



**Reimagining the Textbook:
Creating and Using New E- and Open Formats
February 19, 2016, 9:00am-4:00pm**

9:00am-9:45am

Registration, coffee, and croissants

9:45am-10:00am

Opening Remarks

10:00am-10:45am

Affordable Teaching and Learning: Redefining What's Possible

Erin Walker, Affordable Learning Georgia Consultant

10:45am-11:30am

Faculty Digital Publishing Program

Ashley Miller, Ohio State University Office of Distance Education and eLearning

11:30am-12:00pm

Break, Get Lunch, and Return to Room 212 or Focus Group

12:00pm-1:00pm

A) Lunch Panel: We Did It: ALG Grantees Discuss their eBooks

Molly Smith and Sarah Selby from South Georgia State College; Tamara Powell, Tiffani Reardon, and Jonathan Arnett from Kennesaw State University

B) Focus Group: OER Awareness on Your Campus

Facilitated by Erin Walker

1:00pm-1:45pm

Open Textbooks and Interactive Platforms: A Pilot Project to Author the U.S. History I Textbook with SmartBook

Sarah Mergel, Dalton State College, and Matt Haldeman, McGraw-Hill Education

1:45pm-2:00pm
Short Break

2:00pm-2:45pm

A) University Presses and Support for Open Textbook and eBook Publishing

Bonnie Robinson, University of North Georgia Press

B) Focus Group: OER Awareness on Your Campus

Facilitated by Erin Walker

2:45pm-3:00pm

Short Break with Coffee and Cookies

3:00pm-3:45pm

Tools for Faculty eBook Publishing

Ashley Miller

3:45pm-4:00pm

Wrap-Up with Affordable Learning Georgia

Featured Speakers

Erin Walker

Erin Walker is a learning technology consultant, with more than 10 years of experience leading national education technology initiatives. She has worked for both Pearson Education and McGraw-Hill Education, leading the sales and marketing strategy for core digital solutions. Erin taught middle school for Duval County Public Schools for 3 years and continues to teach marketing and business courses as an adjunct instructor for both online and face-to-face formats for the State University of New York (SUNY) and the Fashion Institute of Technology in New York City.

Erin is passionate about the potential impact that digital and adaptive technologies can have on student retention and outcomes, and has gained unique expertise in assisting faculty and administrators across the country in selecting and implementing digital resources in the classroom in traditional, hybrid, and online environments.

Ashley Miller

Ashley Miller is a Program Manager for Affordability and Access with Ohio State's Office of Distance Education and eLearning. She heads up the Affordable Learning Exchange for ODEE and partners across the university to award grants to faculty who wish to move away from conventional textbooks in favor of low-cost and Open Educational Resources.

Ashley also facilitates [Book Launch](#), a digital publishing initiative that works with faculty, staff and students across campus in cohorts to create interactive, mobile-ready texts for use in teaching, learning and research. She is passionate about transforming classroom learning experiences with technology and helping to make higher education more affordable for students at Ohio State and beyond.

Bonnie (B.J.) Robinson

Dr. Bonnie J. (B.J.) Robinson is the Director of the University of North Georgia Press (UNGP), an extension of the University of North Georgia and a partner of Affordable Learning Georgia in providing new USG open textbooks. The first USG Open Textbook, *History in the Making*, was specifically designed for the Top 50 course HIST 2111, Survey of US History I, and was produced in a partnership between the USG and the UNGP.

In partnership with eCore and ALG, UNGP is currently developing OER for World History I, American Literature II, World Literature I, Art Appreciation, Music Appreciation, and Geology I. This partnership will produce up to five more open textbooks to be released in 2017-2018. Also, UNGP has leased three of its print textbooks to ALG: Composition I, American Government, and Macroeconomics.

Dr. Robinson is a well-known speaker on the topic of university press publishing and the creation of open textbooks, and she was featured in Affordable Learning Georgia's Celebrate Open USG 2015 event.

Sarah Mergel

Sarah Katherine Mergel, an associate professor of history at Dalton State College, received her B.A. from Boston College and her M.A. and Ph.D. from The George Washington University. She specializes in American political, intellectual, and diplomatic history since the end of the Civil War teaching both face-to-face and online classes.

Sarah co-authored History in the Making, a USG sponsored project to create an open textbook, and she served as the content expert for a project to pilot the use of McGraw-Hill's adaptive learning technology with an OER. Sarah also works with DSC's First Year Program, and she co-authored Dalton State Transitions, an OER used in all first year seminars at the college.

Matt Haldeman

Matt Haldeman is a former Teach for America corps member, and has been a public school teacher in Washington DC, the Bronx, and a small village in Africa. Prior to arriving at McGraw-Hill Education, he was a Principal at the Parthenon Group, working within their education practice. He is currently Vice President of Customer Success at McGraw-Hill Education, and is a graduate of Williams College, Harvard Business School, and Harvard's Graduate School of Education.

Matt is the primary/contributing author of several books, including The New Teacher's Guide to Success and Education Reform for the Digital Era and has written on education for publications including the Washington Post and Harvard Business Review.

Molly Smith

Dr. Molly Smith graduated from Mercer University with a B.S. in Biology and received a Ph.D. in Microbiology from Clemson University. She has taught in the University System of Georgia for the past twenty-five years, and is engaged in the topic of innovative pedagogy.

Sara Selby

Sara Selby earned a BA and MA in English and completed additional graduate studies at the University of Mississippi. She has held faculty and administrative positions in the University System of Georgia for twenty-four years.

Tamara Powell

Dr. Tamara Powell is the Affordable Learning Georgia Champion for Kennesaw State University and part of the team creating an open technical communication textbook with an Affordable Learning Georgia Textbook Transformation Grant. The project will save KSU students an estimated \$55,000 in the first year.

Dr. Powell earned her Ph.D. in contemporary African American literature from Bowling Green State University, and she was the developer and director of the Electronic Graduate Certificate in Technical Writing and Communication at Louisiana Tech University before coming to Kennesaw State in 2009.

Tiffani Reardon

Tiffani Reardon is an instructional designer at Kennesaw State University. She has a Bachelor of Arts in English from KSU and is currently working toward a Master of Science in Instructional Design and Technology from Georgia State University. Ms. Reardon's research interests include instructional design and technology, technical writing, online learning, web design, and foreign languages.

Tiffani also works as a freelance web designer under the name eTiff Designs out of her home in Acworth, Ga.

Jonathan Arnett

Jonathan Arnett is an Assistant Professor of English at Kennesaw State University. He holds a Ph.D. in Technical Communication & Rhetoric from Texas Tech University and teaches in the KSU Professional Writing program.