

2019 Open Education Symposium



Panel Discussion Facilitating Openness at the University: Connecting the Opens + Making Change Happen

Virginia Tech, Blacksburg, VA. March 4, 2019

Presentations by: Nathaniel Porter, Peter Potter and Anita Walz

Panelists:

- Karen DePauw, Vice President and Dean for Graduate Education, Virginia Tech;
- Ellen Plummer, Associate Vice Provost for Academic Administration, Virginia Tech
- MJ Bishop, Associate Vice Chancellor and Director of the William E. Kirwan Center for Academic Innovation, University System of Maryland
- Benjamin Corl, Associate Professor and Interim Department Head, Department of Dairy Science, Virginia Tech
- Diana Franco Duran, Doctoral Candidate, Civil Engineering, Virginia Tech
- Peter Potter, Director of Publishing Strategy, University Libraries, Virginia Tech
- Nathaniel Porter, Social Science Data Consultant Data Education Coordinator, University Libraries, Virginia Tech

Moderator: Anita Walz, Open Education, Copyright & Scholarly Communication Librarian, Virginia Tech

Open Data

Nathaniel Porter, Ph.D.
Social Science Data Consultant and Data Education Coordinator
University Libraries, Virginia Tech

Open Access

What is it?

Why does it matter?

Peter Potter
Publishing Director
Virginia Tech
pjp33@vt.edu

What is Open Access?

Many Definitions...

Tempe Principles
(2000)

Budapest Open Access Initiative
(2002)

Bethesda Statement on OA Publishing
(2002)

What is Open Access?

Different Kinds...

Green

Gold

Hybrid

What is Open Access?

Different Kinds...

Green OA

Author deposits preprint or postprint in
university/disciplinary repository

(e.g. VTechWorks, arXiv, RePEc, SocArXiv)

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Different Kinds...

Green OA

Author deposits preprint or postprint in
university/disciplinary repository

(e.g. VTechWorks, arXiv, RePEc, SocArXiv)

Gold OA

Publisher makes article open access

(e.g. PLoS, PeerJ)

What is Open Access?

“Open access (OA) literature is digital, online, free of charge, and free of most copyright and licensing restrictions.”

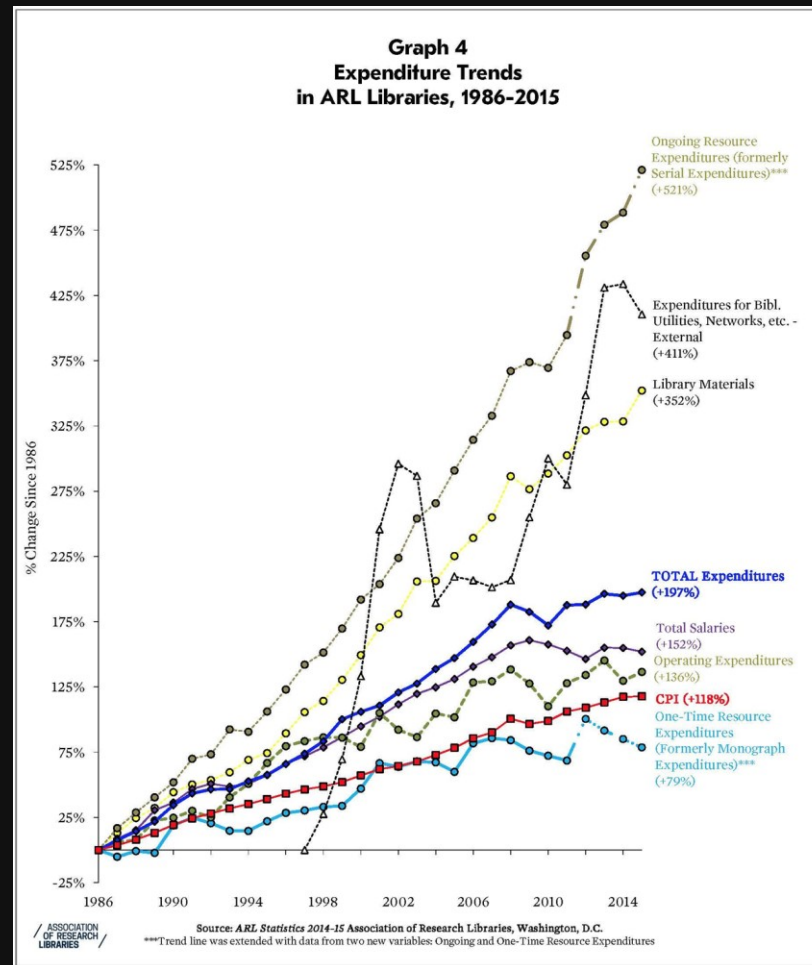
—Peter Suber, *Open Access* (MIT Press, 2012)

Why Open Access Matters



Why Open Access Matters

(The Current System is Unsustainable)



Library spending on serials has increased by over 500% in 30 years

The Business of Scholarly Publishing

\$26 billion

Annual worldwide revenue*

*2017 figures, English
language only

The Business of Scholarly Publishing

\$26 billion

Annual worldwide revenue*

By comparison:

U.S. box office sales = \$11 b

U.S. Music industry sales = \$13 b

Apple 2018 3Q revenue = \$53 b

The Business of Scholarly Publishing

Oligopoly:

A state of limited competition, in which a market is shared by a small number of producers or sellers

5 biggest:	Elsevier
	Springer Nature Group
	Wiley-Blackwell
	Taylor & Francis
	Sage
15 other:	Emerald
	Oxford University Press
	Cambridge University Press
	BMJ Group
	Royal Society
	Royal Society of Chemistry
	American Physical Society
	American Institute of Physics
	American Chemical Society
	Proceeding of the National Academy of Sciences (PNAS)
	International Union of Crystallography
	Institute of Physics (IOP)
	Company of Biologists
	Portland Press
	Brill

The Largest Scholarly Publishers

The Business of Scholarly Publishing

5 biggest:	Elsevier
	Springer Nature Group
	Wiley-Blackwell
	Taylor & Francis
	Sage

Does it matter that these 5 publishers control 50% of the market?

The Profitable Business of Scholarly Publishing

Profit	Company	Industry
10%	BMW	automobiles
23%	Rio Tinto	mining
25%	Google	search
29%	Apple	premium computing
35%	Springer	scholarly publishing
37%	Elsevier	scholarly publishing

<http://wp.me/ph4jF-km> CC-BY Alex Holcombe

2015 figures

The Profitable Business of Scholarly Publishing

"Publishing is so profitable because the workers don't get paid."

