



AUGUST 2, 2022

SETTING THE STAGE

OPEN EDUCATION

Nicole Allen, *Director of Open Education, SPARC*

NEBHE | nicole@sparcopen.org | [@txtbks](https://twitter.com/txtbks)



See slide notes for
exclusions

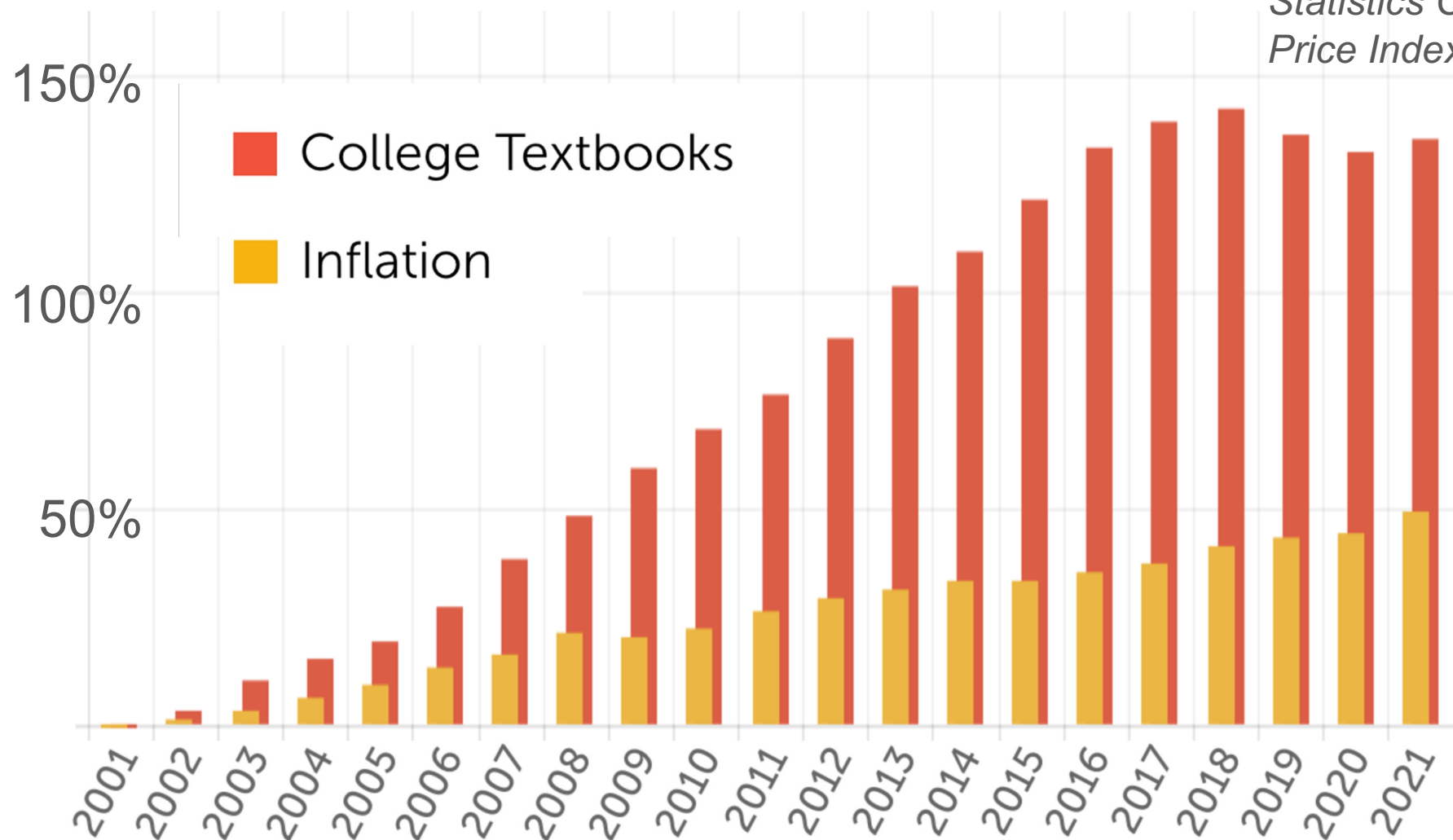
Key Questions

- How do course materials impact student success?
- What are Open Educational Resources (OER)?
- How are OER solving the problem?
- What other models will you hear about?

Looking back at 40 years of the publishing market

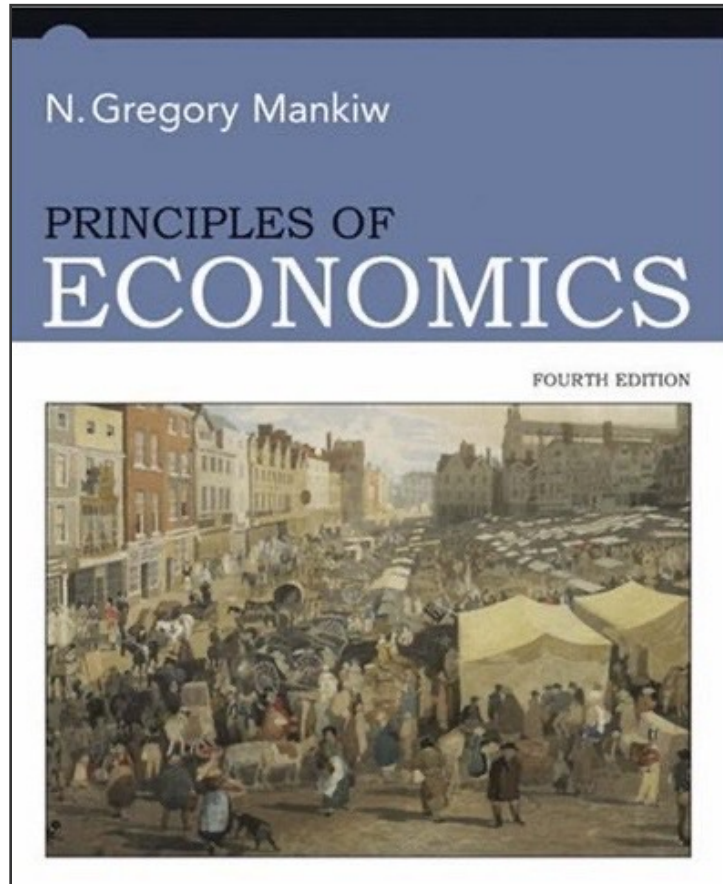
Textbook Prices 2001-2021

Source: Bureau of Labor
Statistics Consumer
Price Index.





