Accelerate Your OER Initiative: Lessons Learned from Cal State's Affordable Learning Solutions Program

Gerry Hanley, Ph.D.

Assistant Vice Chancellor, Academic Technology Services

Executive Director, MERLOT and SkillsCommons

California State University, Office of the Chancellor

M.O.S.T. Conference, Maryland on May 28, 2019

- Use the California State University's ***Affordable Learning Solutions (AL$)*** Program as an institutional strategy required for large scale, complex, and sustainable initiatives


- **Make the M.O.S.T of the AL$ strategy**

Metaphors, Principles, and Innovations

- **Engaging people and opening doors**
- **Validating needs and recognizing readiness**
- **Exciting curiosity**
- **Creating the gathering place in the open**
- **Inviting solutions**
- **Offering personal contributions**
- **Encouraging publicity**
- **Enjoying the fruits of labors**
- **Celebrating accomplishments**
- **Saying Thank You**
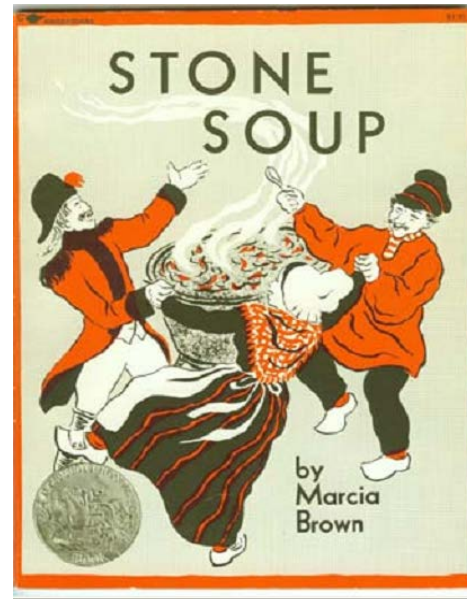
Engaging People and Opening Doors

WILLIAM E. KIRWAN
CENTER *for* ACADEMIC INNOVATION

ABOUT   IMPACT   INITIATIVES   EVENTS   NEWS   CONTACT

Impact

Share

WE ARE REMOVING BARRIERS to student success with academic innovations that increase access, affordability, and achievement.

STONE SOUP
by Marcia Brown

Access
Affordability
Achievement

We have a moral imperative to address our nation's growing educational divide by increasing access, affordability, and achievement of higher education. However, the prevailing view has been that these three missions are fundamentally in conflict —you can improve any one of the factors only at the expense of the others.

Validating Needs & Recognizing Readiness

Affordability is not about the price of textbooks.

Affordability is about what students can pay.
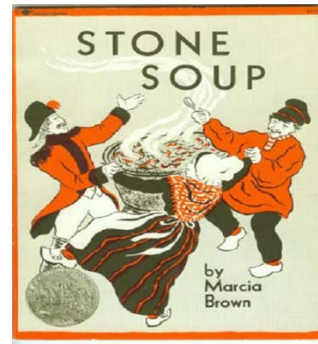
Obtain reliable and valid data that is already easily available but the community you want to influence may not know the details.

- **49% of CSU undergraduates have Pell Grants**
- **80% of CSU undergraduates receive some form of financial aid**

Getting Attention

Affordability is a big issue for your students. How can you make this more concrete with more data?

- **11% of CSU students experience homelessness**
- **41% of CSU students experience some degree of food insecurity – they are hungry**

CSU study (2018) https://www2.calstate.edu/impact-of-the-csu/student-success/basic-needs-initiative

8

Textbook Affordability Affects Access to an Excellent CSU Education

2018 Florida students' responses to costs <u>(survey)</u>

- **64% Not purchase required textbook**
- **43% Take fewer courses**
- **40% Not register for specific courses**
- **36% Earn a poor grade**
- **23% Drop a course**

Do you have a Graduation Initiative?

ACCESS TO EXCELLENCE

A Strategic Plan for
The California State University

WHAT IS ACTIONABLE?

