



**Affordability,
Adaptability,
and Quality:
Affordable Learning
Georgia and
OpenStax College**

**Symposium on the Future of the
Textbook: December 12, 2014**



Welcome and Introductions

Lauren Fancher

Director, GALILEO Support Services and ALG

Nicole Finkbeiner

Associate Director, Institutional Relations,
OpenStax College, Rice University

Jeff Gallant

ALG Visiting Program Officer for OER

Agenda

- Lauren Fancher: ALG Background and Programs
- Jeff Gallant: Textbook Transformation Grants
- Nicole Finkbeiner: OpenStax College
- Questions



Lauren Fancher

Director, GALILEO
Support Services and
Affordable Learning
Georgia





Photograph of signing of the first book published by a faculty member at Georgia College, Milledgeville, Baldwin County, Georgia, 1956. *Vanishing Georgia*, Georgia Division of Archives and History, Office of Secretary of State. Digital Library of Georgia.

Textbooks: Trends And Issues

- Students spend an average of \$1200 a year on textbooks. *
- Annual average amount spent by college students on textbooks is 26% of the cost of tuition at a public, four-year university.**

SOURCES

* [Trends in College Pricing](#). p. 11, 2013-14. The College Board.

** [College Textbooks](#), GAO-05-806, July 2005. U.S. Government Accountability Office.

Background: Textbooks and Student Success Barriers

- 65% of students surveyed reported that they had decided against buying a textbook because it was too expensive.***
- 94% of students surveyed who had decided not to purchase the textbook feared that doing so would hurt their grade. More than 50% of these students felt significant concern for their grade.***
- Almost 50% of students surveyed reported that the cost of textbooks impacted how many/which classes they took each semester.***

According to [“Turning the Page”](#) a June 2013 report on the textbook market from the Lumina Foundation, “approximately 30 percent of college students do not purchase textbooks required for specific classes.”**

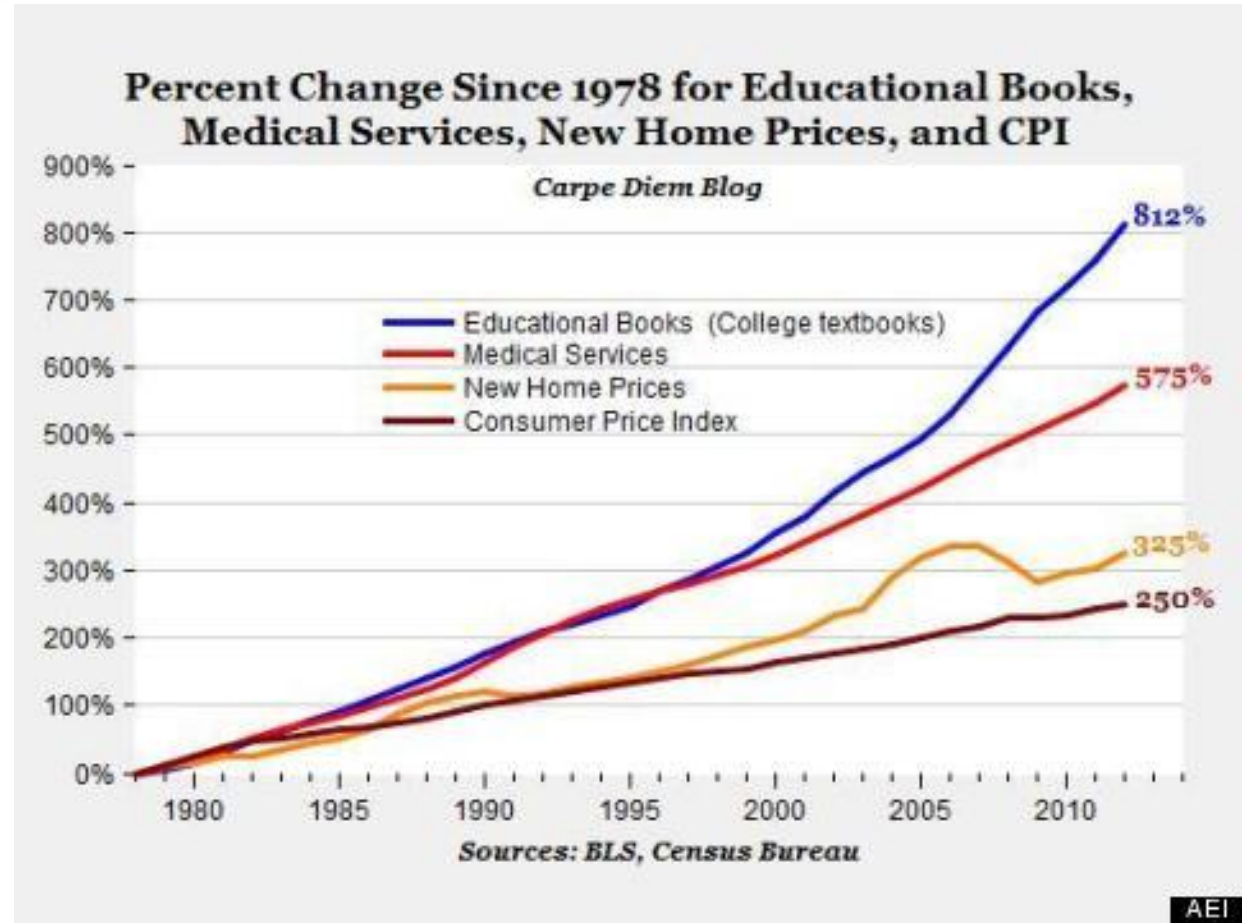
SOURCES:

** [Turning the Page](#). June 2013. Lumina Foundation

*** [Fixing the Broken Textbook Market](#). January 2014. U.S. PIRG Education Fund and the Student PIRGs

Background: Textbooks and Student Success Barriers

SOURCE: [The college textbook bubble and how the “open educational resources” movement is going up against the textbook cartel](#). Carpe Diem, December 24, 2012. Mark J. Perry.

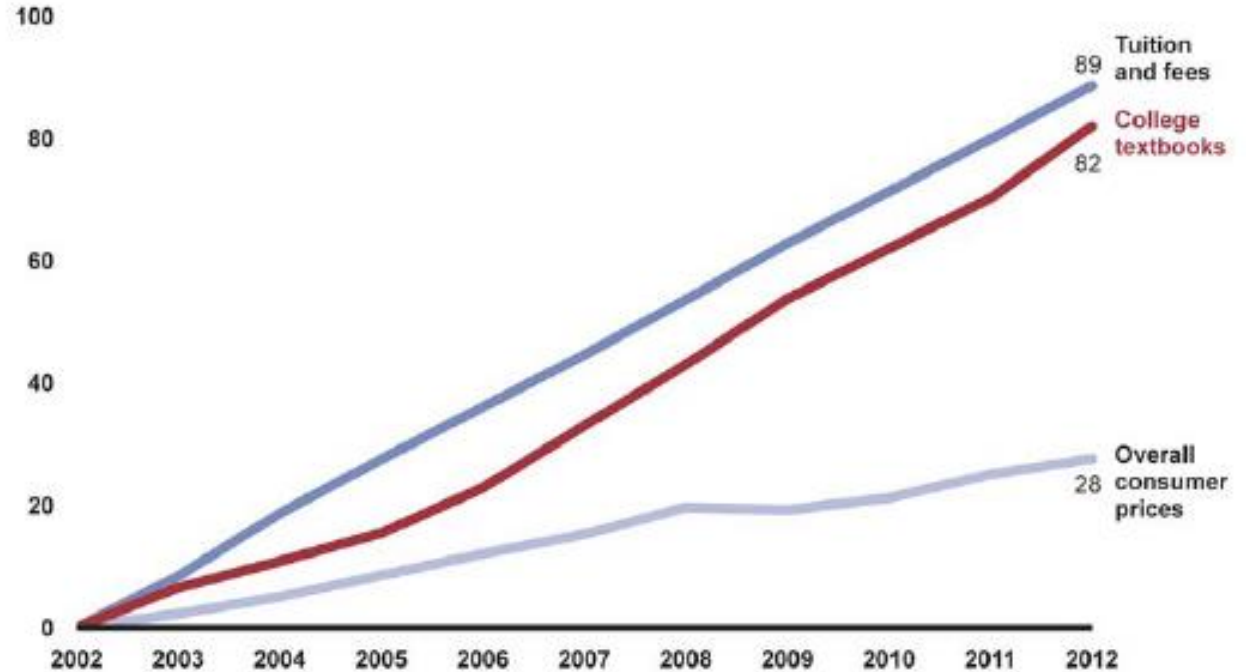


Textbook Price Trends

SOURCE: [College Textbooks](#), GAO-13-368, June 2013. U.S. Government Accountability Office.