2005



Pearson's
Principles of Economics

By N. Gregory Mankiw

Plus:

ThomsonNOW™ Interactive Study Guide

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Economics in the Movies Instant Access Code

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2008



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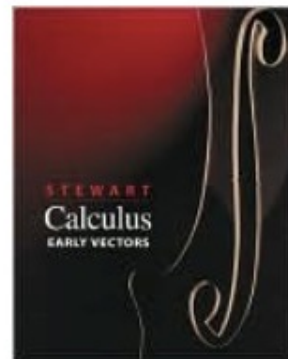
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By STEWART

Edition 99

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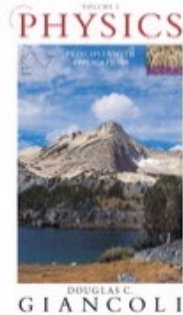


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Principles of Economics, 8th Edition

ISBN10: 1-305-58512-7

ISBN13: 978-1-305-58512-6

AUTHORS: N. Gregory Mankiw - ©2018

Now you can master the principles of economics with the help of the most popular, widely-used economics textbook by students worldwide -- Mankiw's PRINCIPLES OF ECONOMICS, 8E. With its clear and engaging writing style, this book emphasizes only the material that will help you better understand the world in which you live, will make you a more astute participant in the economy, and will give you a better understanding of both the potential and limits of economic policy. The latest relevant economic examples bring principles to life. Acclaimed text author N. Gregory Mankiw explains, "I have tried to put myself in the position of someone seeing economics for the first time. My goal is to emphasize the material that students should and do find interesting about the study of the economy." Powerful student-focused digital

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<https://bookstore.murraystate.edu/inclusive-access-materials> for more information.

Textbook Market is a Near-Monopoly

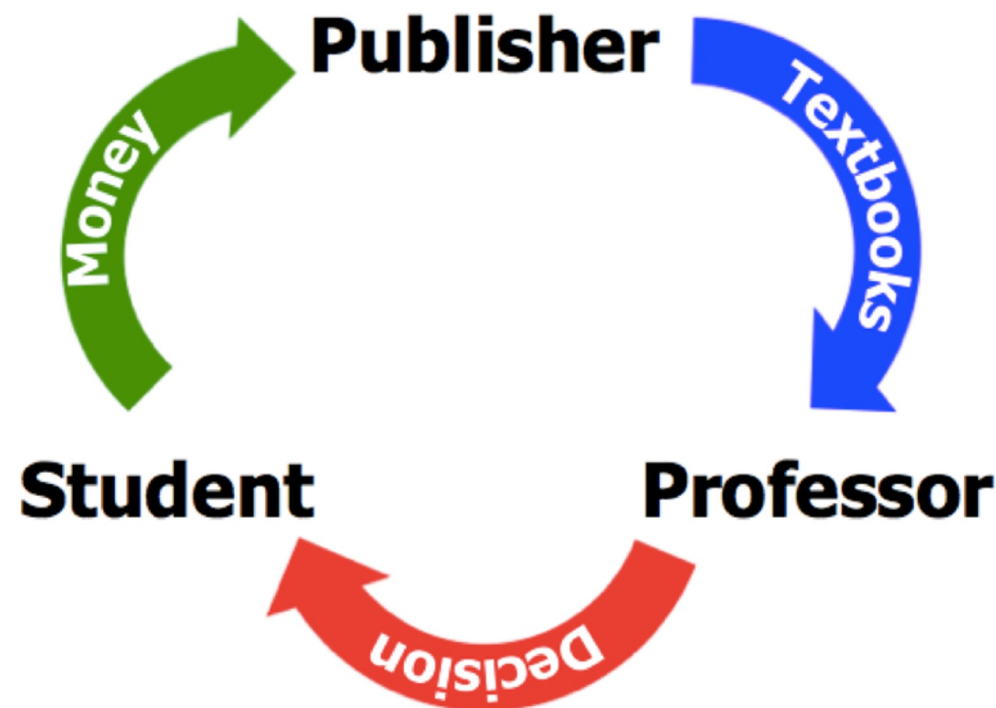


3 companies
hold 80%+ of
the market

Source: Simba Information, 2019

Market Dynamic is “Broken”

Publishers have disproportionate power to raise prices



DEFINING THE PROBLEM

“Historically what happened is the industry...made a mistake in thinking, ‘Oh, we have a lot of pricing power because faculty decide what to teach with and the student has to pay for it.’ Over time, **the industry just ratcheted up the prices — sometimes 10 percent, twice a year** — and that led to an unsustainable model.”