ADD REVENUE or REDUCE EXPENSES

Use Data to ESTIMATE IMPACT OF ACTIONS

With 500,000 students in the CSU, if we saved each student $100 per semester, we would save students $100,000,000 annually.
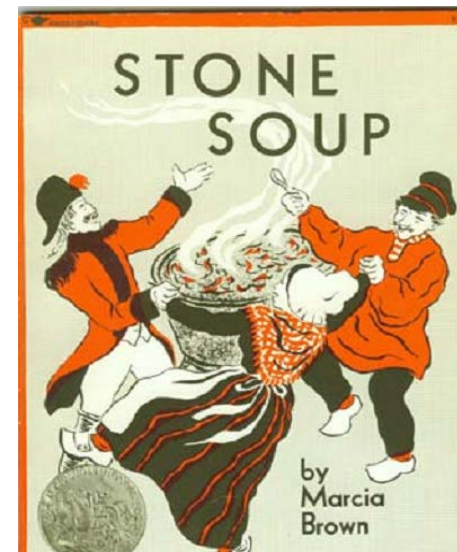
This is a $100,000,000 financial aid package

- **Engaging people and opening doors**
- **Validating needs and recognizing readiness**
- *Exciting curiosity*

You have to find ways to inspire people to change!

- **Help students succeed in learning**
- **Help faculty succeed in teaching**
- **Help administrators succeed**

Did Thermodynamic Equilibrium Excite Your Curiosity?

The Thermodynamics of Cooking and How Different Cooking Methods Work

By **Meathead Goldwyn**

You may have thought you left physics and chemistry behind when you left school, but if you want to eat well, you need to understand that cooking is all about physics and chemistry, with a little magic mixed in. Here are some foundation concepts every outdoor cook needs to know.

The three ways heat cooks food. Food gets hot when molecules vibrat so fast that their temperature rises. when cooking outdoors, heat is transferred to food by three methods. Which one you use is crucial. These processes have been described this way:

1. *Conduction* is when your lover's body is pressed against yours.
2. *Convection* is when your lover blows in your ear.
3. *Radiation* is when you feel the heat of your lover's body under the covers without touching.

Let's be a bit more precise:

1) Conduction is when heat is transferred to the food by direct contact with the heat source. Cooking a hot dog in a pan is conduction. Heat from the burner is transferred to the pan whose molecules vibrate, and pass the vibe on to the wiener. As the surface of the meat gets hotter than the interior, the heat transfers to the center through the moisture and fats. That's also conduction. Grill marks are a good example of conduction. Heat is transferred to the grill grates and the hot metal brands the meat.

2) Convection is when heat is carried to the food by a fluid such as air, water, or oil. Cooking a hot dog in your kitchen oven where it is surrounded by hot air is convection cooking. So is boiling it in water, or deep frying it in oil (you really need to try a deep fried hot dog

GIVE A GIFT

AND

NOT A BURDEN

Give faculty *choices of resources* that they can use to achieve their goals without overwhelming them and/or costing time!

"OPEN" DOORS TO NEW EDUCATIONAL CONTENT

- **Open Educational Resources (OER)**

- **OpenCourseWare (OCW)**

- **Open TextBooks**

- **Open Access Journals**

OPEN = Free of Cost

= Permissions to Use

= Free to Choose How to

Use In Your Context

No and Low Cost Textbook Alternatives

- **Open Educational Resources:** Find over millions of FREE online instructional materials

- **CSU Library Resources:** Our electronic library collections provide students FREE access to extensive resources

- **Faculty Customized and Authored Materials:** Published and distributed in a variety of ways

- **Lower Cost Publisher Content:** Partner with your bookstores for digital and hard copy formats.

