# The Future of the Textbook is Alive and Well

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Agenda

- OpenStax Overview
- Content, in any format, is alive and well
- Future of the textbook: A new distributed model
- "No on OER" Questions

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OpenStax overview: limitations of the OER 1.0 model

- Inconsistent quality standards

- Lack of coordination around a common core

- We make it very difficult for faculty to find "turn key" solutions

- Very few OER blended solutions

- Faculty tend to adapt after they adopt, not vice-versa

- Lack of cooperation with "For Profit" providers

- A sustainable reward structure for content producers

- Learning, not free must be the priority

A growing library
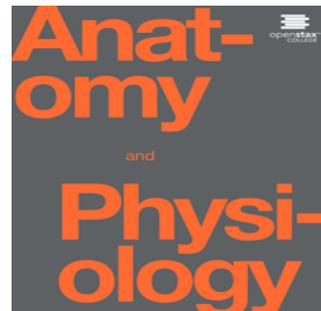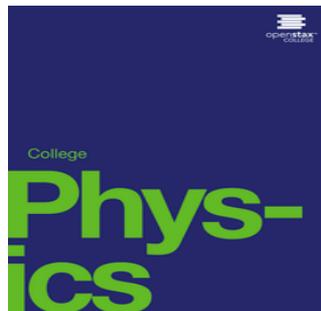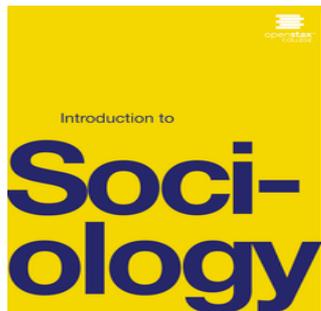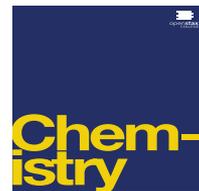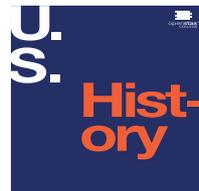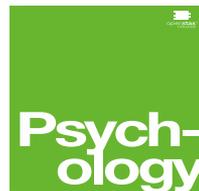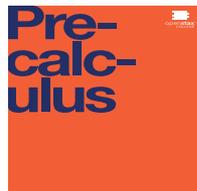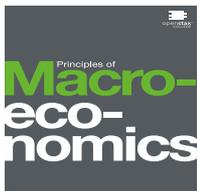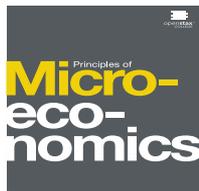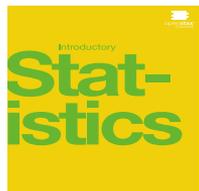
Mission driving growth

Metrics

Total Adoption:	1,099
Unique Schools:	875
Current Students:	173,525
Cumulative Student:	307,635
Total Downloads:	1,090,562
Total Unique Visitors:	5,597,637

$30.5 MILLION SAVED!

The future of the textbook: DOA?

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◻ **"Textbooks are dead. They're dinosaurs," said Brian Kibby, president of McGraw-Hill Higher Education." Ed Tech 10/2/14**

- We respectfully disagree, any format, anywhere, at any time. *Students learn differently*

- Technology can enable content and learning but high quality content is still required

- Data will be used to enhance content but content creation still *requires subject matter expertise of authors and publisher development*

Future of the textbook: DRM

Digital Rights Management:

X Limits access

Open Licenses:

✓ Unlimited Access (never expires)
✓ Unlimited printing/use across devices
✓ Encourages sharing on informal learning networks