— *Cengage CEO Michael Hansen*

DEFINING THE PROBLEM

2 in 3

students say they **decided against buying** a textbook because the cost is too high

Source: Student PIRGS, 2021

DEFINING THE PROBLEM

1 in 5

students say they **dropped out of a course** due to the high cost of textbooks

Source: Florida Virtual Campus, 2018

DEFINING THE PROBLEM

1 in 10

students say they **skipped meals** due to the cost of textbooks

Source: Student PIRGs, 2020

DEFINING THE PROBLEM

*Students can't **learn** from
materials they can't **afford**.*

SOLVING THE PROBLEM

OPEN EDUCATIONAL RESOURCES

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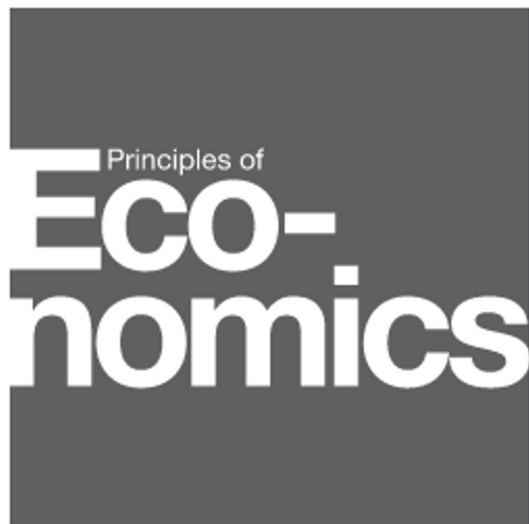
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Principles of Economics

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Principles of Economics covers scope and sequence requirements for a two-semester introductory economics course. The authors take a balanced approach to micro- and macroeconomics, to both Keynesian and classical views, and to the theory and application of economics concepts. The text also includes many current examples, which are handled in a politically equitable way.

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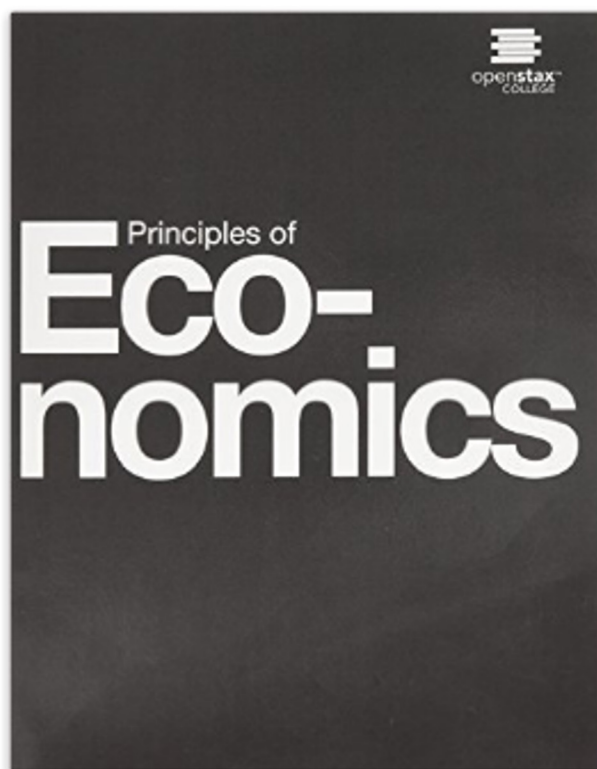
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Principles of Economics Hardcover – 2014

by [OpenStax](#) (Author)



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1 New from \$38.50

Principles of Economics covers the scope and sequence for a two-semester principles of economics course. The text also includes many current examples, including; discussions on the great recession, the controversy among economists over the Affordable Care Act (Obamacare), the recent government shutdown, and the appointment of the United States' first female Federal Reserve chair, Janet Yellen. The pedagogical choices, chapter arrangements, and learning objective fulfillment were developed and vetted with feedback from educators dedicated to the

Principles of Economics

Book by: OpenStax Economics

 Contents —

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Preface

▶ 1 Welcome to Economics!

▶ 2 Choice in a World of Scarcity

▶ 3 Demand and Supply

▶ 4 Labor and Financial Markets

▼ 5 Elasticity

Introduction to Elasticity

5.1 Price Elasticity of Demand and Price Elasticity of Supply

5.2 Polar Cases of Elasticity and Constant Elasticity

5.3 **Elasticity and Pricing**

5.4 Elasticity in Areas Other Than Price

▶ 6 Consumer Choices

5.3 Elasticity and Pricing

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▶ Summary

Studying elasticities is useful for a number of reasons, pricing being most important. Let's explore how elasticity relates to revenue and pricing, both in the long run and short run. But first, let's look at the elasticities of some common goods and services.

Table shows a selection of demand elasticities for different goods and services drawn from a variety of different studies by economists, listed in order of increasing elasticity.



K-12

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HIGHER EDUCATION

Nearly half of U.S. colleges are using OpenStax textbooks this year

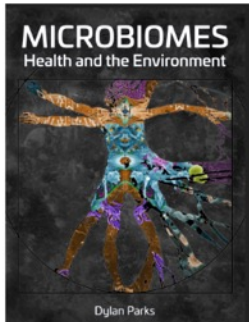




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introduction to Social Media

Published by Oklahoma State University


Basic Scientific Food Preparation Lab Manual

Published by Iowa State University

Methods of Teaching Early Literacy

PhET's COVID-19 resources: [remote learning tips](#), [HTML5 prototype sims](#), and [browser-compatible Java sims](#).

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Robin DeRosa

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Pedagogy at
East Los Angeles College**

Cynthia Mari Orozco
2022



CCCOER > Open For Antiracism Program

Open For Antiracism Program

The Open for Antiracism (OFAR) program – co-led by CCCOER and College of the Canyons – emerged as a response to the growing awareness of structural racism in our educational systems and the realization that adoption of open educational resources(OER) and open pedagogy could be transformative at institutions seeking to improve. Although many institutions have published impressive statements decrying racism, calling for change, and putting equity into their strategic plans, these haven't always been translated into teaching practices that directly affect students.



