

Higher Education Funding Committee**July 22, 2014****Testimony regarding Open Textbooks****Dr. Tanya Spilovoy****Director of Distance Education and State Authorization for the North Dakota University System**

In March of 2013, this committee passed a resolution urging the State Board of Higher Education and the faculty of the North Dakota University System to “increase the use of open textbooks for academic courses in order to reduce the financial burden to higher education students.” I am proud to say that we have responded with unity and collaboration to deliver what you have requested. I have presented on Open Educational Resources at the Student Association, Council of College Faculties, Distance Education Council, Academic Affairs Council, Cabinet, State Board of Higher Education, and the Interim Higher Education Funding Committee. The increased use of Open Educational Resources has received unanimous support from all stakeholders. Now it is time to make this dream a reality.

The **OPEN EDUCATIONAL RESOURCES PARTNERSHIP CONCEPT: Improving Student Access, Affordability, and Academic Success** I’ve composed is a collaborative and 3-phase concept that would give faculty and NDUS campuses the support they need to begin utilizing open textbooks and open educational resources. The concept is designed to shift ownership and responsibility of utilizing Open Educational Resources from NDUS to the campuses with resources and support.

Phase One: Through a collaborative relationship with an established Open Textbook library at the University of Minnesota, NDUS would have the access to experts, training, and resources at a fraction of the cost it would take to build our own open textbooks library. NDUS would be added to the list of partners including Purdue, Oregon State Universities, Cal Poly University, the University of Minnesota, and others who will join soon. All textbooks are free, and faculty would have training, support and the opportunity to conduct peer reviews.

Phase Two: We would train a trainer at each campus so that the campuses begin taking ownership to reduce textbook costs for students. NDUS would also host a Technology and Open Educational Resources Summit.

Phase Three: North Dakota Open Educational Resources Ideation Grant.

Campuses would be challenged to design and implement their own campus-wide open educational resources initiative. Funded proposals would include support and collaboration from campus administrators, faculty, technologists, and others on campus. Proposals would include a variety of peer-reviewed open educational materials such as open and/or digital textbooks, videos, simulations, and other resources that replace traditional textbooks and reduce cost of attendance for students. Campus proposals would be funded based on actual dollars saved in student textbook costs.

This concept could save North Dakota students more than \$4.4 million in textbook costs. I'd be happy to answer any questions you may have about Open Educational Resources and the Open Educational Resources Partnership Concept you have before you.

OPEN EDUCATIONAL RESOURCES PARTNERSHIP CONCEPT:
Improving Student Access, Affordability, and Academic Success

Textbook costs create a financial burden on college students that can impact their academic success and their financial health. North Dakota University System students each pay an estimated average of \$1,100 per year for academic course textbooks. Open textbooks and other open educational resources can help alleviate the burden of textbook costs and reduce the cost of attendance. Open textbooks are complete, real textbooks that are licensed to be freely used, edited, and distributed. Open educational resources include peer-reviewed videos, simulations, lesson plans, and many other openly licensed materials.

By replacing traditional textbooks with open textbooks and open educational resources, the cost of attendance would be reduced without impacting the budget of the college or university. And faculty would have the opportunity to adopt open textbooks and educational materials that they can edit to best meet the needs of their students.

\$500,000 Total Funding=More than \$4.4 Million in Savings for Students

Concept Overview: Implement a system-wide Open Educational Resources initiative throughout North Dakota University System in three phases:

- **Phase 1-\$200,000**
Partner with the University of Minnesota using its existing Open Textbook program and build on proven success to expand to other Open Educational Resources opportunities that would benefit our students and faculty. Phase I will introduce open textbooks to faculty with support, training, and incentives.
- **Phase 2-\$20,000**
Train a trainer at each campus so that the campuses begin taking ownership to reduce textbook costs for students. NDUS would also host a Technology and Open Educational Resources Summit.
- **Phase 3-\$280,000**
North Dakota Open Educational Resources Ideation Grant. Campuses would be challenged to design and implement their own campus-wide open educational resources initiative. Funded proposals will include support and collaboration from campus administrators, faculty, technologists, and others on campus. Proposals can include a variety of peer-reviewed open educational materials such as open and/or digital textbooks, videos, simulations, and other resources that replace traditional textbooks and reduce cost of attendance for students. Campus proposals will be funded based on actual dollars saved in student textbook costs.

