The Future of the Textbook

A 24.5 Hour Invitational Symposium

December 11-12, 2014
1:00 pm Thursday to 1:30 pm Friday
The University of Georgia Center
for Continuing Education

Presented by Affordable Learning Georgia
An initiative of the University System of Georgia
and GALILEO, Georgia's Virtual Library



On behalf of the University System and
Affordable Learning Georgia,
I welcome you to this
Symposium on the Future of the Textbook,
designed to foster awareness and
conversation around the challenges and
possibilities for the Textbook, with a capital

"T."

We are delighted to have in attendance representatives from all of our campuses, including the Affordable Learning Georgia Campus Champions and Library Coordinators; special guests from Academic Affairs and the Centers for Teaching and Learning; representatives from the Regents' Academic Committees; and especially, USG faculty and students.

We are fortunate to have a program that features national leaders in this arena. Equally gratifying is the participation of speakers from our own ranks: USG Student Government Association presidents; faculty working with and creating Open Educational Resources (OER); faculty creating new models for online learning; USG scholarly presses; USG bookstores; the Alternative Media Access Center; faculty using analytics accompanying their textbooks to improve student outcomes; and opportunities to share early accomplishments and to consider the future.

What is the future for the textbook? Will paper give way to electronic? Will the interactivity of learning materials achieve the sophistication of today's video games? What are the roles of OER and the commercial textbook publishers? These and similar questions surround the present challenges of college affordability and access for USG students, which must be addressed through new textbook approaches in order to help ensure their success. Our hope is that this unique professional development experience will help all of you foster awareness on your campuses about this important topic.

The USG Strategic Imperative Number One is "Academic Excellence and Degree Completion." With ever evolving technology, we have opportunities now to do things that we could only dream about a decade ago. At the same time, we have new goals for improving student retention, progression, and graduation (RPG). Our ability to be successful is linked to the future of the learning materials we will adopt. Thank you for joining us in this collective effort to visualize an affordable, accessible, and high-quality future for the textbook and beyond.

Sincerely,
Dr. Houston Davis
Executive Vice Chancellor and Chief Academic Officer
Board of Regents, University System of Georgia

Thursday, December 11, 2014			
12:00-1:00	Registration		
		Welcome and Introductions Merryll Penson, Executive Director, Library Services, Board of Regents, University System of Georgia	
1:00-2:00	Opening Plenary Part 1 <i>Masters Hall</i> Georgia Center	Keynote Address 1 An Economic Analysis of the Market for Textbooks: Current Conditions, New Developments, and Policy Options Dr. James Koch, Board of Visitors Professor of Economics and President Emeritus, Old Dominion University Turning the Page Author	
2:00-2:10	Opening Plenary Part 2 Masters Hall Georgia Center	USG Student Perspectives: SGA Presidents Kari Butler, College of Coastal Georgia Azell Francis, Georgia Southern University Elijah Maurice, Middle Georgia State College	
2:10-2:55	Opening Plenary Part 3 Masters Hall Georgia Center	Publisher Perspectives: Keynote Panel Stephen Laster, Chief Digital Officer, McGraw Hill Education David Harris, Editor in Chief, OpenStax College, Rice University	
2:55-3:15	Afternoon Break Pecan Tree Galleria		
3:15-4:00	Concurrent Session I: A Masters Hall	Creating and Sharing Open Educational Resources in the University System of Georgia (Repeats Friday) Marie Lasseter, Director, Academic Technologies, Board of Regents, University System of Georgia Christy Talley Smith, Director of Curriculum and Instruction, eCore, University of West Georgia	
	Concurrent Session I: B Room FG	Using Open Source Materials to Infuse Project-Based Learning Into General Education Courses (Repeats Friday) Peggy Brickman, Professor, University of Georgia Eddie Watson, Director, UGA Center for Teaching and Learning, UGA Montgomery Wolf, Professor, UGA	



	Concurrent Session I: C	New Roles for Bookstores Kathleen Hayes, Vice President of Sales, Verba R. Todd Smith, Director of Campus Store Services, The Loch Shop @ Clayton State University Derrick Turner, Director of College Services,
3:15-4:00	Room TU	Georgia Perimeter College
	Concurrent Session I: D Room VW	USG Precalculus Emporium—Applying Elements of a Successful, Affordable, and Accessible Learning Model to Online Instruction Kris Biesinger, Project Manager, University of Georgia Charles Kutal, Professor and Associate Dean, University of Georgia
4:00-4:15	Transition	
4:00-5:30	Hotel Check-in	
		A New Framework for Accessible Textbooks
	0	Christopher Lee, Director,
	Concurrent	AMAC Accessibility Solutions and Research Center
4:15-5:00	Session II: A Masters Hall	Robert Martinengo, Project Manager, AMAC Accessibility Solutions and Research Center
-7.10 0.00	mastere man	Discussion:
		Future Dimensions/Technology/Sustainability
	Concurrent	Cable Green,
	Session II: B	Creative Commons
	Room FG	Facilitator
	Concurrent	New Roles for Libraries/Special Collections Nicole Allen, Director of Open Education, SPARC
	Concurrent Session II: C	Toby Graham, University Librarian and Associate Provost,
	Room TU	University of Georgia
		California State University's
		Affordable Learning Solutions:
		What We've Learned and
		What We've Accomplished after 4 Years
	Concurrent	Gerry Hanley, Assistant Vice Chancellor, California State University, Office of the Chancellor
	Session II: D	Leslie Kennedy, Director, Affordable Learning Solutions,
	Room VW	California State University, Office of the Chancellor
5:30-5:45	Boarding Bus Outside Main/Hotel Entrance, on Carlton Street Transportation to UGA Special Collections Library	
6:00-7:00	Reception: Heavy Hors D'oeuvres Buffet and Cash Bar UGA Special Collections Library Banquet Hall	