**How are institutions
leveraging OER?**



Massachusetts Department of Higher Education

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STRATEGIC INITIATIVES

Open Educational Resources

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U.S. Department of Education

Student Loans

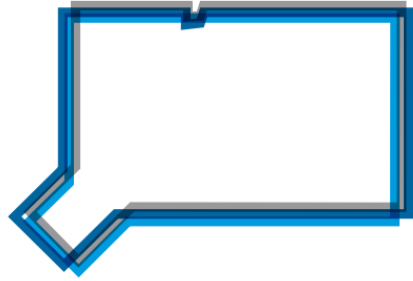
Grants

Laws

Open Textbooks Pilot Program

Program Description

The Open Textbooks Pilot program supports projects at eligible institutions of higher education that create new open textbooks and expand the use of open textbooks in courses that are part of a degree-granting program, particularly those with high enrollments. This pilot program emphasizes the development of projects that demonstrate the greatest potential to achieve the highest level of savings for students through sustainable, expanded use of open textbooks in high-enrollment courses or in programs that prepare individuals for in-demand fields.



CT OER Coordinating Council

2021 Legislative Report

Executive Summary

Roughly 2,000 students saved over \$265,000 from the 2020 OER Grant work

In addition to the 1,184 students across 60 different course sections who have avoided over \$171,000 in textbook cost during the 2020 grant period, an additional 800+ students were reported to have benefited from the 2020 grant work in future semesters to save an additional \$94,000+

1,821 students saved \$227,000 because of our 2021 grant program

The 2021 CT OER Grant Program totaled \$58,750 across 34 awards at 17 different institutions —10 of those being first-time institutional applicants. Of the 34 awards, 32 proposals contained first-time individual applicants. 1,821 students saved more than \$227,000, a return on investment of **3.9x**

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New York Doubles Down on Open Educational Resources

State's initial \$8 million investment significantly increased number of students in courses taught with OER. With new round of funding for 2018-19, CUNY and SUNY will focus on strategy and sustainability.

By Doug Lederman • Published May 23, 2018



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Audit Report Finds North Dakota University System Open Educational Resources Initiative Has Saved Students Over \$1.1 million

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Tuesday, November 20, 2018 - 09:00am

Categories: *News Releases*

NEWS RELEASE

FOR IMMEDIATE RELEASE

November 20, 2018

III.U. – Instructional Material Access and Affordability

06-2021

Idaho State Board of Education
GOVERNING POLICIES AND PROCEDURES

SECTION: III. POSTSECONDARY AFFAIRS

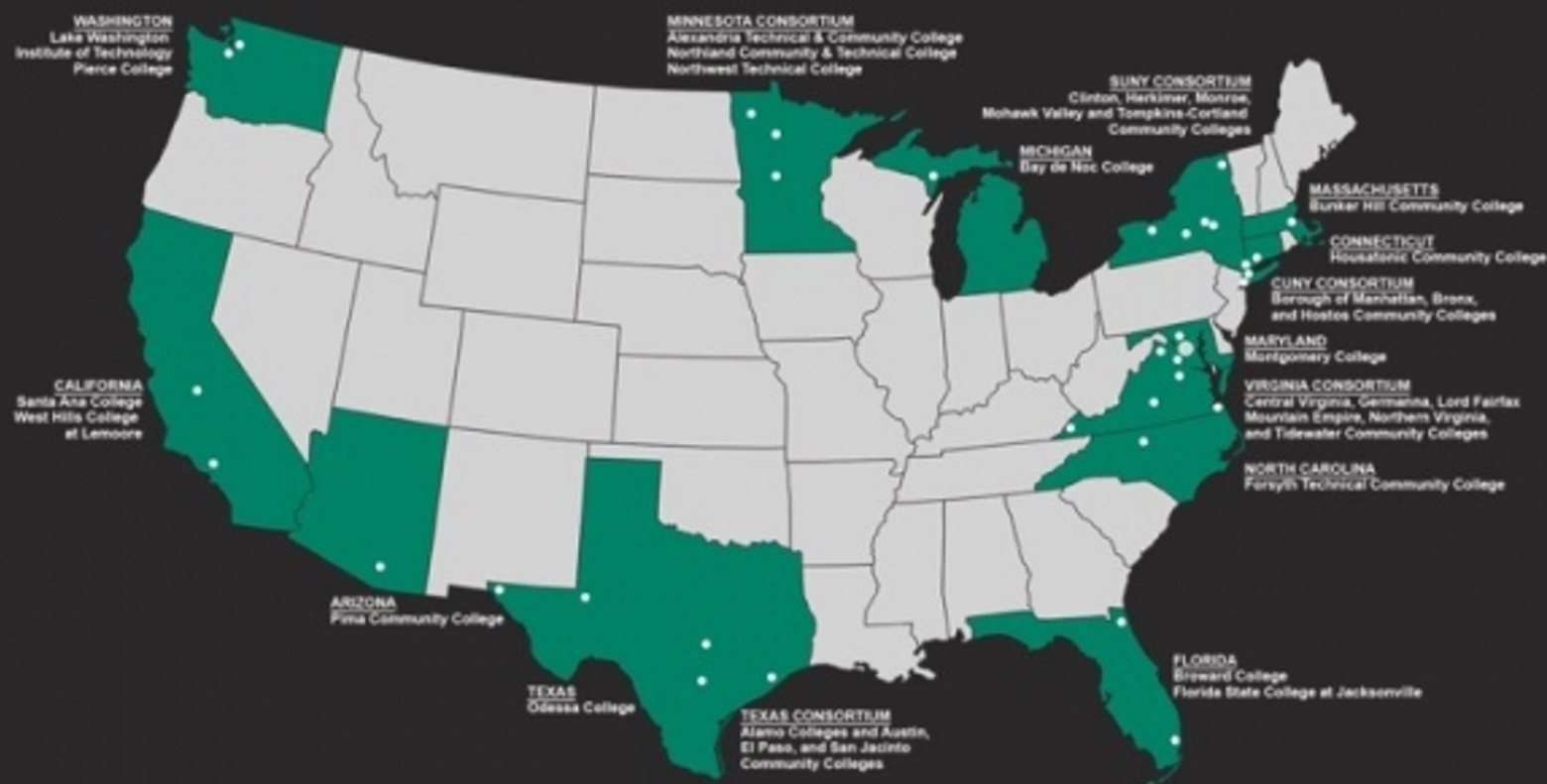
SUBSECTION: U. Instructional Material Access and Affordability

June 2021

1. Definitions

- a. Automatic Charge is an additional course fee automatically charged to a student by an institution or entity authorized by the institution for the purpose of providing access to instructional materials. Special course fees as defined in Board policy V.R. are not considered automatic charges for instructional materials.
- b. Course Marking is the act of assigning specific attributes (e.g., letters, numbers, graphic symbols, colors, etc.) to course sections that help students quickly identify important information and make informed decisions at time of registration.

