High Walls, Open Doors: Navigating Obstacles to OER Adoption on the University Campus

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High Walls, Open Doors Backchannel

Connect with us during the presentation:

http://backchannelchat.com/Backchannel/jrx82
Objectives

Participants will:

• Form a foundational knowledge of the what/why/and how of OER
• Explore migration of OER from passion project to strategic plan
• Discuss intentional development of ethical and effective assessment
What is one word that would describe your level of experience with OER?
Defining Open Educational Resources (OER)
What is OER?

Open educational resources are freely available, openly licensed (usually Creative Commons) learning materials that can be legally downloaded, edited, and shared, to better serve all students.

Adapted from Regina Gong, Impacting Student Success with OER Adoption. Licensed under CC BY 4.0.
Sharing knowledge is not new

"scientia donum dei est, unde vendi non potest"

“Knowledge is the gift of god, and hence cannot be sold”
- medieval European proverb
Education is an enterprise of sharing

Education is, first and foremost, an enterprise of sharing. In fact, sharing is the sole means by which education is effected.

- David Wiley & Cable Green
The textbook
The consumer price index for textbooks has risen 181% since 1998 vs. 4.2% decline in the CPI for recreational books. The textbook publishers can’t blame rising publishing costs for the exponential rise in college textbook prices.

## Textbook pricing in context

<table>
<thead>
<tr>
<th>One Month Access to...</th>
<th>Costs...</th>
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<tbody>
<tr>
<td><strong>Netflix</strong> – 20k Movies / TV Episodes</td>
<td>$7.99 / month</td>
</tr>
<tr>
<td><strong>Spotify</strong> – 15M Songs</td>
<td>$9.99 / month</td>
</tr>
<tr>
<td><strong>CourseSmart</strong> – 1 Biology Textbook</td>
<td>$19.67 / month</td>
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Adapted from Regina Gong, [Impacting Student Success with OER Adoption](https://example.com), Licensed under CC BY 4.0.
Impact of textbook costs

2 in 3 students say they decided against buying a textbook because the cost is too high.

1 in 2 students say they have at some point taken fewer courses due to the cost of textbooks.
Students can’t learn from materials they can’t afford
OER come in many forms

- open textbooks
- full courses
- modules
- syllabi
- lectures
- open access articles and books
- homework assignments
- quizzes
- lab activities
- games
- images, diagrams, figures, multimedia

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Why Open?
Access options

https://openstax.org/details/books/us-history
Peer-Reviewed

U.S. History

OER textbooks are authored by faculty subject experts and peer-reviewed

SENIOR CONTRIBUTING AUTHORS
P. SCOTT CORBETT, VENTURA COLLEGE
VOLKER JANSSEN, CALIFORNIA STATE UNIVERSITY AT FULLERTON
JOHN M. LUND, KEENE STATE COLLEGE
TODD PFANNESTIEL, CLARION UNIVERSITY
PAUL VICKERY, ORAL ROBERTS UNIVERSITY
Portability
Reviews

Learn more about reviews.

⭐⭐⭐⭐

Reviewed by Karen Meyers, Assistant Visiting Professor, Miami University Oxford, Ohio on 8/3/18

The book is comprehensive in the topics it covers with three exceptions which are Corporate Fraud and Disclosure Challenges Based on Accounting Practices and The Impact of Sales Goal and Performance Reviews on Unethical Behavior and Related Cover... read more

⭐⭐⭐⭐

Reviewed by Richard Peters, Associate Professor, Xavier University of Louisiana on 6/21/17

This book definitely tackles many of the contemporary ethical, social and environmental problems and debates facing modern corporations. From GMOs to Climate Change, the authors try to cover a broad range of topical and controversial issues.... read more

⭐⭐⭐⭐⭐

Reviewed by Deanna Lewis, Instructor, The University of Arizona on 2/9/17

The book covers important topics in CSR, and given the current climate areas such as social media's role in CSR, Millennial's role in CSR would have added much value to the text. read more
Multimedia & Interactive Capabilities

GENERATIONS OF WARFARE

Generations of British colonists grew up during a time when much of North America, especially the Northeast, engaged in war. Colonists knew war firsthand. In the eighteenth century, fighting was seasonal. Armies mobilized in the spring, fought in the summer and retired to winter quarters in the fall. The British army imposed harsh discipline on its soldiers, who were drawn from the poorer classes, to ensure they did not step out of line during engagements. If they did, their officers would kill them. On the battlefield, armies dressed in bright uniforms to advertise their bravery and lack of fear. They stood in tight formation and exchanged volleys with the enemy. They often feared their officers more than the enemy.

