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Librarians Leading Open Textbook Efforts

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The Problem:
Textbook Costs are a Barrier to Student Success
Source: opentextbookalliance.org

- Individual textbooks now **often cost over $200, and sometimes cost as much as $400**.
- Over the past decade, textbook **prices increased 88%**—that's three times the rate of inflation.
- **65% of students** report that they skipped buying or renting an assigned textbook because of cost.
- Without access to books, many students struggle to succeed in their classes. **Nearly half of all students say that the cost of course materials impacts which classes and how many classes they are able to take.**
- Publishers keep inventing creative new ways to increase profits, like **high-priced, single-use access codes** or other products that **eliminate used alternatives, prevent sharing, and limit consumer choice.**

Textbook Costs at EKU:
Fall 2019 Sampling of Gen Ed Courses

Course	Course	text costs	F19 enrollment	Savings per course
BIO 100	Biology I	$81.25	416	$33,800.00
BIO 307	Human Anat and Physio I	$100.00	294	$29,400.00
CHE 100	Intro Chemistry	$20.00	166	$3,320.00
CMS 210	Public speaking	$118.25	315	$37,248.75
ENG 101	English comp I	$87.65	1005	$88,088.25
ENG 102	English comp II	$48.30	341	$16,470.30
MAT 105	MAT 105	$146.65	261	$38,275.65
POL 101	American Gov.	$107.00	459	$49,113.00
PSY 200	Psychology	$68.00	856	$58,208.00
SOC 131	Sociology	$150.00	448	$67,200.00
	Total student savings if OER were adopted:			**$421,123.95**

Faculty Survey @ EKU -
"Do you plan to adopt Open Textbooks?
*October, 2019 – 21 respondents

A Solution:
Open Educational Resources (OERs)

- Open textbooks are **available free online** and for **very low cost in print.**
- Open textbooks are just like traditional textbooks except that the authors have decided to publish them under an **open copyright license.**
- Open licenses, such as the popular Creative Commons license, **allow professors to adapt and customize a book's content**. That means professors can edit an open textbook to fit their class by adding or removing chapters, changing problem sets, and more.
- In subjects **where traditional textbooks cost $100-$300**, switching a single classroom of 100 students to an open textbook **can save students up to $30,000.**
- Adopting OERs to develop zero textbook cost courses can be a **powerful recruiting and retention tool.**

EKU AFA 202 students saved **$10,000** in spring 2020 by using an open access textbook

OPEN ACCESS
Breaking barriers with EKU's first open textbook

Faculty, students, and community members gathered on February 20 to celebrate the launch of *Slavery to Liberation: The African American Experience* (encompass.eku.edu/ekuopen/1), EKU's first open textbook. Conceived of and edited by EKU African and African American Studies faculty, and published in the Encompass Digital Archive, this book enabled students in all sections of AFA202 to freely access their course textbook from day one, and they will maintain access to the work long after the course is complete. An added bonus: access to this textbook is not limited to EKU students—anyone worldwide can access *Slavery to Liberation* for free.

Prior to its publication in December, there were no open textbooks on the subject of African American History. This remarkable achievement just the beginning. The Libraries plan to support faculty and departments as they adapt more courses to take advantage of open textbooks, commonly referred to as Open Educational Resources or OERs. Open textbooks are just like traditional textbooks, except that the authors have decided to publish them under an open copyright license, which means that anyone in the world can access, share, re-use, and/or adapt them. Librarian Kelly Smith, chair of the Faculty Senate Open Textbook Committee, recently secured $25,000 in Board of Regents innovation funding in order to implement an Open Textbook Incentive Grant program for EKU faculty and departments. Faculty will be invited to submit proposals to adopt, adapt, or create new OERs. Those whose proposals save the most money for EKU students will receive cash grants and training.

To learn more about OERs at EKU, visit
libguides.eku.edu/oer

L-R. Dr. Ogechi Anyanwu, AFA Director and editor, EKU Interim President Dr. David McFaddin; Dr. Joshua Farrington, editor and contributor, Kelly Smith, librarian; Dr. Lisa Day, editor; Dr. Norman Powell, editor and contributor, Sandra Powell, cover artist; Linda Sizemore, librarian; and Laura Edwards, librarian.

(Above) Nathan Ritchie (pictured with his daughter), a student in Dr. Joshua Farrington's AFA202 course this semester, spoke about how he was able to use the money he would have spent buying a textbook for this course for his family instead.

https://issuu.com/ekulibraries/docs/between_the_columns_spring_2020_issuu_final

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Build & Grow Capacity
- Institutional Repository
- Staff Professional Development
- Allocation of Resources (Time & Funding)

Get Faculty Buy-in
- Leverage Liaison Program
- Connect with innovators
- Find some new faculty willing to partner, try out OERs (early adopters)
- Encourage Innovators and Early Adopters to advocate with peers

Market Successes
- Social Media
- Library Newsletter
- Student Newspaper
- Campus Marketing
- Press releases
- Local Radio
- Recruitment Materials

Educate & Incentivize
- Teaching & Learning Workshops
- Department Visits
- Faculty Senate Committee
- Student Government Partnership
- Faculty Incentive Grants

Demonstrate Impact
- Money Saved
- Student Stories
- Increased Student Learning Outcomes
- Faculty Stories

