Moving the Needle:
Libraries Embracing a Culture of Open

SCHEV Library Advisory Committee
December 4, 2015
Bortz Library, Hampden-Sydney College

Image credit: Hampden-Sydney College. "HSC Map - Bortz Library Entrance."
Speakers

Tara Cassidy, Coordinator of Library Services
Virginia’s Community Colleges

Kathleen DeLaurenti, Scholarly Communications Librarian
College of William & Mary

Anita Walz, Open Education, Copyright & Scholarly Communications Librarian
Virginia Tech
Suggested Reading

Empirical research on the impacts of OER Adoption - Open Ed Group “Review” webpage

Babson/Pearson Report (2014) Opening the Curriculum: Open Educational Resources in U.S. Higher Education This report is the source of data regarding why faculty aren’t using OER. Top reasons include: Lack of awareness, difficulty locating OER etc.

The following two reports present findings regarding the impact of textbook costs on student purchasing behavior and its impacts. Student PIRGs (2014) “Fixing the Broken Textbook Market: How Students Respond to High Textbook Costs and Demand Alternatives” 2012 Florida Student Textbook Survey

This 2005 report seeks to answer the question: “Why are textbooks becoming so expensive?” Government Printing Office (2005) “College Textbooks: Enhanced Offerings Appear to Drive Recent Price Increases”

For institution-level specifics, the following training and resource materials are highly recommended
See also: Open Education Campus Action Plan (SPARC) Becoming Open Ed Leaders (1 hour recorded webinar) Keynote addresses from the 2015 Open Textbook Summit ASERL Webinar: Your Invitation to Join the Lib-OER Community: Lessons from the Field (1.5 hour recorded webinar) Sample OER “Reference Interview” (See “Faculty Conversation Video”)
Agenda and Outcomes

- Defining Terms
- Why Should Libraries be Involved?
- Virginia Higher Education Open Initiatives
- The State of Open in Virginia
- Possible Strategic Areas of Action
- Recommendations
- Discussion
Getting to know you

➔ I’m just learning about open education
➔ I have a strong understanding
➔ I feel strong philosophical alignment
➔ I’m pragmatic about its applications
➔ I’m skeptical but listening
➔ I’m not sure what to do next
➔ I have a vision and a plan
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.

http://www.hewlett.org/programs/education/open-educational-resources

CC BY http://creativecommons.org/licenses/
Open Educational Resources include:

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

http://www.hewlett.org/programs/education/open-educational-resources
Examples

- open courseware
- open textbooks
- open repositories
Like Open Access publications, OER are Free:

**Gratis $0** (nominal cost for print)

AND

**Libre** (5 Rs: Retain, Reuse, Revise, Remix, Redistribute)

The 5 Rs

1. **Retain** – the right to make, own, and control

2. **Reuse** – the right to use the content

3. **Revise** – the right to adapt, adjust, modify, or alter

4. **Remix** – the right to combine the original or revised content with other open content

5. **Redistribute** – the right to share copies of the original content, your revisions, or your remixes

Source: http://opencontent.org/blog/archives/3221
Most popular licensing scheme: Creative Commons

Copying / distributing materials with CC licenses

- always requires attribution and
- allows anyone to remix and redistribute a work

http://www.creativecommons.org/licenses

https://wiki.creativecommons.org/wiki/Best_practices_for_attribution
Clarification questions on Creative Commons?
Why should libraries get involved?
A solution to a problem, and an opportunity

open courseware

open textbooks

open repositories
Problem Definition(s): Textbook costs
Problem Definition(s): Costs and student achievement

Has the cost of required textbooks caused you to:

63.6%  Not purchase the required textbook?
49.2%  Take fewer courses?
45.1%  Not register for a specific course?
33.9%  Earn a poor grade?
26.7%  Drop a course?
17.0%  Fail a course?

Problem Definition(s): Forgoing opportunities?

- Enable new approaches for teaching & learning
- Innovative pedagogy: student-led curriculum and course development as well as more opportunities for authentic assessment
- Future opportunities not yet been dreamt of
Libraries are already involved!

Deeply concerned (and involved in) . . .

