To **Boldly Go:**
First-year exploration of OER Initiatives

**Virginia Libraries Association Annual Conference**
Williamsburg, VA - October 23, 2014

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My charge (25%)

- Explore and disseminate information regarding Open Educational Resources (OER) (to include digital textbooks and multimedia) to the library community and interested faculty at Virginia Tech.

- Identify current faculty practices
- Survey peer institutions for:
  1) Ways that librarians are providing support and services in this space;
  2) Ways that instructors are currently using open educational resources and
  3) Uncover any advocacy for OER and their impact on teaching/learning

- Identify opportunities for the Libraries to lead or partner in initiatives regarding OERs at VT.
Virginia Tech

~ 3,700+ faculty

29,000 students on campus + some off campus

“Residential Undergraduate Experience”
+ plus online options

Tenure, academic freedom and faculty choice

= Decentralized faculty decision-making
Session Objectives

By the end of this presentation you should be able to:

• Describe the concept of Open Educational Resources

• Articulate rationale for OER

• Summarize existing & potential contributions by libraries
Why Open Educational Resources?

OER have the potential to . . .

• reduce the cost of education for students

• increase student retention (saving institutions $)

• allow innovative pedagogy (which may increase student achievement)
Why Open Educational Resources?

Percent Change From 1978 to 2013 for Educational Books, Medical Care, New Home Prices, and the CPI

Sources: BLS, Census Bureau

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https://twitter.com/Mark_J_Perry/status/459395162032988160/photo/1
http://www.aei-ideas.org/2012/12/the-college-textbook-bubble-and-how-the-open-educational-resources-movement-is-going-up-against-the-textbook-cartel
Publishers respond with rental options and custom textbooks

Custom Editions $$ from Wiley, Pearson & McGraw Hill

Software access codes continue to be bundled.

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65% of [college] students surveyed said that they had decided against buying a textbook because it was too expensive.

94% of students who had foregone purchasing a textbook were concerned that doing so would hurt their grade in a course.

What are Open Educational Resources anyway?
Open Educational Resources . . .

- are teaching, learning, and research resources

- that reside in the public domain or have been released under an intellectual property license that permits their free use and re-purposing by others.

- include full courses, course materials, modules, textbooks, streaming videos, tests, software, and any other tools, materials, or techniques used to support access to knowledge.

- Hewlett Foundation
What kind of “open” did you mean?

- **Free** (Open Access)

- **Free** (Openly licensed)
  
  redistribute, edit, remix/tweak, build upon;
  no need to navigate fair use & copyright exemptions

See also: 4Rs [http://opencontent.org/blog/archives/1123](http://opencontent.org/blog/archives/1123) and the 5th R [http://opencontent.org/blog/archives/3251](http://opencontent.org/blog/archives/3251)
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– Identify the license & URL of the license

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Adopt, Adapt, Build & Share

- Create, use & share
- Find, review, adopt, customize, use & share
- Find, review, adopt, customize, use & share
- Find, review, adopt, customize, use & share
An alternative to navigating copyright

You might want to (legally) ...

• Reproduce
• Distribute
• Publically perform
• Publically display
• Publically perform by means of a digital audio transmission, and/or
• Create derivatives of . . .

... works for which someone else owns copyright.

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You might want to (legally) ...

• Reproduce
• Distribute
• Publically perform
• Publically display
• Publically perform by means of a digital audio transmission, and/or
• Create derivatives of . . .

. . . works for which someone else owns copyright.
The beauty of “Some Rights Reserved”
Introducing Creative Commons to librarians, faculty, and students

These are difficult times when it comes to copyright on campus. Big music companies are suing fans, publishers are suing librarians, and the principle of fair use is under siege everywhere. Litigation-happy content holders have fostered a climate of fear in which every student is a music pirate and every professor a book thief. While I don’t doubt that there is some copyright infringement happening on university campuses, the bigger problem by far is the chilling effect of all these lawsuits and copyright awareness campaigns.

the moment a work is fixed in a tangible medium of expression. Now, every new work is copyrighted—lecture notes, e-mails, snapshots, doodles, presentation slides. And where once copyright lasted for 14 years, with the option to renew for another 14, now copyright lasts for the lifetime of the author, plus an additional 70 years after the author’s death, for an average duration of more than a century. That’s a very long time, and it leaves thousands of works orphaned: under copyright but without a locatable copyright holder. Between the fear

Open Educational Resources . . .

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  - include full courses, course materials, modules, textbooks, streaming videos, tests, software, and any other tools, materials, or techniques used to support access to knowledge."