—John Adler, Professor of Neurosurgery, Stanford University

Elsevier's profits swell to more than £900 million

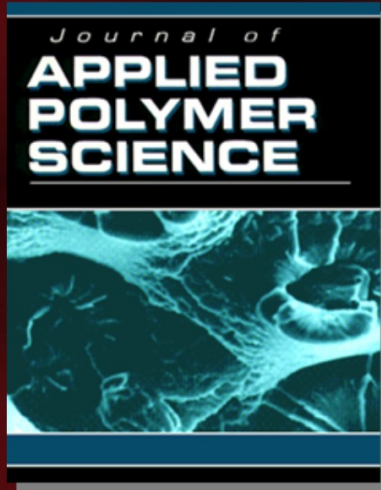
But 'risks' of open access and a shift away from subscription model could halt growth, publisher's financial results reveal



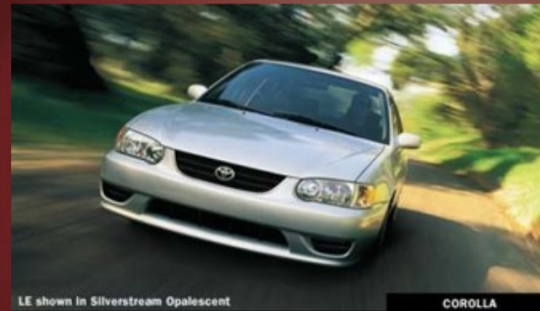
Times Higher Education Supplement, Feb 20, 2018

Need an Example?

Sticker Shock: \$12,495



OR

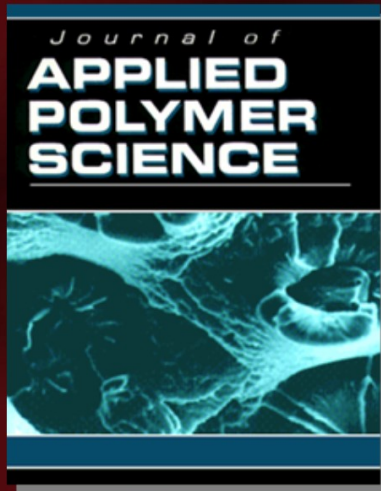


<http://www.englib.cornell.edu/displays/stickershock/default.html>

2002 Cornell University Libraries exhibit,
"Sticker Shock: The High Price of Journals"

2018 prices

Sticker Shock: \$12,495



OR



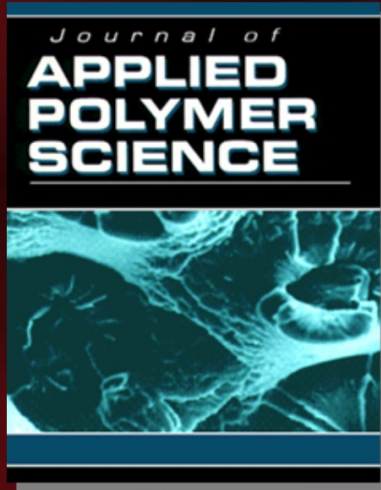
<http://www.englib.comell.edu/displays/stickershock/default.html>

*Journal of Applied
Polymer Science:*

Toyota Corolla LE:

2018 prices

Sticker Shock: \$12,495



OR



<http://www.englib.comell.edu/displays/stickershock/default.html>

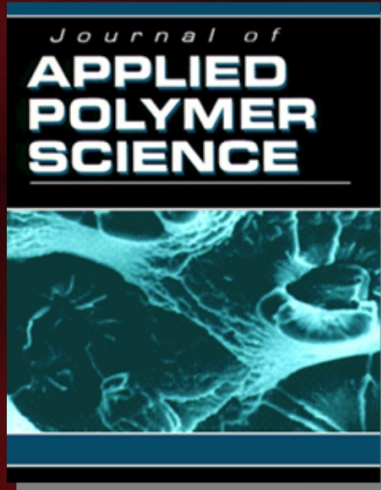
*Journal of Applied
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Toyota Corolla LE:

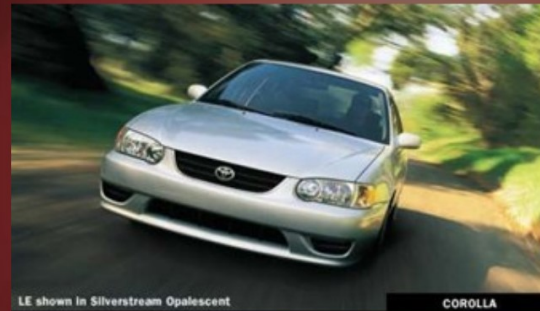
\$19,035

2018 prices

Sticker Shock: \$12,495



OR



<http://www.englib.comell.edu/displays/stickershock/default.html>

*Journal of Applied
Polymer Science:*

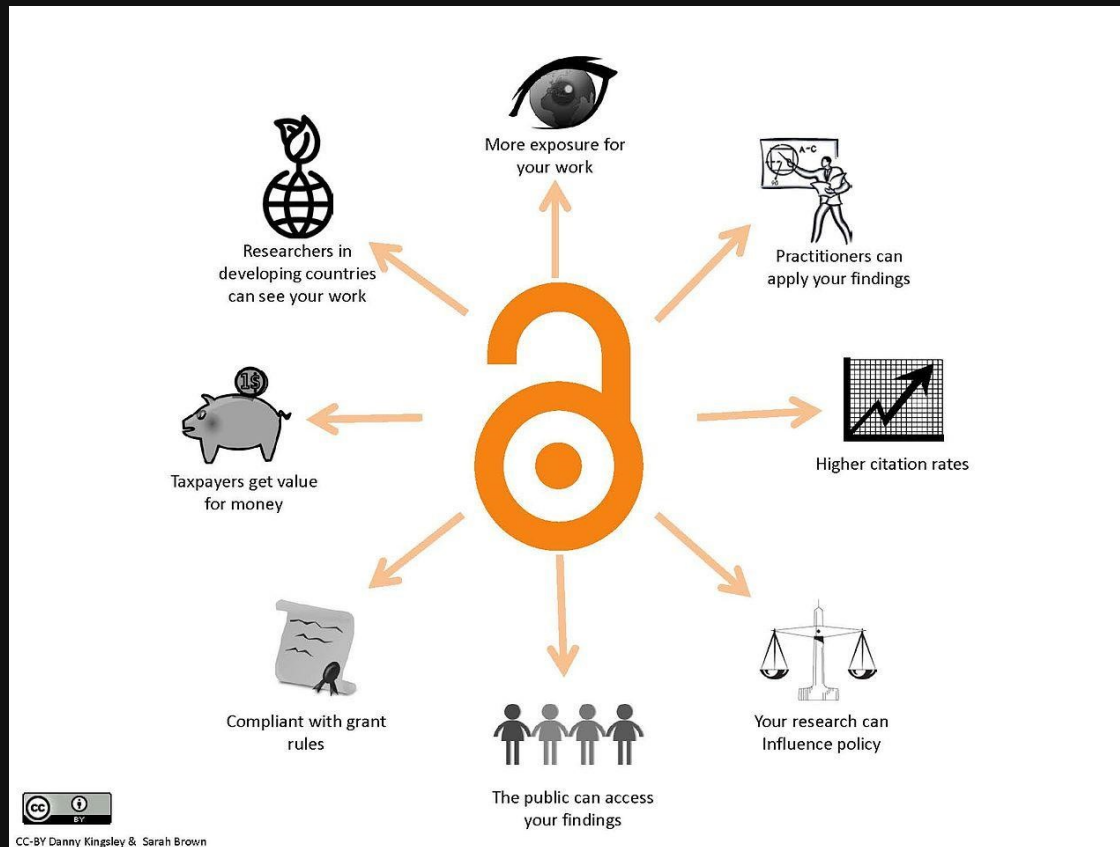
\$35,859

Toyota Corolla LE:

\$19,035

The Benefits of Open Access

(Hint: They boil down to increased exposure to your work)



The **Issues** with Open Access

Money

- Does OA actually cost less?
 - Who pays for it?