Helping Administrators Succeed in Achieving Institutional Goals

Give a Gift and Not a Burden

- **Give Resources:** FUNDING and "tools"
- **Give Expertise** to support good decisions
- **Give Management Strategies** to implement projects successfully
- **Give Recognition** for successful programs and lessons learned

16

- **Designed legislation** for tools and funding
  - Created the California Open Online Library
  - $3M to support faculty adoption of AL$
  - $2M in grant support for AL$
  - Require course schedules to identify courses with Zero Cost Course Materials
- **Provided professional development** for campus leaders, consulting, and guidelines
- **Required campus coordinators,** academic senate resolutions and approvals of AL$ plans
- **Required recognition events** within RFPs, communications, Board of Trustees reports

17

Creating Convenience

- **Engaging people and opening doors**
- **Validating needs and recognizing readiness**
- **Exciting curiosity**

- *Creating the gathering place in the open*

- **We needed to cook for 114 California Community Colleges, 23 Cal State Universities, and 10 Universities of California serving over 110,000 faculty and 3 million students**
- **An Open Digital Library is the Pot and Water for *our OER Stone Soup***

STONE SOUP

by Marcia Brown

Build Locally-Link Globally
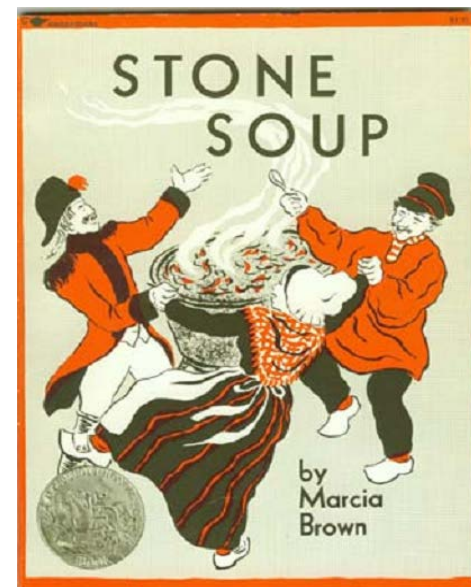
Welcome to Affordable Learning Solutions (AL$)

www.affordablelearningsolutions.org

www.cool4ed.org – Creating Convenient Access

Gift of Smart Search

Peer Reviewed, User Reviewed, Member Collections, Recommendations, and more

Gift of Smart Search

MERLOT

Browse ▾ Add ▾ Communities ▾ Partner Benefits ▾ News & Info ▾ About MERLOT ▾   Hi Gerry ▾ ❓

Search keywords, title, URL, ISBN, or author   Go   Advanced Search Options ▾

🏛 MERLOT Collection   🏛 Other Libraries   🏛 **The Web**

Filter by

Discipline

Any Discipline ⇕

Creative Commons

Not filtered by Creative C⟨
Not filtered by Creative Commons
CC Zero
CC by
CC by-sa
CC by-nd
CC by-nc
CC by-nc-sa
CC-by-nc-nd

1-10 of 100 results for "dna" *(MERLOT will always display up to 100 results, regardless of filters)*

DNA Creative: Social Media Marketing…
dnacreative.tv
The #1 Choice for Social Media Management & Marketing, Video Production, Graphic Design & Branding, Photography and…
More info
🔖 Bookmark   Go to material

DNA Learning Center - Cold Spring…
cshl.edu
Thank you for your patience while we update our website to better serve you. Visit the DNA Learning Center website. The…
More info
🔖 Bookmark   Go to material

BTS (방탄소년단) 'DNA' Official MV -…
youtube.com
BTS (방탄소년단) 'DNA' Official MV Credits: Director : YongSeok Choi (Lumpens) Assistant Director : WonJu Lee (Lumpens)…
More info
🔖 Bookmark   Go to material

Sequencing of Circulating Cell-free…
nejm.org
Twenty years ago, cfDNA was identified as a plasma analyte when Y chromosomal "fetal" DNA was extracted and amplified…
More info
🔖 Bookmark   Go to material

PRS | Bill Track | The DNA Technology…
prsindia.org
The DNA Technology (Use and Application) Regulation Bill, 2018 was

DNA Resource Core - DF/HCC
harvard.edu
The DF/HCC DNA Resource Core provides DF/HCC members, Harvard

DNA Learning Center // University of…
nd.edu
Summer science camps. The Notre Dame DNA Learning Center is a

Your DNA is an open book — but can't…
sciencenewsforstudents.org
There are many companies that offer to read your DNA. But be prepared:

Searches the WWW with "education rubric"

The California State University
WORKING FOR CALIFORNIA

Leveraging a $2B Dept. of Labor Investment

Business

Financial Accounting

ACCT 110 General Course Description

EXPLORE OPEN COURSEWARE BY OCCUPATION

Using the links below you can browse for Open CourseWare in SkillsCommons by various Occupations identified by the Standard Occupational Classification (SOC) codes. The Standard Occupational Classification (SOC) System is a United States government system of classifying occupations. It is used by U.S. federal government agencies collecting occupational data, enabling comparison of occupations across data sets. For more information visit the U. S. Dept. of Labor Bureau of Labor Statistics Standard Occupational Classifciation (SOC) system.

Architecture and Engineering Occupations (17-0000)
Online Courses | Hybrid/Blended Courses

Arts, Design, Entertainment, Sports, & Media Occupations (27-0000)
Online Courses | Hybrid/Blended Courses

Building & Grounds, Cleaning & Maintenance Occupations (37-0000)
Online Courses | Hybrid/Blended Courses

Business and Financial Operations Occupations (13-0000)
Online Courses | Hybrid/Blended Courses

Community and Social Services Occupations (21-0000)
Online Courses | Hybrid/Blended Courses

Computer and Mathematical Occupations (15-0000)
Online Courses | Hybrid/Blended Courses

Construction and Extraction Occupations (47-0000)
Online Courses | Hybrid/Blended Courses

Educational Instruction and Library Occupations (25-0000)
Online Courses | Hybrid/Blended Courses

Farming, Fishing, and Forestry Occupations (45-0000)
Online Courses | Hybrid/Blended Courses

Food Preparation and Serving Related Occupations (35-0000)
Online Courses | Hybrid/Blended Courses

Healthcare Practitioners and Technical Occupations (29-0000)
Online Courses | Hybrid/Blended Courses

Healthcare Support Occupations (31-0000)
Online Courses | Hybrid/Blended Courses

Installation, Maintenance, and Repair Occupations (49-0000)
Online Courses | Hybrid/Blended Courses

Legal Occupations (23-0000)
Online Courses | Hybrid/Blended Courses

Life, Physical, and Social Science Occupations (19-0000)
Online Courses | Hybrid/Blended Courses

Management Occupations (11-0000)
Online Courses | Hybrid/Blended Courses

Military Specific Occupations (55-0000)
Online Courses | Hybrid/Blended Courses

Office and Administrative Support Occupations (43-0000)
Online Courses | Hybrid/Blended Courses

Personal Care and Service Occupations (39-0000)
Online Courses | Hybrid/Blended Courses

Production Occupations (51-0000)
Online Courses | Hybrid/Blended Courses

Protective Service Occupations (33-0000)
Online Courses | Hybrid/Blended Courses

Sales and Related Occupations (41-0000)
Online Courses | Hybrid/Blended Courses

Transportation and Material Moving Occupations (53-0000)
Online Courses | Hybrid/Blended Courses

HOME   FIND ▾

Welcome to SkillsCommons Affordable Learning Solutions

Starting A Collective Impact Process

- **Engaging people and opening doors**
- **Validating needs and recognizing readiness**
- **Exciting curiosity**
- **Creating the gathering place in the open**

- *Inviting solutions*

- **With motivated people focused on solving the affordability problem, you have to get them to "own" the solution.**

- **Campus members understand best what solutions would work within their campus so invite their leadership and provide support for their leadership.**