Thursday

	Welcome and Introductions	
		Dr. Houston Davis
		Executive Vice Chancellor and Chief Academic Officer
		Board of Regents, University System of Georgia
	Evening	
	Program	Keynote Address 2
	UGA Special	Open Education:
	Collections	The Moral, Business & Policy Case for OER
	Library	Cable Green,
7:00 - 7:45	Auditorium	Creative Commons
		Reception: Dessert Buffet and Cash Bar
8:00 - 9:00	UGA Special Collections Library Banquet Hall	
		Boarding Bus to Return to
9:00	The Georgia Center for Continuing Education	

Friday 12/12/14	Friday, December 12, 2014		
12/12/17	Continental Breakfast Buffet		
7:30-8:30	Pecan Tree Galleria		
	Welcome and Introductions		
		Lauren Fancher, Director,	
		GALILEO Support Services and ALG	
	Morning		
	Plenary	Keynote Address 3	
	Masters Hall	Too Good Not To Be True:	
	Georgia	The Moral Imperative For OER	
8:30 - 9:30	Center	David Wiley, Lumen Learning	
	Morning Break		
9:30 - 10:00	Pecan Tree Galleria		
	Creating and Sharing Open Educational Resources		
		in the University System of Georgia	
		(Repeat of Thursday)	
		Marie Lasseter, Director, Academic Technologies,	
	Concurrent	Board of Regents, University System of Georgia	
	Session III: A	Christy Talley Smith, Director of Curriculum & Instruction,	
10:00 – 10:50	Masters Hall	eCore, University of West Georgia	
		Using Open Source Materials to Infuse Project-Based	
		Learning Into General Education Courses	
	(Repeat of Thursday)		
	0	Peggy Brickman, Professor, University of Georgia	
	Concurrent	Eddie Watson, Director,	
	Session III: B	UGA Center for Teaching and Learning, UGA	
	Room FG	Montgomery Wolf, Professor, UGA	

Thursday & Friday

10:00 – 10:50	Concurrent Session III: C Room TU Concurrent Session III: D Room VW	New Roles for University Presses Mick Gusinde-Duffy, Assistant Director for Acquisitions and Editor-in-Chief, University of Georgia Press B.J. Robinson, Professor of English and Director of the University Press of North Georgia, UNG Improving Student Learning Outcomes and the Efficacy of OER Kim Jones Davenport, Research and Product Analyst, OpenStax College, Rice University
10:50-11:00	Transition	
11:00 – 11:50	Concurrent Session IV: A Masters Hall	Affordability, Adaptability, and Quality: Affordable Learning Georgia and OpenStax College Lauren Fancher, ALG Nicole Finkbeiner, Associate Director, Institutional Relations, OpenStax College, Rice University Jeff Gallant, ALG
	Concurrent Session IV: B Room FG	Adaptive Learning plus Real Time Analytics = Successful Transformation: GPC's Work with McGraw Hill's ALEKS Andrea Hendricks, Department Chair, Online Math/CS, Georgia Perimeter College
	Concurrent Session IV: C Room TU	Three Internet2/EDUCAUSE eTextbook Pilots: One Participant's Implementation, Findings, Challenges, and Next Steps Monica Metz-Wiseman, Coordinator of Electronic Collections, University of South Florida
	Concurrent Session IV: D Room VW	The American Yawp: A Collaboratively Constructed Free and Online American History Textbook Angela Esco Elder, PhD Candidate, University of Georgia Ben Wright, Assistant Professor of History, Abraham Baldwin Agricultural College
11:50-12:00	Transition	
	Lunch <i>Magnolia</i>	Awards and Introductions Merryll Penson / Lauren Fancher Keynote Address 4 Open Textbooks: Overcoming Barriers, Realizing Opportunities David Ernst, University of Minnesota Wrap-Up
12:00 – 1:30	Ballroom	Merryll Penson



Featured Speakers

Dr. James Koch

Dr. James V. Koch is Board of Visitors Professor of Economics and President Emeritus at Old Dominion University. He served as President of the University of Montana (1986-1990) and Old Dominion University (1990-2001). Dr. Koch has published eleven books and 100 articles in refereed journals. His research has focused primarily upon applied microeconomics topics, including the economics of intercollegiate athletics, the economics of discrimination and affirmative action, TQM, the economics of education, and the economics of e-commerce. Lumina Foundation published his study of the textbook market, *Turning the Page*, in 2013.



David Harris

David Harris is Editor in Chief of Rice University's OpenStax College. A graduate of the University of Connecticut, Mr. Harris has worked extensively in higher education publishing. During his career, Mr. Harris has held a range of leadership positions allowing him to collaborate with the best authors, editorial groups, and media development teams in the industry. Prior to joining OpenStax nearly four years ago, Mr. Harris was the president of WebAssign, the largest independent online homework provider.



Stephen Laster

Stephen J. Laster is chief digital officer of Mc-Graw-Hill Education. He is responsible for creating and developing breakthrough student experiences and teaching and learning solutions. Prior to joining McGraw-Hill Education, he led Intelligent Solutions, LLC, while serving as the chief information and technology officer of the Harvard Business School. Mr. Laster holds a bachelor's degree from Bowdoin College and a MBA from the F.W. Olin Graduate School of Business at Babson College.