Click and Explore:

Read the diary of a provincial soldier who fought in the French and Indian War on the Captain David Perry Web Site hosted by Rootsweb. David Perry’s journal, which includes a description of the 1758 campaign, provides a glimpse of warfare in the eighteenth century.
Multimedia & Interactive Capabilities

Review Questions

What was the primary goal of Britain’s wars for empire from 1688 to 1763?
A. control of North America  
B. control of American Indians  
C. greater power in Europe and the world  
D. defeat of Catholicism

[Hide Solution]

C.

Who were the main combatants in the French and Indian War?
A. France against Indians  
B. Great Britain against Indians  
C. Great Britain against France  
D. Great Britain against the French and their Indian allies

[Show Solution]

What prompted the French and Indian War?

[Show Solution]

Glossary

checks and balances  
the system that ensures a balance of power among the branches of government

unicameral  
having a single house (of legislative government)

Faculty & student satisfaction

Several studies find high levels of satisfaction from both students and faculty with OER
Student success

Longitudinal study at University of Georgia on the impact of OER on student success metrics

A statistically significant improvement in final course grades for all students in the OER courses

A statistically significant difference when comparing student Pell eligibility status, ethnic origin, & student registration status

Student success

Meta-analysis of 16 studies investigating influence of OER on course outcomes or student perceptions

OER does not appear to negatively influence student learning

Free vs. Open

Free:
no cost, no access barriers

Open:
right to fully use

### The 5R Permissions

<table>
<thead>
<tr>
<th>Retain</th>
<th>• Make and own copies</th>
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<tbody>
<tr>
<td>Reuse</td>
<td>• Use in a wide range of ways</td>
</tr>
<tr>
<td>Revise</td>
<td>• Adapt, modify, and improve</td>
</tr>
<tr>
<td>Remix</td>
<td>• Combine two or more</td>
</tr>
<tr>
<td>Redistribute</td>
<td>• Share with others</td>
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Aligning to Institutional Values & Goals

YOU ARE GOING TO BE FINE. YOU COME FROM A STRONG LINE OF LUNATICS.

THE IDEALIST
Strategies for Success
Strategy/Barrier #1

Passion Project
Strategic Plan
Strategy/Barrier #2

“He collabers me and I collaber him.”

~Andrew Lloyd Webber
Strategy/Barrier #3

“A ‘not so free puppy’ - the care and feeding of OER”

~MJ Bishop
Strategy/Barrier #4
Assessment
Initiative Assessment

• Have assessment plan in place before you start!
  • Know what your assessment will be
  • Align it to program outcomes
  • Framework in place for ethical collection/use of student data
When Data is Used for Good

• Informs design
• Continuously improve curriculum
• Early warning systems to help struggling students
• Adaptive courseware to personalize learning
• Increase freshmen retention
• Show efficacy of initiatives, e.g. OER
When Good Data Goes Bad

Tenor.com, “Startrek Riker Gif”
https://tenor.com/view/startrek-star-trek-riker-data-gif-5895291
When Good Data Goes Bad

“All along the way, or perhaps somewhere along the way, we have confused surveillance for care. ...when you work for a company or an institution that collects or trades data, you’re making it easy to surveil people and the stakes are high. They’re always high for the most vulnerable. By collecting so much data, you’re making it easy to discipline people. You’re making it easy to control people. You’re putting people at risk. You’re putting students at risk.”

-Audrey Watters, *Ed-Tech in a Time of Trump*
When Good Data Goes Bad

• Data breaches
• Digital redlining/targeting marginalized students
• Companies profiting off student data
• Pushing drop-out for students predicted to be unsuccessful
• Accessing/using data students aren’t properly made aware of
Rethinking our Views on Assessment

“...In higher education, we need to pay attention to the demands we place on students to produce data. ...We need to recognize and deconstruct our perspectives on the relationship of data to our understanding of student learning.”

- Amy Collier

Assessment Data in OER

- Open textbooks
- Self-report data on usage
- OER online course usage data
- OER usage aligned to outcomes
  - Needed to continuously improve OER
  - Qualitative helps understand quantitative

How do you get stories?
Questions?
Thank you!

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Clarke Iakovakis, clarke.iakovakis@okstate.edu
Data Collection Framework References

- Stanford CAROL & Ithaka S+R Project on Responsible Use of Student Data in Higher Education:
  - Project website: http://gsd.su.domains/