A Proof of Concept Initiative: the Internet2/EDUCAUSE Etextbook Pilots

The Future of the Textbook, a 24.5 Hour Invitational Symposium , Affordable Learning Georgia

December 12, 2014

Monica Metz-Wiseman, Coordinator of Electronic Collections
University of South Florida Libraries

Who we are

- Comprehensive, public research university
- Focused on student access/success & research

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Our students and textbook affordability

- 41% of USF students - Pell grant recipients
- Average student debt: >$25,000*
- 25% of expenses = textbooks

*The Project on Student Debt

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Student Success with limited access to textbooks?

- 59% of USF students do not purchase textbooks due to cost, 20% frequently*
- What is the impact on teaching and learning?

*2012 Florida Student Textbook Survey

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Who else is paying attention to textbook affordability?

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Spend Less on Textbooks

A service of the **USF Tampa Library**, the Textbook Affordability Project (TAP) helps counter the rising cost of an education by connecting students and faculty with alternatives to full-price textbooks.

Read Stories

Students

- Learn About the Internet2/EDUCAUSE eTextbook Pilot
- Take Advantage of the Textbook Comparison Search Engine
- Buy at the Best Price
- Rent a Textbook
- Trade & Swap with Others
- Use Textbook Reserves at the USF Library (Fall Updates Coming Soon!)
- Discover Free (Open Access) Textbooks

Faculty

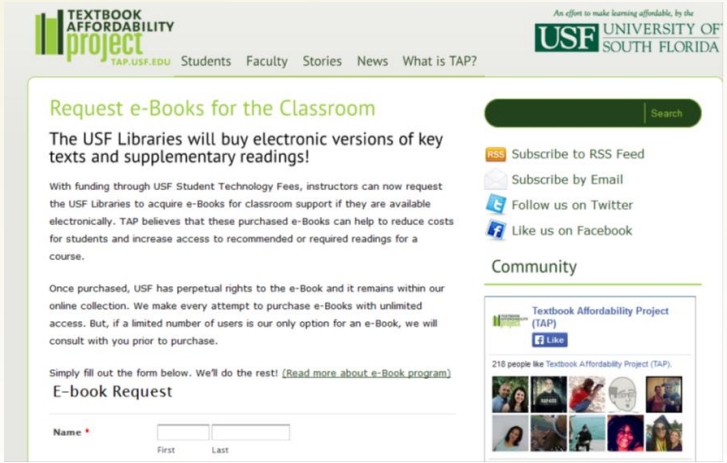
- Review the Internet2/EDUCAUSE eTextbook Pilot
- Lead the Way with alternatives to costly textbooks
- Request e-Books for the Classroom
- Discover Open Access Textbooks
- Use Course Reserves at the USF Library
- Review Results of the Faculty Survey

Recent News

- Two USF Instructors Test Their Courses and Textbooks Online for Free
- A Recent Report Examines the Feedback from Spring 2012's Internet2 eTextbook Pilot
- Amazon Launches a Textbook Rental Program
- Results of a Textbook.com Survey About College Textbook Buying Habits
- UC Berkeley Joins edX Project

Textbook Affordability at USF

- Ebooks in the Classroom
- Robust online course reserve
- Print textbooks on reserve



Copyright Clearance Center

ares automating reserves

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Internet2/EDUCAUSE Etextbook Pilots

Purpose - to explore new methods of access to online course content.

Based on three new concepts:

1. Replace print textbooks.
2. Access to materials is obtained through an institutional site license instead of individual student purchase.
3. The method of access is publisher and platform independent.