Dr. Cable Green

Dr. Cable Green is the Director of Global Learning for Creative Commons. Dr. Green works with the global open community to leverage open licensing, open content, open policies, and the affordances of digital things to significantly improve access to quality, affordable, education and research resources so everyone in the world can attain all the education they desire. His career is dedicated to increasing access to educational opportunity for everyone around the world.



Dr. David Wiley

Dr. David Wiley is Co-Founder and Chief Academic Officer of Lumen Learning, an organization dedicated to increasing student success and improving the affordability of education through the adoption of open educational resources by middle schools, high schools, community and state colleges, and universities. He is also currently a Shuttleworth Fellow, Education Fellow at Creative Commons, and adjunct faculty in Brigham Young University's graduate program in Instructional Psychology and Technology. More information is available at http://davidwiley.org.



Dr. David Ernst

Dr. David Ernst is graduate faculty and chief information officer in the College of Education and Human Development at the University of Minnesota, Twin Cities. Mr. Ernst is the Executive Director of the Open Textbook Network. This program works to help faculty and institutions overcome barriers to open textbook adoptions. Through this initiative, Mr. Ernst created and manages the Open Textbook Library (http://open.umn.edu) — a single source for faculty to find quality openly licensed textbooks.

Welcome to the Georgia Center's UGA Hotel and Conference Center

WHILE YOU ARE HERE

If you need assistance during your stay, please stop by the **UGA Hotel Front Desk**, or **Guest Services** (located at the Carlton Street Main Entrance).

DINING

- If meals are not included with your event, we invite you to enjoy one of the four on-site restaurants at the UGA Hotel:
- The Savannah Room offers a range of gourmet entrées, vegetarian and special selections, sustainable entrées, superb desserts and a full bar.
- Quick, and casual, the Courtyard Café offers hot lunch entrées, soup, sandwiches and salads.
- Need a coffee or sweet-tooth fix? Georgia Java proudly serves Starbucks® coffee as well as a full line of specialty drinks and baked goods.
- Unwind at the Dawg House Bar & Grill, offering a full bar and an extensive tavern menu.

BUSINESS CENTER

The **Business Center**, located across from Conference Room J, offers self-service workstations with computers and a printer. Open to all UGA Hotel and Conference Center guests, 7 a.m. to 7 p.m. UGA Hotel guests have 24-hour access with hotel room keycards.



INTERNET

Wireless Internet is available throughout the UGA Hotel and Conference Center. Join the wireless network SSID named "UGA." Launch a web browser on your device and attempt to navigate to a website. This should redirect you to our registration portal page. You may sign into the UGA wireless network using an existing Facebook, LinkedIn, or Google account, or with a UGA MyID account (for UGA employees and students). If you don't have one of these accounts, you can register using email or SMS text messaging.

EXERCISE FACILITIES

UGA's Ramsey Student Center for Physical Activities is available for your use as a conference participant or a guest of the UGA Hotel. Take your conference name badge or room keycard, a picture ID, and a towel. There is a small daily fee for usage.

OTHER HELPFUL INFORMATION

- To plan an event at the UGA Hotel and Conference Center, stop by our Sales Office in Suite 175 or call us at 706-542-2654.
- The **Lost and Found** service can be reached Monday-Friday from 9 a.m. to 4 p.m. at 706-542-6186.

RECYCLING AT THE UGA HOTEL

The UGA Hotel recycles paper, aluminum cans, and plastic bottles. Please use the recycling bins located in the public areas throughout the building for your recyclables.

PLEASE SEE THE FLOOR PLAN ON THE BACK OF THIS SHEET

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The University of Georgia is committed to principles of equal opportunity and affirmative action.

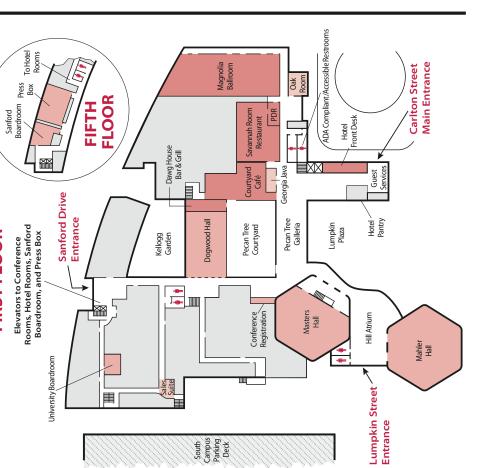




FIRST FLOOR







Restrooms

Elevators

Stairs

Affordable Learning Georgia's Virtual Library Georgia Is... GALILEO An Initiative of the University System of Georgia

An Initiative of the University System of Georgia and GALILEO, Georgia's Virtual Library

A one-stop service to help 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

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



www.galileo.usg.edu www.affordablelearninggeorgia.org

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Lumen Learning helps higher education and K-12 institutions use open educational resources effectively to eliminate textbook costs, broaden access to educational materials, and improve student success. They provide high quality open courseware, training and support for faculty members and academic leaders to help transition high-enrollment courses to open content, teach successful open courses and sustain the quality of these courses over time.

lumenlearning.com

Partners



OpenStax College offers students free textbooks that meet scope and sequence requirements for most courses. These are peer-reviewed texts written by professional content developers. Adopt a book today for a turnkey classroom solution or modify it to suit your teaching approach. Free online and low-cost in print,

OpenStax College books are built for today's student budgets.

openstaxcollege.org



CSU's Affordable Learning Solutions enables faculty to choose and provide more affordable, quality educational content for their students. CSU faculty and students have greater access to quality free and low-cost learning materials through a variety of ALS programs and partnerships.

als.csuprojects.org

1:00-2:00 Thursday

Keynote Address: Opening Plenary Part 1

Masters Hall

An Economic Analysis of the Market for Textbooks: Current Conditions, New Developments, and Policy Options

Dr. James Koch, Board of Visitors Professor of Economics and President Emeritus, Old Dominion University

Turning the Page Author

Dr. Koch will explain and analyze the economics of college textbook markets and talk about likely future developments.

