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## Affordable Learning Kentucky: Strategies for Affordability and Success

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# Affordable Learning Kentucky

Strategies for Affordability and Success

**Ilona Burdette**, Executive Director, Kentucky Virtual Library

**Crissy Ross**, Scholarly Communications Librarian, Northern Ky. University

**Kelly Smith**, Director of Collections & Discovery, Eastern Ky. Univ. Libraries

**Lori Werth**, PhD, Provost, University of Pikeville



## (Introduction notes)

- Introduce affordable learning workgroup tasking for 2021. Why and what we did.
- OER
- Digital Platforms
- Reduce costs for all KY students, initially undergraduate students, eventually k-post grad
- DOE grant, diverse/missing voices in OER
- Morphed into statewide task force
- Statewide initiative to lower education costs, share scholarship/expertise

# Case Study: NKU



## Crissy Ross

Scholarly Communications Librarian

**Office:** SL 256

**Phone:** ☎ (859) 572-7621

**Email:** [rossc2@nku.edu](mailto:rossc2@nku.edu) ✉

Bio

Te

xtbook Affordability Program:

Identification and Integration of  
Electronic Textbooks into Library  
Catalog

## Campus Collaboration:

- Student Services
- Campus Bookstore
- Registrar
- Campus Faculty

## Library Collaboration:

- Acquisitions
- Electronic Resources
- Dean's Office
- Marketing
- Circulation

We are excited to announce Steely Library in collaboration with other NKU campus stakeholders, including the University Connect and Persist (UCAP) program, implemented a campus-wide pilot textbook program beginning fall semester 2020. Fifteen digital textbooks were purchased and integrated into Steely's library catalog.

Priority was given to textbooks that could be:

- Accessed electronically (in light of pandemic and remote learning)
- Multi or unlimited users, when possible
- Added to the library collection (had a university sharing license)
- Most requested titles through UCAP and the university bookstore
- Reached the most students according to real time enrollment counts
- Provided significant financial relief for our students
- Supported a diverse spectrum of students across all of NKU's departments

# Purchasing Digital Textbooks: Final Counts

**Books Purchased: 30**

**Students Reached: 6,215**

**Money Saved: \$347,824.50**

**Library Spent: under \$10,000**

- These numbers are a snapshot from 2 semesters only
  - Even more impactful because these texts are used for multiple semesters

## **Obstacles:**

- Lack of communication between campus systems
  - lots of manual labor
  - Timing of decisions
- Competing interests between library and campus bookstore
- Digital licensing
  - Searched 500 titles to identify 30 for purchase (6%)

# Case Study: ECU




**EKU** EASTERN KENTUCKY UNIVERSITY  
EKU Stories

A to Z Index • Web • People

EKU Stories

## Librarian Promoting Access to Free Textbooks

Published on August 06, 2020 [people](#) [programs](#) Share this article: [f](#) [t](#)



Eastern Kentucky University Librarian Kelly Smith is involved with an essential program known as Open Educational Resources (OER). Smith is the Coordinator of Collections and Discovery of OER where she, along with many others, assist students who may not have the resources available to obtain textbooks.

"In the library, over the past several years, we have seen an increase in students requesting that we purchase or borrow textbooks for them," said Smith "We started an initiative to keep a limited number of course textbooks on reserve to meet some of these needs, especially during the first weeks of school when some students are still waiting for textbook vouchers to come in or their books are on backorder. However, this is not a comprehensive solution – it is just a bandaid on the problem, which is that textbooks are too expensive and are a barrier to student success."

Studies have shown that approximately 67 percent of students simply don't purchase their textbooks if they are more than they can afford.

## EKU Libraries Launches First Open-Access Textbook in African American Studies

Published on February 26, 2020 [events](#) [people](#) [programs](#) Share this article: [f](#) [t](#)



Left to right: Ogechi Anyanwu, interim president David T. McFaddin, Joshua Farrington, Kelly Smith, Lisa Day and Norman Powell

As a school of opportunity, Eastern Kentucky University makes affordability a priority. That's why the **African and African American (AFA) studies department** and **EKU Libraries** have partnered to publish "Slavery to Liberation: the African American Experience," the university's first open-access textbook, and the first-ever open-access textbook in the field of African American studies. The Crabbe Library hosted a launch party for the book on Thursday, Feb. 20 in the Grand Reading Room.