Future of the textbook: Enhancing academic freedom

- Improves choice
- Adaptation
- No permission requirements

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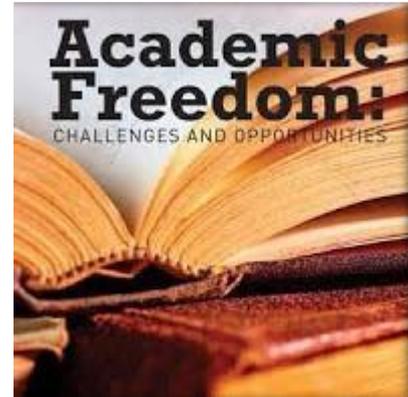
Future textbook: Reducing friction costs

- Going "digital" is expensive and not efficient

- Legacy production processes are not flexible

- $200 Free Comps

- Returns

Rapidly emerging economic model for textbooks
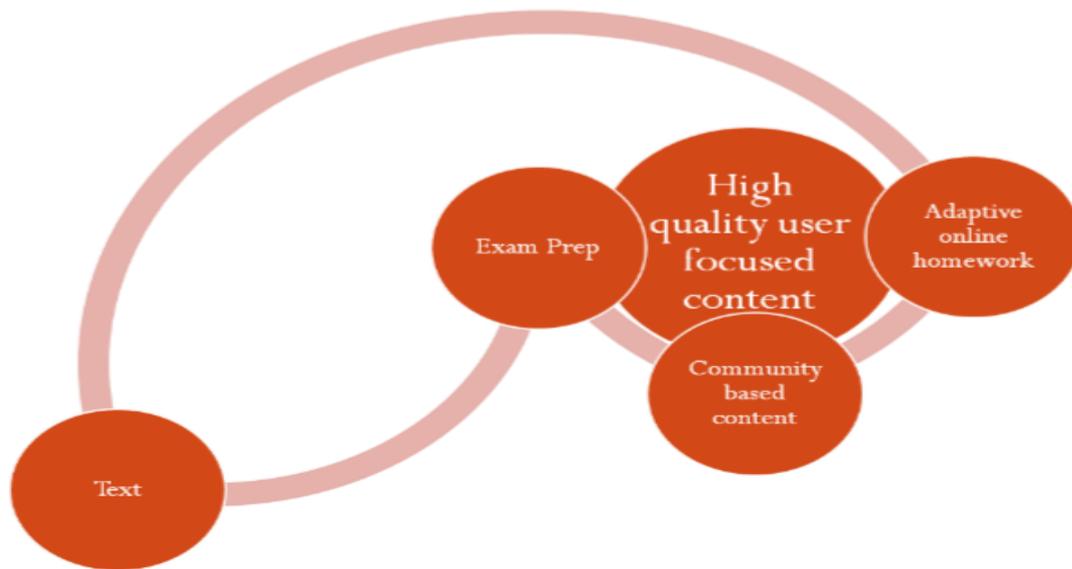
Emerging OER 2.0 Ecosystem

