THE OPEN EDUCATION INITIATIVE AT UMass Amherst

SEEKING ALTERNATIVES TO HIGH-COST TEXTBOOKS

Jeremy Smith
Based on Marilyn Billings’ OER Summit Presentation (October 2013)
WHY OER?

“I stopped buying textbooks my second semester here.”

- Marieme T., Class of 2014
WHY OER?

Textbook Costs @ UMass

<table>
<thead>
<tr>
<th>Subject</th>
<th>Average 4 Year Textbook Cost</th>
<th># of graduates in 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Psychology</td>
<td>$1,658</td>
<td>197</td>
</tr>
<tr>
<td>Kinesiology</td>
<td>$867</td>
<td>213</td>
</tr>
<tr>
<td>Biology</td>
<td>$1,118</td>
<td>217</td>
</tr>
<tr>
<td>Political Science</td>
<td>$846</td>
<td>138</td>
</tr>
<tr>
<td>Accounting</td>
<td>$1,258</td>
<td>194</td>
</tr>
</tbody>
</table>
WHY OER?

Textbook Costs @ UMass

<table>
<thead>
<tr>
<th>Major</th>
<th>Total Costs per Major</th>
</tr>
</thead>
<tbody>
<tr>
<td>Psychology</td>
<td>$326,663</td>
</tr>
<tr>
<td>Kinesiology</td>
<td>$184,565</td>
</tr>
<tr>
<td>Biology</td>
<td>$242,615</td>
</tr>
<tr>
<td>Political Science</td>
<td>$116,748</td>
</tr>
<tr>
<td>Accounting</td>
<td>$249,294</td>
</tr>
</tbody>
</table>
SEEKING SOLUTIONS

Spring 2011

Provost’s Office and the University Libraries of the University of Massachusetts Amherst launched the Open Education Initiative (OEI)
The OEI is a faculty incentive program that encourages:

1. the creation of new teaching materials
2. the use of existing open (free) information resources to support student learning
3. the use of library subscription materials
Basic course information

Number of students
Current textbook(s) and cost

Anticipated OER implementation date

Narrative

Outcomes
Sustainability
Challenges
Assessment
UMASS AMHERST AT WORK

Libraries

Teaching Excellence & Faculty Development

Information Technology
SUCCESS STORIES

Carlos Gradil
• Animal Sciences 421: Fundamentals of Reproduction
• Cost Savings to date: $7,680

Miliann Kang
• Women's Studies 187: Gender, Sexuality and Culture
• Cost Savings to date: $8,475

Hossein Pishro-Nik
• Electrical and Computer Engineering 314: Introduction to Probability and Random Processes
• Cost Savings to date: $25,833
## OUTCOMES

### Total Savings Over Time By College

<table>
<thead>
<tr>
<th>COLLEGE</th>
<th># OF STUDENTS PER COLLEGE</th>
<th>SAVINGS PER COLLEGE OVER TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>College of Natural Sciences</td>
<td>4,471</td>
<td>$762,643.00</td>
</tr>
<tr>
<td>College of Social and Behavioral Sciences</td>
<td>1,248</td>
<td>$163,307.00</td>
</tr>
<tr>
<td>College of Humanities &amp; Fine Arts</td>
<td>870</td>
<td>$119,473.00</td>
</tr>
<tr>
<td>College of Engineering</td>
<td>724</td>
<td>$132,677.00</td>
</tr>
<tr>
<td>College of Education</td>
<td>703</td>
<td>$74,238.00</td>
</tr>
<tr>
<td>College of Nursing</td>
<td>38</td>
<td>$2,470.00</td>
</tr>
<tr>
<td>Honors College</td>
<td>187</td>
<td>$7,835.00</td>
</tr>
<tr>
<td>Stockbridge School of Agriculture</td>
<td>275</td>
<td>$37,058.00</td>
</tr>
<tr>
<td>Isenberg School of Management</td>
<td>103</td>
<td>$20,600.00</td>
</tr>
<tr>
<td>School of Public Health and Health Sciences</td>
<td>175</td>
<td>$38,699.00</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>8,794</strong></td>
<td><strong>$1,359,045.00</strong></td>
</tr>
</tbody>
</table>
Intended Outcomes

• 50 faculty & over 100 classes taught = $1.3 million saved for students

• Course evaluations show the same quality of student satisfaction, if not better

• Service points on campus are partnering for student success
OUTCOMES

Unexpected Outcomes

• Instructors are using new teaching styles & flipping their classrooms

• Increased awareness on campus & queries from instructors about OER

• Professors report students are better prepared for class & more engaged

• Resources were created that contribute OERs for everyone

• Relationships between service points are stronger

• Student involvement and passion
Open Educational Resources Website at UMass Amherst

Open Educational Resources

What are Open Educational Resources (OER)?
Open Educational Resources are educational materials and resources offered freely and openly for anyone to use and under some licenses to re-mix, improve and redistribute. They include:
- Learning content: full courses, course material, content modules, learning objects, collections, and journals.
- Tools: software to support the creation, delivery, use and improvement of open learning content including searching and organization of content, content and learning management systems, content development tools, and online learning communities.
- Implementation resources: Intellectual property licenses to promote open publishing of materials, design-principles, and localization of content.

Why OER?
OER is a relatively new movement in education; educators and learners as well as learning institutions are driving its development. OER provides an alternative to the rising costs of education. For example, in some countries like South Africa, many educators and learners are tapping into OER as the only source for textbooks. OER provides an opportunity to try new ways of teaching and learning, many of which are more collaborative and participatory.

Link: http://library.umass.edu/services/teaching-and-learning/oer/
QUESTIONS?

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