Global Equity

- Does OA ultimately help or hurt the developing world?

Quality

- Can we trust OA publications?
- What about predatory publishers?

Inertia

- Can the system be “flipped”?



Plan S

Eleven research funders in UK & Europe have called for immediate OA by 2020



The Competitiveness Council meeting in Brussels this week. EU COMPETITIVENESS COUNCIL

In dramatic statement, European leaders call for 'immediate' open access to all scientific papers by 2020

By [Martin Enserink](#) | May. 27, 2016 , 2:30 PM

Science

Plan S

More funders have signed on

National funders

FWF

Der Wissenschaftsfonds.



Luxembourg National
Research Fund



The Research Council
of Norway



NATIONAL SCIENCE CENTRE



FORMAS

UK Research
and Innovation

Charitable foundations



BILL & MELINDA
GATES foundation



RIKSBANKENS
JUBILEUMSFOND
THE SWEDISH FOUNDATION FOR
HUMANITIES AND SOCIAL SCIENCES

Will Plan S Work in the U.S.?

“I am also concerned that the architects of Plan S have not consulted broadly with researchers, editors, and leaders of scientific societies to obtain their views of how devastating this plan might be for the very organizations that support researchers and their disciplines.”

—Marcia McNutt, National Academy of Sciences



Art by Dave Cutler

Is the Tide Turning?

Three-year publish-and-read (PAR) agreement

PAR fee set at €2,750 per article for some 10,000 articles to be published annually by eligible authors in Wiley hybrid journals.

Wiley and Projekt DEAL partner to enhance the future of scholarly research and publishing in Germany

15. January 2019



Contract signing: Dr. Guido Herrmann, Managing Director Wiley-VCH, and Dr. Frank Sander, Managing Director Max Planck Digital Library Services (Picture credits: dpa, Tanja Marotzke)

Is the Tide Turning?



Patrons of the library at the University of California, Berkeley, will no longer have easy access to journals from the publisher Elsevier. CHUCKSTOCK/SHUTTERSTOCK.COM

University of California boycotts publishing giant Elsevier over journal costs and open access

By **Alex Fox**, **Jeffrey Brainard** | Feb. 28, 2019 , 7:00 PM

Science

*When It Comes Time to Submit Your
Article for Publication...*

VT Open Access Subvention Fund (OASF)

Underwrites APCs for OA journals

Open to *EVERYONE* in VT community

*When It Comes Time to Submit Your
Article for Publication...*

VT Open Access Subvention Fund (OASF)

Underwrites APCs for OA journals

Open to *EVERYONE* in VT community

\$1,500 per article (\$3,000 per year)

\$125k available this year

VT Open Access Subvention Fund (OASF)

Contact



Gail McMillan
Director, Scholarly Communication
gailmac@vt.edu

Open Educational Resources (OER) & Open Education

Open Education Symposium 2019
Anita Walz, University Libraries, Virginia Tech arwalz@vt.edu
March 4, 2019

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Open educational resources (OER) are

FREE* + EDITABLE

***anyone can access & use without fee**

Open educational resources (OER) include:

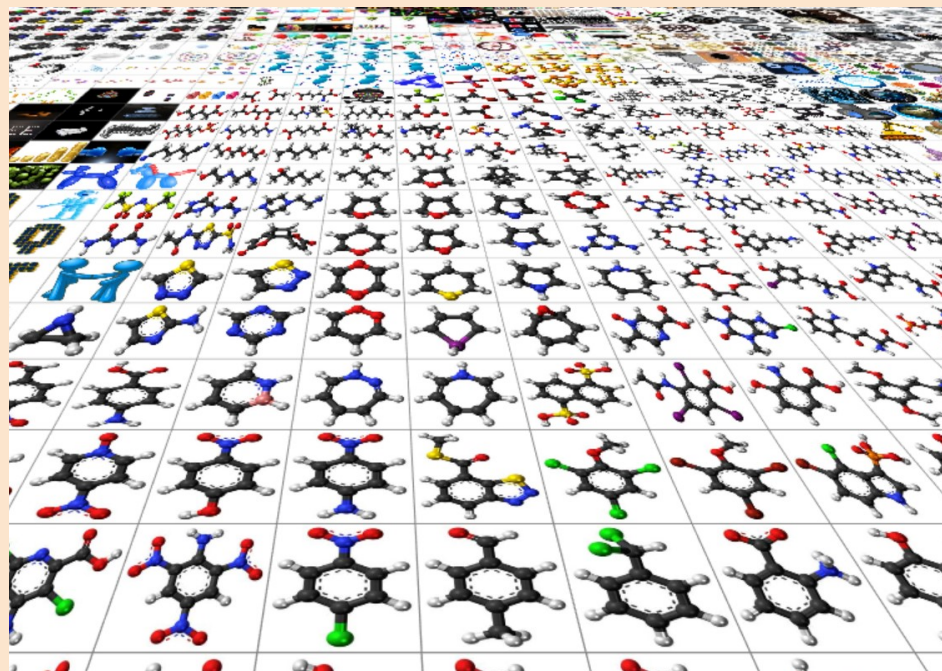
- full courses
- course materials
- modules
- textbooks
- streaming videos
- tests
- software and
- any other tools, materials, or techniques used to support access to knowledge.



Screenshot from "A Review of the Effectiveness & Perceptions of Open Educational Resources As Compared to Textbooks" https://youtu.be/SX0K0hb_xKE © Open Education Research Group. [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/)