ACHIEVING THE DREAM OER DEGREE INITIATIVE



38 colleges in 13 states

Open Educational Resources (OER)

This guide is intended to provide SNHU faculty/staff information and support in researching open educational resources and copyright/licensing.

[Welcome](#)[OER Introduction](#)[Searching for OER](#)[Copyright, Creative Commons, Public Domain & Attribution](#)[OER Guides & Tools for Institutions](#)[OER Adoption Studies](#)

Welcome to the Research Guide for Open Educational Resources (OER)

This guide is intended to be a centralized hub for general OER knowledge, tools, and resources. Used as a starting point, we hope the guide provides SNHU faculty/staff with the information and support to begin researching open educational resources and copyright/licensing.

- To begin searching for OER content, click the *Searching for OER* tab in the navigation panel on the left.
- For assistance, click the *OER@SNHU Contacts* tab on the left.

Wheaton selected to participate in projects to aid equitable access to materials, experiences

The Association of American Colleges and Universities has selected Wheaton College to participate in two new open educational resources projects aimed at improving educational quality and equity and supporting student success.

The latest development builds upon Wheaton's [ongoing efforts](#) in implementing open educational resources (OER) initiatives for the benefit of student learning.

Wheaton is one of 66 institutions selected for the 2021–22 Association of American Colleges and Universities Institute on Open Educational Resources, which had a virtual kick-off in July. As an institute participant, Wheaton also has been chosen to participate in a multi-institutional cohort in the OER as the Means to Enhance Integrative Learning project.



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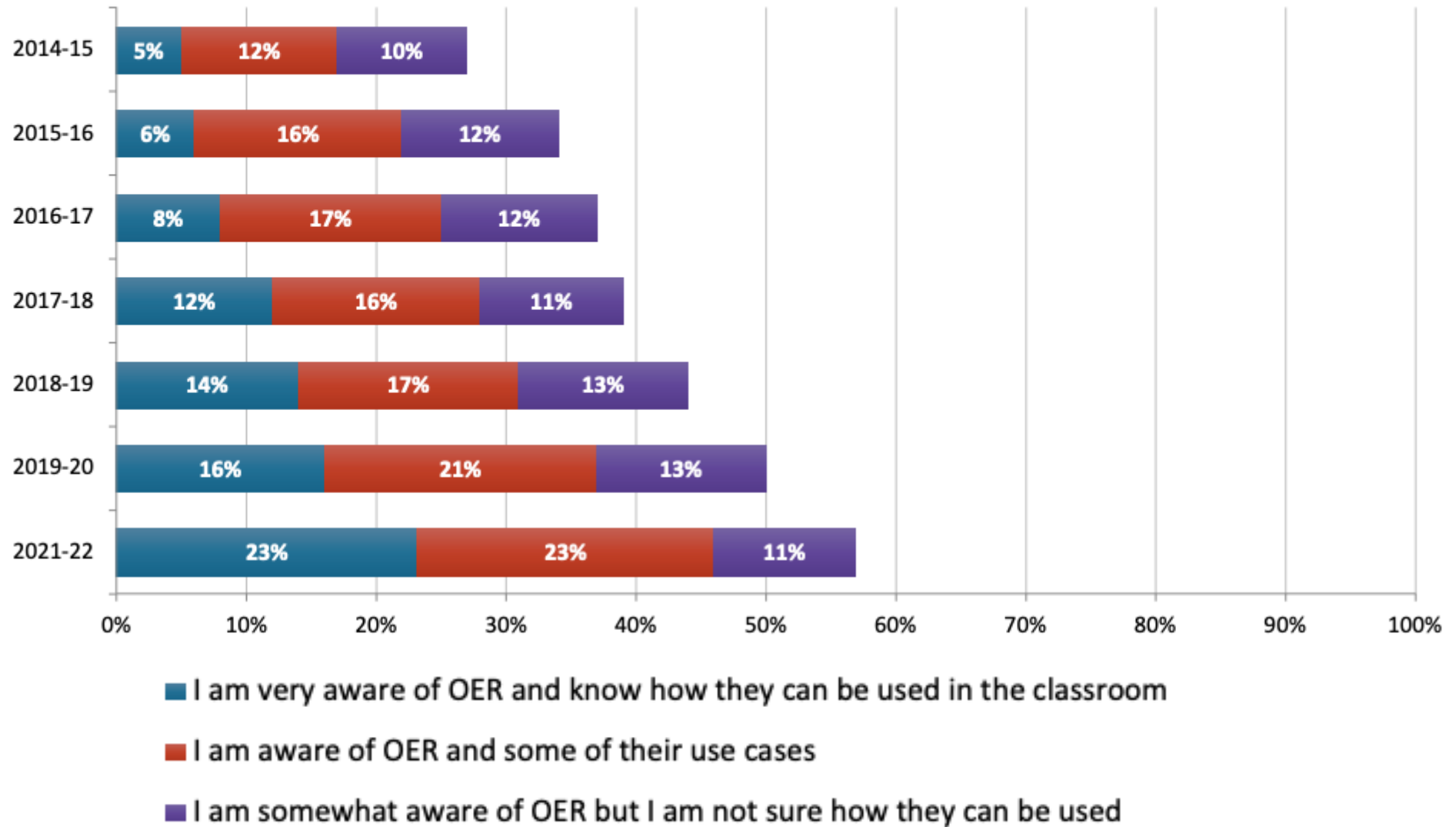
RIOS is fighting for educational justice in undergraduate STEM

All students deserve an educational experience that is, for each student, liberatory. It should center historically and currently marginalized students, be fully accessible and relevant, and create agency and voice to critically engage in the broader world. Everything we do is a step towards this future.