STONE SOUP
by Marcia Brown

CSU The California State University
WORKING FOR CALIFORNIA

Campus AL$ programs

Open Fullerton

SITE • CSUF

LEARN   FIND   ADOPT   AL$ NEWS   CONTACT

CALIFORNIA STATE UNIVERSITY | **Chico**

PORTAL | EMAIL ▾ | CATALOG | CLASS SCHEDULE | CAMPUS MAP | DIRECTORY | LIBRARY

Search CSU, Chico
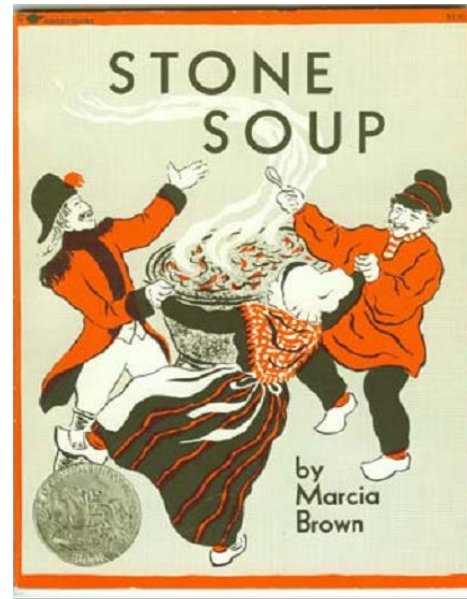
CHICO AFFORDABLE LEARNING SOLUTIONS

BroncoDirect | Blackboard | Email | Maps | Directory

Affordable Learning Initiative @CAL POLY POMONA

Search   GO

CALM

Our Initiative

10 Ways to CALM Down Your Textbooks

Open Education Resources (OER)

Lower Cost Alternatives

Copyright Basics

Cougars Affordable Learning Materials

CALM

AKADEMOS
TEXTBOOK ADOPTION TOOL

Considering a new textbook?

Use Akademos to find and compare high quality, more affordable texts including open education offerings. Search by subject, title, ISBN or author and compare results in a matrix.

The cost of a college education continues to rise, outpacing inflation and median income growth in the

Faculty   Students

HBCUs Leveraging AL$ - Stone Soup Pot

CSU The California State University
WORKING FOR CALIFORNIA

Tennessee State University's AL$
tsu-excel4ed.org

Central State University's AL$
www.centralstateopenlearning.org

Xavier University's AL$
xula4ed.org

Dillard University's AL$
www.bleu4ed.org

Bethune Cookman University's AL$
www.becool4ed.org

Fisk University's AL$
fuas.fisk.edu

Types of Services	Strategies for Campus Plans
Communication and Outreach	Presentations at standing meetings, memos, emails and webinars
Training & Professional Development	Empower the people who do training already. AL$ provides online services including webinars, "how-to" videos
Help & Support Services	Enlist support from your reference librarians and campus technology support.
Providing Print Copies	Work with your bookstore. OpenStax has print copies ready.
Library, Discovery, Curation	Leverage your library, SkillsCommons, MERLOT,. Your faculty & students can curate & share collections.
Technology Services	Add links in your Library Management Systems (LMSs) and LMSs-Learning.

The California State University — WORKING FOR CALIFORNIA

| Plan for Discovery, Curation, and Distribution of Digital and Print Course Materials |
|---|

The plan to enable faculty and students to find, organize, and acquire the digital and print versions of the courses materials plan will be essential for the successful implementation of your textbook affordability program.

Edit and fill out as many of the cells of the template below to assist you in your AB 798 RFP initiative planning. The column headings provide the aspects that you could consider, and the rows provide the potential stakeholders that might be important to include in your communications plan. You may use the same activity for multiple stakeholder groups. All rows need not be filled out; however, they are included for you to consider as many campus stakeholders in your AL$ communications' plan as possible.

POTENTIAL Stakeholders	Strategies for Finding OER	Strategies for Curating OER	Strategies for Distributing OER	Getting Print Copies	Measure of Success
Name	Examples: • Add link to www.cool4ed.org into campus's Learning management systems resource page • Student organizations add • Attend training workshop • Follow self-directed instructions from communications and outreach • Get help from 1:1 services • Other	Examples: • Use COOL4Ed suggestions in Course Showcase • Department committees recommend OER resources • Library creates "special collection" of resources aligned with courses.	Examples: • Faculty add links to OER in syllabi and in LMS • Bookstore posts links on bookstore website • Library posts links on library website	Examples: • Bookstore provides print-on-demand copies • Bookstore provides publisher version (e.g. Open Stax)	What metric will you track to determine the success of the activity? Examples: •# of visits to websites to find materials •# of free and open educational materials organized into recommendations • # of courses with OER resources posted in LMS and syllabi • # of print copies sold