**Curation and access**

**Search**, search, and more search

Creative **problem solving**

**Instruction**

**Advocating for our value** -- and our **sustainability**
Coalition Letter to President Obama Calling for OER Policy Commitment

21 Dupont Circle, #600
Washington DC, 20056

August 4, 2015

President Barack Obama
The White House
1600 Pennsylvania Avenue NW
Washington, DC 20500

Dear President Obama,

We, the undersigned organizations from the education, library, technology, public interest and legal communities are writing in response to the Office of Science and Technology Policy’s call for ideas to strengthen the U.S. Open Government National Action Plan. To ensure that the value of educational materials created with federal funds is maximized, we call upon the President to issue a strong Administration policy to ensure that they are made available to the public as Open Educational Resources to freely use, share, and build upon.

The Federal Government currently invests billions of taxpayer dollars each year in programs that include the creation of educational, training, and instructional materials through grants, contracts, and other cooperative agreements. This investment produces educational resources ranging from innovative curricular resources to workforce training materials to English language learning tools. While these materials are created for the public good, they are generally not open to the members of the public who paid for them. At a time when educational opportunity, workforce development and access to knowledge are critical to America’s future, these valuable publicly-funded resources should be openly available to students, teachers, businesses, workers and the public to use in new and innovative ways.

We are grateful for your Administration’s leadership in advancing public access to publicly funded resources throughout the Executive Branch through actions such as your Executive Order 13662 of May 9, 2013, “Making Open and Machine Readable the New Default for Government Information” and the February 2013 Executive Directive, “Increasing Access to the Results of Federally Funded Scientific Research.” Similarly, we applaud your Administration’s leadership at the program level where Federal agencies are making freely available.

Read the letter [here](#).
U.S. Policy response momentum

September 15 - **U.S. Department of Education** announces new Open Education Advisor

September 28 - International Open Education Workshop
(Sponsored by **The White House OSTP, U.S. Dept of Education & U.S. Dept of State**)

October 27 - **The White House** releases 2016-17 Open Government National Action Plan
(includes commitments to expand access to OER and results of federally funded research)

October 29 - **U.S. Dept of Ed** proposes Open Licensing Policy for grantees and announces #GoOpen
(Encourages states, school districts and educators to use openly licensed educational materials)

November 4 - Chesterfield County Public Schools selected an “Ambassador Districts” for #GoOpen by **U.S. Department of Ed**
ALA Core Values complement OER

- Access
- Public Good
- Privacy
- Democracy
- Social Responsibility
- Diversity
- Professionalism
- Service
- Preservation
- Intellectual Freedom
- Education/Lifelong Learning

ALA "Core Values of Librarianship"
Virginia Higher Education Library Open Initiatives

2015 - workshops & stipends for open textbook review

2015 - revision & update of openly licensed textbook underway

2015 - “Provost’s Creative Adaptation Fund” - Swem Library & Dept. of Academic Tech

18 projects $1,000 each -- Teaching with OER & library-subscribed resources
Virginia Higher Education Open Initiatives

Nov. 2015 - Northern Virginia / Extended Learning Institute (ELI) Open Degree Pathways
- A.S General Studies
- A.S. Social Sciences

Aug. 2015 - VCCS Zx23 Project Launch

Fall 2013 - Tidewater Z Degree
- A.S. Business Admin

Logos are the property of their respective institutions.
Virginia Higher Education Open Initiatives

2010 - Nine courses (School of Business) Core curriculum

2015 - Faculty awareness workshops and individual consultations

- Library’s One minute survey
- “Has your department discussed the cost of textbooks in the last six months? If so, what are your plans?”
The State of Open in Virginia

- VIVA Resources for Users Survey (Spring 2015)
- VLA OER PreConference (Fall 2015)
- Dr. Cable Green, Creative Commons @ CWM (Fall 2015)
Library contributions to the State of Open

Encouraging librarians+ to:

Explore
Collaborate
Learn
Teach
Leverage workflows & skills
Lead

Intro to OER Workshops
Networking
Listservs & awareness
Peer Groups (virtual & real)
Resource sharing (events)
Collaboration beyond librarians

Public Domain image

Logos are the property of their respective institutions.
State-level OER Initiatives

