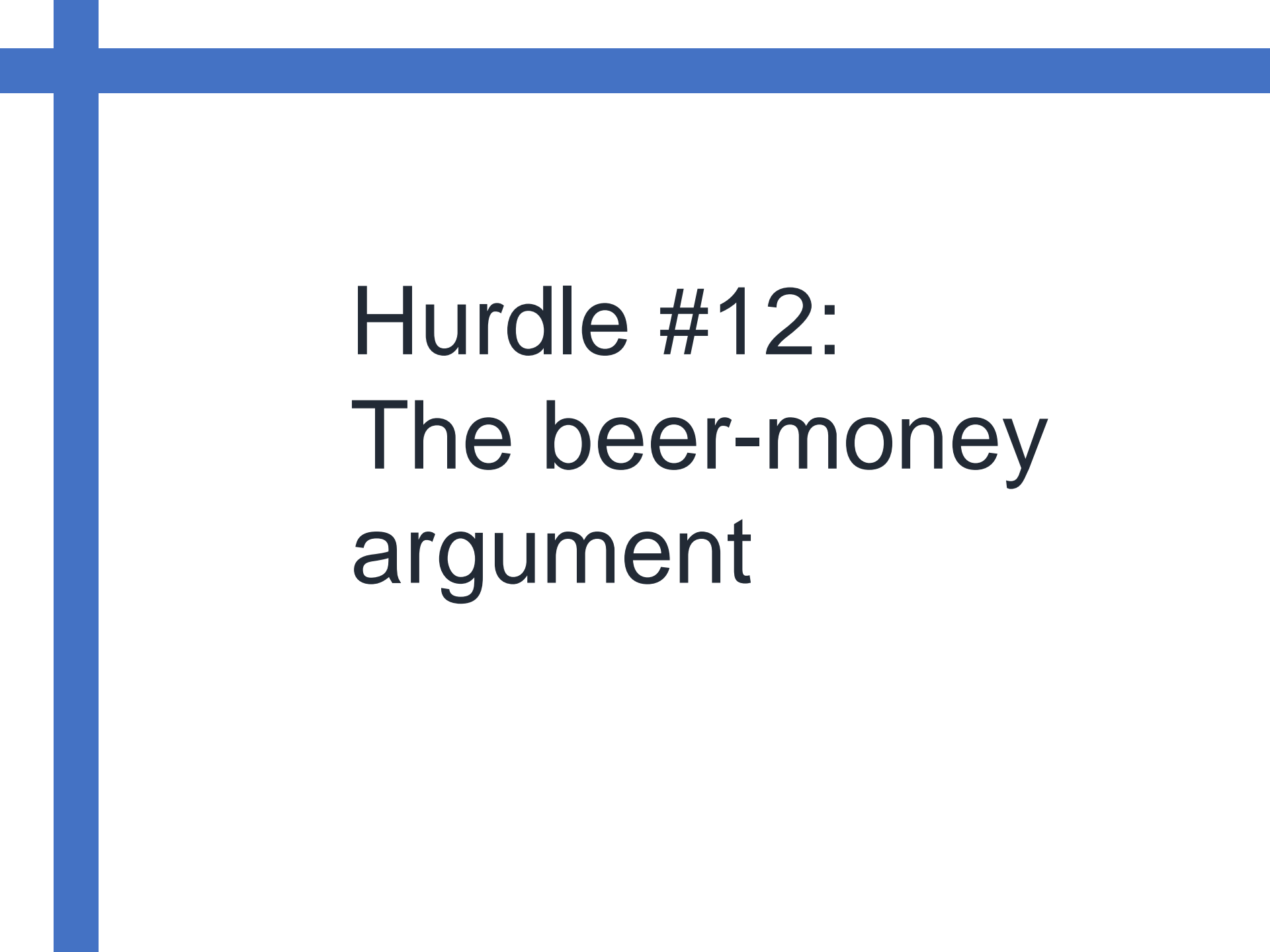
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All Rights
Reserved



Some Rights
Reserved

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Hurdle #12: The beer-money argument

Actually pay rent
on time

Live again
\$
get sleep

Survive

BUY GROCERIES
#the struggle

Eat
Food!!!

Not work
until 3 a.m.
before school

Debt at Arizona public universities

	ASU - Tempe	NAU	UA
Average debt of graduates 2016	\$22,903	\$26,279	\$23,273
Proportion of graduates w/ any debt 2016	49%	64%	46%
2015-16 undergraduate enrollment	45,594	28,303	36,246
2015-16 in-state tuition and fees	\$10,158	\$10,358	\$11,403
2015-16 total cost of attendance	\$25,704	\$25,340	\$25,743
2014-15 % Pell Grant recipients	31%	37%	32%

Source: Institute for College Access & Success, https://ticas.org/print/posd/state_data/2017/az#overlay

Other good data to cite:

- **Your Financial Aid Office's annual estimate for books & supplies**
- **State appropriations for higher education** – State Higher Education Executive Officers (SHEEO), www.sheeo.org/projects/shef-fy16
- **2016 textbook survey by Florida Virtual Campus**, http://www.openaccesstextbooks.org/pdf/2016_Florida_Student_Textbook_Survey.pdf

Additional resources

- **SPARC Open Education site**, <https://sparcopen.org/open-education>
- **OER Mythbusting**, <https://sparcopen.org/our-work/oer-mythbusting>
- **Open Education Group research**,
<http://openedgroup.org/publications>
- **OER Hub research**, <http://oerhub.net/research-outputs>
- **Student PIRGs research**, <https://studentpirgs.org/sp/our-textbooks-research>
- **SPARC LibOER listserv**, <https://sparcopen.org/our-work/sparc-library-oer-forum>
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<https://research.cehd.umn.edu/otn/membership-benefits/member-resources>

Questions?

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