- **Engaging people and opening doors**
- **Validating needs and recognizing readiness**
- **Exciting curiosity**
- **Creating the gathering place in the open**
- **Inviting solutions**

- *Offering personal contributions*

- *Encouraging publicity*

- **If you enable intrinsic commitment, augmented with extrinsic incentives, and create convenient ways to participate…**
- **People will take sustainable actions**

STONE SOUP

by Marcia Brown
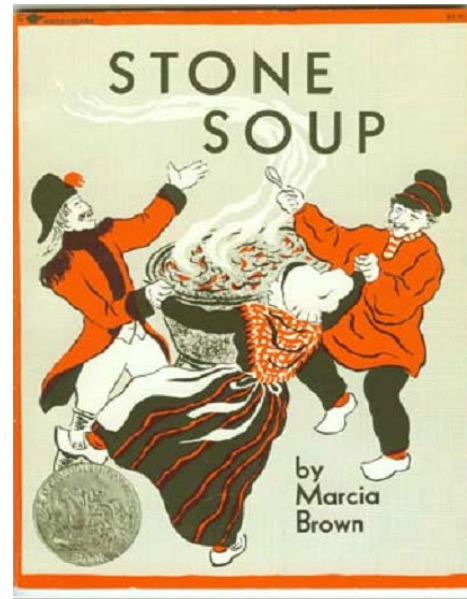
Teaching ePortfolios to Showcase Contributions

The California State University
WORKING FOR CALIFORNIA

COOL4Ed

[Textbook Name]

Common Course ID: [Course name/number linked to descriptor]

[UC/CSU/CC] Instructor Open Textbook Adoption Portrait

Abstract: This open textbook is being utilized in a [discipline] course for undergraduate [description if any] students by [Instructor's name] at [Educational Institution name]. The open textbook provides [brief description of highlights and any instructor supplements]. The main motivation to adopt an open textbook was [supply reason]. Most student access the open textbook in [format and/or access method].

Reviews: The book has been reviewed by faculty[link to COERC reviews] from within the three segments (CCC, CSU, and UC) of the California higher education systems.

About the Textbook

Textbook Title: [linked to table of contents or website]

Upload Textbook Image (200 w by 260 h)

Description: Provide a brief description of the textbook including concepts, pedagogical approach, problem sets, and overall structure including publisher

About the Course

Course Number: Name

Institutional Logo (200 w)

Description: Give description of course utilizing the course catalog at the educational institution if available.

Prerequisites: [courses, test scores]

GE credit: [units, GE or degree applicability]

Textbook Adoption

OER Adoption Process

Describe the main motivation for adopting the open textbook e.g. saving students money, better control over instructional materials, ability to customize for students needs, etc.

Explain any external materials that you used to supplement the textbook.

Student access: Describe the different ways that

The California State University
WORKING FOR CALIFORNIA

- **Engaging people and opening doors**
- **Validating needs and recognizing readiness**
- **Exciting curiosity**
- **Creating the gathering place in the open**
- **Inviting solutions**
- **Offering personal contributions**
- **Encouraging publicity**

- *Enjoying the fruits of labors*
- *Celebrating accomplishments*

PARTY TIME! Recognition of individual contributions and celebration of collective impact

STONE SOUP

by Marcia Brown

Accomplishments

429 of about 750 CSUDH faculty have participated in the 2018-19 AL$ program!