Truly Open Education requires social justice

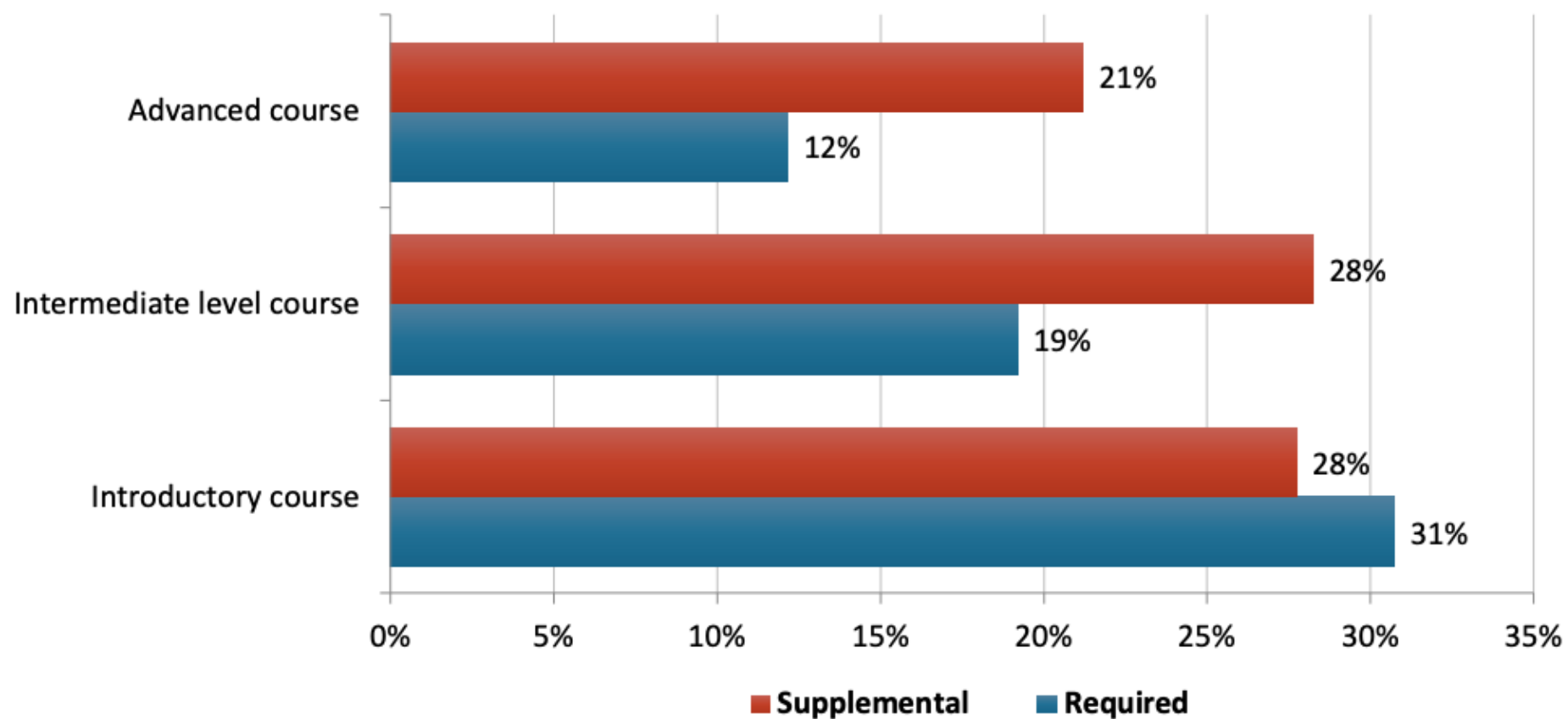
By asking "Open for whom," RIOS imagines an Open Education as the radical idea that education should be affordable, accessible, equitable, inclusive, and relevant to everyone regardless of their background. We envision classrooms which center the students as co-constructors of the learning process, in an Open Science ecosystem which democratizes knowledge, tools, and access to information.