2:00-2:10 Thursday

Opening Plenary Part 2

Masters Hall

USG Student Perspectives: SGA Presidents

Kari Butler, College of Coastal Georgia Azell Francis, Georgia Southern University Elijah Maurice, Middle Georgia State College

Students reflect on textbook expenses and the experiences of their fellow students as well as their own.

Kari Butler is a senior Public Affairs major at the College of Coastal Georgia. She serves as Student Body President and was the founding President of the Rotaract Club on campus. Ms. Butler was born in Clinton, MD and moved to Georgia at the age of 9. She has been in a variety of leadership positions including peer mentor, orientation leader, and student organization presidencies.

Azell Francis is a second year graduate student in the Masters of Science program in Applied Engineering with a concentration in Engineering Management. Originally from Trinidad and Tobago, she recently earned her Bachelors of Science in Mechanical Engineering with a double minor in Management and International Studies from Georgia Southern University. During her undergraduate career, she was in the University Honors Program and graduated Magna Cum Laude. Ms. Francis is currently Georgia Southern University's Student Government Association President, Assistant Advisor to the Georgia Southern Model United Nations Delegation, a Southern Ambassador and a Southern Leader.

Elijah Maurice is a senior majoring in business administration with a concentration in logistics management. He is from Miami, Florida and moved to Georgia at the age of 13. As SGA President of Middle Georgia State College. Mr. Maurice has partaken in many leadership positions on and off campus as an orientation leader, ambassador, and resident assistant supervisor. He currently serves on the board for strategic planning, rebuilding Macon, and the Greek life task force.

2:10-2:55 Thursday

Opening Plenary Part 3: Keynote Panel Masters Hall

Publisher Perspectives

Stephen Laster, Chief Digital Officer, McGraw Hill Education David Harris, Editor in Chief, OpenStax College, Rice University **Georgia Center**

McGraw-Hill's Digital Vision: Affordability and Improved Retention and Student Success. A learning technology company's perspective on affordable, innovative teaching and learning solutions that improve outcomes.

OpenStax College's Access Vision: Access. The Future of Education. OpenStax College is a nonprofit organization committed to improving student access to quality learning materials. Our free textbooks are developed and peer-reviewed by educators to ensure they are readable, accurate, and meet the scope and sequence requirements of your course. Through our partnerships with companies and foundations committed to reducing costs for students, OpenStax College is working to improve access to higher education for all.

3:15-4:00 Thursday

Concurrent Session I: A

Masters Hall

10:00 - 10:50 Friday

Concurrent Session III: A

Masters Hall

Creating and Sharing Open Educational Resources in the University System of Georgia

Marie Lasseter, Director, Academic Technologies, Board of Regents, University System of Georgia Christy Talley Smith, Director of Curriculum & Instruction, eCore, University of West Georgia

The Office of Faculty Development of the University System of Georgia has advocated for the use and creation of open educational resources for over a decade. Efforts included sharing of courses and learning objects derived from online course development projects developed for eCore (the USG core curriculum online), a learning object repository, and most recently, the development of a collaborative open textbook development model with eCore and the University Press of North Georgia, and the creation of an open textbook in US History. Currently, eCore has partnered with Affordable Learning Georgia to extend OER implementation to use open textbooks for all eCore courses. Early indicators suggest that open textbooks may lead to higher success rates and retention. Adopting open textbooks for an existing course means revising or

adapting the course as well. This session will discuss USG projects that have resulted in sharable OER, implementation strategies for adopting and adapting open textbooks and courses, current projects underway, and the future plans for implementing open textbooks in eCore courses.

Christy Talley Smith received her B.A. in French and International Economic Affairs at University of West Georgia in 1998. She also earned her T-4 Georgia Teaching Certificate in 1999 and graduated with her Master's Degree in Instructional Technology in 2004. Christy leads instructional support and coordinates the professional development of eCore faculty

Marie Lasseter is the Director of Academic Technologies with the Office of Faculty Development, Department of Faculty Affairs, at the University System of Georgia. She is an advocate for open education and has worked to design, develop, and share OER for over a decade. She works with faculty, instructional designers, administrators, librarians, and other academic professionals to advocate for and support OER implementation in the USG. Marie works with and supports the ALG project in a variety of roles. Marie has a doctorate in Adult Education and has worked with the USG for 20 years.

3:15-4:00 Thursday

Concurrent Session I: B
Room FG

10:00 - 10:50 Friday

Concurrent Session III: B
Room FG

Using Open Source Materials to Infuse Project-Based Learning Into General Education Courses

Peggy Brickman, Professor, University of Georgia Eddie Watson, Director, UGA Center for Teaching and Learning, University of Georgia

Montgomery Wolf, Professor, University of Georgia

The University of Georgia has engaged significantly in the adoption of open education resources and has coupled the course redesign required of such adoption with rethinking the organization and pedagogy of these courses. This panel discussion will highlight two cases at UGA where success was achieved at scale. In the Brickman project, open source course materials were used to provide background content information and the Desire2Learn platform was modified to deliver activities that prompt students to be investigating authentic issues in science. Innovations in technology, particularly with the internet, mobile devices, and communication blogs have created unique opportunities not only for students to interact with information but also to communicate to other students as well. In the Wolf Project, the integration of flipped pedagogical approaches is combined with Open Educational Resources and primary source materials. These changes will result in something of a signature course for UGA, utilizing what is known about how students learn while providing cost savings to everyone enrolled. Those who attend will engage with the faculty who made

these changes in their courses. Topics to be discussed include the processes employed, savings achieved, student perceptions of OERs, and the new pedagogies enabled by OER course redesign. An honest assessment of the challenges and possibilities of OER adoption will be provided. Q&A will be a hallmark of this session.

