

Open Educational Resources

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Malpass Library, 415

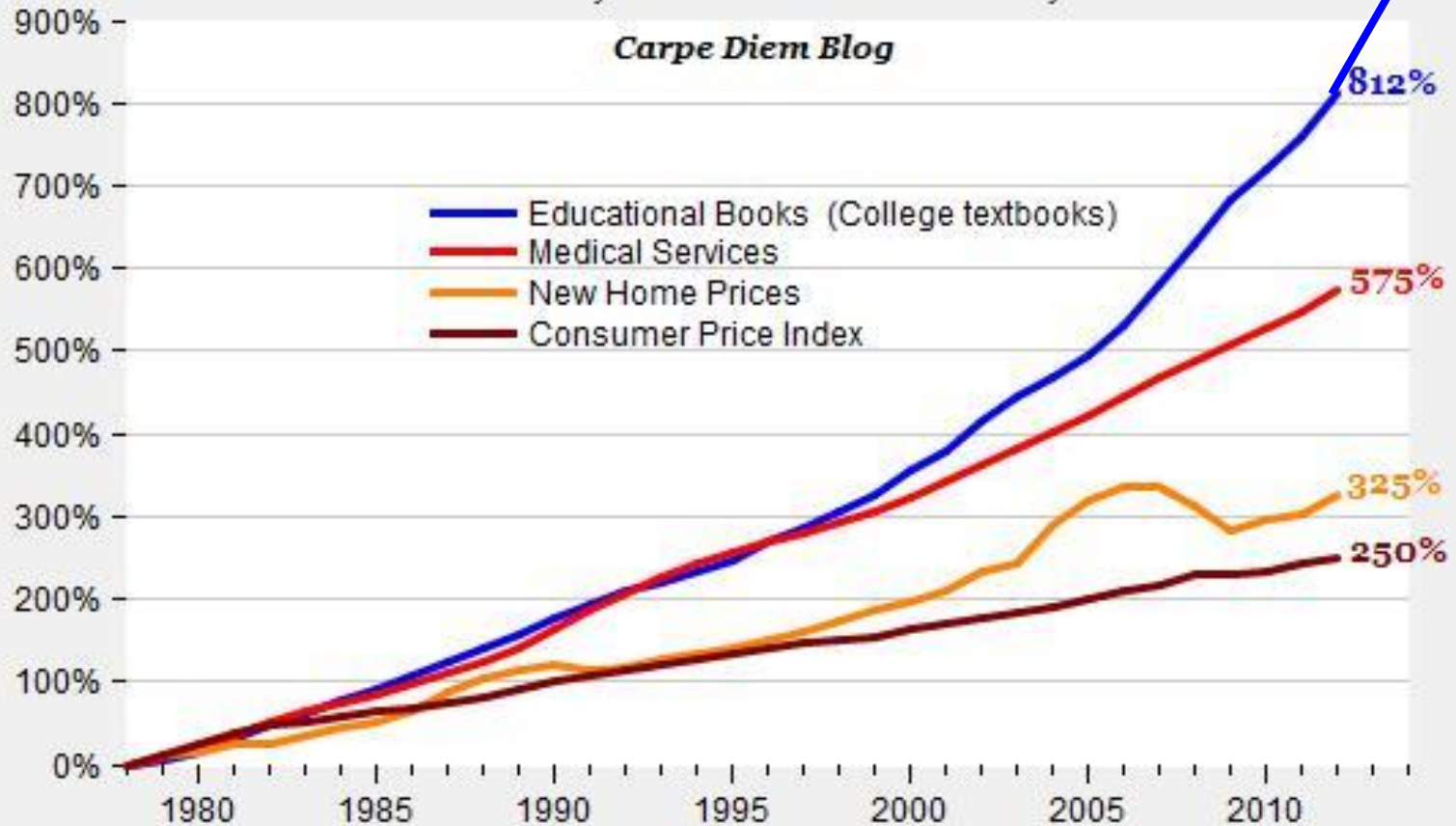
WIU Student Profile, Fall 2016

- ▶ ~91% of students receive some form of financial aid.
- ▶ Average aid received is \$14,731.
- ▶ Students taking 15 credit hours would be responsible for:
 - ▶ Tuition: \$4,270.50 / Semester
 - ▶ Fees: \$1,362.75 / Semester
 - ▶ Residence Halls: \$2,940.00 / Semester
 - ▶ Food: \$1,850.00 / Semester
 - ▶ Total: \$10,423.25 / Semester (\$20,846.50 per year).
- ▶ Aid does not cover the cost of college, much less the cost of books.