HOME / UNIVERSITY LIBRARY / SERVICES / AFFORDABLE LEARNING SOLUTIONS

ALS FACULTY SHOWCASE

About the Library ⌄

Research ⌄

Services ⌃

Group Study Rooms

iPad and Laptop Loans

Interlibrary Loan

Faculty Services

- Research and Instruction

- Blackboard Integration

Filter By:

Subject Code: All ▾ Semester: All ▾ Department: All ▾ Submit

Reset

Faculty ▲	Department ⬍
A. Marco Turk J.D.	Negotiation, Conflict Resolution & Peacebuilding
Aaron Hass Ph.D.	Psychology

Templates Help Aggregate Outcomes

Course Name	Course/Section Number	Estimated Number of Students / Enrollment Cap of Courses Section	Department	Total Cost of Course Materials in Previous Term (at local Bookstore)	Total Cost of Course Materials for All Students in a course in Previous Term (# of students in section X total cost of materials)	Term when OER will be adopted	Estimated Total Cost of Course Materials with adoption of OER
Introduction to Statistics	Sec 01	50	Psychology	$150.00	$7,500	Spring 2017	0
PreCalculus for Engineering	Sec 01	35	Mathematics	$120 $90 textbook + $30 online homework system	$4,200	Fall 2017	$30 Free textbook + $30 online homework system
PreCalculus for Engineering	Sec 02	45	Mathematics	$40 $30 textbook + $10 workbook	$1,800	Fall 2017	$30 $30 textbook + free workbook
				Previous Costs:	$36,000.00		Cost Savings:

CAMPUS INITIATIVES

TURN CAPACITY

INTO OUTCOMES

36

CSU's AL$ Strategy

Enabling Ecosystems
with policies, leadership, business models

Developing Demand
with communications, training, professional development

Creating Capabilities
with convenient & affordable access to content through technologies

Leveraging Content Providers
Publishers--Libraries-- Academic Authors-- Open Education Resources (CSU-MERLOT)

How to execute without being executed?

Give a Gift and Not a Burden

Showcase exemplary practices

Give Choices
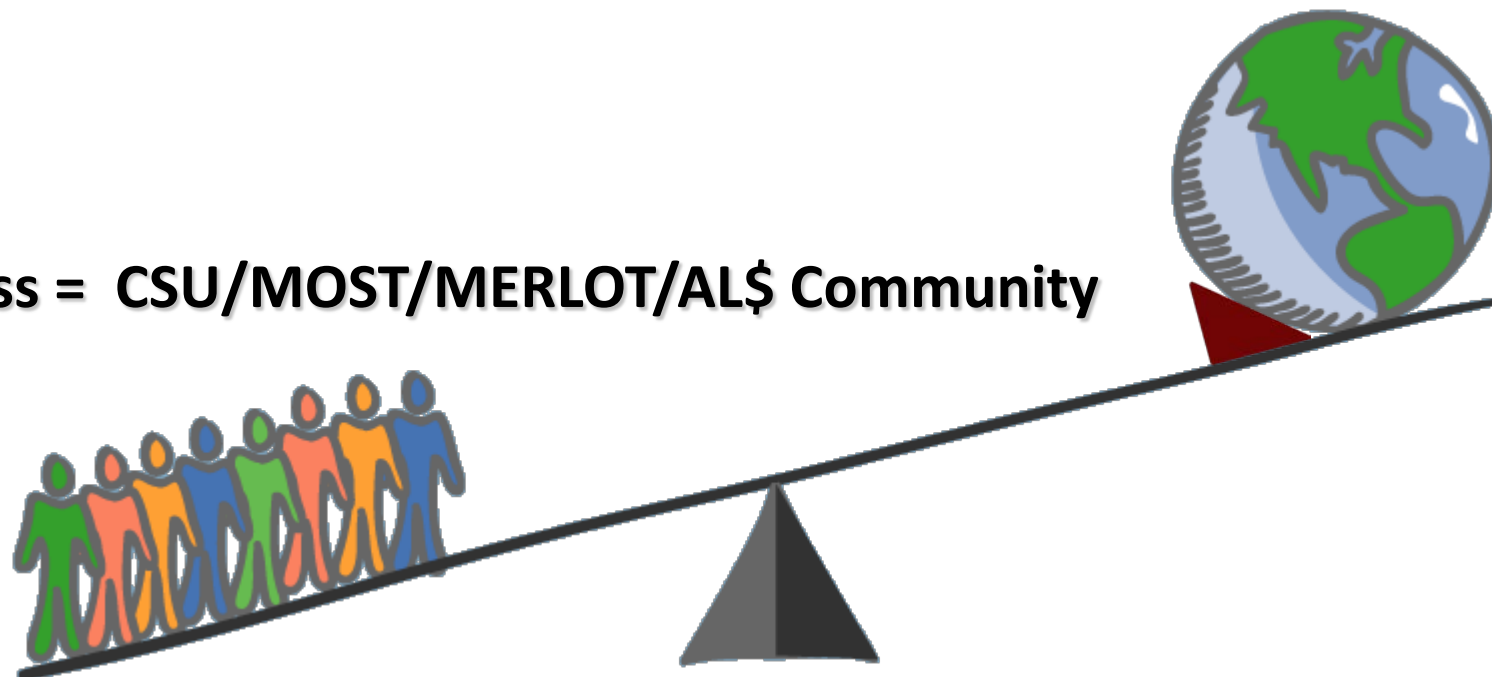
Build Locally- Link Globally

