AY2016-17 Alternative Textbook Initiative (Alt-Text II) Final Report

Results Summary

- 1375 students will see a **$192,415 savings** in course material costs within the next two academic years
- Total **cost of the incentives was $6,000**
- 24 instructors (86% of applicants) completed the program from the following colleges:
  - Communication (7): Journalism, Media Arts & Studies
  - Arts & Sciences (9): African American Studies, Modern Languages, Linguistics, Math
  - Business (2): Management, Sport Management
  - Education (1): Counseling & Higher Ed
  - Engineering (3): college-wide, Industrial and Systems
  - Health Sciences & Professions (2): Communication Sciences & Disorders, Physical Therapy
- 21% (5) of the courses had enrollments over 99 students in one academic year
- Attendance at the workshops was open to anyone, whether or not they applied for the incentive program. Workshops on OERs and copyright had the most attendance.

Background

This program is intended to assist and support faculty in the (re)design of courses and (re)construction of syllabi so that expensive course materials can be replaced by licensed library content and open educational resources. The financial incentive to the faculty is meant to acknowledge the amount of time it takes to identify new resources, adjust syllabi, modify assignments, and learn new technologies for the delivery and integration of new course content. This program was adapted based on experience and feedback from University Libraries' initial Alternative Textbook Program in AY 2015-16. Read the final report and recommendations from the AY15-16 program on our web site.

Intent: Lower student costs by increasing the use of open or licensed library content instead of commercial textbooks.

Success Measure: 10 instructors complete the program and eliminate or significantly reduce the cost of their course materials by at least $10,000/yr collectively.

Mechanism: Offer a financial incentive and personal assistance to instructors to spend time identifying and integrating substitute content. Instructors completing the program earn a $250 incentive.

Funding Sources: Dean of the Libraries' operating funds provided the initial budget of $2500 (10 incentives). High interest expressed by faculty led to additional contributions from the Office of Instructional Innovation (OII) for an additional $1750 (7 incentives) and from Scripps College for an additional $1750 (7 incentives).

Total Incentive Investment: $6000

Requirements to Receive the Incentive: Participants must attend all workshops, commit to lowering the costs of their course materials, and respond to the final data gathering survey.

Process and Timeline:
November, 2016 – January, 2017	Workshops developed
January 6 – 23, 2017	Applications accepted
February 10 - April, 2017	Workshops delivered
May, 2017	Incentives awarded
Summer 17 - Fall 18	Courses with new content implemented

Workshop Partners: Academic Technologists from the Office of Instructional Innovation

Workshop Content & Leaders

Topic	Description	All Workshops 1-2 PM Room 251, Alden Library
Open Education Resources (OERs)	Understand OERs and why you should consider using them. Find quality open textbooks and places that can host your own text. Instructor: Kelly Broughton, assistant dean for research and education, University Libraries	February 10, 2017
Copyright	Apply fair use standards and legally use licensed library content in your courses. Instructor: Janet Hulm, assistant dean for collections and digital initiatives, University Libraries	February 24, 2017
Creative Commons	Understand creative common licenses, why you should use them and apply them to your own work. Instructor: Bryan McGeary, subject librarian for the humanities	March 17, 2017
Learning Management Systems and Teaching Platforms	Get the content to your students in learning management tools such as Blackboard and Top Hat. Instructors: Chris Guder, subject librarian for education, Michael Pistrui, library support specialist, and Kyle Rosenberger, instructional technologist	March 31, 2017
Multimedia	Discover open and licensed multimedia for use in class. Instructor: lorraine wochna, subject librarians for the performing arts	April 7, 2017
Hack your Course Content!	Hands-on time with the experts you need to apply what you've learned. Instructors: librarians, instructional designers and technologists.	April 21, 2017

In addition to the workshops listed above, customized sessions for participants from the Scripps College were developed and delivered at the Schoonover Center. The content was similar, but more heavily focused on discovery and integration of multimedia and the use of technological tools in Blackboard. The delivery format was closer to a learning community than interactive workshops listed above.

All participants were enrolled in a Blackboard organization which allowed for instructional material to be easily distributed.

Findings & Recommendations
- Copyright support and guidance beyond the use of library materials is highly desired and should be provided.
- The Libraries should promote customized Alt-Textbook programs in collaboration with instructional technologists to interested colleges or departments.
- A significant number of faculty are interested in creating their own open course content and need support resources such as editing, illustration, etc.
- Tracking of student savings is difficult because faculty discover ways to implement savings in other courses which are not documented and because often implementation of savings happens over time as faculty make gradual changes to a course.
- The Libraries and OHIOLink should explore a broader variety of options for simultaneous of ebooks.
- The Libraries should improve discoverability across licensed multimedia collections.

Comments from Participants:

I have learned so much thus far. Great program--it has already been so helpful and I did not know how many resources I could access.

One thing I learned this semester, which can be implemented very quickly, is how easy it is to use multiple texts (and how to do so without violating copyright).