EKUopen

Case Study: AFA Textbook
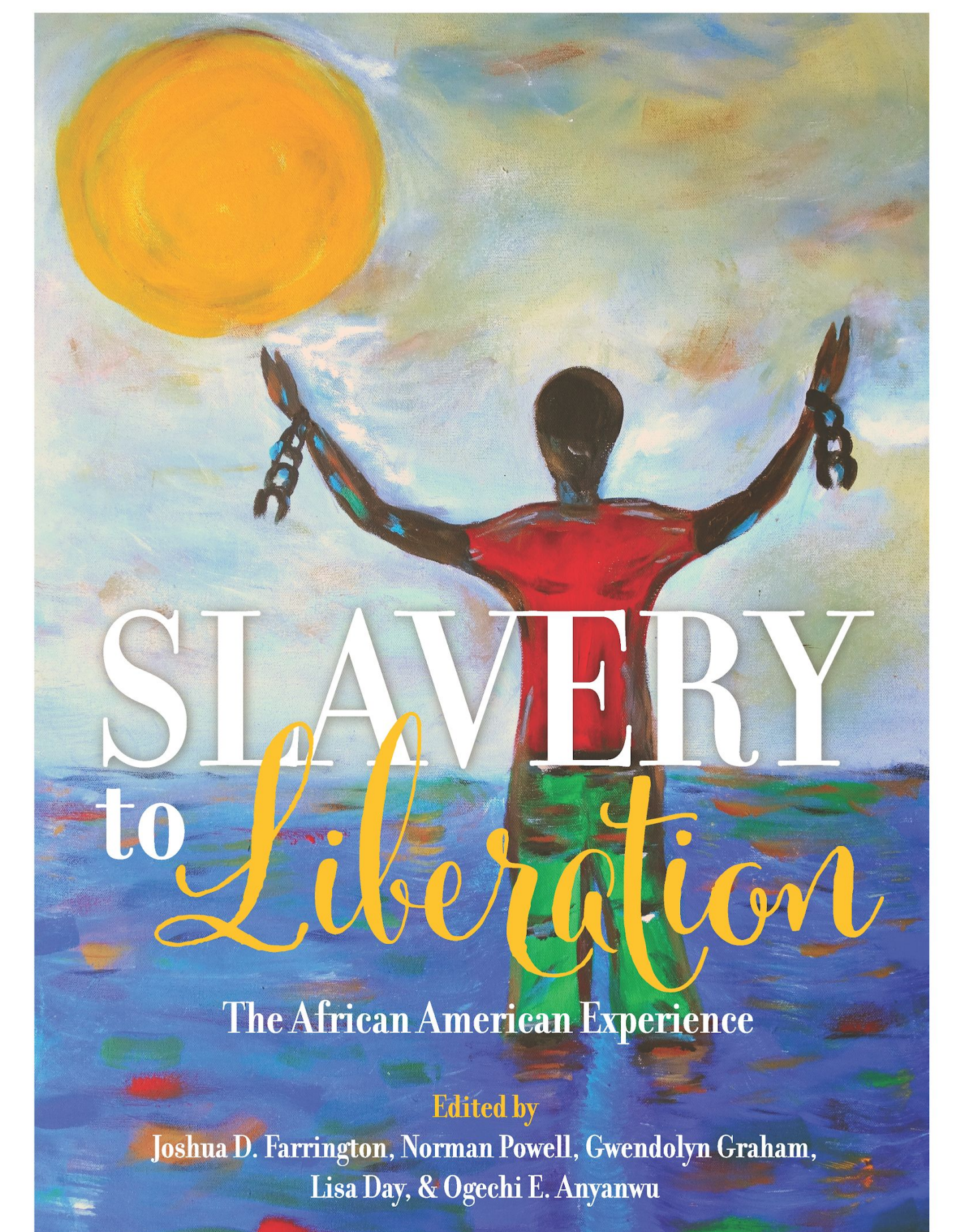https://encompass.eku.edu/ekuopen/

"It's nice to have a free textbook because that's just more money for my family, it helps with buying gas. Gas prices are expensive, and a textbook is about $80 so that's two weeks worth of gas."
~ Nathan Ritchie, student

"It breaks down any barriers between students who can afford textbooks, and students who are debating between buying a textbook and buying groceries for the week." ~ Dr. Joshua Farrington

"The idea of the textbook is to save money for our students and to serve as a recruitment tool for the program. We want more students to pursue African or African American studies."
~ Dr. Ogechi Anyanwu

- **September 2016** (?) - Dr. Ogechi Anyanwu, Director of the African and African American Studies Program (AFA) at EKU, recognized that his students needed lower cost alternative
- **September 2016** - AFA Liaison proposed leveraging existing institutional repository platform (Bepress) to host AFA textbook
- **October 2016** - Scholarly Communications Librarian and AFA Liaison met with stakeholders, AFA Studies Committee, to discuss and establish tasks
- **Fall 2016** - Solicitation of authors for chapters
- **2017-2019** - Writing & Peer Review Process
- **Summer - Fall 2019** - Copy editing and editorial duties
- **July 2019** - Cover Artwork received
- **October 2019** - Library graphic designer completed front & back cover art
- **November 2019 -** Formatting adjusted for Bepress
- **November 2019** - ISBN Obtained
- **December 2019** - Book published in Encompass Digital Archive
- **January 2020** - Book adopted for all Spring AFA 202 sections
- **February 2020** - Book launch party at Library
- **February 2020 - April 2020** - Media
  - https://stories.eku.edu/events/eku-libraries-launches-first-open-access-textbook-african-american-studies
  - https://www.easternprogress.com/news/afa-celebrates-first-open-source-textbook/article_adf94ee6-571c-11ea-a011-27647bd9c3c8.html
  - https://issuu.com/ekulibraries/docs/between_the_columns_spring_2020_issuu_final
- **June 2020** - 1,300+ downloads to date
- **To do:** Figure out print on demand

https://libguides.eku.edu/oer

Citations

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