Good Project Management

Shall We Make Stone Soup?
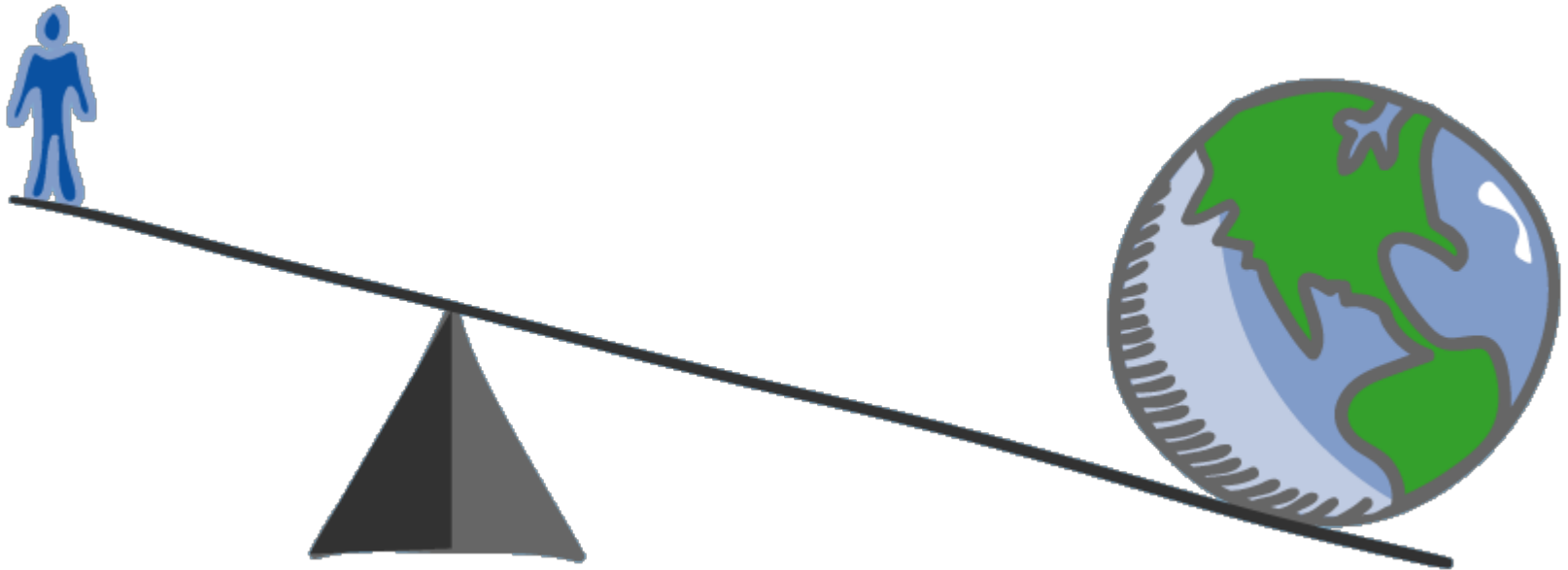
THANK YOU

Gerry Hanley
ghanley@calstate.edu