Figure 1: Estimated Increases in New College Textbook Prices, College Tuition and Fees, and Overall Consumer Price Inflation, 2002 to 2012

Percent increase since 2002



Source: Bureau of Labor Statistics' Consumer Price Index data.

Textbook Price Trends

What is Affordable Learning Georgia?



A website.

A clearinghouse.

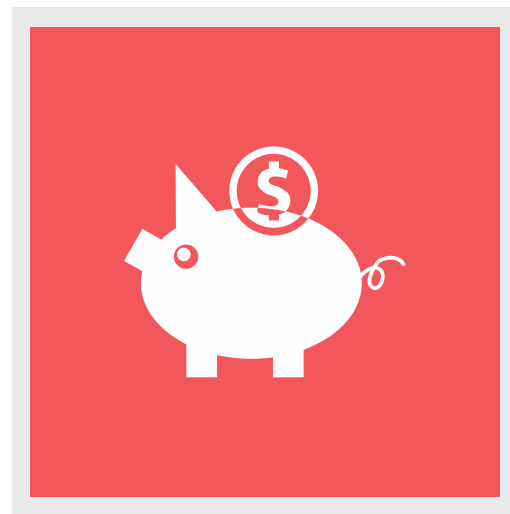
A set of strategies and programs.

A collection of partnerships.

An initiative of the University System of Georgia
and

GALILEO, Georgia's Virtual Library.

www.galileo.usg.edu



Affordable Learning Georgia

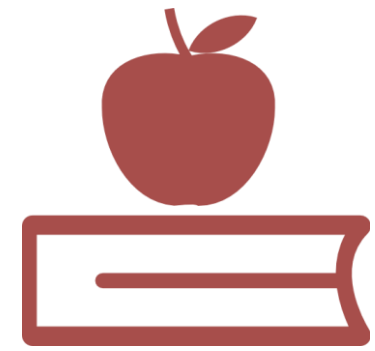
1. A one-stop service to help University System of Georgia (USG) faculty and staff identify lower-cost, electronic, free, and open educational resources (OER), building on the cost-effective subscription resources provided by GALILEO and the USG libraries.

www.affordablelearninggeorgia.org



Affordable Learning Georgia Is...

2. Programs to support more affordable learning materials, including campus advocacy, faculty development, bookstore collaborations, and grants for textbook transformation, including a partnership with eCore, the University System's core curriculum taught completely online.

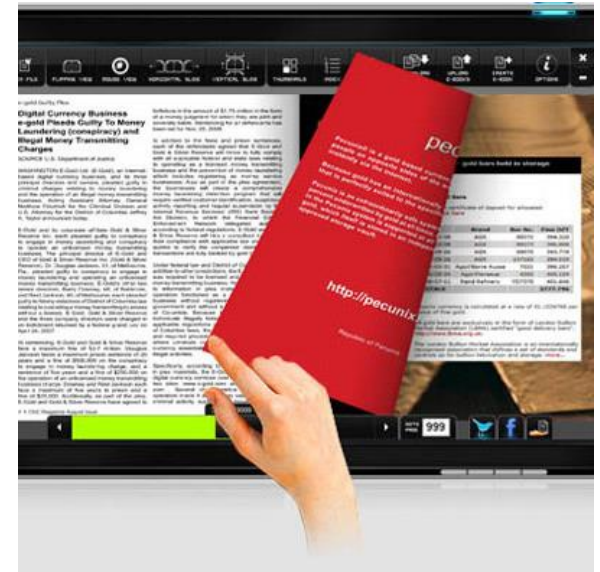


Affordable Learning Georgia Is...

3. A network of partners including CSU/MERLOT, OpenStax, and eCore.



The State of Georgia's FY 2015 budget funds the ALG initiative, which focuses on reducing the cost of textbooks and the enhancement of **GALILEO**, Georgia's Virtual Library and ALG's parent initiative.