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Overview of pilots

- Initially one publisher, McGraw-Hill
- Payment of flat fee based on tiers
- Textbook was provided at no cost to students/faculty
- Etextbook platform, Courseload
- Three pilots
  - Fall, 2012
  - Spring, 2013
  - Fall, 2013

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I2/EDUCAUSE Etextbook Pilot Participating Colleges & Universities

Some of 28 participating schools in the fall, 2012 pilot:

- Baylor University
- Cal State Polytechnic University, Pomona
- Colorado State University
- Cornell University
- Dartmouth College
- Miami University
- Michigan State University
- University of California, Berkeley
- University of Colorado
- University of South Florida
- University of Virginia
- University of Wisconsin, Madison
- Virginia Tech

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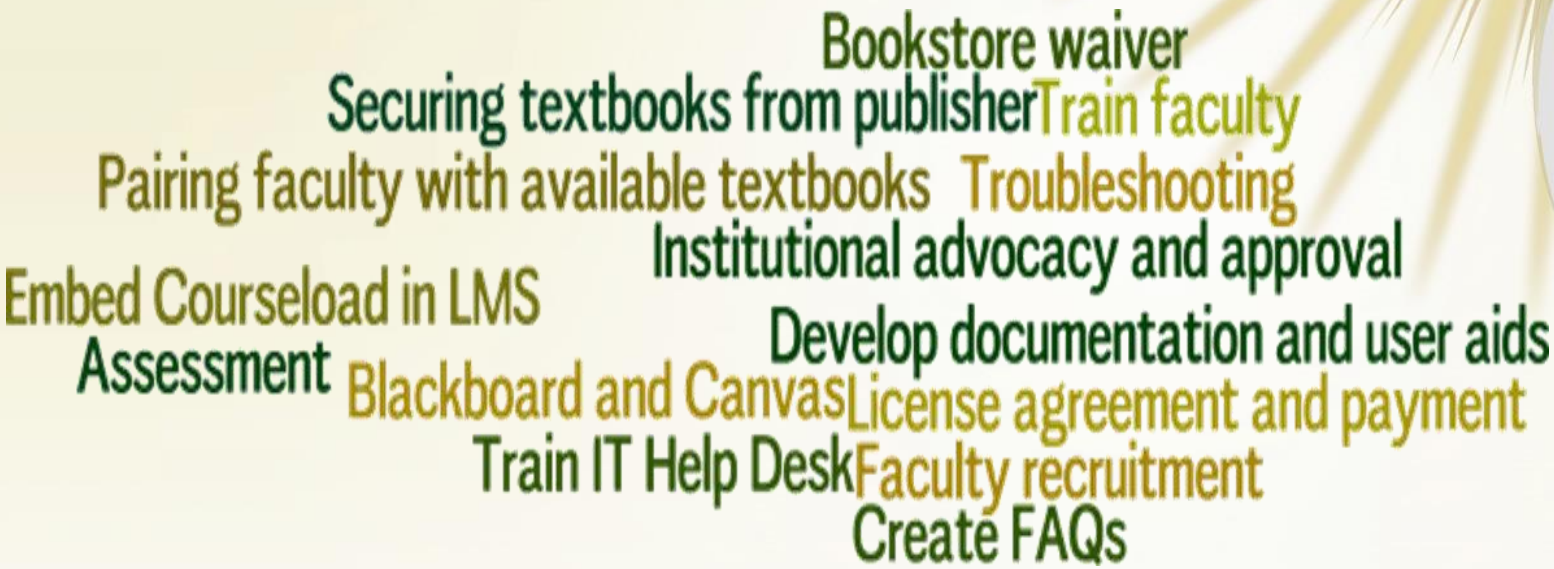
What was involved?