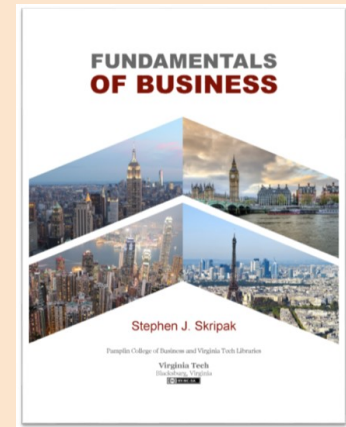
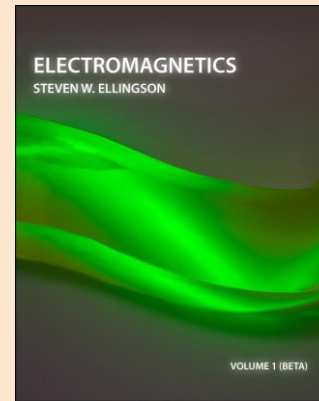
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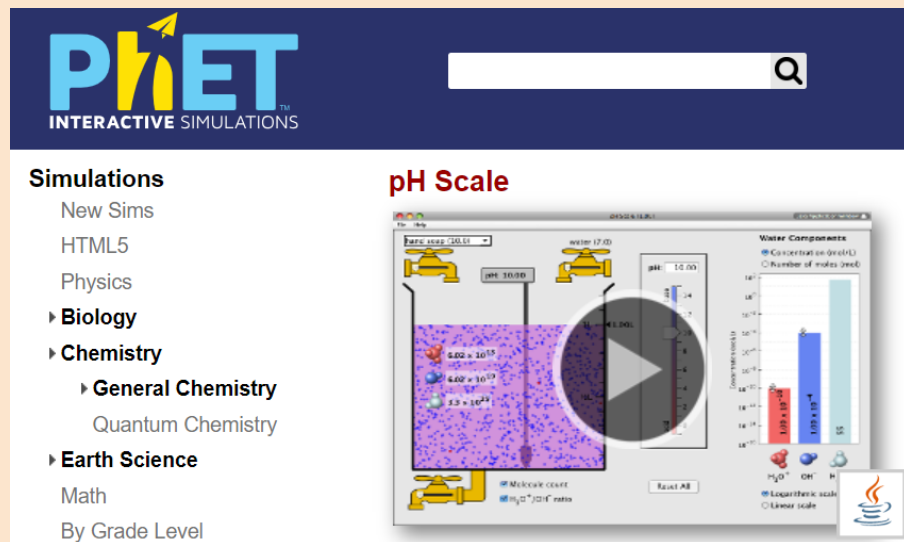
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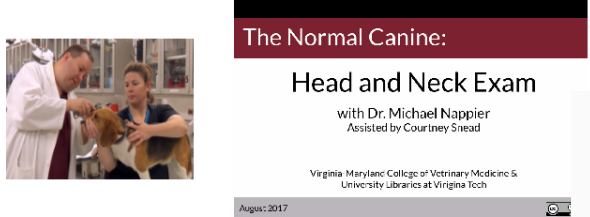


The image shows a screenshot of the PhET Interactive Simulations website. The top navigation bar is dark blue with the PhET logo (a stylized 'P' with a yellow arrow) and the text 'INTERACTIVE SIMULATIONS'. A search bar is located on the right side of the navigation bar. Below the navigation bar, there is a 'Simulations' menu with the following categories: 'New Sims', 'HTML5', 'Physics', 'Biology', 'Chemistry', and 'Earth Science'. Under 'Chemistry', there are sub-categories: 'General Chemistry' and 'Quantum Chemistry'. Under 'Earth Science', there is a sub-category: 'Math'. Below the menu, there is a 'By Grade Level' section. The main content area features a large 'pH Scale' simulation. The simulation interface includes a central beaker with a pH scale from 0 to 14. The current pH is 12.00. The beaker contains a purple liquid. To the right of the beaker, there is a 'Water Components' panel with a bar chart showing the concentrations of H_3O^+ and OH^- ions. The OH^- concentration is significantly higher than the H_3O^+ concentration. The simulation also includes a 'pH' meter and a 'pH' scale.

Open educational resources (OER) include:

- full courses
- course materials
- modules
- textbooks
- streaming videos
- tests
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• The Normal Canine Video Series
Licensed: CC BY 4.0. Four videos and transcripts demonstrate methods for examining a canine. Disclaimer: The information in this video is intended for educational purposes only and is not meant to take the place of veterinary care or services your canine may need. Please see your veterinarian about any health concerns.



The Normal Canine:
Head and Neck Exam
with Dr. Michael Nappier
Assisted by Couriney Snead
Virginia-Maryland College of Veterinary Medicine &
University Libraries at Virginia Tech
August 2017



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How is this possible??

**Authors & creators
decided that sharing is good.**

Open Educational Resources (OER) are. . .

Freely and publicly available teaching, learning, and research resources that reside in the

- 1. public domain or**
- 2. have been released under an intellectual property license that permits their free use and re-purposing by others.**

Public Domain =
No Copyright Protection

Public Domain =
No Copyright Protection

(not “free online”)

Public Domain = No Copyright Protection

- Ineligible for copyright protection
 - Common knowledge, ideas, facts, names
 - Works of U.S. Government employees
- Published in the U.S. before 1924
- Where copyright has expired / not been renewed*
- Donated to the Public Domain

**. . . intellectual property license
that permits their free use and
repurposing by others . . .**



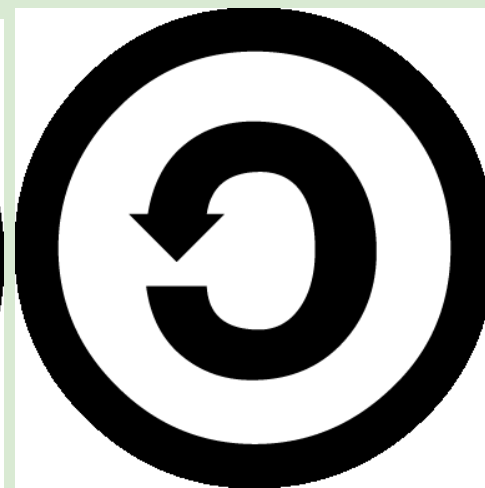




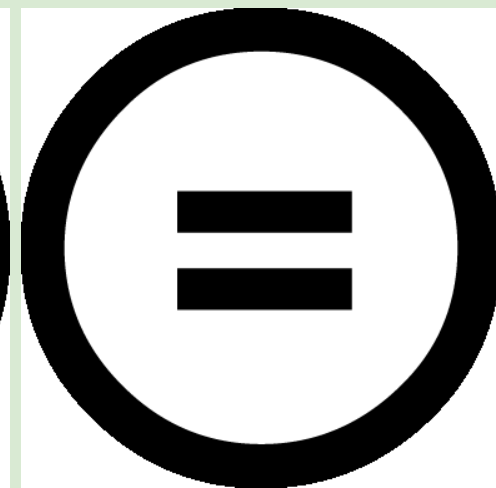
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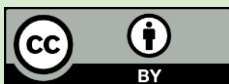
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- Start (and build on) a virtuous cycle of sharing
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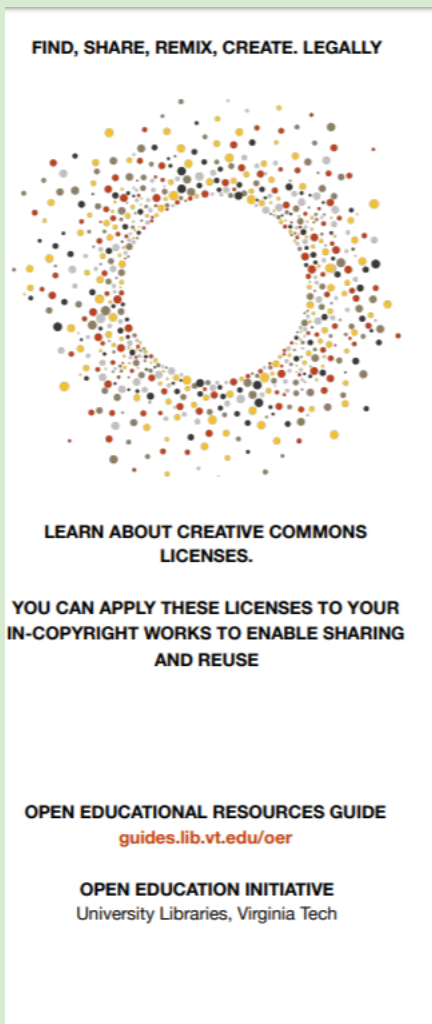


What's required of me? Attribution is always required!!