- Hewlett Foundation
. . . (nearly) any type of resource imaginable
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. . . (nearly) **any** type of resource imaginable
... (nearly) any type of resource imaginable
... (nearly) any type of resource imaginable
... (nearly) **any** type of resource imaginable

http://www.flickr.com  http://ccmixter.org
... (nearly) any type of resource imaginable

http://compfight.com
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Teaching, Learning & Instructional Design
Environments/Pedagogies/Resources

• Mobile
• Classroom – face to face
• Online
• Flipped/hybrid classes
• Personalized-learning models
• Independent/hobby/supplemental learning

Resources, pedagogies and environments require adaptation.
Roles for Libraries?

Beyond raising awareness ...
Libraries are . . .

- Intellectually curious, service-oriented information problem solvers
- Already working on information access issues
- Have trusted relationships with constituents
- Expert searchers with subject expertise
- Hubs for teaching, pedagogy & instructional design
- Repository infrastructure experts (for access, retrieval, retention)
- Copyright knowledgable
- Curators (identify, evaluate, and curate collections)
- Already engaged in open initiatives
Virginia Tech Libraries

Collaboration

• Copyright instruction and consultation (See also: https://www.youtube.com/watch?v=io3BrAQl3so)

• Faculty author IT hosting needs

• OER development planning collaboration

• Student engagement
  • VT Libraries Student Advisory Board
  • Student Government

• Modeling open licensing

• “Finding OER” resources for instructional designers

• Textbook adoption workshop (upcoming)

• Exploring open publishing initiatives (upcoming)
Open Textbooks Available for Review

by Philip Young posted on September 3, 2014
Virginia Tech Libraries

Library Workshop
Exploring Innovative & Open Educational Resources: Three Current Projects

Join several Virginia Tech and Radford University faculty members as they discuss their current work of developing innovative and open educational resources for use in their teaching. Panel themes will be further explored in the after-panel hands-on workshop. Event begins with a pre-panel multimedia tour of innovative and open educational resources from Virginia Tech, Radford, and beyond.

9:30 am - 10:00 am — Refreshments and Multimedia tour
10:00 am - 11:00 am — Panel Discussion
11:00 am - 12:00 pm — Hands on Collaboration

Panelists:
Dr. Clifford A. Shaffer
Professor of Computer Science, Virginia Tech
Dr. Benjamin Jannen
Assistant Professor of Philosophy, Virginia Tech
Dr. Bruce Mahia
Instructor of Computer and Math Theory, Radford University

Friday, March 28 • 9:30 am - 12 noon • 1st Floor Multipurpose Room
RSVP: Anita Wals awals@vt.edu by March 25th

University Libraries
Virginia Tech
Invent the Future

http://vtechworks.lib.vt.edu/handle/10919/46998
Virginia Tech Libraries

http://guides.lib.vt.edu/OER

Surfacing OER via Summon library catalog
Virginia Tech Libraries

“Elevator Speech” background for Library subject liaisons

Open Educational Resources: background for your elevator speech

Introduction
- Open Educational Resources (OER) are freely available and openly licensed resources useful for teaching and learning.
- Open licensing (most with Creative Commons licenses allowing donations) allows anyone to distribute, remix, build upon CC licensed works without concern for Copyright compliance.
- Open Educational Resources (OER) provide an alternative to textbook costs. Faculty adopt and adapt new OER to fit their courses.
- Some OER initiatives are aimed at fully replacing textbook and reducing the overall cost of education. Faculty who are deeply concerned about student textbook costs may have additional incentives to consider replacing an existing textbook with open materials.

Types of Open educational resources:
- Open educational resources (OER) can include textbooks, course materials, lecture notes, tests, assignments, exams, lab manuals, simulations, interactive multimedia, and other tools.

Incentives:
- Faculty control over educational resources (modification, etc.), less cost to students, good public relations due to lower direct cost, and opportunities for course design and improvement.

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- Attribution-NonCommercial ("CC BY-NC")
- Attribution-NonCommercial-ShareAlike ("CC BY-NC-SA")
- Attribution-NonCommercial-NoDerivs ("CC BY-NC-ND")

CC license agreements define the conditions under which you may use an OER.

Copyright information: University Libraries, Virginia Tech

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Integrating and Creative Commons licenses in VTechWorks institutional repository

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Current Challenges at VT

• Understanding the current landscape

• Find, learn from, and support faculty OER champions

• Make it easier for faculty to find, adopt, adapt, build & share openly licensed resources (possibly incentivize)

• Identify and integrate support into faculty workflows

• Encourage student-led engagement

• Measure our impact
Issues and constraints

How (and by whom) is the cost of OER development, support, findability etc. shared?