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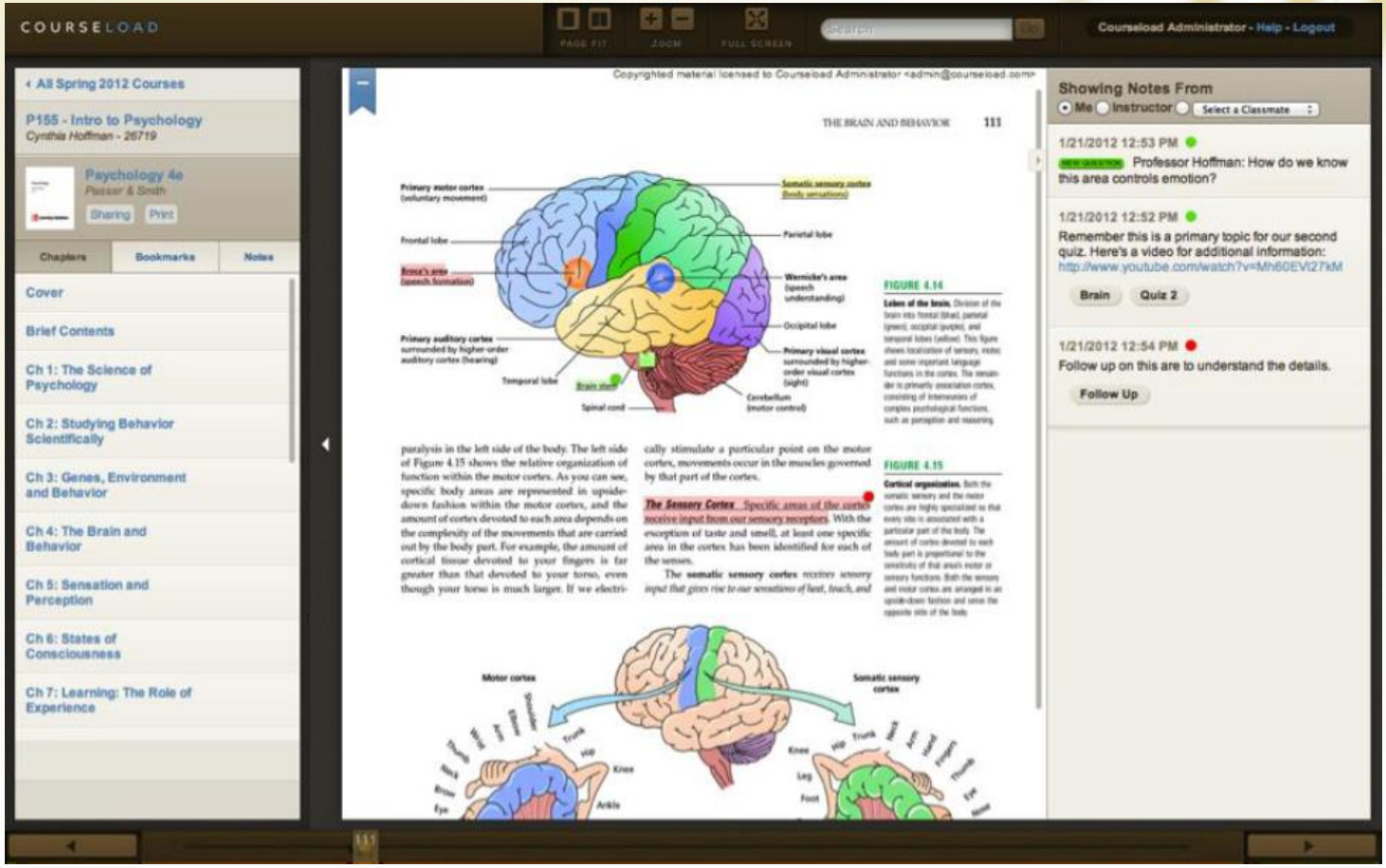
Courseload

Content is made accessible through Blackboard/Canvas and can be used on any PC, laptop, IPad, tablet, or Smartphone.



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Open Access Textbook: ENC 1101

- Pilots allowed open access, locally authored content
- Only USF and Cornell tested this concept in the fall pilot

FIRST-YEAR COMPOSITION @ USF

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ENC 1101 Etextbook

COURSELOAD

FULL SCREEN ZOOM Search Go Monica Metz-Wiseman - Help - Logout

All Fall 2012 Courses

Test Course
100

Network, Collaborate, Compose
Edited by Jennifer Yirinec
Checkout Sharing Print

Chapters Bookmarks Notes

- Cover
- Contents
- Introduction
- Information Literacy
- Digital Literacy
- Visual Literacy
- Writing Process
- Invention: Writing from Experience
- Project I: Research as Entering into a Conversation
- Project II: Remediation
- Project III: The Thesis--Driven Essay
- Feedback and Revision
- Peer Review