**USG Improving
Access and Affordability**

An Open Educational Resource is **accessible, adaptable, and shareable.**

- **Open Textbooks**
- **Open Tests and Quizzes**
- **Open Courseware**
- **Open Audiovisual Materials**
- **Any open resource used for education!**

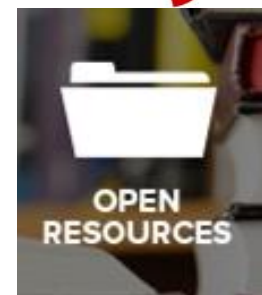
What is an OER?

Goals and Programs:

- OER for Top Fifty Courses
- OER for eCore
- Partnerships for scale and quality
- Bookstore program
- Symposium on the Future of the Textbook
- OER Textbook Transformation Grants: working with campuses



Affordability CHOICE Accessibility



ACTIVITIES AND STRATEGIES



A framework to support **adoption, adaptation, and creation** of no-or-low-cost textbook alternatives

Introduction to Philosophy	PHIL 2010	MERLOT Open Textbook
Introduction to Social Problems	SOCI 1160	BCCampus: Sociology: U Social World Make a Recommendation
Introduction to Sociology	SOCI 1101	OpenStax Introduction MERLOT Open Textbook
Introduction to Statistics	MATH 2200, 1070, 1107, 1431, 1231, 2210, 2400, 1200, 2000, STAT 2000, 2231, 1127	Adopted by eCore: CNX American Institute of M Textbooks OpenStax College Intro MERLOT Open Textbook
Introductory Biology	BIOL 1001, 1002,1010, 1011,1020, 1050, 1100,	OpenStax Concepts of B MERLOT Open Textbook

http://www.affordablelearninggeorgia.org/find_textbooks/alg_top_courses

Scale: Top 50 Lower Division Courses



- **eCore** has already transitioned 10 courses to use no-cost, open resources.
- Validation at-scale of quality
- Plans call for ALG to support the transition for **15** additional eCore courses to use no-cost, open resources in FY15 and **6** in FY16

Scale: eCore Partnership



Projected Savings:

- **15** courses to be transitioned in FY15 are projected to save students **\$1,884,610** in FY 15-16.
- **6** courses to be transitioned in FY16 are projected to save students **\$478,130** in FY16.
- Total projected savings for eCore students in FY15-16: **\$2,362,740.**

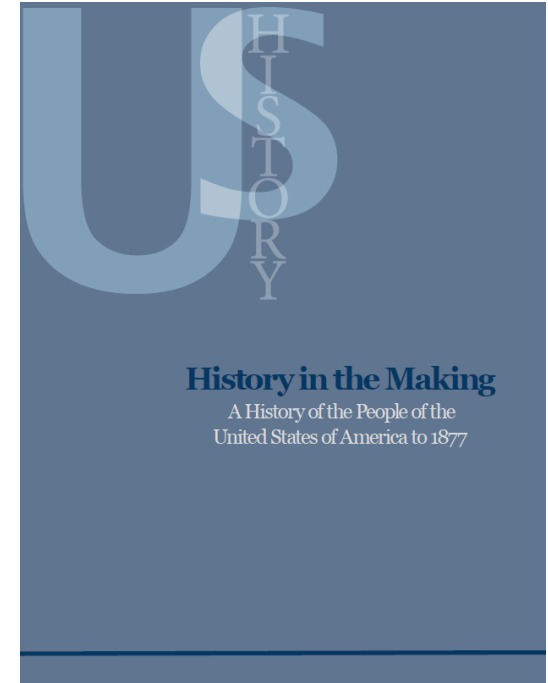
Scale: eCore Partnership

- USG college store partners
- Lowest price guarantees, rental programs, and more
- Data about cost savings as well as adoptions
- Software for comparison shopping, adoptions, marketplace



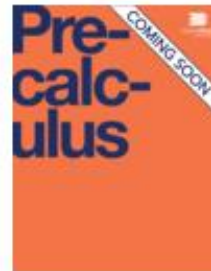
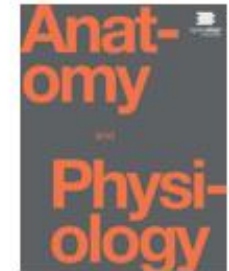
Photograph of McGregor Company bookstore, Athens, Clarke County, Georgia. Vanishing Georgia, Georgia Division of Archives and History, Office of Secretary of State. Digital Library of Georgia.

