Open Education Resources: Two Varying Perspectives for OER Program Design

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• Is textbook expense a barrier for your students?
• What evidence do you have confirming this to be true?
• What is the average program textbook expense for students at your college?
Wisconsin Technical College System (WTCS)

- Consists of 16 technical colleges that serve every community in Wisconsin
- Enrolls more than 300,000 people each year
- Offers more than 500 programs awarding two-year associate degrees, one- and two-year technical diplomas and short-term technical diplomas and certificates
- Provides customized instruction and technical assistance for Wisconsin employers
- Offers an associate degree nursing program at each technical college; all nursing programs within WTCS collaborate to use the same textbooks
Chippewa Valley Technical College (CVTC)

- Delivers innovative and applied education that supports the workforce needs of the region, improves the lives of students, and adds value to our communities.
- Serves an 11-county area in Wisconsin.
- Enrolls more than 18,000 students in credit and continuing education programs.
- Offers the following program areas: Agriculture, Business, Emergency Services, Energy, Health, Human Services, Information Technology, Liberal Arts - Transfer, Manufacturing, Transportation.
Open Educational Resources (OER)

• **What is OER?** Freely accessible, openly licensed text, media and other digital assets that are useful for teaching, learning and assessing as well as for research purposes

• **Why use OER?** High cost of textbooks for students
CVTC Student Survey Data

Students - Cost of required textbooks has caused me to...

- Take fewer courses: 19.2%
- Not register for a specific course: 13.4%
- Drop a course: 5.5%
- Withdraw from a course: 5.1%
- Earn a poor grade: 8.3%
- Fail a course: 3.2%
- Not purchase the required textbook: 28.0%
WTCS Selected Nursing Textbook Costs

Textbook Costs in Selected Content Areas

<table>
<thead>
<tr>
<th>Content Area</th>
<th>Average Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fundamentals of Nursing</td>
<td>$172.00</td>
</tr>
<tr>
<td>Clinical Skills or Basic Nursing</td>
<td>$192.00</td>
</tr>
<tr>
<td>Pharmacology</td>
<td>$154.00</td>
</tr>
<tr>
<td>Nursing Management and Professional Concepts</td>
<td>$83.00</td>
</tr>
<tr>
<td>Mental Health</td>
<td>$93.00</td>
</tr>
<tr>
<td>Total</td>
<td>$694.00</td>
</tr>
</tbody>
</table>
OER Overview (continued)

• How can OER be used in teaching and learning?

5Rs

- Retain
- Reuse
- Revise
- Remix
- Redistribute
13% of faculty are using open educational resources in at least one of their courses

onlinelearningsurvey.com/oer
Where can OER be found?

Online repositories, such as:

- Open Textbook Library
- OpenStax
- OER Commons
Department of Education OER Grants

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

Open Education
CVTC Leads 16 WTCS Nursing Programs

CVTC wins $2.5M grant to develop nursing textbooks

MARK GUNDERMAN CVTC News Bureau  Feb 22, 2019  0
Open RN Grant Goals

1. Eliminate textbook costs for select nursing courses
2. Improve student learning by increasing use of open sourced virtual reality scenarios
3. Create a scalable OER model that can be replicated across multiple disciplines and institutions
4. Leverage partnerships and infrastructure created by TAACCCT funding and align texts with statewide curriculum
Grant Objectives

1. Create five open sourced textbooks with input from WTCS faculty
2. Validate that materials include current industry practices and virtual reality scenarios through collaboration with five regional employers and WTCS colleges
3. Use open source textbooks by lead colleges in year four. The remaining 12 WTCS colleges will have self-determined implementation timelines.
4. Develop a minimum of 25 virtual reality scenarios
5. Establish four Virtual Reality Centers at four lead colleges
6. Provide easy access to “Open RN” materials for broader dissemination
Open RN Grant Contact Information

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Three Important Values

As we discussed the challenges and how to fix them, three important values emerged:

- **Equitable**: Access to books on first day, All students have same device
- **Relevant**: Modern technology training, tomorrow’s workforce
- **Affordable**: Average cost of textbooks per semester is less than a single print book
Current State:iPad & OER

- Fully 1:1 With iPad
  - All students and faculty have the same device

- 95% digital Courses
  - Course materials are downloaded to the iPad

- Network Improvements
  - WiFi infrastructure improved
  - HELP desk available
INCREASE IN DIGITAL COURSE MATERIALS

✓ 38 “books” left in bookstore
✓ Fall 2019 - 95% digital materials
✓ Digital materials significantly less expensive than print books
✓ VitalSource platform - allows downloadable books
Why OER?

- Open Educational Resources - free or reduced cost
- Increased the affordability of iPad
- Increased faculty involvement in course - no longer dependent on publisher materials to teach course
- Faculty grants through the Mississippi Z-degree program (University of Mississippi & Hewlitt Foundation)
INCREASED USE OF OER

Our rapid increase in OER materials is due to faculty grants through the Mississippi Z-degree program.

NEMCC has saved students more than $5 million.

NEMCC has a Z-degree (0$ textbook costs) in General Studies
### Average cost of textbook per course

<table>
<thead>
<tr>
<th>Year</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>$214</td>
</tr>
<tr>
<td>2016</td>
<td>$122</td>
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<tr>
<td>2017</td>
<td>$65</td>
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<tr>
<td>2018</td>
<td>$37</td>
</tr>
<tr>
<td>2019</td>
<td>$26</td>
</tr>
</tbody>
</table>

Average costs of textbooks per course dropped significantly when we moved to digital books in 2016. As we added more OER books, average textbook costs per course continued to drop.
Professional development
Nemcc Learning Academy

Philosophy
Why NEMCC adopted iPad and OER

Pedagogy
Incorporation of technology into teaching method

Assessment
More than just multiple choice

SAMR method
How we teach in our classrooms

iWorks Suite
Keynote, Pages, Numbers, iMovies

Transformative Learning
Turn a current lesson into an engaging classroom project
Financial Impact of iPads and OER

- Decrease in inventory stocked and resources needed
- Bookstore revenues decreased by 50% - planned ahead
- Enrollment stayed steady, state appropriations increase
- Decrease in number of computer labs on campus
- Funding redirected to improve classrooms
- Extensive upgrade of wireless network
Student Impact of iPads and OER

01. **STUDENT SUCCESS INCREASED**
   - Overall college success rates increased from 72% to 80% over 6 years

02. **STUDENT SATISFACTION INCREASED**
   - Increased engagement in the classroom and decrease in course material costs

03. **ENROLLMENT TREND STAYED STEADY**
   - Our enrollment stayed the same while other colleges decreased
Recommendations

• Make the case
  ▪ Provide college data that supports the use of OERs
  ▪ Provide information on how OERs are used in similar colleges/programs

• Obtain early adopters and project champions
  ▪ Find faculty and library staff interested in OERs
  ▪ Build momentum

• Offer faculty development
  ▪ Designate a primary contact for faculty (by discipline)
  ▪ Provide onsite training
  ▪ Reward, recognize and incentivize faculty

• Secure funding
  ▪ Apply for grants
  ▪ Use course fees
QUESTIONS