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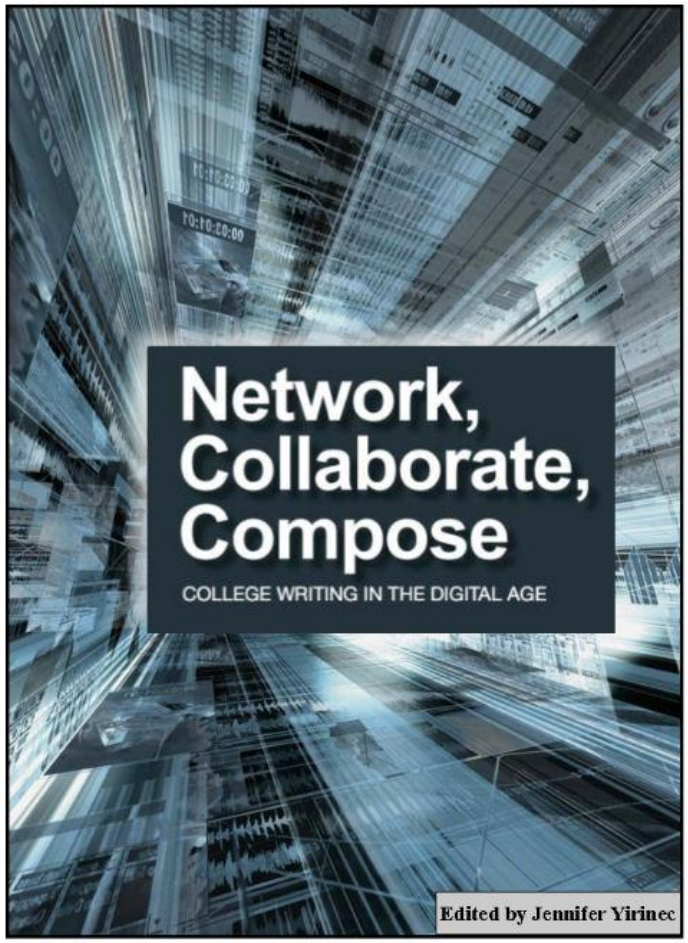
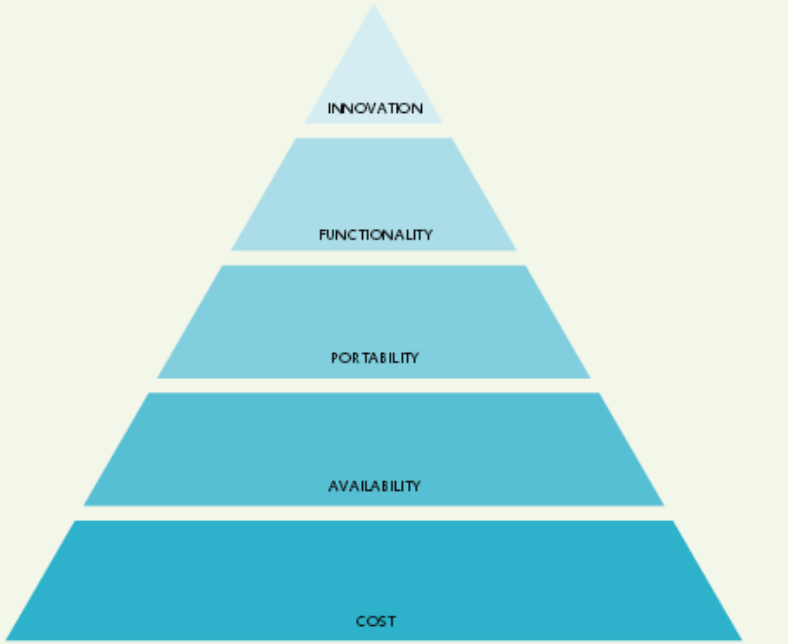


Showing Notes From
Me Instructor Select a Classmate

EDUCAUSE CENTER FOR ANALYSIS AND RESEARCH

Understanding What Higher Education Needs from E-Textbooks: An EDUCAUSE/Internet2 Pilot



EDUCAUSE

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Pilot Assessment, Three Instruments

Assess effectiveness of etextbooks and type of delivery across a wide variety of subject areas.