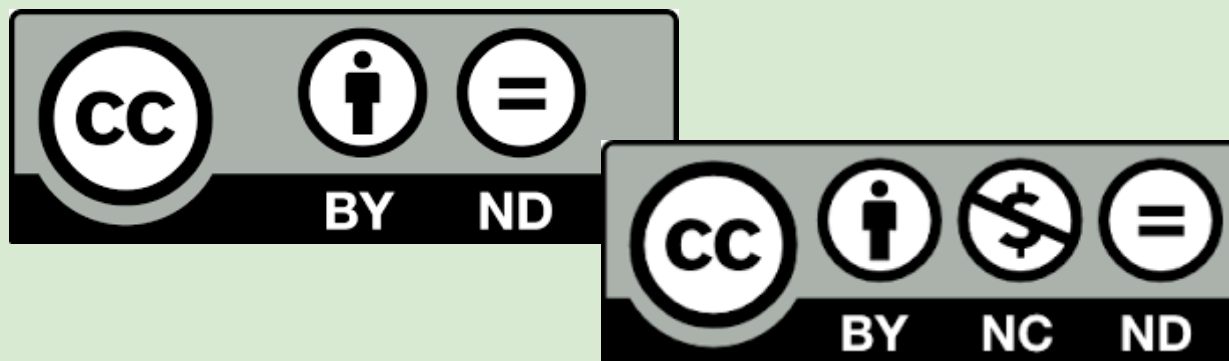
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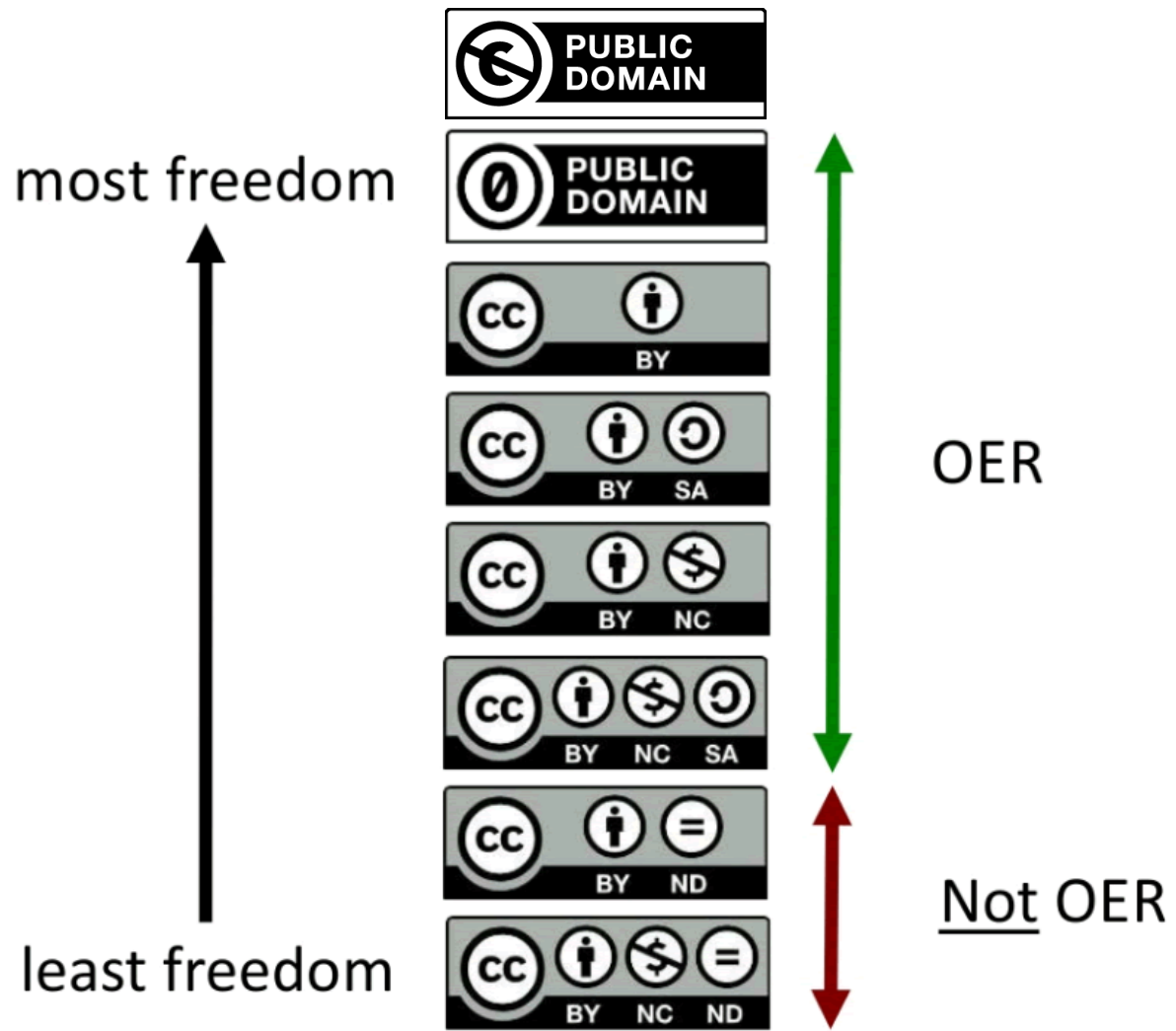
Find this brochure at:
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- 1. public domain or**
- 2. have been released under an intellectual property license that permits their free use and re-purposing by others.**

What can I do with OER?

Retain - Make, own, and control copies of the content (store, manage, download, duplicate)

Reuse - Use the content in various ways (in class, study group, extension, journal article, on the radio, in a video, website etc.)