Peggy Brickman is a Josiah Meigs Distinguished Teaching Professor in Plant Biology in the Division of Biological Sciences at the University of Georgia. She specializes in instruction of general education introductory biology courses usually in large sections with over 300 students each. She has received NSF funding and has been recognized with the 2008 Georgia State Regents Award for the Scholarship of Teaching and Learning. Her research questions include developing methods to measure gains in achievement and motivation to learn science in general education courses and how to prepare and mentor faculty. Brickman has served as a National Academies Fellow in the Life Sciences in 2004 and continues to mentor graduate students, post-doctoral fellows and faculty as a National Academies Speaker and Facilitator.

Eddie Watson is the Director of the Center for Teaching and Learning at the University of Georgia where he leads university efforts associated with faculty development, TA development, learning technologies, media and production services, classroom support and learning spaces, and the Scholarship of Teaching and Learning. He also teaches courses on College Teaching and is a Fellow in the Institute for Higher Education. Dr. Watson has over fifteen years of experience in faculty and instructional development and has taught at the secondary, undergraduate, and graduate levels.

Montgomery Wolf is a Professor of History at the University of Georgia.

3:15-4:00 Thursday

Concurrent Session I: C
Room TU

New Roles for Bookstores

R. Todd Smith, Director of Campus Store Services, The Loch Shop @ Clayton State University

Kathleen Hayes, Vice President of Sales, Verba Derrick Turner, Director of College Services, Georgia Perimeter College

R. Todd Smith and Kathleen Hayes will share information about how use of the Verba Software is helping USG campus-operated college stores be more competitive while providing more affordable options to students.

Derrick Turner will be speaking briefly about the program that we are using at GPC, IncludEd, in conjunction with our bookstores, operated by Follett. IncludEd is a program that includes the cost of materials in a students' tuition. With this, GPC is able to negotiate lower materials pricing while giving publishers the security of guaranteed sales.

Kathleen Hayes has been instrumental in the growth of the Verba customer base

to over 400 clients through hiring and training top notch sales teams to introduce and sell Verba Compete, Compare, and Collect into the higher education marketplace. Her background is in sales and marketing and she has specialized in start-ups and building successful sales teams.

R. Todd Smith, CCR, Trustee - East, National Association of College Stores (NACS) Board of Trustees, has been in the book business since the mid-1990's and worked in Higher Education Retail since 1999. A former Store Manager with Books-A-Million, B. Dalton, and Barnes & Noble, Todd began his college store career at Macon State College. He currently serves as the Director of Campus Store Services at Clayton State University. Todd is one of less than one hundred NACS Certified Collegiate Retailers in the US and Canada. He also serves as an officer for the Georgia Association of College Stores.

Derrick Turner was born in Martin, Tennessee. He is a Tennessee State University graduate with an MBA from the same institution. He has lived in the Atlanta area since 2001, with a career spanning stints working with Aramark Foodservices, Longhorn's Steakhouse, Hospital Management, and Beauty School Management, leading up to his current position at GPC.

3:15-4:00 Thursday

Concurrent Session I: D
Room VW

USG Precalculus Emporium—Applying Elements of a Successful, Affordable, and Accessible Learning Model to Online Instruction Kris Biesinger, Project Manager, University of Georgia Charles Kutal, Professor and Associate Dean, University of Georgia

A common stumbling block for students considering a STEM major has been introductory math courses. The University System of Georgia (USG) is addressing this problem by supporting the development of an online multi-institutional pre-calculus course. This course combines lessons learned from the Math Emporium model with elements of massive open online course (MOOC) delivery to create a highly interactive, affordable, accessible, and support-rich online learning experience.

Dr. Biesinger retired from the University System of Georgia in 2010 where she served in a variety of roles supporting the use of technology in instruction. Most recently she has worked part time for the University of Georgia where she established the Office of Online Learning and currently supports work in the Office of STEM Education. She serves as the project manager for the multi-institutional online precalculus emporium course.

Dr. Kutal currently serves as Associate Dean of the Franklin College of Arts and Sciences and Director of the UGA Office of STEM Education. He has authored over 100 publications dealing with the photochemistry of inorganic and organometallic compounds and has co-edited three books. He has described his research in over 200 presentations. He served as co-PI on NSF education related grants funded for over \$36 million. Recognition for his teaching include

the Undergraduate Teaching Award of the Northeast Georgia Section of the American Chemical Society, the Lothar Tresp Outstanding Honors Professor Award from the UGA Honors Program, selection as a UGA Senior Teaching Fellow, and induction into the UGA Teaching Academy. He recently was named as one of the 300 Best Professors in America by the Princeton Review.

4:15-5:00 Thursday

Concurrent Session II: A

Masters Hall

A New Framework for Accessible Textbooks

Christopher Lee, Director, AMAC Accessibility Solutions and Research Center Robert Martinengo, Project Manager, AMAC Accessibility Solutions and Research Center

Technology has always been vital for education, but accessibility, which serves the needs of students with disabilities, has not been integral to the post-secondary environment. Part of this is due to gaps in the frameworks that define accessibility. But digital technology is having a profound effect on education, and students with disabilities are becoming empowered as consumers, capable of advocating on their own behalf. Central to this shift is the evolution of accessibility information from technical jargon to consumer-friendly language available to students, teachers, and administrators. This session examines the evolution of accessibility from the analog to the digital era, and the different frameworks supporting accessibility. A model framework is presented that encompasses accessibility for education in the digital era.