- Working with USG presses (UNG UGS, KSU) to leverage expertise, catalog, and infrastructure
- Peer review and editorial processes
- Hosting and distribution models
- Adoption/licensing of existing materials in catalog
- Original Open Textbook production model developed with **USG U.S. History I Textbook**



**History in the Making:
A History of the People
of the United States of
America to 1877**

Partner for Quality: USG University Presses



Partner for Quality:
OpenStax College of Rice University



Jeff Gallant

Affordable Learning
Georgia Visiting Program
Officer for Open
Educational Resources



Why Grants?

Adoption, adaptation, and creation take time. Textbook Transformation Grants allow for:

- Course releases or extra-workload compensation for faculty
- Assistance from instructional designers
- Support for training session travel



Why Grants?

External Project Impact

- Shared evaluations
- Sustainability measures
- Shared creations and adaptations
- Lessons learned
- RPG statistics
- Student savings

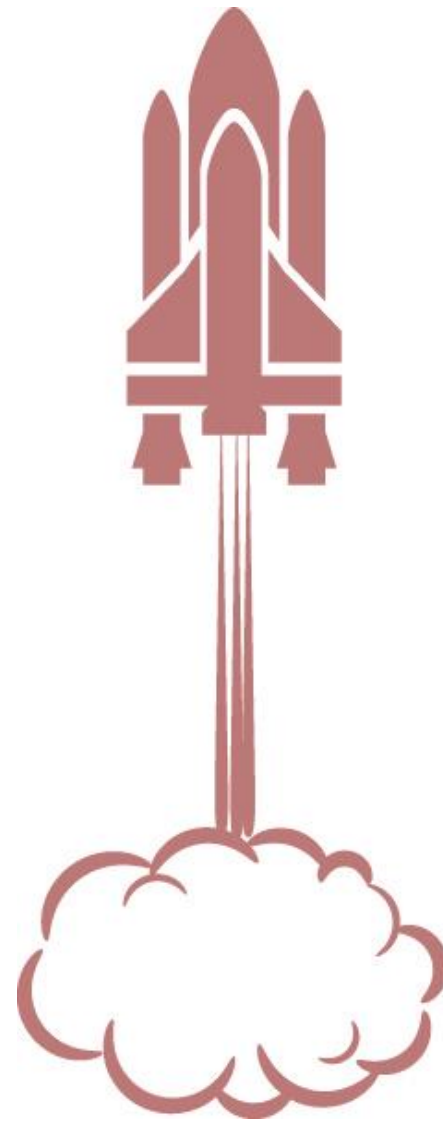


Why Grants?

RPG =
Retention
Progression
Graduation

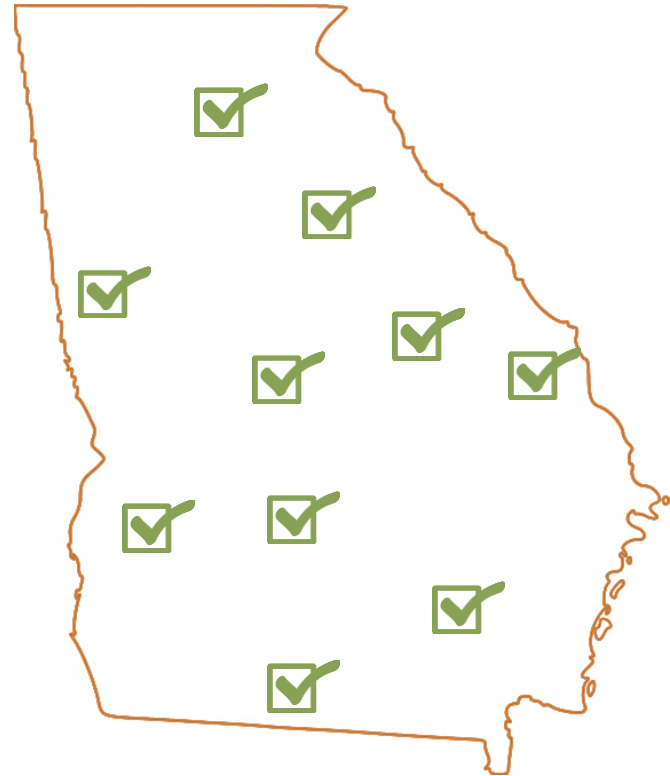
New formula funding model in FY16 for USG from General Assembly will take this into account.