Percent Change Since 1978 for Educational Books, Medical Services, New Home Prices, and CPI

Carpe Diem Blog



Sources: BLS, Census Bureau

Where the New **Textbook Dollar** Goes* ...

75.9¢

Textbook Wholesale Cost

Publisher's paper, printing, editorial, general and administrative costs; marketing costs and publisher's income. Also includes author income.



1.0¢

Freight Expense

The cost of getting books from the publisher's warehouse or bindery to the college store. Part of cost of goods sold paid to freight company.

11.1¢

College Store Personnel

Store employee salaries and benefits to handle ordering, receiving, pricing, shelving, cashiers, customer service, refund desk, and sending extra textbooks back to the publisher.

College Store Income

*Note: The amount of federal, state and/or local tax, and therefore the amount and use of any after-tax profit, is determined by the store's ownership, and usually depends on whether the college store is owned by an institution of higher education, a contract management company, a cooperative, a foundation, or by private individuals.

6.3¢
Pre-Tax*

College Store Operations

Insurance, utilities, building and equipment rent and maintenance, accounting and data processing charges and other overhead paid by college stores.

5.7¢

*College store numbers are averages and reflect the most current data gathered by the National Association of College Stores.

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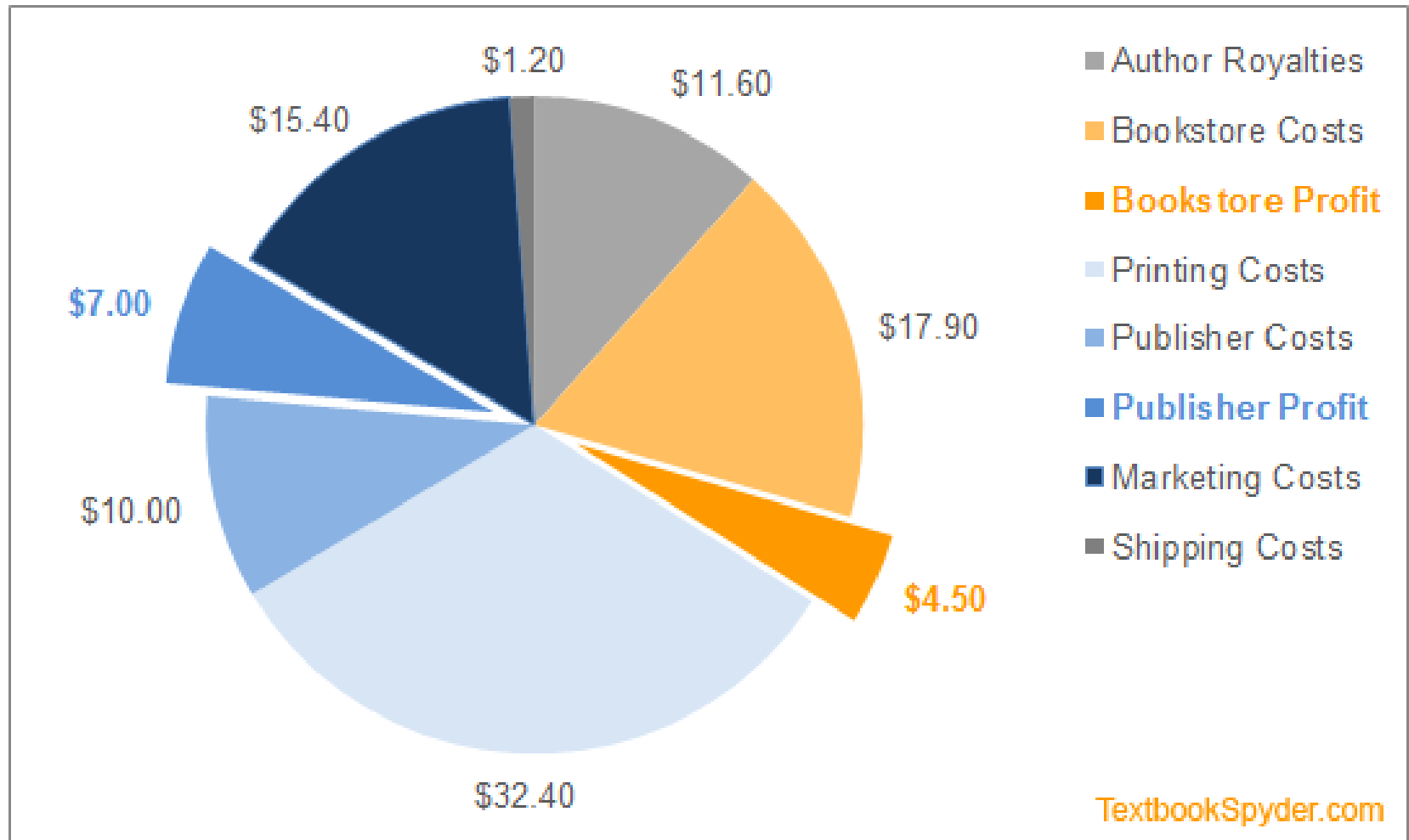