Christopher Lee, PhD, is the Director and Department Head for AMAC. Dr. Lee earned his doctorate in interdisciplinary studies, with a focus on social psychology. He has directed AMAC since its inception and has served as the driving force behind its development and expansion. In this capacity, he oversees a wide range of educational projects, with an emphasis on technology services, products and research. Dr. Lee has been an advocate and pioneer in promoting social entrepreneurship to benefit humankind and further strive for sustainable social change in the field of disabilities. His work has centered on the innovation of new models and techniques to support accessible electronic information in corporate, governmental and nonprofit entities. Dr. Lee is a nationally recognized advocate, author, speaker, principal investigator and leader in the fields of learning disabilities and adaptive technology.

Robert Martinengo has been involved with the process of making instructional materials accessible to students with print disabilities for 18 years. At Recording for the Blind & Dyslexic, he was the Studio Director in Los Angeles, California when RFB&D developed its digital production system. For the California Community Colleges, he was the first Supervisor of the Alternate Text Production Center, where he instituted the first large-scale publisher file request system in the country. In the last eight years with AMAC Accessibility Solutions, Robert has led the Publisher Services department, and is now the Project Director for the Center for Accessible Materials Innovation, a grant funded by the US Department

of Education's First in the World program.

4:15-5:00 Thursday

Concurrent Session II: B

Room FG

Discussion: Future Dimensions/Technology/Sustainability

Cable Green, Creative Commons

Facilitator

Come share your thoughts about the textbook of the future in this audiencefocused session that will encourage conversation. How we will manage to realize the potential of our technologies and opportunities while building in sustainability?

4:15-5:00 Thursday

Concurrent Session II: C

Room TU

New Roles for Libraries/Special Collections

Nicole Allen, Director of Open Education, SPARC

Toby Graham, University Librarian and Associate Provost, University of Georgia

This session will explore the unique ways in which libraries are evolving to support Open-ness in textbooks and other learning materials, in publishing, and in sharing digital collections; these and similar activities are requiring that libraries rethink their role in teaching and learning and support of student success.

4:15-5:00 Thursday

Concurrent Session II: D
Room VW

California State University's Affordable Learning Solutions: What We've Learned and What We've Accomplished after 4 Years

Gerry Hanley, Assistant Vice Chancellor, California State University, Office of the Chancellor

Leslie Kennedy, Director, Affordable Learning Solutions, California State University,

Office of the Chancellor

In this session, CSU staff will review the wide range of programs and strategies Cal State University has developed and deployed as part of its Affordable Learning Solutions (AL\$) Initiative. They will review initiatives in open educational resources (e.g. MERLOT), library resources, lower cost digital publishers' resources, and faculty authored materials. System-wide professional development and funding programs are part of the AL\$ program and support the adoption of no/low cost instructional materials.

Gerry Hanley is the Executive Director of MERLOT (Multimedia Educational Resources for Learning and Online Teaching) providing free and open online

library services for teachers, learners, librarians, developers, etc. across the world, and the Assistant Vice Chancellor, Academic Technology Services, California State University Office of the Chancellor serving 23 campuses, 44,000 faculty and students, and 450,000 students with a full range of systemwide online academic and accessible technology services.

Leslie Kennedy, Ed.D. is the Director of Affordable Learning Solutions initiative in Academic Technology Services at the California State University, Office of the Chancellor. Dr. Kennedy provides strategic planning, and project and vendor management in support of the Affordable Learning Solutions initiative in addition to leading a number of campus and system-wide collaborations. Previously, she served for seven years as the director of instructional technology support services at CA State University, Long Beach. She has an MA in Linguistics and a second Masters in Online Learning and Teaching. Her doctorate is in educational leadership in higher education. Her work background includes a unique combination of vendor experience, project management of diverse academic technology projects and teams, and first-hand experience as a faculty member, which enables her to provide vision and guidance to the Affordable Learning Solutions initiative.

7:00 - 7:45 Thursday

Evening Program: Keynote Address 2

UGA Special Collections Library Auditorium

Open Education: The Moral, Business & Policy Case for OER

Cable Green, Creative Commons

The Internet, increasingly affordable computing, open licensing, open access journals and open educational resources provide the foundation for a world in which a quality education can be a basic human right. Yet before we break the "iron triangle" of access, cost and quality with new models, we need to develop sustainable open business models with open policies: public access to publicly funded resources. Dr. Cable Green, Director of Global Learning at Creative Commons, will discuss specific examples where institution, provinces / states and nations have built effective business cases for OER. He will also explore how to build effective teams for institution / system-wide OER projects in a way that both builds high quality OER and takes your institutions through the cultural shift to open.

8:30 - 9:30 Friday

Morning Plenary: Keynote Address 3

Masters Hall

Too Good Not To Be True: The Moral Imperative For OER
David Wiley, Lumen Learning

This presentation defines "open" and "OER" (open educational resources), places them within the current social and technological context, reviews the peer-

reviewed evidence of the impact of OER on learning outcomes, faculty and student satisfaction, and the cost of education, and argues for the broad adoption and use of OER.