All grant projects include RPG measurements such as GPA and DFW.



Retention, Progression, Graduation

- **48** proposals from **19** USG institutions
- **30** awarded
 - 7 State Colleges
 - 7 State Universities
 - 2 Comprehensive Universities
 - 3 Research Universities
- **64** participants



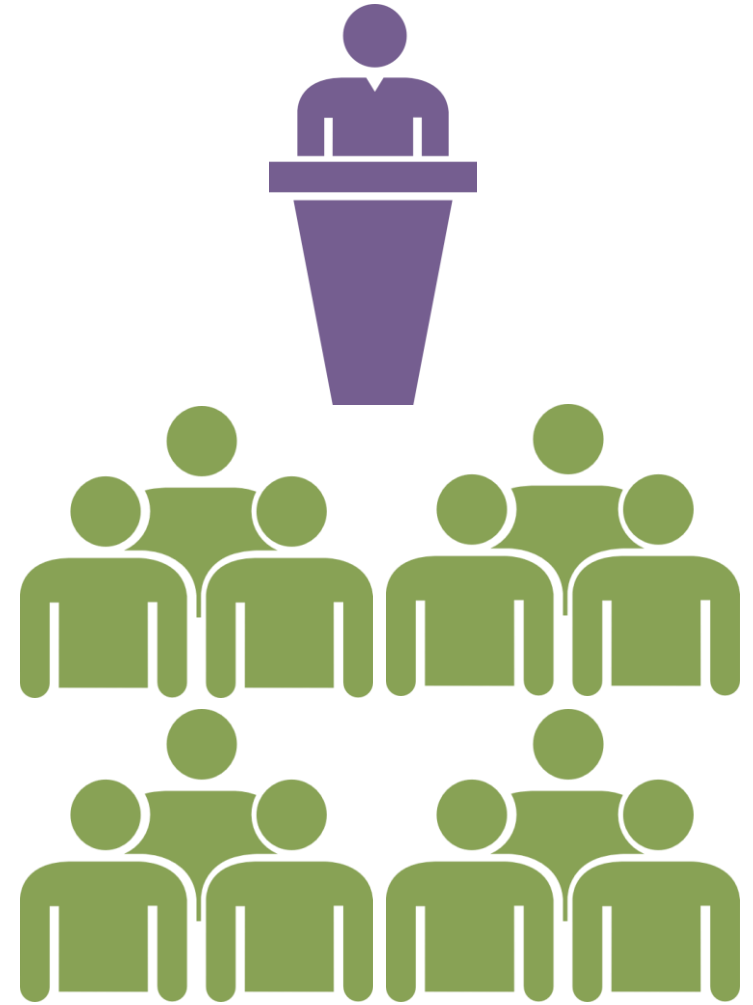
Round One Textbook Transformation Grants

- **\$314,590** awarded
- **\$2,206,138** in potential savings to students



Round One Textbook Transformation Grants

- **19** USG Top 50
Lower-Division
Courses addressed in
Round 1



Round One
Textbook Transformation Grants



All Round One
Grantees
Listed with
Links to
Proposals on
ALG Website

Institution	Grantees	Course Number(s)	Grant Amount	Proposal Link
Albany State University	Anthony Cooper & La'Quata Sumter	BIOL 2411	\$10,800	Proposal Link
Albany State University	Dr. Arun Saha & Dr. Liqiu Zheng	PHYS 1112	\$10,800	Proposal Link
Armstrong State University	Dr. Jared Schlieper & Michael Tiemeyer	MATH 1161, 2072, 2083	\$10,800	Proposal Link
Columbus State University	Dr. Susan Hrach & Mr. Japheth Koech	ENGL 2111	\$10,800	Proposal Link
Columbus State University	Amy Sandy & Elizabeth Klar	BIOL 1215	\$10,800	Proposal Link
Dalton State College	Molly Zhou & David Brown	EDUC 2130	\$10,800	Proposal Link
Dalton State College	Dr. Marina Smitherman & Dr. Chuck Fink	BIOL 2212, 2213	\$10,800	Proposal Link
East Georgia State College	Tori Kearns & Deborah Lee	PSYC 1101	\$5,590	Proposal Link

www.affordablelearninggeorgia.org/about/textbook_transformation_grants/

Grantees and Projects

Round 2 proposal reviews are underway.

