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### Advocating for Open Educational Resources (OER) from a Staff Position

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# Advocating for Open Educational Resources (OER) from a Staff Position

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A promotional image for the TV show Schitt's Creek. It features actor Dan Gheesling in a dark, textured sweater, looking directly at the camera with a questioning expression. The background is a simple indoor setting with a framed picture on the wall and a lamp. The image is overlaid with a purple gradient at the bottom.

 #SchittsCreek

WHY ARE WE HAVING **THIS** CONVERSATION?

# The Rising Costs of Textbooks

## THE NUMBERS

88%



### Inflation

Textbook cost increase from 2006-2016\*

4.8%



### Per Year

Textbooks average cost growth rate

1041%



### Inflation

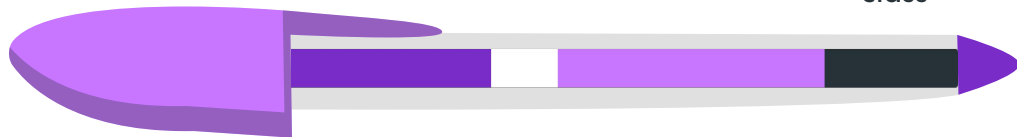
Textbook cost increase since 1977\*\*

64.2%



### Students

Do not purchase required textbooks for class\*\*\*



\*<https://www.bls.gov/opub/ted/2016/college-tuition-and-fees-increase-63-percent-since-january-2006.htm>

\*\*<https://www.nbcnews.com/feature/freshman-year/college-textbook-prices-have-risen-812-percent-1978-n399926>

\*\*\*<https://dlss.flvc.org/documents/210036/1314923/2018+Student+Textbook+and+Course+Material+s+Survey+-+Executive+Summary.pdf/3c0970b0-ea4b-9407-7119-0477f7290a8b>

# “INCLUSIVE” ACCESS PRODUCTS

40%



**Pearson**

Digital platform market share

24%



**Cengage**

Digital platform market share

21%

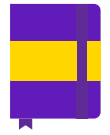


**McGraw Hill**

Digital platform market share

---

0%



**Students**

Actual ownership of their digital textbooks





**THIS IS ALL FEELING  
VERY SKETCHY**

#SCHITTSCEEK

Pop TV

# What are OER?

OER are teaching, learning, and research resources that reside in the public domain or have been released under an intellectual property license that permits their free use and re-purposing by others. Open educational resources include full courses, course materials, modules, textbooks, streaming videos, tests, software, and any other tools, materials, or techniques used to support access to knowledge.

William and Flora Hewlett Foundation





## 5 Rs of OER

Retain

Reuse

Revise

Remix

Redistribute





# Creative Commons Basics

Creative Commons licenses work in conjunction with copyright law, but they allow a creator to decide what rights under copyright law they want to retain.



## The four elements of a CC License

Attribution



NonCommercial



ShareAlike



NoDerivatives



# From Least to Most Restrictive



work can be used for any purpose (even commercially or modified form) as long as attribution given to the creator.



work can be used for any purpose (even commercially or modified form) as long as attribution given to the creator & any adaptations shared under the same or a compatible license.



work can be reused for non-commercial purposes only and must be attributed to the creator.



work can be reused for non-commercial purposes only and must be attributed to the creator & any adaptations shared under the same or a compatible license.



allows people to use the unadapted work for any purpose (even commercially), as long as they give attribution to the creator.



the most restrictive license. It allows people to use the unadapted work for noncommercial purposes only, and only as long as they give attribution to the creator.



THIS IS **VERY**  
IMPRESSIVE

## Textbook Affordability Initiatives

- Course Reserves
  - Ebooks
  - Databases
  - Streaming Media
  - Journal Articles
-

# Staff Advocacy for OER/Textbook Affordability

- Increase understanding of OER
- Increase understanding of Creative Commons
- Talk to students and faculty about OER
  - Advocate for finding low/no cost materials
  - Advocate for more course reserves
  - Promote database/subscription use



# Learn More About OER & Creative Commons

## OER Tutorials/Textbooks

- [Affordable Learning Georgia](#)
- [Open Washington](#)
- [The OER Starter Kit](#)
- [The OER Starter Kit Workbook](#)
- [UNA OER LibGuide](#)

## OER Surveys

- [2018 Student Textbook and Course Materials Survey \(Florida\)](#)
- [OER Research Toolkit](#)

## Creative Commons Course

- [CC for GLAM](#)





WHEN **ONE** OF  
US SHINES

#SCHITTSCEEK

Pop

## GOALS:

- Student equity
- Cost-savings
- Enhanced materials
- Demonstrating Care



# Any Questions?

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