TEXTBOOK ALTERNATIVES

WMU Office of Faculty Development, Cool Tools Workshop Series
Michele Behr, Off Campus Librarian
March 4, 2014
Outline

- Current situation and background
  - Perspectives of students, faculty, libraries, and others
- Library options
  - Textbook reserve pilot
  - E-books
  - E-reserves
  - Streaming video
- Open Educational Resources
  - Uses and adaptations
- Developing your own textbooks
Textbook Prices in Context

Percent Change Since 1978 for Educational Books, Medical Services, New Home Prices, and CPI

Sources: BLS, Census Bureau

Carpe Diem Blog

Educational Books (College textbooks)
Medical Services
New Home Prices
Consumer Price Index
Higher Education Opportunity Act of 2008

In July 2010 Textbook Provisions of the HEOA went into effect in order to “ensure that students have access to affordable course materials by decreasing costs to students and enhancing transparency and disclosure with respect to the selection, purchase, sale, and use of course materials. It is the intent of this section to encourage all of the involved parties .... to work together to identify ways to decrease the cost of college textbooks ... while supporting the academic freedom of faculty members to select high quality course materials for students.”
Student Perspective

• The average student in the U.S. spends $1137 annually on textbooks. (College Board, 2013)
• In a study of over 2000 students from 150 institutions 65% said that they had decided against buying a textbook because it was too expensive
  • This survey also found that 94% of students who had chosen not to purchase a textbook were concerned that this decision would hurt their grade for the course.
  • Approximately half of the students surveyed reported that the cost of the textbooks impacted how many or which classes they took each semester.
  • 82% of students felt they would do significantly better in a course if the textbook was available free online and buying a hard copy was optional. (Senak, 2014)
Libraries Perspective

- Due to limited budgets collection development policies generally do not include purchase of textbooks
- Students frequently request these materials for purchase, or try to borrow them on interlibrary loan
  - Labor intensive processes
  - Loan periods are a challenge
  - Copyright issues
Bookstores and Publishers

• “Bundles” with online access usually increase costs
• Some publishers moving toward e-textbooks which can be used on mobile devices
• Used books
  • New editions are frequently released
  • Custom editions can’t be resold
• Book rentals
  • Usually about 50% cost of new
  • Amazon has textbook rental service
  • Still a cost burden for students
Alternative Options: Library Services and Collections

- Textbook pilot project
  - Began Fall 2013
  - Selected 1000 and 2000 level classes
  - See the list of materials on reserve this semester here: http://www.wmich.edu/library/reserves

- Class guides
  - Customized resources developed specifically for your class
  - See examples of guides here: http://libguides.wmich.edu/classguides
Libraries Course Reserves

• Information at: http://www.wmich.edu/library/reserves/
• Links to full text materials, e-books, scanned articles, videos, images, etc.
• WMU copyright policies:
  • http://www.wmich.edu/library/reserves/copyright
• Materials available in full text do **not** require copyright clearance
• Library clears copyright when necessary
WMU Libraries e-books

• WMU Libraries have a variety of e-book collections in all subject areas.
  • Complete list of e-book collections is here: http://libguides.wmich.edu/ebooks

• Use entire books or just relevant chapters / sections

• Some (not all) e-books can be located in the Books+ search
  • Use the format “ebooks” to narrow

• Some publishers allow downloads to a mobile device, as well as other features such as highlighting and note taking.
Streaming Videos

• WMU streaming video collections
  • http://libguides.wmich.edu/video
• Use entire videos or segments
• Copyright allows links in e-learning, reserves, or use in class
• Other video tools
  • Ted Ed http://ed.ted.com/
  • YouTube Education
    http://www.youtube.com/channel/UC3yA8nDwraeOfnYfBWun83g
Open Textbooks: Some Considerations

• K-12 and higher education environment
• Current offerings are fairly small compared to subjects and courses offered
• Signs indicate there is a receptive market
• Potential return on investment is huge
• Interest from states and other large groups
• Incentives for faculty
Open Educational Resources

The Open Educational Resources (OER) movement has arisen as a way to provide high quality resources for low or no cost. Open textbooks are distributed, normally for free, under an open license. These are electronic publications that may be authored by an individual, or a group of individuals working collaboratively. Typically these works are issued under a Creative Commons License which allows the authors to hold the copyright while still making it possible for others to use their works.
Creative Commons Licenses

- http://creativecommons.org/
- “Creative Commons is a nonprofit organization that enables the sharing and use of creativity and knowledge through free legal tools.... Our free, easy-to-use copyright licenses provide a simple, standardized way to give the public permission to share and use your creative work — on conditions of your choice.”
- Creative Commons Licenses are indicated by this symbol

- There are three “layers” of licenses
OER Collections and Tools

- Many collections also contain other kinds of learning objects
  - Presentations, simulations, lessons, etc.
- There is no “one stop shopping” at this point
- May be primarily text or multimedia
- Individual authors as well as organizations
- University of Minnesota Review Rubric
- Open Textbook Adoption Worksheet
Developing Open Textbooks

- Text or multimedia options
- Author controls copyright restrictions
- Increased access, increased impact
- WMU hosting through ScholarWorks at WMU
  - http://scholarworks.wmich.edu/
  - Monthly usage reports
  - Google optimized
- Examples
  - Grand Valley State University http://scholarworks.gvsu.edu/books/
  - Univ of South Florida http://scholarcommons.usf.edu/oatextbooks/
  - Univ of Nebraska-Lincoln http://digitalcommons.unl.edu/zeabook/
References


Contact Information

• Textbook Alternatives guide
  • http://libguides.wmich.edu/textbooks

• Michele D. Behr
  University Libraries, Off Campus Services
  michele.behr@wmich.edu
  Phone 269-387-5611