<https://stories.eku.edu/events/eku-libraries-launches-first-open-access-textbook-african-american-studies>



# Incentive Grants

## EKU Faculty Receive Funding to Develop Zero Textbook Cost Courses

Published on September 04, 2020

 [programs](#)

Share this article:  



The EKU Faculty Senate Ad Hoc Committee on Open Textbook Resources is awarding \$23,000 in grant funding to three departments and four individual faculty who submitted proposals to develop zero textbook cost courses. This incentive grant program was made possible by an EKU Board of Regents Innovation Grant and will be implemented with ongoing technical and staff support provided by EKU Libraries.

<https://stories.eku.edu/programs/eku-faculty-receive-funding-develop-zero-textbook-cost-courses>



Course: English 101 - Reading, Writing, and Rhetoric  
Dept/Prog: English Department / First Year Writing  
College: College of Letters, Arts, and Social Sciences  
Faculty: Dr. Jill Parrott\* and Dr. Dominic Ashby\*

Departmental Award

**\$5,000**

How will Funds be Used?  
**Hire student employees**



## Timeline

S21: Gather faculty participants and adapt outside content

F21: Review new material and integrate together

S22: Pilot

F22: Full use across program

## Former Textbooks

*Language Awareness*

*Bedford/St. Martin's*

**\$80**

Projected Annual Enrollment

**2,000+**

Projected Total Annual Savings for Students / EKU

**\$160,000**

# Professional Learning Community



## September 14 - Introduction

Pre-work - Readings - (About 1 hour)

1. *TEDxNYED - David Wiley—03/06/10*. (n.d.). Retrieved June 24, 2020, from <https://www.youtube.com/watch?v=Rb0syrgsH3M&feature=youtu.be>
2. Elder, A. (2019). *The OER Starter Kit*. Iowa State University Digital Press. <https://doi.org/10.21203/rs.3.rs-1000000/v1>
  - a. Introduction: <https://iastate.pressbooks.pub/oerstarterkit/chapter/introduction/> - videos, and listen to the 30 minute podcast

### Introductions

1. **Prompt question for self introductions: What is your course and why have you made this change?**

### Discuss Readings

1. The David Wiley video describes the big "Why" of OERs. What are your thoughts on "Openness" versus the traditional system of Copyright and Intellectual Property?
2. Consider the free materials you currently use in your classes. Do these materials fit your definition of OER? Why or why not?
3. How might teaching with OERs benefit your students? (in addition to cost)
4. How might it benefit you?
5. John Stewart: "What is it that you really want students to get out of your course?"

Introduce homework for next session

## October 5 - Finding and Evaluating OER



Pre-work - About 45 minutes

1. Readings from *The OER Starter Kit*.
  - a. Considerations for Using or Creating OERs - <https://iastate.pressbooks.pub/oerstarterkit/chapter/considerations-for-using-or-creating-oers/>
  - b. Evaluating OERs - <https://iastate.pressbooks.pub/oerstarterkit/chapter/evaluating-oers/>
  - c. OER in Print - <https://iastate.pressbooks.pub/oerstarterkit/chapter/oer-in-print/>
2. **Activity: Identify 1 or 2 potential OER for adoption or adaptation using the [Checklist](#) and/or the [OER Discovery Worksheet](#)**

# Undergraduate Students to Get Free Textbooks with ECU BookSmart

Published on December 14, 2020

 [events](#)

Share this article:  

## THE BIG E BOX

All the textbooks you'll need delivered right to your door.

Free for ECU undergrad students!

***ECU***

**LEARN MORE** [advantage.eku.edu](https://advantage.eku.edu)

<https://advantage.eku.edu/books>

# Case Study: University of Pikeville

- First exploratory meeting: April 6, 2020
- First day of class with free and affordable resources: August 24, 2020
- Changing the course in 140 days
- Support
  - University leadership
  - Academic leaders
  - Library services
  - Professional development
  - Time and/or resources

UNIVERSITY OF PIKEVILLE

**BIG CHANGES FOR UPIKE!**  
STARTING FALL 2020

**FREE**  
**TEXTBOOKS**

**8-WEEK**  
**BLOCK SCHEDULING**

**EXPANSION**  
**OF PIKEVILLE PROMISE**  
**SCHOLARSHIP**

TO ALL KENTUCKY STUDENTS WHO  
QUALIFY FOR FULL PELL AND  
RECEIVE CAP AND KTG,  
UPIKE WILL WAIVE  
THE REMAINDER  
OF TUITION.