10:00 - 10:50 Friday

Concurrent Session III: A and Concurrent Session III: B
Repeats of Thursday
Concurrent Sessions I: A and I:B

10:00 - 10:50 Friday

Concurrent Session III: C
Room TU

New Roles for University Presses

Mick Gusinde-Duffy, Assistant Director for Acquisitions and Editor-in-Chief, University of Georgia Press

B.J. Robinson, Professor of English and Director of the University Press of North Georgia, UNG

A presentation on low-cost to no-cost past and current publishing projects at the University Press of North Georgia as well as UNG Affordable Learning Georgia initiatives, and supportive approaches and offerings from the University of Georgia Press.

Mick Gusinde-Duffy is the Assistant Director for Acquisitions and Editor-in-Chief of the University of Georgia Press. He earned a B.A.at Middlesex University, London and M.A. at Colorado State University. He has held various editorial positions at Temple University Press, University of Virginia Press, Duke Press, 29th Street Press, Westview Press and served as Director of Publisher Relations for NetLibrary.

Bonnie J. (B. J.) Robinson is Director of the University Press of North Georgia and a professor of English at the University of North Georgia. She earned her Bachelor's Degree at Wesleyan University and her Masters and Ph.D. at the University of Virginia. She has received National Endowment for the Humanities grant funding for encouraging digital publishing in the humanities; she has also received grant funding for an interdisciplinary journal of undergraduate research; teaching innovations in publishing; teaching creative writing online; forums for female leadership across the curriculum; and women and leadership.

10:00 - 10:50 Friday

Concurrent Session III: D
Room VW

Improving Student Learning Outcomes and the Efficacy of OER
Kim Jones Davenport, Research and Product Analyst, OpenStax College, Rice
University

Improving student learning outcomes is a critical goal of OER. This session will focus on the potential of technology to change and optimize teaching and learning, as well as some challenges and goals associated with adaptive learning. Efforts at Rice University to investigate and validate strategies to improve students' online learning experiences by utilizing principles from cognitive science and machine learning will be described.

Kim Jones Davenport is product and research analyst at OpenStax and works closely with engineers, researchers, and faculty. Prior to joining the OpenStax team, Kim spent several years as a research analyst in higher education, including at the Jesse H. Jones School of Management. OpenStax is a Rice University-based nonprofit organization whose mission is to improve student access to quality learning materials.

11:00 - 11:50 Friday

Concurrent Session IV: A

Masters Hall

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

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

Affordable Learning Georgia is an initiative of the University System of Georgia and GALILEO, Georgia's Virtual Library to improve student success through more affordable learning materials. This session will provide a brief overview of current programs including campus advocacy, faculty development, bookstore collaborations, grants for textbook transformation, and a partnership with eCore, the University System's core curriculum taught completely online. Rice University's free textbook initiative, OpenStax College, is developing quality, peer-reviewed textbooks that faculty and students can use completely free! Their Open Textbooks are being adopted throughout the USG. This session will cover how using OpenStax books and resources can significantly reduce the financial burden, and increase success, for students. They have books in physics, sociology, biology, anatomy & physiology, statistics, pre-calculus, and economics. They are developing additional free textbooks in the following subject areas: math, sciences, government, history, and business.

11:00 - 11:50 Friday

Concurrent Session IV: B
Room FG

Adaptive Learning plus Real Time Analytics = Successful Transformation: GPC's Work with McGraw Hill's ALEKS

Andrea Hendricks, Department Chair, Online Math/CS, Georgia Perimeter College

Georgia Perimeter College successfully implemented ALEKS to transform its learning support math program. The adaptive nature of ALEKS together with its reporting tools has shifted the focus of these classes from the teacher to the student. The presenter will share how ALEKS has provided an affordable solution for remediation while adapting to individual needs of learners.

Andrea Hendricks holds a Master's degree in Pure Mathematics from Florida State University. She has been on the faculty at Georgia Perimeter College since 1993 and is currently serving as Department Chair of the Online Math/Computer Science Department. Andrea regularly presents at state and national conferences in the areas of online teaching, developmental mathematics, and using technology. Her publications include four textbooks with McGraw-Hill Publishing Company: Beginning Algebra, Intermediate Algebra, Beginning and Intermediate Algebra, and Prealgebra.

11:00 – 11:50 Friday

Concurrent Session IV: C
Room TU

Three Internet2/EDUCAUSE eTextbook Pilots: One Participant's Implementation, Findings, Challenges, and Next Steps
Monica Metz-Wiseman, Coordinator of Electronic Collections,
University of South Florida

EDUCAUSE and Internet2 invited member colleges and universities to collaborate on three etextbook pilots with the goal of evaluating the technology and the business models that could help to inform the possible migration from print to digital learning materials nationally and locally. Administered over three semesters, the participants engaged in research studies of faculty, students, and pilot participants that examined the impact on teaching and learning, usability, adoption, and impact. This session will summarize the experience of one pilot participant.

Monica Metz-Wiseman is the Coordinator of Electronic Collections at the University of South Florida (USF), one of the largest public research universities in the U.S. At USF, she has held positions as the Head of Reference and the Virtual Library Project Manager developing and implementing a five-year plan to move the USF Libraries' services and collections online. She currently serves on three library advisory boards at the national level and is currently leading textbook affordability initiatives at the University.

11:00 – 11:50 Friday Concurrent Session IV: D

Room VW

The American Yawp: A Collaboratively Constructed Free and Online American History Textbook

Angela Esco Elder, PhD Candidate, University of Georgia Ben Wright, Assistant Professor of History, Abraham Baldwin Agricultural College

After a year-long collaboration, over 350 historians have produced a beta edition of *The American Yawp* (www.americanyawp.com), a free and online, collaboratively built, open American history textbook designed for college-level history courses. With the help of an advisory board composed of leading American historians and pioneers in the digital humanities, the editors, Ben Wright and Joseph Locke, recruited hundreds of experienced scholars and college-level instructors who volunteered their expertise. The project is now available online as an open beta for the 2014-2015 academic year. This session will offer highlights of the textbook and its ongoing improvement process.