PHASE I: Overview

- University of Minnesota has already created a collection of open textbooks at <http://open.umn.edu/opentextbooks/> . We would work with them to save human and fiscal capital for initial set-up costs.
- Phase I would focus on open textbooks because faculty are familiar and comfortable with textbook format. Self-selected faculty participants would receive training, support, and compensation to take part in the program.
- UMN site is grant-funded, run by Dave Ernst, Ph.D., the University of Minnesota CIO and faculty member.
- A neighborly collaboration: NDUS/ND has a reciprocity agreement with MN, a Tri-College system with MN, and system-wide state authorization agreements with MN. Other well-respected institutions and state systems are already partnered with the University of Minnesota (see list below).
- NDUS logo would go on the bottom of the open textbooks website. All rights and privileges of partnership would be extended to all NDUS institutions, students, and faculty.
- NDUS would follow the UMN-tested model of offering training for faculty and a stipend for reviewing a textbook. This model provides support and has been proven to positively encourage faculty to adopt open textbooks and resources.

Partner Institutions

- University of Minnesota
- University of Maryland System
- Purdue University
- Oregon State University
- CalPoly @San Luis Obispo
- University of Northwestern St. Paul

*In discussion with other institutions to be added starting Fall, 2014.

Project Collaborators

David Ernst, Ph.D.

Chief Information Officer, College of Education and Human Development
Executive Director, Open Academics Textbook Initiative - <http://open.umn.edu>
Research Associate, Department of Postsecondary Teaching & Learning

College of Education and Human Development
University of Minnesota
telephone :: 612-624-2760
email :: dernst@umn.edu
twitter :: @dernst

Tanya M. Spilovoy, D. Ed.

Director of Distance Education and State Authorization

North Dakota University System

Telephone: 701-224-2498

e-mail: Tanya.spilovoy@ndus.edu

PHASE I: Deliverables

To help faculty adopt open textbooks, this project includes the following components:

1. Faculty workshop (2 hours) that helps them understand
 - a. the academic impact of high cost textbooks
 - b. the definition of “open”
 - c. how open textbooks can benefit students and faculty
2. Staff workshop (if desired) for local staff (academic technology staff, library staff, etc.) to better understand “open”
3. Stipends paid to faculty who choose to:
 - a. Write a brief review of an open textbook (\$250)

PHASE I: Budget Estimate to implement such a Concept

Potential annual student savings: \$4,400,000

11 NDUS institutions x 50 faculty/institution = 550 faculty
550 faculty x 80 students/faculty = 44,000 students (duplicated)
44,000 students x \$100/textbook savings = \$4,400,000 savings

Total costs (consisting of the following) \$200,000

(Add \$3,000 per additional workshop over 11)

a) **Faculty incentives:** \$125,000

\$250 (attend workshop and review)
500 faculty x \$250 = \$125,000

b) **Workshop Facilitator Expenses (11 workshops)** \$33,000

\$3,000/workshop (travel, food, lodging, stipend)

c) **Administrative Support** \$42,000

Scheduling, communications, logistics, planning

PHASE II: Deliverables and Budget Estimate

Train an Open Educational Resource Leader at each campus so that projects continue and grow on the campuses. In addition, NDUS would host a Technology and Open Educational Resources Summit.