[WWW.UPIKE.EDU](http://WWW.UPIKE.EDU)

# Case Study: University of Pikeville

- Campus announcement
- Assisting faculty -what options were available?
  - Tech & Instructional Design Support
  - Mentorship from “Learning Designers”
- Summer 2020 +6 wk stipend for all faculty

## New Resources



### Instructional Designer

Ann Harris

Ann Harris has an advanced degree in instructional design and is certified in the QualityMatters design process. QualityMatters is often referred to as the gold-standard in online course design. Ann will:

- Review course design maps, course checklists, and Canvas shells in collaboration with Learning Designers, Division Chairs, and the Office of Professional Development.
- Develop assessments, tests, quizzes, surveys & evaluations for courses
- Collaborate with the Office of Professional Development on the design of course structures, templates, and guides for use by faculty and Learning Designers.
- Provide support and training to Learning Designers on effective online and hybrid instruction, including availability and use of available templates and technology.



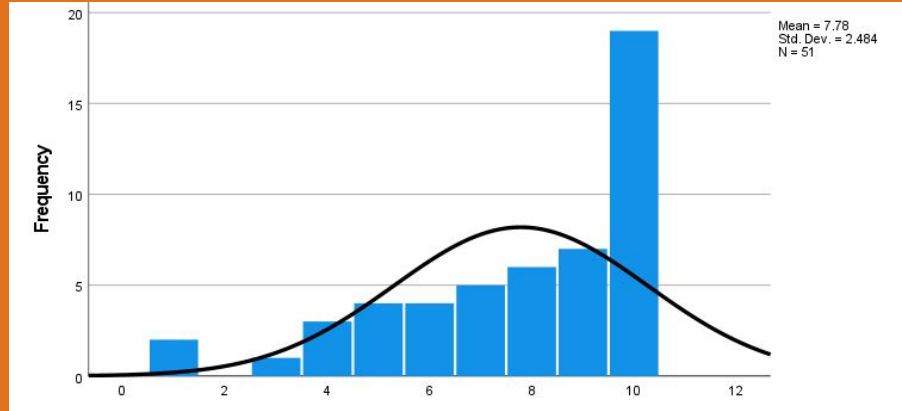
### Learning Designers

Six Learning Designers will:

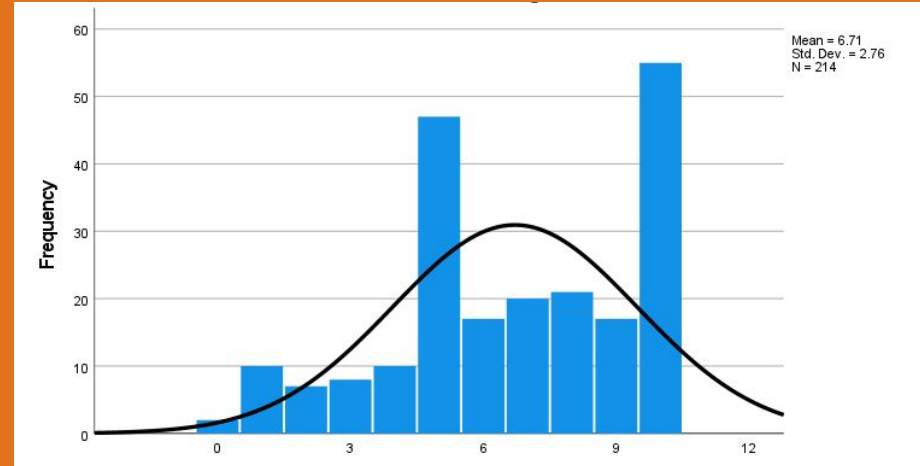
- Support faculty in aligning objectives, course content, and student assessments.
- Support faculty with creating assessments and rubrics.
- Support faculty in designing appropriate learning objectives for the course level (100 vs. 300 level courses).
- Support faculty with creating online exams and types of responses.
- Work to ensure faculty content is appropriate for 8-week modules.
- Check-in with faculty to ensure completion of class migration online.

THANK YOU FOR YOUR WORK & COMMITMENT TO OUR STUDENTS!

# How do free materials impact student performance?



**Freshmen Only**



**All Respondents**

Werth, Williams, & Werth. (2020). Fostering Rapid Institutional-wide Curricular Change in Response to COVID-19. *Journal for Learning Development*, 7(3), 416-422

What about you?



Go to [menti.com](https://menti.com) and enter the code 3389 648

# What is your campus doing to support affordable learning?

library provides e-textbooks when possible

OER programming

Looking at inclusive access through major publishers like McGraw Hill, but not a lot of institutional support for OER, etc.