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Textbook Cost Pie Chart

“Where your money goes on a \$100 textbook:”



From: TextbookSpyder.com

“Fixing the Broken Textbook Market”

- High textbook costs deter students from purchasing assigned materials despite concern for their grades.
 - 65% of students said that they had decided against buying a textbook because it was too expensive.
- High textbook costs can affect students’ other academic decisions.
 - Nearly half of all students surveyed said the cost of textbooks impacted how many/which classes they took each semester.
- Students want alternatives.
 - 82% of students felt they would do significantly better in a course if the textbook was available free online and buying a hard copy was optional.

What Other Options Are Available?

- **Open Educational Resources**
 - Teaching and learning materials that can be freely used and re-used at no cost.
 - Can be found using several different sites.
 - Links can be found in the Library Guide.
- **Open textbooks.**
 - Openly accessible textbooks that are “published” under Creative Commons Licenses.
 - Available for all to use, re-use and share.
 - [American Institute of Mathematics](#) has developed a list of “approved” open textbooks (some used at WIU).
 - [The American Yawp](#) has received press from the American Historical Association.



How Does it Work?

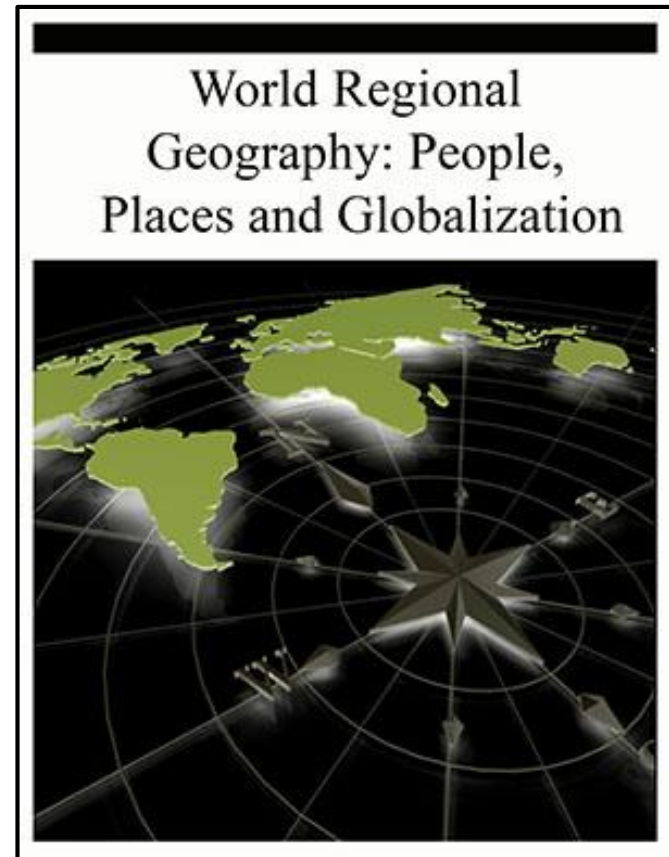
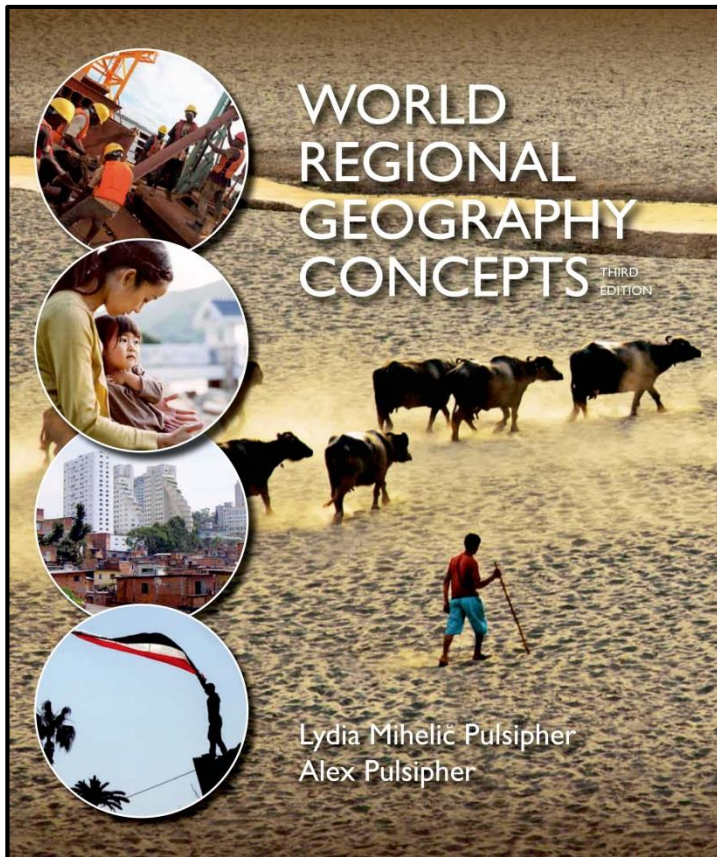
- OER Publishers – Universities or Foundations create collections of textbooks (Example: <https://openstaxcollege.org/>)
- OER Repositories – Textbooks and course materials are curated through portals or gateways (Example: <https://www.merlot.org/merlot/index.htm>)
- Publically Funded Initiatives – Federal or state (or provinces in the case of Canada) governments fund creation of Open Educational Resources. (These may not always be included in Repositories).