- **Workshop Facilitator Expenses (3 online workshops)** **\$3,000**
\$1,000/workshop
 - **NDUS Technology and Open Educational Resources Summit** **\$17,000**
- Total \$20,000**

PHASE III: North Dakota Open Educational Resources Ideation Grant Concept

Grant Overview

The North Dakota State Legislature and North Dakota University System recognize that reducing the cost of higher education would increase student access to higher education. North Dakota Open Educational Resources Ideation Grant could position North Dakota to lead the nation by comprehensively implementing effective and efficient learning resources for our students. This concept seeks to increase the use of open textbooks and open educational resources for academic courses in order to reduce the financial burden to higher education students in North Dakota. Total funds would equal \$280,000 and would be distributed based on the criteria outlined below.

- **There would be a guaranteed award.** The awards would be paid to the submission(s) **as solely determined by the seeker.** Campus proposals would outline an Open Educational Resources Ideation Grant proposal with detailed collaboration and implementation among Academics, Administration, and Technology campus departments.
- Award amounts would be directly related to actual dollars saved in student textbook costs. Grant proposals would specify the previous year's textbook costs incurred by students in particular courses and/or programs and the actual dollars saved through the proposed utilization of open textbooks and/or open educational resources as per the grant. Grant monies must be used to support the implementation, infrastructure, and costs campuses need to execute and open textbook initiative.

*Open Educational Resources may include but are not limited to peer-reviewed open source content such as www.Merlot.org and Khan Academy, etc.

* Campuses may utilize free open textbooks through <http://open.umn.edu/opentextbooks/> or digital textbook providers (i.e. Flatworld Knowledge or Inkling)

Supplemental Materials

University of Minnesota Open Textbook Library

The following screen shots are a sampling of the Open Textbook Library at UMN. I encourage you to explore <http://open.umn.edu/opentextbooks/> for yourself.

The screenshot shows the homepage of the Open Textbook Library. The browser address bar displays open.umn.edu/opentextbooks/. The page features the logo "Open Textbook Library" and the tagline "Discover the difference you can make." Below the logo, there are three main sections: "Search the Library" with a search input field and a "search" button; "Browse Subjects" with a list of categories including Accounting & Finance, Business, Management & Marketing, Computer Science & Information Systems, Economics, and General Education; and "Open Textbook Library" which contains introductory text about the library's mission and a "Partners" section listing the University of Minnesota and BCcampus. A "Contribute Reviews" box is also present on the right side.

The screenshot shows the search results page for "Humanities & Language". The browser address bar displays open.umn.edu/opentextbooks/Search/Results.aspx?SubjectAreaId=6. The page features the same logo and tagline as the homepage. The "Search Results: Humanities & Language" section displays two results. The first result is "American Government and Politics in the Information Age" by David L. Paletz, Diana Owen, and Timothy E. Cook, with a book cover image. The second result is "An Introduction to Formal Logic" by P.D. Magnus, with a book cover image. The "Search the Library" and "Browse Subjects" sections are also visible on the left side of the page.

Firefox - State Authorization - Changes P... Invitation to UMN Faculty: Explo... Open Textbook Library x Open Educational Resources: H... Home - The Chronicle of Higher... +

open.umn.edu/opentextbooks/BookDetail.aspx?bookId=64

Most Visited Getting Started Suggested Sites Web Slice Gallery

Search the Library

search

Browse Subjects

- Accounting & Finance
- Business, Management & Marketing
- Computer Science & Information Systems
- Economics
- General Education
- Humanities & Language
- Law
- Mathematics & Statistics



American Government and Politics in the Information Age

Saylor Foundation

Adopt this book now

Formats Available

- PDF (\$0.00)

About the Book

Open book in a new window

American Government and Politics in the Information Age

David Paletz, Duke University
Diana Owen, Georgetown University
Timothy Cook, Louisiana State University

Pub Date: 2011

(0 reviews)

ISBN:

ISBN 13: 978-1-4533149-8-2

At a Glance

- Table of Contents
- About the Author(s)
- Reviews

Conditions of Use

Attribution-NonCommercial-ShareAlike
CC BY-NC-SA



6:32 PM 5/1/2014

Firefox - State Authorization - Changes P... Invitation to UMN Faculty: Explo... Open Textbook Library x Open Educational Resources: H... Home - The Chronicle of Higher... +

open.umn.edu/opentextbooks/ReviewRubric.aspx

Most Visited Getting Started Suggested Sites Web Slice Gallery

Search the Library

search

Browse Subjects

- Accounting & Finance
- Business, Management & Marketing
- Computer Science & Information Systems
- Economics
- General Education
- Humanities & Language
- Law
- Mathematics & Statistics

Open Textbooks Review Criteria:

1. **Comprehensiveness** - The text covers all areas and ideas of the subject appropriately and provides an effective index and/or glossary.
2. **Content Accuracy** - Content is accurate, error-free and unbiased.
3. **Relevance/Longevity** - Content is up-to-date, but not in a way that will quickly make the text obsolete within a short period of time. The text is written and/or arranged in such a way that necessary updates will be relatively easy and straightforward to implement.
4. **Clarity** - The text is written in lucid, accessible prose, and provides adequate context for any jargon/technical terminology used.
5. **Consistency** - The text is internally consistent in terms of terminology and framework.
6. **Modularity** - The text is easily and readily divisible into smaller reading sections that can be assigned at different points within the course (i.e., enormous blocks of text without subheadings should be avoided). The text should not be overly self-referential, and should be easily reorganized and realigned with various subunits of a course without presenting much disruption to the reader.
7. **Organization/Structure/Flow** - The topics in the text are presented in a logical, clear fashion.
8. **Interface** - The text is free of significant interface issues, including navigation problems, distortion of images/charts, and any other display features that may distract or confuse the

6:33 PM 5/1/2014

Faculty Communication Sample

Help Lower Textbook Costs for Students

Are you an instructor who is concerned about the impact of high textbook costs on your students? Explore possible open textbook solutions by attending a two-hour workshop and writing a textbook review. Receive a \$500 stipend for your efforts!

Did You Know...

- The high cost of some course materials can impede students' academic success.
- The College Board estimates that the average student can expect to pay \$1200 for textbooks and supplies in 2013-14.
- The cost of textbooks is rising at a rate of 4 times inflation.
- 7 out of 10 students do not purchase a required textbook during their academic career because of cost.
- 60% of students have delayed purchasing textbooks until they received their financial aid.

Open Textbooks

Open textbooks can help alleviate the burden of textbook costs for students and provide faculty with content that can be customized for their course. Open textbooks are full, real textbooks, used by many faculty across the country, and licensed to be freely used, edited, and distributed.

What You Can Do

Attend the Open Textbook workshop — a two-hour session where you can discover open textbooks in your field. After the workshop, you will be asked to write a short review of an open textbook. Your review will benefit other faculty considering open textbooks. You will receive a \$200 stipend for your participation and written review.

What: Open Textbook Workshop and Textbook Review

Where: 120 Andersen Library

When: Thursday, March 27, 2014 - 10 a.m. to 12 p.m.

University of Minnesota Open Textbook Website

<http://open.umn.edu/opentextbooks/>

Flatworld Knowledge Textbook Package Rates

Here is the pricing structure for licensing agreements. These codes get you the Digital All Access Passes. The DAAP (\$39) is the complete online text, the Study Aids, the PDF's of each chapter, and a downloadable eBook (for iPads, Kindles, Nooks, etc). The price goes down as the number of codes ordered rises:

ANNUAL #of CODES	PRICE PER CODE
Less than 500	\$36
501-1000	\$34
1001-3000	\$32
3001-5000	\$30
5001-7000	\$28
7001-10000	\$26
10,001-20,000	\$24
20,001-50,000	\$22
50,000+	\$20

<http://catalog.flatworldknowledge.com/>

Matt Flora
Lead Instructor Solutions Specialist
Flat World
mflora@fwk.com
Office: 202-524-5291
Mobile: 443-604-7553

FLAT WORLD
LEARN ON™