OER resources when possible, course charges,

A lot of effort to find students enough scholarships to cover costs.

Should be doing more!

Incentive grants

Digital textbooks

Engaging with campus partners to explore a statewide affordable learning initiative.

Campus has talked about moving to OER but hasn't started anything official

library textbook support

Individual faculty have pursued OER, but there has not been an institutional pushFree-tuition

We have had discussion and some PD on OER, but nothing concrete in that area yet. Individual faculty are using OER resources.

more e-resources

Video tutorials for OER

Textbook library

We have a task force and have received grants to offer incentives to adopt OERs or library-licensed texts

Attending PD

# What is your campus doing to support affordable learning?

Database and ebook training

Exploring OERS. Have just started adding a couple to the IR.

We have grants for OER use and reviews of OER materials, we purchased ebook options for some textbooks, and we note the availability of a library ebook on the textbook website that students look at to see what is required for their course.

Open education push campaign

OER-evangelism from librarians!

Course reserves

Talking with faculty and administrators about beginning and OER initiative

Our library has offered OER-support workshops and incentive grants, but it didn't take with faculty when we last tried in Fall 2019.

OER libguides for step-by-step explanations

New campus collaborations

advertising OERs

Funding/lack thereof

time

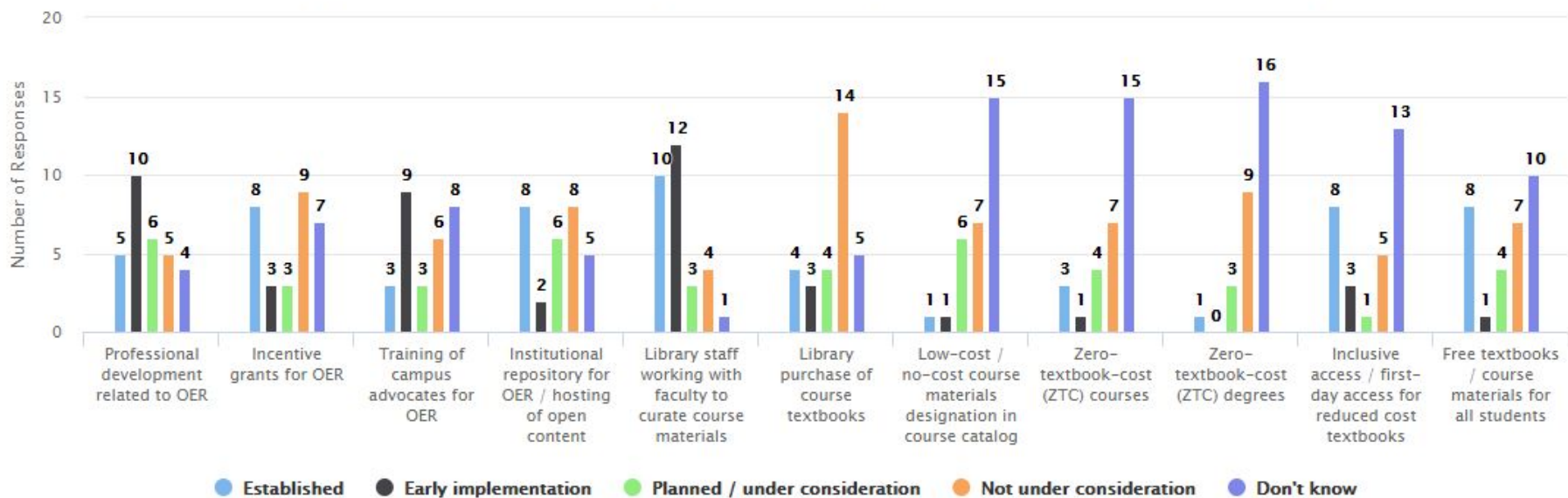
# What obstacles do you see in adopting affordable learning options at your institution?



# Survey Results (first 30)

1. What types of affordable learning initiatives is your institution currently investing in?

Export



Group Discussion:  
The Future of Affordable Learning in KY

## Next Steps: Task Force to Steering Committee



The charge (DRAFT) of the Affordable Learning Steering Committee is to **facilitate efforts** to expand availability and use of **low- and / or no-cost high-quality educational resources** for the Commonwealth of Kentucky, with an initial focus on **undergraduate higher education**.