- Affordable Learning Georgia
- OpenWashington
- OpenOregon
- California ALS
- British Columbia OpenCampus
Coalition Principles - from Dr. Cable Green

- Set common goals: z-degrees, highest enrolled courses etc.
  - Collect data: enrollments x textbook costs = $$$
- Chose a few metrics, track, and report
  - Cost savings, time to degree, course completion rates, drop-out rates, credits taken/semester)
  - Report to institution, state, OER community
- Respect local authority/expertise
- Reuse, revise, build, commission
- Shared repository / referatory space
- Require CC BY 4.0 on anything you fund as a coalition - this maximizes reuse
  - Adopt institutional open licensing policies (CC BY)
- NO OER mandate. OER is about more freedom, not less
- Support faculty who want to shift to OER
- Make heroes out of faculty that move to OER
  - Press, awards, website, present at conferences / to legislature.

- Dr. Cable Green. Director of Global Learning, Creative Commons @WM Nov. 2015
  Slide text ©Cable Green CC BY
Strategic Areas of Action

- Professional development related to OER
- Promoting OER adoption and/or creation
- Making Virginia-made OER discoverable (and editable)
- Simplifying use of VIVA-licensed resources for teaching & learning
- Collaborate to align OER goals with other stakeholders

Success requires strategic investment
Professional Development Related to OER

No Co$t-bearing Actions

● Develop a Virginia community of practice
● Share OER adoption models, programs, documentation of what works
● Support awareness-raising activities (Primary obstacle for faculty remains OER awareness)
● Recognition awards for faculty adopters.

Co$t-bearing Actions

● Negotiate statewide membership / subsidies to Open Textbook Network (OTN)
● Offer competitive scholarship funding for VA librarians to attend Open Ed
● Send VIVA/LAC members to Open Education Conference (or similar)
Promoting OER Adoption / Creation

No Co$t-bearing Actions

● Share OER adoption models, programs, documentation of what works
● Develop a VA community of practice
● Support awareness-raising activities (Primary obstacle for faculty remains OER awareness)
● Recognition awards for faculty adopters.

Co$t-bearing Actions

● Offer competitive statewide OER adoption stipends for faculty
● Commission faculty OER creation
● Open Textbook Network memberships to provide faculty with stipends for reviewing (40% of reviewers go on to adopt OER).
Make Virginia OER Discoverable and Editable

No Co$t-bearing Actions
- Create and maintain a website of Virginia-made OER
- Create a Virginia OER portal using OER Commons “Group” option.

Co$t-bearing Actions
- Explore customized “hub” in OER Commons
  - ~$25,000 for creation of statewide “Hub”
  - Minnesota example: [https://www.oercommons.org/hubs/minnesota](https://www.oercommons.org/hubs/minnesota)
  - May qualify for IMLS Spark grant?
Clarifying Permitted Uses for VIVA Resources

No Co$t-bearing Actions
● Clarify what can be done with VIVA-licensed resources in order to promote them for use in teaching & learning
  ○ Organize by topic, eligible for use in course reserves
  ○ Distinguish by license type(s)

Co$t-bearing Actions
● Negotiate for licenses that don’t restrict legal classroom/online teaching and learning uses (including fair uses)
Collaborate to Align OER Goals With Other VA Stakeholders

No Co$t-bearing Actions

- Communicate to explore potential collaboration with other stakeholders
  - SCHEV Open Virginia Advisory Committee (OVAC) includes leaders in technology, instructional design, pedagogy, and libraries
  - Student voices such as Virginia 21
  - Other stakeholder groups
The Impact Matrix

**High**

**Plan**
- Need to study
- Typically, worth doing

**Immediate**
- Typically, the best move
- Do ASAP

**Low**

**Drop**
- Don’t waste your time

**Consider**
- May be worth doing

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Adapted from: [image source]
Recommended Strategic Actions

High Impact, Lower Effort

Participate in the Open Textbook Network (OTN).

High Impact, Some Effort

Create a Virginia OER “Group” in OER Commons; Explore forming Virginia OER Commons custom “Hub.”

High Impact, High Effort

Offer OER adoption and creation grants.
Thanks for your time -- and Discussion

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