Angela Esco Elder is a PhD candidate in the History Department at the University of Georgia, completing a dissertation on Confederate widowhood. She served as a contributor and chapter editor for *The American Yawp*, an online (and free) American History textbook.

Ben Wright is assistant professor of history at Abraham Baldwin Agricultural College. He is the coeditor of *Apocalypse and the Millennium in the Civil War Era* (LSU Press 2013). His book manuscript, *Antislavery and American Salvation* is under advance contract, also with LSU Press. His other projects include *The American Yawp*, a free and online American history textbook, *The Abolition Seminar*, an interactive resource for K-12 teachers sponsored by the NEH, and Teaching United States History, a web forum that explores critical pedagogy in college level US history classrooms.

12:00 - 1:30, Friday

Lunch Program: Keynote Address 4

Magnolia Ballroom

Open Textbooks: Overcoming Barriers, Realizing Opportunities
David Ernst, Chief Information Officer, University of Minnesota

Open textbooks provide opportunities for students, instructors, and institutions. However, few faculty have yet to adopt open textbooks. Dr. Ernst will discuss the many barriers to faculty adoptions, strategies for overcoming those barriers, and the opportunities for students, instructors, and institutions when open textbooks are used.

Recognition Awards for Innovation and Early Success In Textbook Transformation

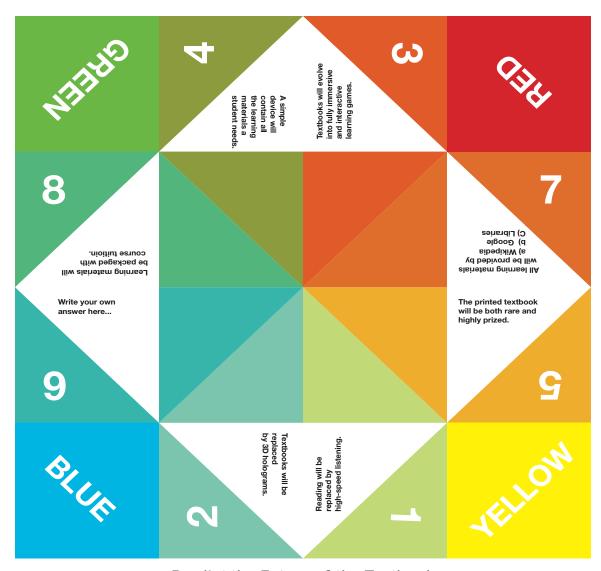
Affordable Learning Georgia has been working with Campus Champions and Library Coordinators to raise awareness about how affordbility, accessibility, and choice in learning materials can improve student success and potentially increase retention, progression, and graduation. The ALG Recognition Awards for Innovation and Early Success in Textbook Transformation honor these pioneering faculty for their transformations of the textbook to no-cost Open Educational Resources, saving USG students more than \$1,000,000 in Academic Year 2014 alone. Awards will be presented during the closing program of the Symposium. Congratulations and kudos to all!

Name	Discipline	Institution
Dr. Sanjeev Arora	Physics	Fort Valley State University
Dr. Peggy Brickman	Plant Biology	University of Georgia
Dr. Katie L. Brkich	Teaching & Learning	Georgia Southern University
Dr. Susan Burran	Biology	Dalton State College
Dr. Andrew Edelman	Animal Ecology and Conservation	University of West Georgia
Dr. Hassan El-Najjjar	Sociology	Dalton State College
Mary Jo Fayoyin	Library Services	Savannah State University
Dr. Priya Goeser	Engineering	Armstrong State University
Dr. Greg Gowens	Physics	University of West Georgia
Dr. H. David Hunt	Sociology	Georgia Regents University
Dr. Steven Lewis	Physics	University of Georgia
Dr. Anissa Lokey-Vega	Instructional Technology	Kennesaw State University
Dr. Jeffrey Mahr	Biology	Georgia Perimeter College
Dr. Robert A. Maxwell	Biology	Georgia State University
Dr. Taha Mzoughi	Physics Education	Kennesaw State University
Dr. Arun Saha	Physics	Albany State University
Dr. Julius E. Schneider	Biology	East Georgia State College
Dr. Jeanne Sewell	Nursing Informatics	Georgia College and State University
Dr. Theresa Stanley	Biology	Gordon State College
Dr. Richard Stephens	Mathematics	Columbus State University
Dr. Diana Sturges	Anatomy and Physiology	Georgia Southern University
Dr. Dean Thornton	Anatomy and Physiology	South Georgia State College
Dr. Al Walters	Physics	University of North Georgia
Dr. Matthew Williamson	Anatomy and Physiology	Georgia Southern University

Kennesaw State University

Information Security

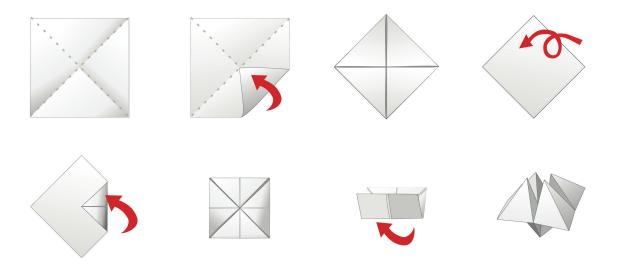
Dr. Humayun Zafar



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