The steering committee coordinates the work of subgroups focusing on specific aspects of the overall project and makes recommendations to the Council on Postsecondary Education by way of the KYVL Leadership Team.

A member of the steering committee serves as a liaison to each subgroup.



# Steering Committee Composition



- KYVL institutions currently engaged or actively exploring affordable learning
- KYVL executive director, LT liaison
- One or two actively engaged individuals, e.g.:
  - Librarians
  - Instructional designers
  - Faculty champions

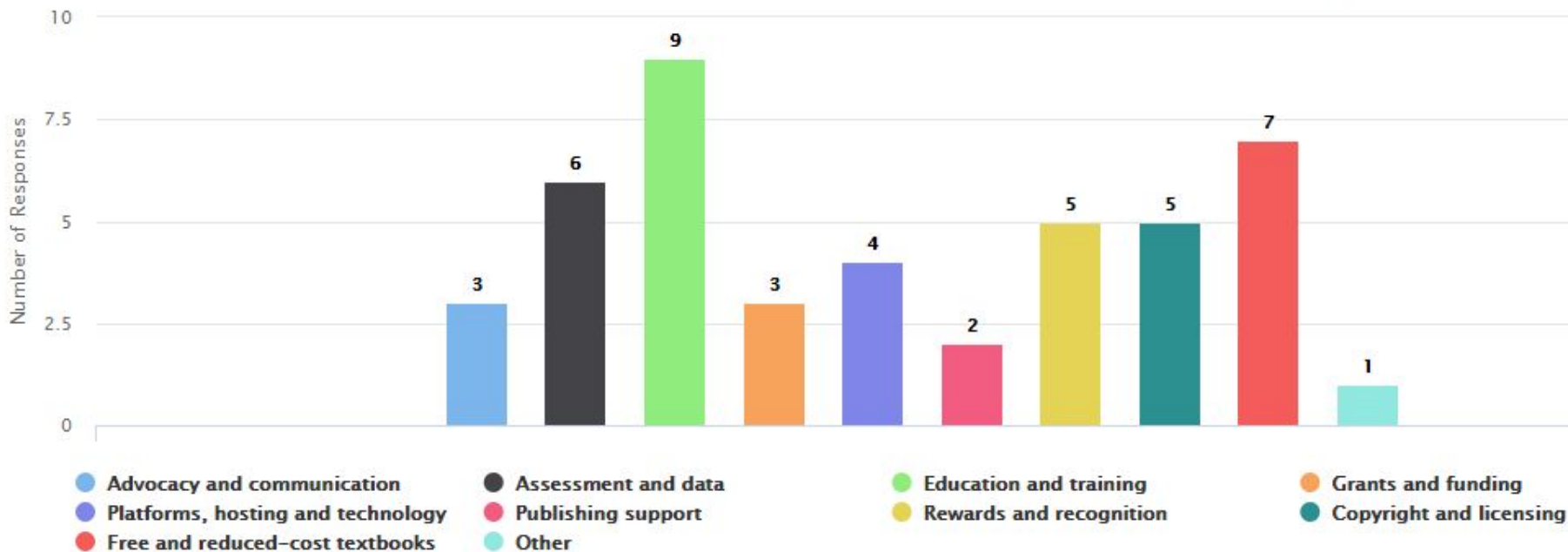


# Affordable Learning Teams

- Advocacy and communication
- Assessment and data
- Copyright and licensing
- Education and training
- Free and reduced-cost textbooks
- Grants and funding
- Platforms, hosting and technology
- Publishing support
- Rewards and recognition

# Affordable Learning Teams

I would be interested in participating in the following affordable learning team(s):





# Steering Committee Tasking (DRAFT)

- Develop charge and tasking for, identify members of, appoint liaisons for, and convene initial subgroups.
- Launch other subgroups as needed.
- Develop recommendations for strategic planning and sustainability.

# How Can YOU Get Involved? Affordable Learning Initiatives Survey



[kyvl.libwizard.com/affordable](http://kyvl.libwizard.com/affordable)

**Deadline: April 30**

- What is your institution already doing?
- What is your most significant initiative?
- Funding
- Data
- Staffing / other drivers
- Obstacles

# Questions / Contact

Ilona Burdette, [ilona.burdette@ky.gov](mailto:ilona.burdette@ky.gov)

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Lori Werth, [loriwerth@upike.edu](mailto:loriwerth@upike.edu)

[kyvl.org/committees/affordable](http://kyvl.org/committees/affordable)