Factors to review included:

- Faculty acceptance
- Student satisfaction
- Ease of Use
- Student cost benefits
- Student engagement
- Learning outcomes

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Composite data - USF

Fall 2012:

Number of Students: 1433
Number of Faculty: 15
Total Courses: 13
Total Cost Benefit: $206,736.00

Spring 2013:

Number of Students: 1,566
Number of Faculty: 19
Total Cost Benefit: $232,736.24

Fall 2013:

Number of Students: 380
Number of Faculty: 7
Total Cost Benefit: $24,237.95

ENC1101, Fall 2012:

Number of Students: 1272
Number of Faculty: 67
Previous print textbook cost: $59.00
Total Cost Benefit: $75,048.00

ENC1101, Spring 2013:

Number of Students: 228
Number of Faculty: 7
Total Cost Benefit: $15,162.00

Totals, 2012-13

Number of Students: 4849
Number of Faculty: 115

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Student Assessment Results – USF, I

- 61% had no previous experience with etextbooks
- 67% preferred to buy a print textbook over an etextbook before the pilot
- 82% did not purchase a print copy of the etextbook for the pilot
- 55% reported no change in their reading strategies with the etextbook

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Student Assessment Results-USF, II

- 68% read the same amount of content or more with the etextbook
- 75% felt their study time was more effective and efficient with the etextbook features
- 76% reported the etextbook helped them to better understand ideas and concepts in their course

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Student Assessment Results-USF, IIL

- 73% felt more engaged with the course content by using the etextbook
- 80% reported greater flexibility to learn the way they wanted with the etextbook
- 76% reported the etextbook allowed them to better organize and structure their learning
- 60% did not see an increase in interaction or collaboration with their classmates

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Student Assessment Results-USF/IV

- 52% did not see an increase in interaction with their professor
- 64% reported that they would be open to purchasing an etextbook in the future
- 75% were open to the idea to a mandatory etextbook fee, if USF's fee was substantially lower than the etextbook cost

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What we learned from USF faculty, I

- Motivation for participation: costs savings
- Limited experience with etextbooks
- Most attended training sessions
- Most did not alter their teaching

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What we learned from USF faculty, II

- About half of the faculty felt that their students were more engaged
- Etextbooks enhance student learning and participation in classroom
- Most did not encourage students to use the annotation and highlight sharing features

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What we learned from USF faculty, III

- Uncertainty for the future of etextbooks at USF stifled investment of time and work
- 50% supported a mandatory course fee to reduce etextbooks costs
- 50% wanted students to maintain choice
- Overall satisfaction with etextbooks and they wanted to continue using etextbooks

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Related initiatives

- State-wide etextbook committee formed
  - Included colleges and universities
- Internet2 group was formed for a production level initiative that included USF
  - Developed extensive set of requirements
  - Met with major textbook publishers

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100% Sell Through vs. Student Choice

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What is our current status?

- Internet2 and state-wide group on hiatus
- Continuing established textbook affordability programs, minus Copyright Clearance Center license, but added funded positions
- Still exploring how to fund etextbooks through a student fee with Provost as advocate

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Taking a path of the University of Florida?

- Use of materials and supply fees
- Focus on courses using web based learning and assessment features
- Year long access to etextbook and online learning features
- 100% sell through
- No common etextbook platform

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Current Status: Open Access Textbook Initiative at USF

- Focus on online courses
- College of Education, Associate Professor, Literary Studies
- Children's Literature etextbook for non-majors
- $25,000 budget—release time, travel
- Replacing a $100 textbook

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One Day?

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Questions?

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