Discipline Communities

OER Producer

Publisher Subscription Services

Learning Outcome Development Standards

Academic Community

Legislative/ Community

OER Marketplace

Technology Service Provider

Students/PIRG

OER Producer
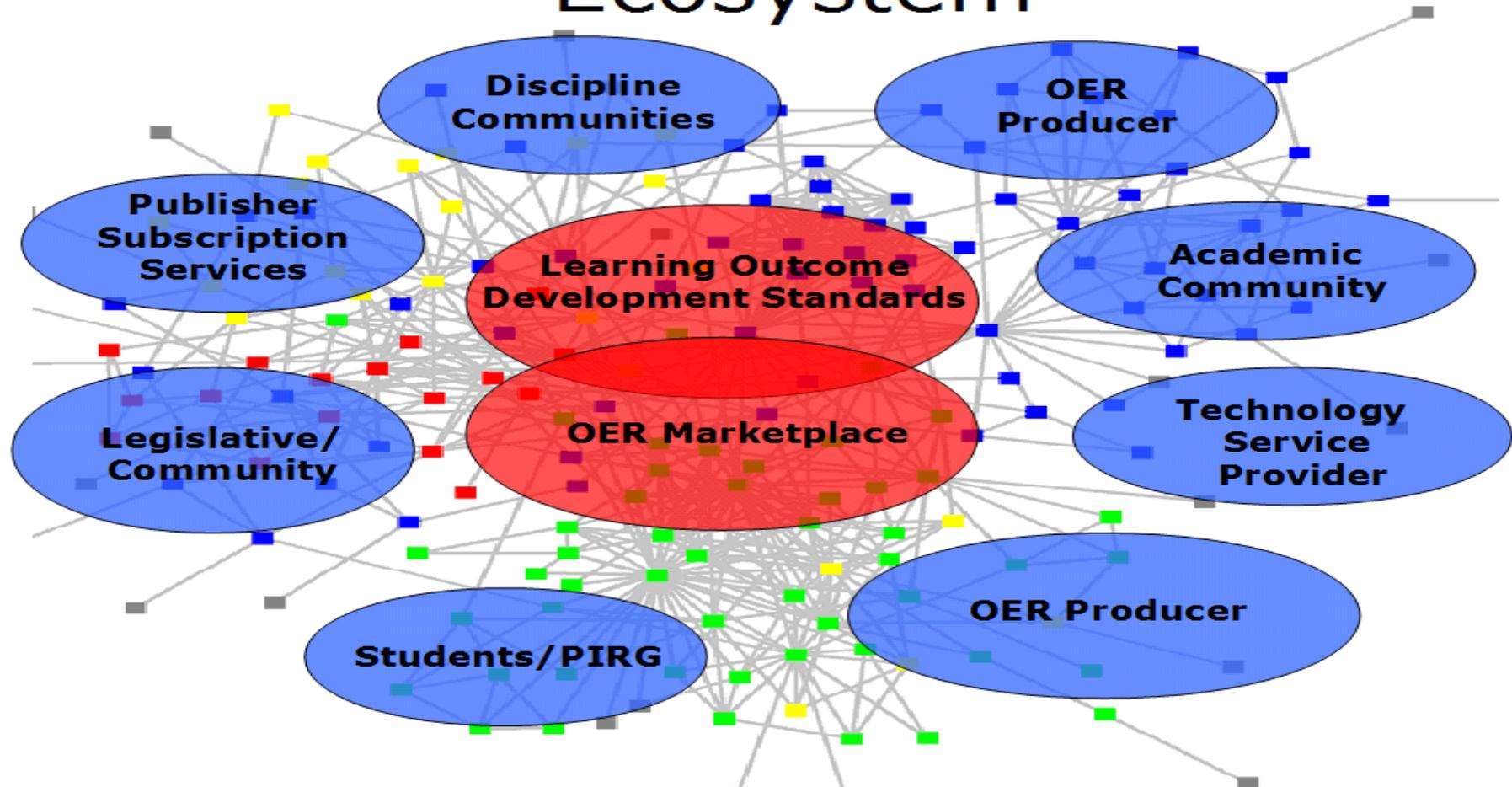
Future of the textbook: Ecosystem

Students

Faculty

Administrators

Future of the textbook considerations

1. How do we support academic research to shift away from hype to efficacy?

2. What are the strategies to enhance collaboration between non-profits, for profits, and public organizations?

3. How do we articulate the changing role of authors?

4. How do we continue to enhancing academic freedom?

Future lessons: Institutional drivers

- Rapidly growing institutional action
- Institutional Partnerships
  - SLCC
  - University System of Georgia
  - Central Community New Mexico
  - Auburn
  - University of Oklahoma
  - UMASS
- Libraries

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"No on OER" questions

1. What do I tell the Provost who is worried about lost bookstore revenue?

2. The publishers are lowering prices. Doesn't this eliminate the need for OER?

3. Why is OER free like a puppy?

4. The publishers are providing all types of technology, how does OER respond? How can that be free?

5. What is the most common objection you hear from faculty?

"No is my favorite word, it makes yes so much more enjoyable"-Anonymous

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Together We Can Build A Sustainable Future
First they ignore you, then they laugh at you, then they fight you, then you win.
Mohandas Gandhi