Faculty: OER Awareness (Strict) by Year



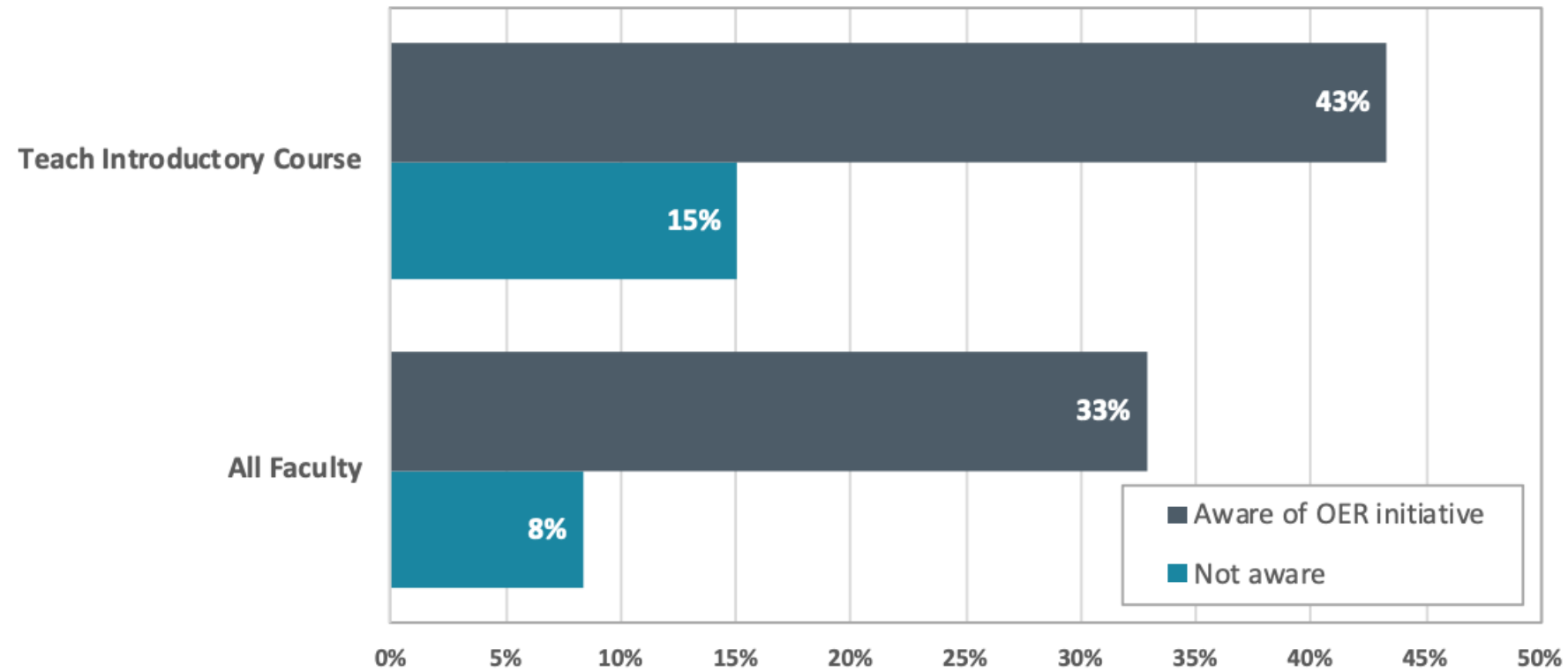
Source: Bay View Analytics (2022)

Faculty: Use of OER Materials by Course Type



Source: Bay View Analytics (2022)

OER ADOPTION BY AWARENESS OF OER INITIATIVES 2018-19

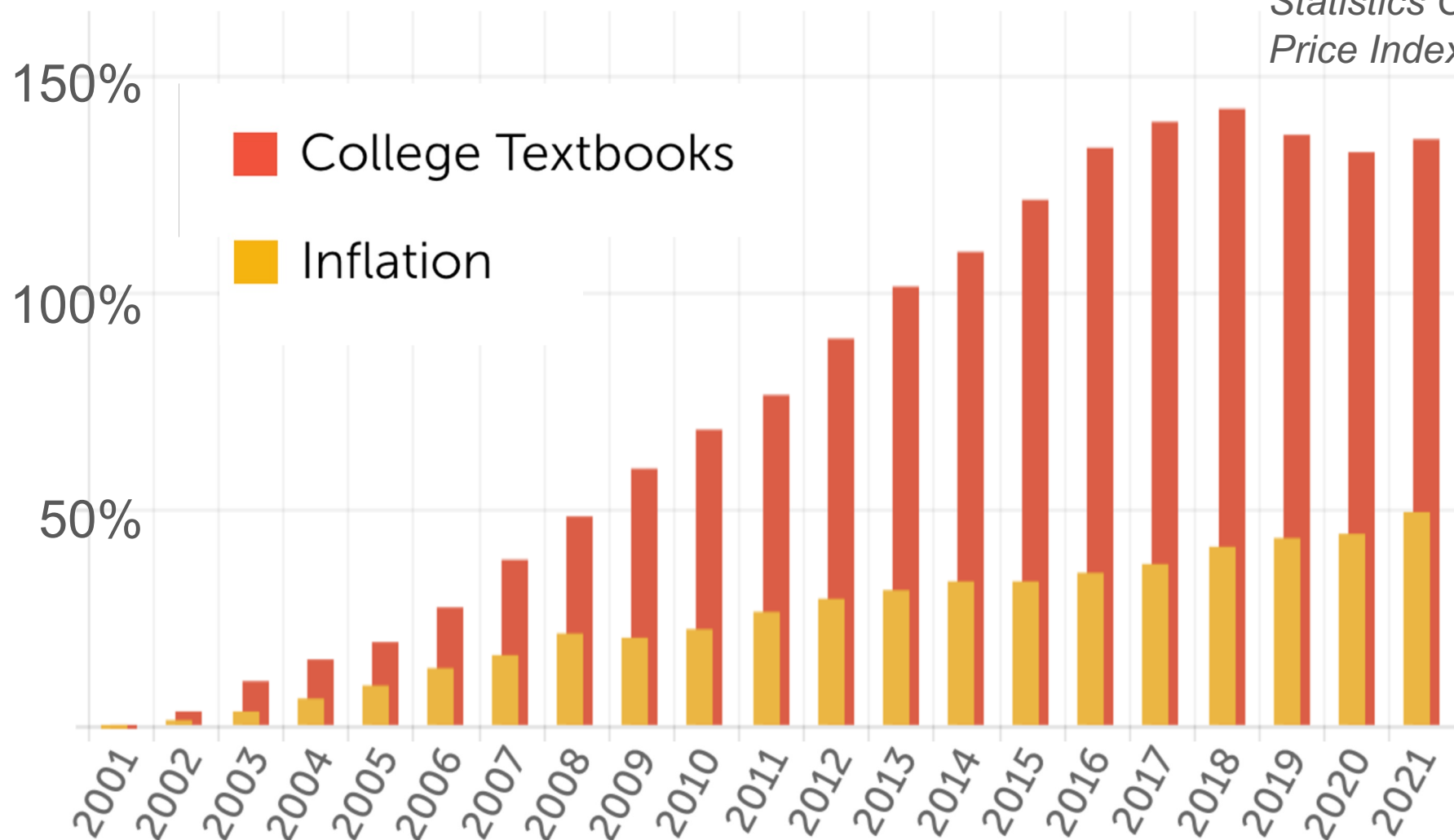


Source: Bay View Analytics (2020)

**How is the landscape
changing?**

Textbook Prices 2001-2021

Source: Bureau of Labor
Statistics Consumer
Price Index.