This round includes a new category, **Transformations-at-Scale.**



Round Two Textbook Transformation Grants



openstax™
COLLEGE



Nicole Finkbeiner

Associate Director
Institutional Relations

Peer-reviewed, quality OER

Foundation Support



Meeting the OER Challenge



Ease of Use

- Make it **EASY to find and use the materials**

Free is not Enough

- Establish development models to ensure quality

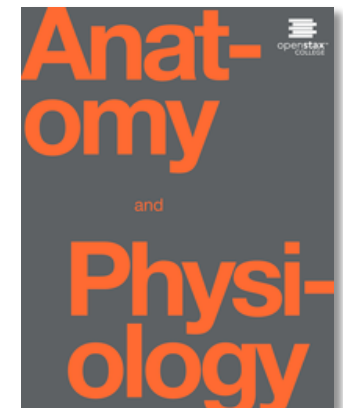
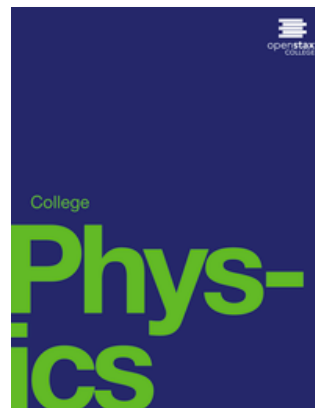
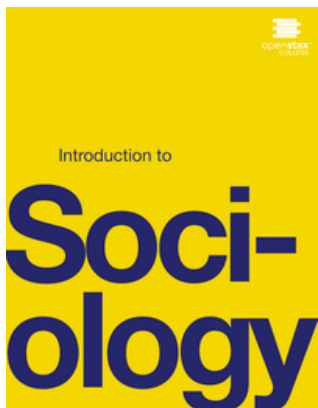
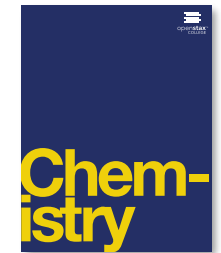
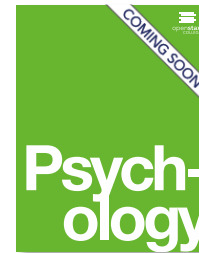
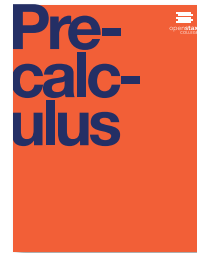
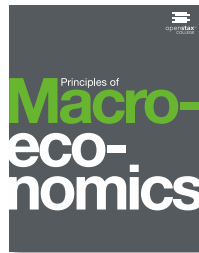
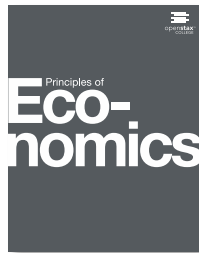
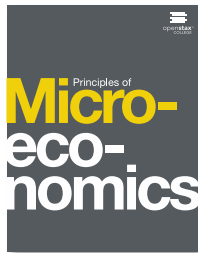
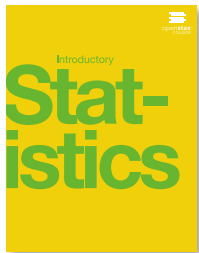
Scope and Sequence

- Develop resources to support existing curricula

Essential Learning Resources

- Partner with groups that can enhance content

Our books thus far



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- Central New Mexico Community College
- State University of New York

\$30 million
saved!



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\$196,000 saved
through ALG
grants



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\$1.1 million
saved at USG



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82%

Took the course to save
money on textbooks

BIOL 1010 entrance survey
Molly Smith and Sarah Selby
South Georgia State College
Fall 2014

100%

Were highly satisfied with ease of access, cost, design of graphics, length of chapters, summaries, and review questions

82%

Use of an electronic textbook
increased their interest in
biology

BIOL 1010 exit survey
Molly Smith and Sarah Selby
South Georgia State College
Fall 2014

100%

Would consider taking future courses with electronic materials and/or recommend a friend do so



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RICE

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Questions?