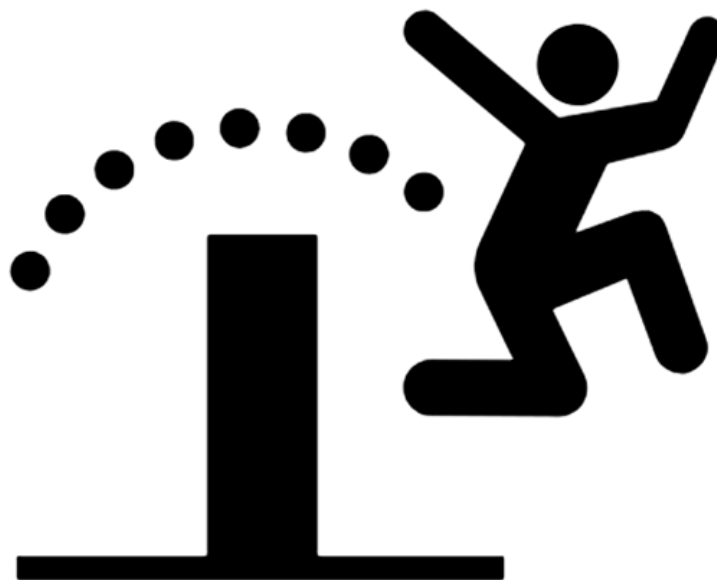
Revise - Adapt, modify, alter the content (reformat or translate)

Remix - Combine revised or original content with other materials to create something new (i.e. mashup)

Redistribute - Share copies of original content, revised content, or remixes with others

What can I do with OER?

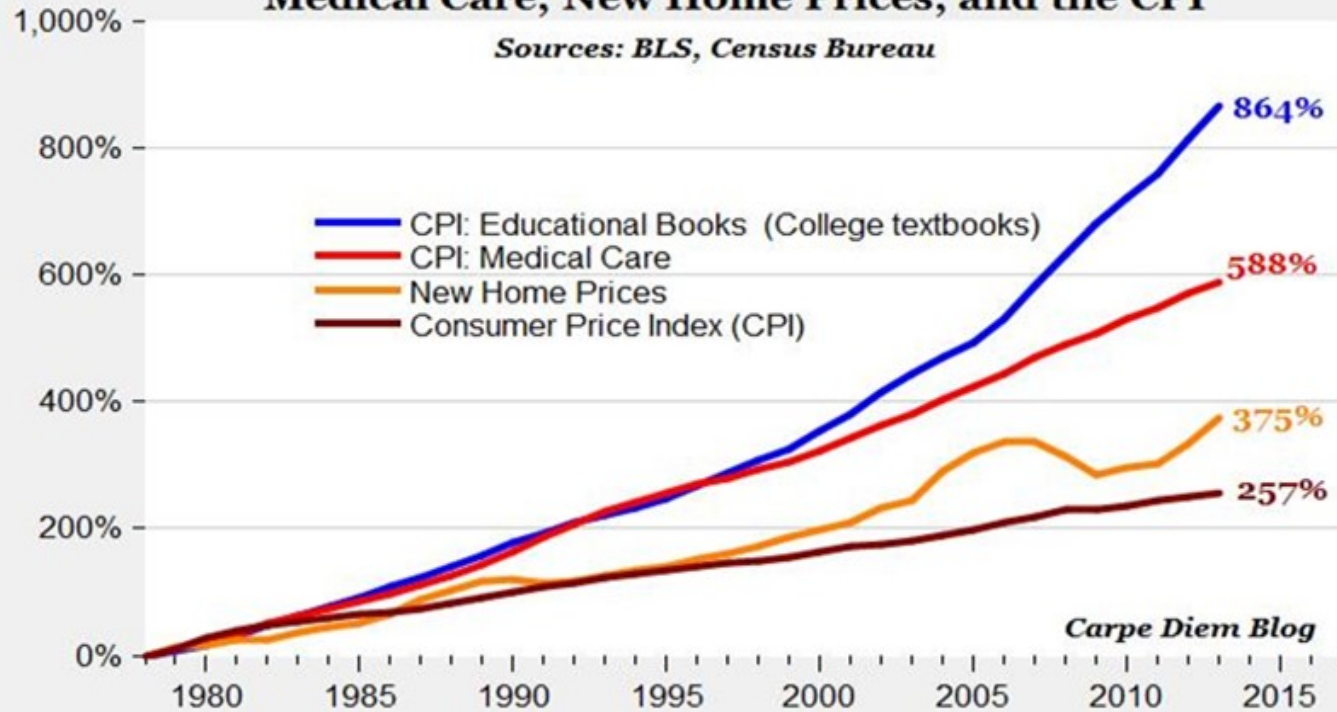
Use OER to benefit others



© "[Jumping Hurdle](#)" Luis Prado [CC BY 3.0](#)

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

Sources: BLS, Census Bureau



Carpe Diem Blog

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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>

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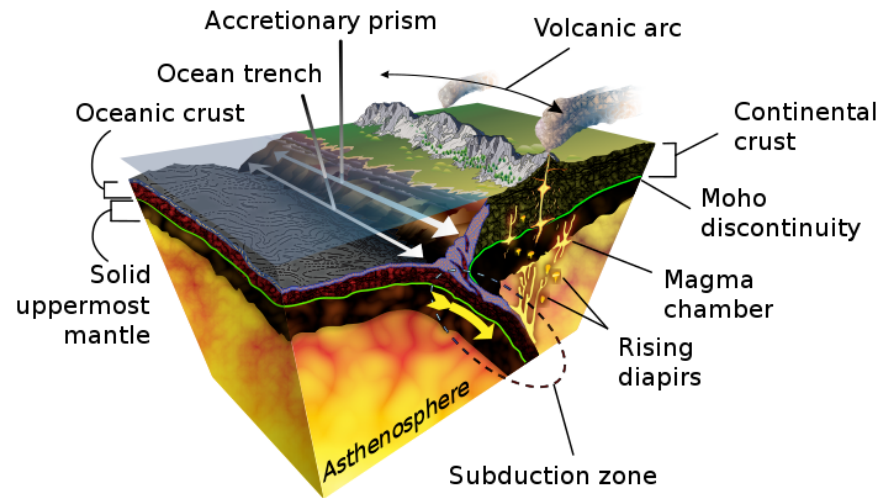
[Discussion](#)

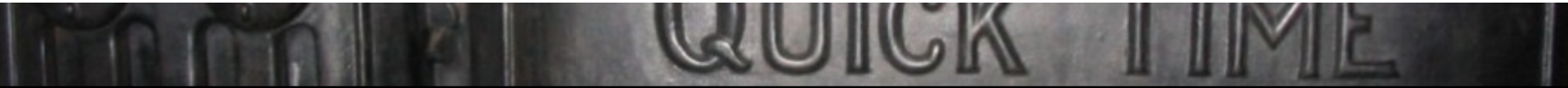
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Picture of the day





Home

← Audiovisual processing guide

Adding restrictions to oral histories at interview →

Using Creative Commons language in oral history release forms

Posted on [November 17, 2015](#) by cbreaden@duke.edu

While our [standard oral history release agreement](#) is a practical tool for many oral history projects, some projects may need something more nuanced, depending on the respondent population or the nature of the project itself. Jack Dougherty and Candace Simpson have put together a nice explanation of the Creative Commons license in their article [A Creative Commons Solution](#). The basic template cited in their article informed Duke's standard agreement, but more fully looks like this:

[PROJECT HEADER]

Participant's name:

Categories

- [archival description](#) (1)
- [archival processing](#) (14)
- [audio](#) (6)
- [film](#) (4)
- [oral history](#) (5)
- [rehousing media](#) (12)
- [rights](#) (5)
- [video](#) (5)

Archival Description

- [AV inventory template](#)

Archival Processing

- [AV inventory template](#)
- [Housing Different Formats Together](#)
- [Open-reel Videotape](#)



Teacher professional learning communities: A collaborative OER adoption approach in Karnataka, India

[Read the chapter](#)

This chapter analyses collaborative Open Educational Resources (OER) adoption amongst Indian school teachers by examining the enabling and constraining techno-social, techno-pedagogical and sociocultural factors in an education context characterised by (1) low information and communication technologies (ICT) use in schools; (2) a “textbook culture” in which teachers often act as simply “content transmitters” of officially prescribed texts; and



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You are here: [Home](#) / [Open Pedagogy](#)

Open Pedagogy

There are many ways to begin a discussion of “Open Pedagogy.” Although providing a framing definition might be the obvious place to start, we want to resist that for just a moment to ask a set of related questions: What are your hopes for education, particularly for higher education? What vision do you work toward when you design your daily professional practices in and out of the classroom? How do you see the roles of the learner and the teacher? What challenges do your students face in their learning environments, and how does your pedagogy address them?

“Open Pedagogy,” as we engage with it, is a site of praxis, a place where theories about learning, teaching, technology, and social justice enter into a [conversation with each other](#) and

FIND WHAT YOU'RE LOOKING FOR

.....
Assignment (7)
.....

.....
Course Level (9)
.....

.....
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.....



Project Management for Instructional Designers

([4 reviews](#))



Multiple Authors, Brigham Young University

Pub Date: 2012

ISBN 13:

Publisher: [Independent](#)

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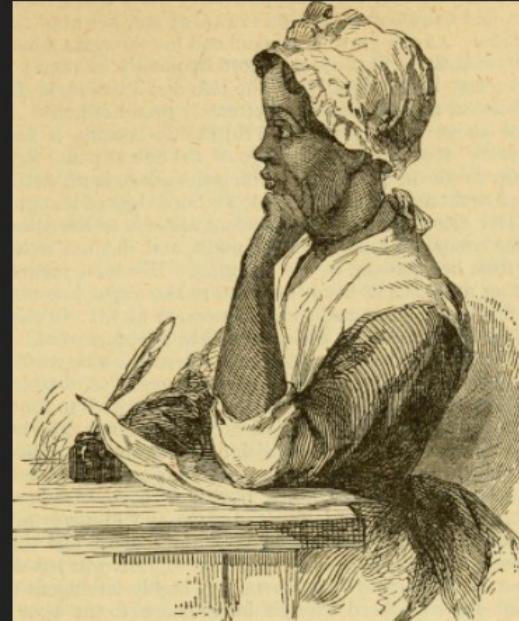
The Open Anthology of Earlier American Literature

Robin DeRosa



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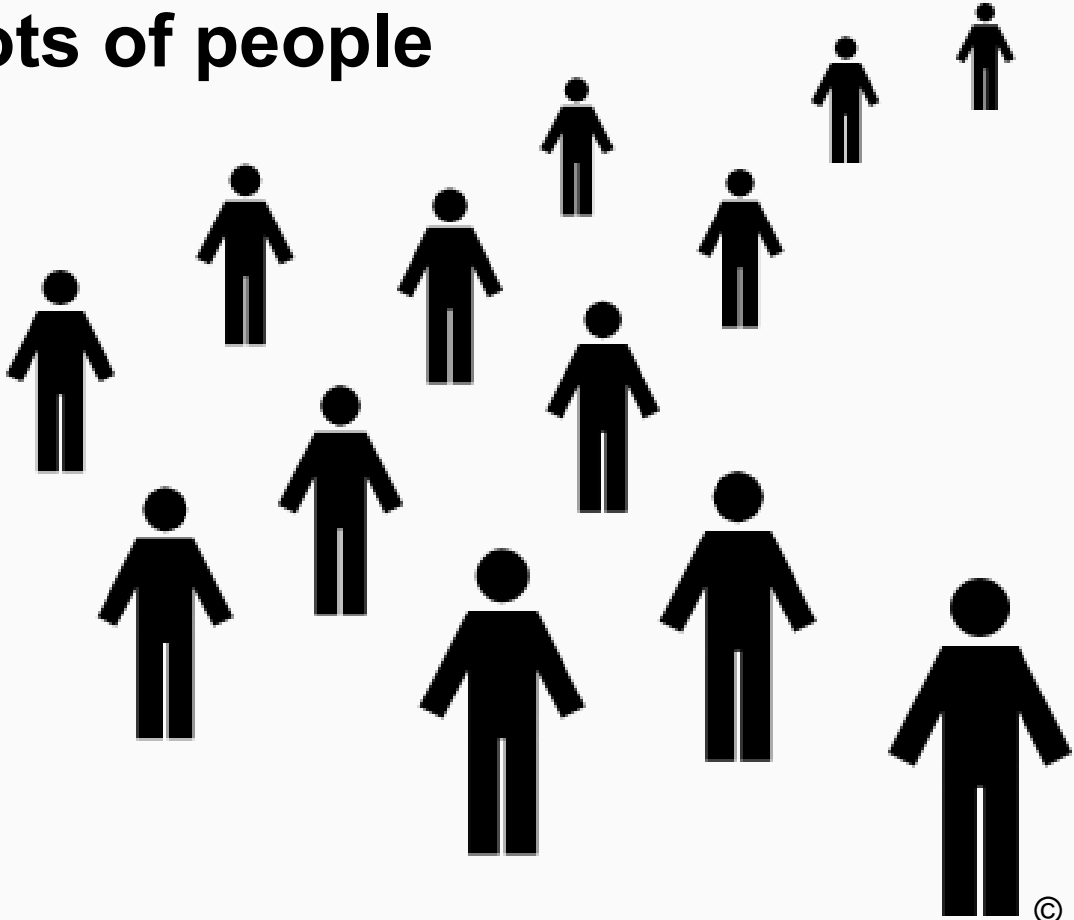
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<http://robinderosa.net/uncategorized/my-open-textbook-pedagogy-and-practice>

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- Early math
- Arithmetic
- Pre-algebra
- Algebra 1
- Geometry
- Algebra 2
- Trigonometry
- Precalculus
- Statistics & probability
- AP® Calculus AB
- AP® Calculus BC
- AP® Statistics
- Multivariable calculus
- Differential equations
- Linear algebra

Math by grade

- Kindergarten
- 1st grade
- 2nd grade
- 3rd grade
- 4th grade
- 5th grade
- 6th grade
- 7th grade
- 8th grade
- Illustrative Mathematics
- Eureka Math/EngageNY
- High school

Science & engineering

- Physics
 - AP® Physics 1
 - AP® Physics 2
 - Cosmology & astronomy
 - Chemistry
 - AP® Chemistry
 - Organic chemistry
 - Biology
 - High school biology
 - AP® Biology
 - Health & medicine
 - Electrical engineering
- Computing**
- Computer programming
 - Computer science