The Washington Post

Education

Battle over college course material is a textbook example of technological change

By **Danielle Douglas-Gabriel** April 14 [✉ Email the author](#)

Brandan Hudgins, an engineering student at Virginia's Tidewater Community College, has used traditional textbooks and electronic books. He has paid for digital codes to get homework assignments and, sometimes, gotten free, unlimited access to texts.

McGraw-Hill's New and Expanding Affordability Initiatives Help College Students Save More than \$55 Million in 2018

McGraw-Hill Continues to Support Student Success through a Range of Affordable Options

NEWS PROVIDED BY

McGraw-Hill →

Mar 12, 2019, 09:03 ET

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NEW YORK, March 12, 2019 /PRNewswire/ -- As rising costs associated with higher education continue to weigh heavily on students, McGraw-Hill is [strengthening its commitment](#) to students, educators and institutions to lower costs and increase student achievement. In 2019, McGraw-Hill will continue to expand its programs that in previous years saved students millions of dollars, while increasing student success and equity. In 2018, these initiatives saved students an estimated \$55



Higher Education Publishers Continue to Provide Students with Course Material Options, including OER

While course materials today cost just [1-2% of total college expenses](#), publishers recognize that every dollar counts and continue to offer students a variety of options. Companies such as Cengage, Macmillan and McGraw-Hill, Pearson and Wiley have recently announced major offerings that help students manage costs, and frequently use or provide access to open educational resources (OER).

'Inclusive Access' Takes Off

Hundreds of colleges are signing on to publishers' programs, with apparent savings to students. Some applaud the movement, while others are skeptical.

By **Lindsay McKenzie** // November 7, 2017

13 COMMENTS 



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Major education publishers -- including Pearson, Cengage and McGraw-Hill Education -- report that the number of colleges offering "inclusive-access" programs has grown rapidly in recent years. Where

previously students might have been assigned textbooks individually, now many institutions are signing up whole classes of students to automatically receive digital course materials at a discounted rate, rather than purchasing individually. The "inclusive" aspect of the model means that every student has the same materials on the first day of class, with the charge included as part of their tuition.

For publishers with struggling print businesses, the inclusive-access model is a lifeline. Tim Peyton, vice president of strategic partnerships at Pearson, said it was no secret that publishers like Pearson had made textbooks too expensive and had **seen sales drop** as a result. "The print model is really a broken business model for us," he said, adding, "we're

The New York Times

YOUR MONEY ADVISER

That Digital Textbook? Your College Has Billed You for It

Publishers say the program saves students money. But some student advocates say colleges are often not making clear how to opt out or even how much students are saving.

Home » Inclusive Access

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<https://bookstore.murraystate.edu/inclusive-access-materials> for more information.

THE CHRONICLE OF HIGHER EDUCATION

≡ SECTIONS

FEATURED: [New Questions on 'Nudging'](#) [The Campus as City](#) [The Challenge of Leading Today's Colleges](#)

A health-insurance model aims to bring 'equitable access' to textbooks.

Textbook news is everywhere these days. Last month [Cengage and McGraw-Hill said they would merge](#) and Wiley [bought Knewton](#). And last week the State University of New York [announced a major expansion](#) of its relationship with Lumen Learning, a company that promotes the use of open educational resources.

All of those developments have the potential to upend how much — and how — college students pay for books in the future. But why wait? An experiment now underway at the University of California at Davis aims to lower costs for students and to guarantee them access to all assigned course materials while assuring publishers of a continuous market for their products.

It's still early, but I think this "equitable access" approach — in which all students pay the same book fee every term, no matter the course or discipline — could revolutionize the textbook business at a time when costly textbooks have become a barrier to many financially

“For some students the fee would be more than the actual costs; for others it would be far less.”

INCLUSIVE & EQUITABLE ACCESS SOLUTIONS

Our First Day® and First Day® Complete solutions provide a modern approach to course material delivery, ensuring students have access to their materials before the first day of class.

LEARN MORE ABOUT IMPROVING STUDENT OUTCOMES





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.org**

Get the facts.

Solution, or Status Quo?

Peer-reviewed research found that Inclusive Access did not improve academic outcomes.

Pearson Launches a \$15 Subscription Service for College Textbooks

Offline access, advanced notetaking, flash cards, audio books, and live support are included.



By [Matthew Humphries](#)

August 3, 2021



Textbooks have never been cheap, but are an essential purchase. However, the largest publisher of college textbooks is introducing a cheaper, digital alternative for students this year.



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The Publishers' Move to Capture Campus Data

Analysis commissioned by advocacy group documents how major companies' business strategies could help them lock up research and learning data that colleges and scholars need.

By Doug Lederman • Published April 29, 2019

As their traditional print-based business models erode, major scholarly and textbook publishers are transitioning from being content providers to technology and data companies, too.

Enrolled Version - Final Version

[House Bill 4355 History](#)

OTHER VERSIONS - [Introduced Version](#) |

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Key: **Green** = existing Code. **Red** = new code to be enacted

WEST VIRGINIA LEGISLATURE

2022 REGULAR SESSION

ENROLLED

House Bill 4355

By Delegates Linville, Ellington, Keaton, Haynes, Kimble, Hanna, Maynard, and Wamsley

[Passed March 12, 2022; in effect ninety days from passage.]

Recommendations

1. Consider what equitable access to course materials means from your students, and work toward that goal.
2. Prioritize sustainable, equitable, open solutions like OER over other digital models.
3. Think about course materials as part of your campus digital infrastructure.



AUGUST 2, 2022

SETTING THE STAGE OPEN EDUCATION

Nicole Allen, *Director of Open Education, SPARC*

NEBHE | nicole@sparcopen.org | [@txtbks](https://twitter.com/txtbks)



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