



TELLING THE OER STORY WITH VIDEOS

Affordable Learning Georgia and its partner organizations have created helpful videos of internationally-recognized speakers, USG faculty, staff, and students, and more. This handout provides some suggestions for how to use these videos effectively in your campus awareness efforts.

INTRODUCTORY TOPIC 1: WHY ALG?

Introduction: [What Can You Do with 1,440,000,000? \[1:54\]](#)

Explains the goals of Affordable Learning Georgia in under two minutes.

[Affordable Learning Georgia: Houston Davis \[15:15\]](#)

A virtual presentation from Dr. Houston Davis, Executive Vice Chancellor and Chief Academic Officer for the USG, on the importance of Affordable Learning Georgia.

Longer Video: [Celebrate Open USG 2015 \[1:09:38\]](#)

This recorded webinar celebrates many USG projects and future plans in open and affordable course materials implementation, featuring Dr. Davis, instructional faculty, instructional designers, librarians, and OER authors and publishers.

INTRODUCTORY TOPIC 2: WHY TRANSFORM YOUR TEXTBOOKS?

Introduction: [Affordable Learning Georgia: Savannah State University \[3:47\]](#)

Explores a first year experience department-wide textbook transformation at Savannah State University with faculty and student interviews.

[Affordable Learning Georgia: Georgia College and State University \[3:15\]](#)

Explores a nursing textbook transformation with Professor Jeanne Sewell, author of an open nursing informatics textbook and a MERLOT editor.

IN-DEPTH TOPIC 1: THE IMPACT OF NO-COST COURSE MATERIALS

Introduction: [OpenStax College: What Is the Impact of a Free Book? \[1:32\]](#)

Introductory animated video to OpenStax College, quickly highlighting the impact on student costs that an open or no-cost textbook can have.

[Dr. James Koch: Why are textbooks so expensive? \(2:57-19:38\)](#)

Dr. James Koch is Professor of Economics and President Emeritus of Old Dominion University. This set of excerpts from Dr. Koch's keynote speech at the USG Symposium on the Future of the Textbook examines the textbook market in-depth and explains why the price of textbooks has skyrocketed as compared to other products. Topics include:

2:57-5:24: Analysis of the textbook market

5:25-12:15: The textbook supply-side market

12:15-19:38: Changes in the textbook market and student purchasing

IN-DEPTH TOPIC 2: THE CASE FOR OPEN

Introduction: [Dr. David Wiley: Education is Sharing \(48:52-55:49\)](#)

Dr. David Wiley is the co-founder and Chief Academic Officer for Lumen Learning. This excerpt from his keynote speech at the USG Symposium on the Future of the Textbook explains how the non-rivalrous sharing of ideas and resources through the internet using open licenses benefits education in general.

[Dr. Cable Green: Definition and Importance of Open Educational Resources \(34:41-36:24\)](#)

Dr. Cable Green is the Director of Global Learning for Creative Commons. This excerpt from his keynote speech at the USG Symposium on the Future of the Textbook defines Open Educational Resources in-depth and explains why OER are so important to the future of education.

[Dr. David Harris: Why Open Licensing Improves the Textbook \(27:04-29:43\)](#)

Dr. David Harris is Editor-in-Chief at OpenStax College. This excerpt from his keynote speech at the USG Symposium on the Future of the Textbook outlines the benefits open licensing adds to a textbook beyond lowering the cost of access.

IN-DEPTH TOPIC 3: USING LIBRARY MATERIALS

[Affordable Learning Georgia Library Resources: Kennesaw State University \[3:25\]](#)

Includes institution-specific content on how to integrate library resources into a course. Works as a model for introducing library materials implementation.

[Substitute GALILEO Resources for Textbooks \[5:04\]](#)

Tutorial contains:

0:38-1:10 How to search for materials for a course

1:10-2:55 How to provide persistent links to library materials

2:56-4:11 How to add linked materials to a personal folder

IN-DEPTH TOPIC 4: STUDENT PERSPECTIVES ON AFFORDABLE LEARNING

Introduction: [USG Student Perspectives](#) (19:39-22:42)

Azell Francis, Elijah Maurice, and Kari Butler are Student Government Association Presidents of USG institutions. This set of excerpts from their keynote at the USG Symposium on the Future of the Textbook outlines student perspectives on Affordable Learning Georgia and the price of textbooks.

[David Ernst: Testimonials from UMN Students 1](#) (1:27:29-1:31:39)

[David Ernst: Testimonials from UMN Students 2](#) (1:37:27-1:38:59)

These two sets of excerpts from University of Minnesota students talking about the cost of textbooks were presented at the USG Symposium on the Future of the Textbook from David Ernst, CIO in the College of Education and Human Development at UMN.

[OpenStax College: Peggy Brickman, Textbook Hero \[3:55\]](#)

This video follows a major open textbook project at UGA, including interviews with Dr. Brickman and a number of UGA students.

EXAMPLE MODELS FOR VIDEO USE

1. FACULTY SENATE OR DEPARTMENTAL MEETING, 15 MINUTES

2 min. Introduction: [What Can You Do with 1,440,000,000?](#)

5-7 min. Presentation on ALG, OER, and library resources

4 min. Example Project: [Affordable Learning Georgia: Savannah State University](#)

Remaining: Q&A

2. BROWN BAG LUNCH SESSION, 45 MINUTES

2 min. Video Introduction: [What Can You Do with 1,440,000,000?](#)

10 min. Presentation on the cost of textbooks at your institution, effect on students

2 min. Video Introduction to OER: [Dr. Cable Green: Definition and Importance of Open Educational Resources](#)

8-9 min. Presentation on ALG and OER

3 min. [USG Student Perspectives](#)

5 min. Presentation on Using Your Institution's Library Resources as Course Materials

5 min. Video on Using GALILEO Resources: [Substitute GALILEO Resources for Textbooks](#)

4 min. Example Project: [Affordable Learning Georgia: Savannah State University](#)

Remaining: Q&A

3. AFFORDABLE COURSE MATERIALS WORKSHOP, 1 1/2 HOURS

2 min. Video Introduction: [What Can You Do with 1,440,000,000?](#)

10 min. Presentation on the cost of textbooks at your institution, effect on students

2 min. Video Introduction to OER: [Dr. Cable Green: Definition and Importance of Open Educational Resources](#)

10 min. Presentation on OER

3 min. Video on Open Textbooks: [Dr. David Harris: Why Open Licensing Improves the Textbook](#)

2 min. Video Example of Open Textbook Publisher: [OpenStax College: What Is the Impact of a Free Book?](#)

15 min. How to Find and Evaluate OER

10 min. Break

20 min. Exercise and Group Report: Find and Evaluate One OER

5 min. Presentation on Using Your Institution's Library Resources as Course Materials

5 min. Video on Using GALILEO Resources: [Substitute GALILEO Resources for Textbooks](#)

Remaining: Q&A