• OER development is time and likely cost intensive

• Course redesign is effortful and time consuming

• Institutional support has financial costs

• Need for greater awareness of accessibility (508 compliance) and quality criteria
Key questions we’re asking

• Do faculty use open resources?
• What do they use?
• How did they learn about these?

• If they are not using open resources, why not?

• Are faculty creating open resources?
• Are they sharing them? How?
• Do faculty openly license their work?
What other libraries are doing

• Incentivizing $ OER adoption and authoring
• Instructional design / course redesign (Integrating OER and subscribed library resources)
• Curating local and subject collections of OER
• Open textbook development & publishing
• Faculty instruction “OER Pathways”(TCC)
What other libraries are doing

- **Temple University Library**’s Alternative Textbook Project assists faculty in developing and adopting alternatives to textbooks [http://sites.temple.edu/alttextbook/photos](http://sites.temple.edu/alttextbook/photos)

- **Kansas State Libraries** allocates funds from the Kansas State Student Governing Association for development of Open/Alternative Textbooks [http://www.k-state.edu/today/announcement.php?id=13575&category=news&referredBy=todayRSSFeed](http://www.k-state.edu/today/announcement.php?id=13575&category=news&referredBy=todayRSSFeed)

- **Emory University**’s Emory Open Education Initiative trains faculty to create and use OER and library materials in lieu textbooks in support of student learning. [https://scholarblogs.emory.edu/eoei/about/](https://scholarblogs.emory.edu/eoei/about/)

- **The UCLA Library** Affordable Course Materials Initiative incentivizes “instructors to use low-cost or free alternatives to expensive course materials” [http://www.library.ucla.edu/libraries/affordable-course-materials-initiative-description](http://www.library.ucla.edu/libraries/affordable-course-materials-initiative-description)

- **Open SUNY Textbooks** is a State University of New York wide open textbook publishing initiative [http://opensuny.org/omp/index.php/SUNYOpenTextbooks/about//description](http://opensuny.org/omp/index.php/SUNYOpenTextbooks/about//description)
Other major OER initiatives (non-library)

- BCCampus [http://open.bccampus.ca](http://open.bccampus.ca)
- OpenStax [http://openstaxcollege.org](http://openstaxcollege.org)
- Lumen Learning [http://lumenlearning.com](http://lumenlearning.com)
- MIT Open CourseWare [http://ocw.mit.edu](http://ocw.mit.edu)
- Saylor Foundation [http://www.saylor.org](http://www.saylor.org)
Tools for your OER tool box
Suggested Reading

• The roles of libraries and information professionals in Open Educational Resources (OER) initiatives (JISC CETIS) August 2012

• Environmental Scan and Assessment of OERs, MOOCs and Libraries: What Effectiveness and Sustainability Means for Libraries' Impact on Open Education (ACRL 2014)
  [Link](http://www.ala.org/acrl/sites/ala.org.acrl/files/content/publications/whitepapers/Environmental%20Scan%20and%20Assessment.pdf)

Finding openly-licensed works

http://www.merlot.org
http://www.jorum.ac.uk
http://oercommons.org

http://guides.lib.vt.edu/OER
Also:
http://guides.ou.edu/oer/open_textbook_collections
http://guides.library.umass.edu/oer
http://open.umn.edu/opentextbooks

https://www.google.com/advanced_search or advanced image search (scroll down to “usage rights”)
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Finding openly-licensed works

http://open4us.org/find-oer
OER Support by & for Librarians

SPARC Libraries & OER Forum
http://www.sparc.arl.org/resource/sparc-libraries-oer/forum
- Monthly topical teleconference
- Listserv

Blended Librarian Community
https://www.facebook.com/BlendedLibrarians
http://www.scoop.it/t/blended-librarianship
- Free webcasts/webinars

Community College Consortium for Open Educational Resources
https://groups.google.com/forum/#!forum/cccoer-advisory
- Focused on Community Colleges
- Monthly webinars
- Listserv
Idea: Virginia libraries OER group?

For example: BC OER Librarians

http://bcoerguides.wikispaces.com
http://open.bccampus.ca/2014/05/20/one-heck-of-a-hackfest-id-say
Want to talk more?

VLA “UnConference” on OER

Friday 1-1:45pm

Conference Center Atrium, 1st Floor
Thanks for your time!

Questions?

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