Arts & humanities

- US history
 - AP® US History
 - World history
 - AP® World History
 - US government and civics
 - AP® US Government & Politics
 - Art history
 - AP® Art History
 - Grammar
- Economics & finance**
- AP® Macroeconomics
 - Macroeconomics
 - Microeconomics
 - AP® Microeconomics
 - Finance & capital markets

Test prep

- SAT
 - LSAT
 - MCAT
 - GMAT
 - IIT JEE
 - NCLEX-RN
- College, careers, & more**
- College admissions
 - Careers
 - Personal finance
 - Entrepreneurship
 - Growth mindset



[Periodic Table of the Elements](#) [Reference Tables](#) [Physical Constants](#) [Units and Conversions](#) [Organic Chemistry Glossary](#)



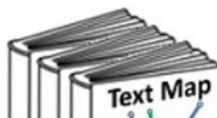
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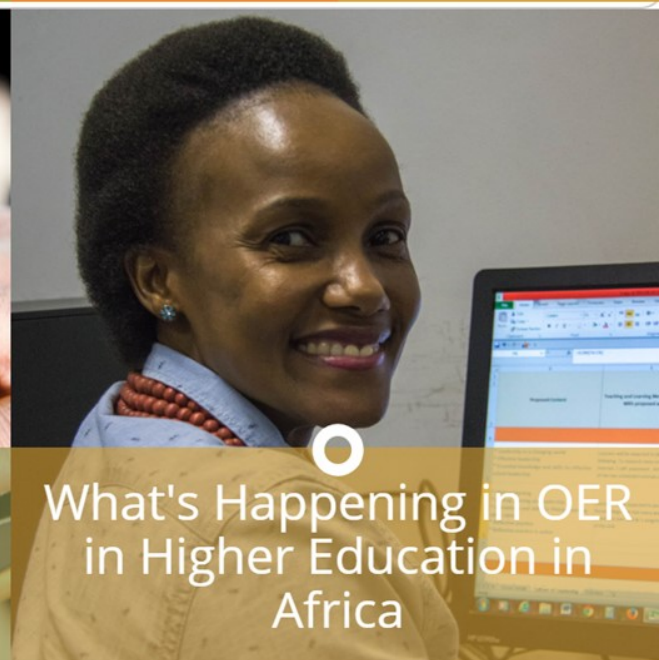
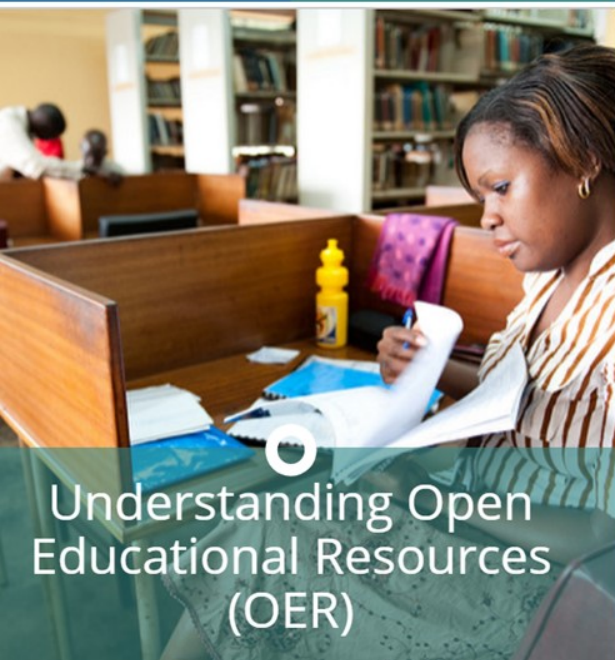
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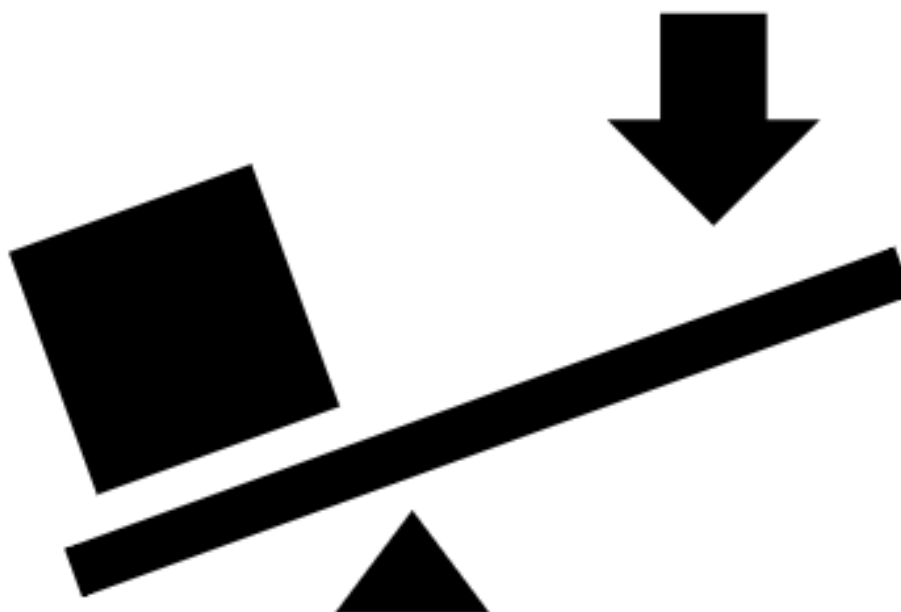
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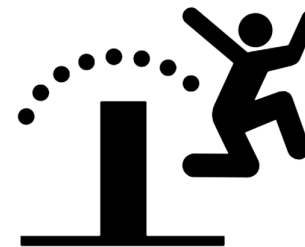
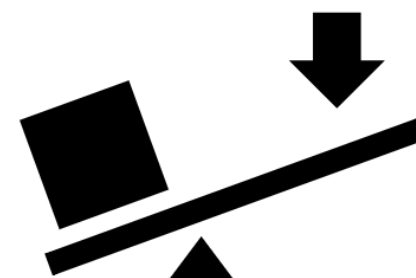
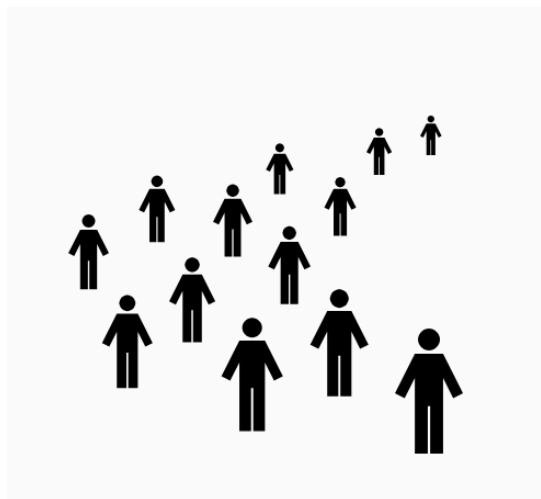
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