Comparing Open & Commercial Textbooks

Commercial – 464 Pages

Open – 1000 Pages



Comparing Open & Commercial Textbooks

Commercial

Preface

1. Geography: An Exploration of Connections
2. North America
3. Middle and South America
4. Europe
5. Russia and the Post-Soviet States
6. North Africa and Southwest Asia
7. Sub-Saharan Africa
8. South Asia
9. East Asia
10. Southeast Asia
11. Oceania: Australia, New Zealand, and the Pacific

Epilogue: Antarctica*

Open

- 1: Introduction to the World
- 2: Europe
- 3: Russia
- 4: North America
- 5: Middle America
- 6: South America
- 7: Subsaharan Africa
- 8: North Africa and Southwest Asia
- 9: South Asia
- 10: East Asia
- 11: Southeast Asia
- 12: Australia and New Zealand
- 13: The Pacific and Antarctica

▶ * Added in a revised edition after the open textbook was published.

Comparing Open & Commercial Textbooks

Commercial

- Instructor Resources
 - Chapter Figures, Photos, and Tables
 - Illustration Slides
 - Instructor's Resource Manual
 - Lecture Slides
 - Test Bank
 - Computerized Test Bank for World Regional Geography Concepts

Open

- Instructor develops their own presentations, tests, etc.



Comparing Open & Commercial Textbooks

Commercial

- Student Resources
 - LaunchPad for Pulsipher's World Regional Geography Concepts

Open

- No student resources (but the Libraries have these online resources).
 - Dictionary of Human Geography.
 - Encyclopedia of Human Geography.
 - Encyclopedia of Earth Science.
 - CIA World Factbook.
 - State Dept. Bilateral Relations FactSheets.



Comparing Commercial & Open Texts

- Commercial Text - \$104.99 to \$140.99 for students.
- Open Text – Free to download; Faculty can remix, tweak, and build upon the text non-commercially, as long as they credit the author and license their new creations under the identical terms.



OER Myths

- ▶ **Students need computers to use OER.**
 - ▶ It is possible for them to buy a print copy that costs less than a commercial textbook (or print a copy). *Please do not ask them to print it in the Library!*
- ▶ **Students want a textbook.**
- ▶ **OER is not as good as commercial resources.**
 - ▶ Partly true, no tests, slides, etc.
- ▶ **Faculty have to find resources on their own.**
 - ▶ OER resources available (OpenStax; Open Textbook Library).
- ▶ **Faculty have to build their own slides & tests.**
 - ▶ Some resources are available.
 - ▶ Apply for a summer stipend.

Arguments for (and against) OER

- ▶ Students will get more from the class with a textbook (especially if it is free).
- ▶ Student will save money.
- ▶ Students may be more willing to take a class that uses an open textbook.
- ▶ You can adapt the content for your situation.
- ▶ OER and open textbooks can be modified to add in other content.
- ▶ Against – More work required to identify resources and develop class materials (tests, quizzes, etc.).
 - ▶ Apply for a summer stipend.

Thinking about using an Open Textbook?

- Consider applying for a summer stipend.
- Of particular interest are proposals that "assist in developing and increasing the facilities of Western Illinois University for broader educational opportunities."
- See:
http://www.wiu.edu/CITR/resources/summer_stipend.php



Exploring the Library Guide

- <http://wiu.libguides.com/OER>.

