



OPEN EDUCATIONAL RESOURCES AND AFFORDABLE ETEXTS

John W. Warren, Director
Mason Publishing / George
Mason University Press

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Learning Conference
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University Libraries



The background features a large, stylized letter 'M' in a light orange color. To the right of the 'M', there are several curved, leaf-like shapes in a slightly darker shade of orange, creating a sense of movement and growth.

Mason Publishing and OER Pilot Project

MASON PUBLISHING EXTENDS UNIVERSITY LIBRARIES PUBLISHING EXPERTISE

- Mason Libraries initiated copyright office, digital repository, ETDs, open access journals, and data services over past decade
- George Mason University Press transferred to the Library in 2013
- Provost endorsed initiative in Fall 2013
- Provided catalyst to launch a multifaceted publishing program for the University in 2014

George Mason University Press

Theses and
dissertations

Conference
proceedings

Student
Journals

Open
Educational
Resources

Monographs,
Books, eBooks

Professional
Journals

Textbooks

Mason Publishing Group

MASON PUBLISHING STRATEGY IS FOCUSED ON ADDING VALUE TO THE MASON COMMUNITY

- Align with George Mason University's strategic plan, strengths, and mission
- Assist faculty in creation of course materials including workbooks, textbooks, OERs
- Integrate digital opportunities throughout Mason Publishing Group and University Press
- Engage with key academic centers, departments, administrative units

OER GOAL IS TO REDUCE COSTS TO STUDENTS AND IMPROVE LEARNING OUTCOMES



OER DEFINED BROADLY

- Materials for teaching, learning, and research that may be freely used and re-purposed by others
- Reside in the public domain or released under Creative Commons licenses that permit reuse
 - retain, reuse, revise, remix, and redistribute
- Includes textbooks, streaming videos, course materials, modules, tests, software, tools or techniques, materials, and even full courses

OER DEVELOPMENT A PRIORITY FOR UNIVERSITY LIBRARIES AND MASON PUBLISHING

- Mason Publishing assists instructors in developing OERs and other educational materials (workbooks, textbooks)
- Subject librarians assist instructors with discovery of OERs
- Complements but does not replace existing “Text Select” initiative for print course reserves
 - Data from Text Select used to identify courses with high enrollment and high textbook costs

OER PILOT ENCOURAGES USE IN INNOVATIVE COURSE REDESIGN

- The University Library partnered in 2016 with Mason 4-VA and the Office of Digital Learning to introduce pilot project mini grants
- Grants of \$1,000 to \$5,000 offered to incentivize OER use or creation
- RFP prioritized courses that:
 1. Have high enrollment,
 2. Are required for majors,
 3. Count in the Mason Core, or
 4. Carry high textbook costs

OER PILOT ANNOUNCED AT FACULTY WORKSHOP

“Creating a Dynamic Classroom Experience Using Open Educational Resources”

- Faculty from Virginia Community College System—a nationally recognized leader in using and building OERs—and University Libraries
- Workshop topics:
 - Why OER and defining OER terms and concepts
 - Finding and Evaluating OER and free course materials
 - Building an OER Course
 - Understanding Creative Commons Licenses and applying them to your own course materials
 - Evaluating quality and effectiveness of OER materials in course
 - OER and student success and retention

PEER REVIEW RUBRIC

- Project Summary: Initiatives covered
- Addresses proposal criteria:
 1. high enrollment
 2. required for major
 3. Mason Core class
 4. high textbook cost
- Proposed plan can achieve overall goals
- Timeline for developing, implementing and assessing project
- Overall quality of proposal

RESULTS OF FIRST PILOT PROMISING

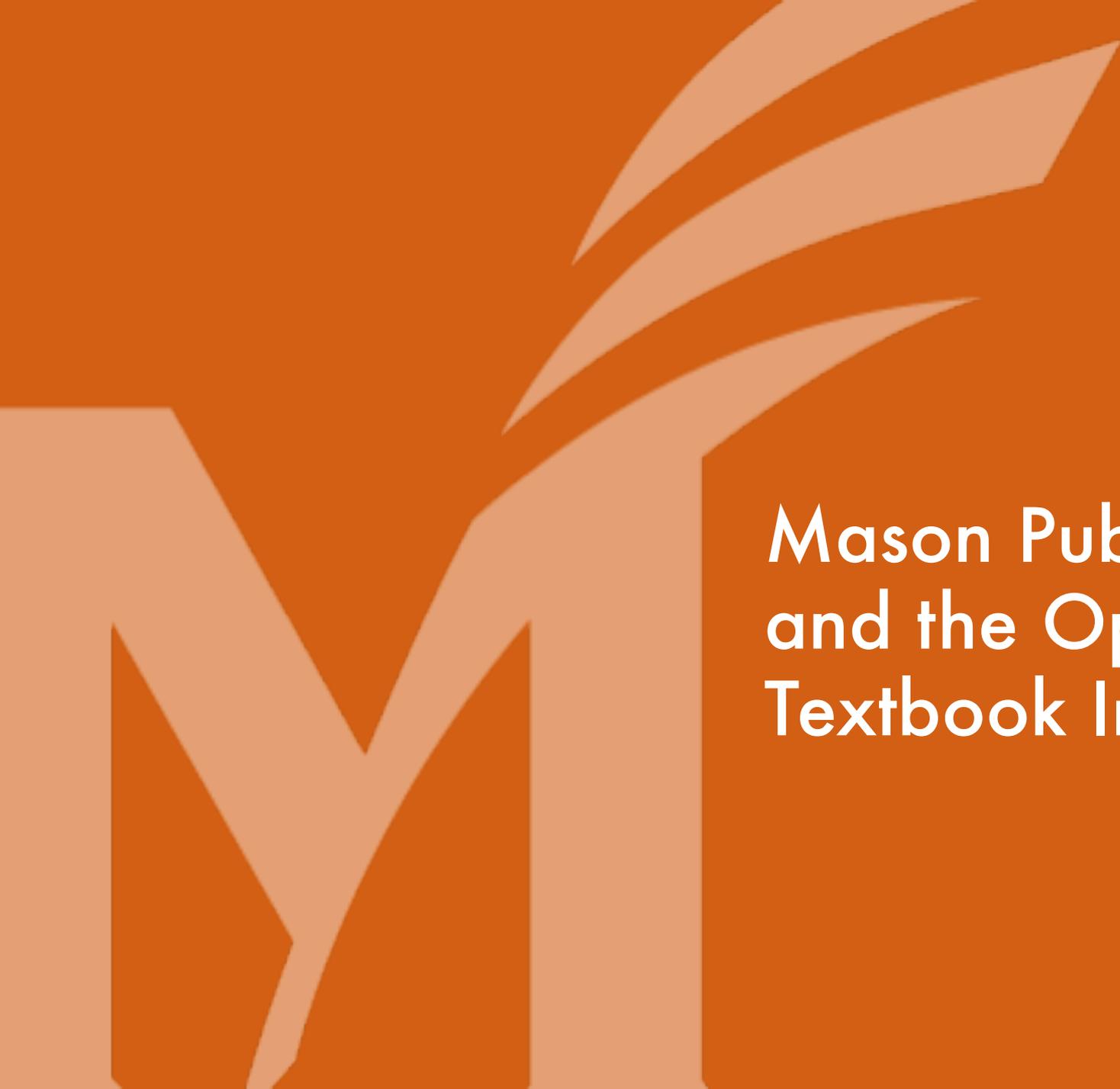
- Eleven grants awarded (a few for multiple courses)
- Subjects included health, research methods, foreign language (Spanish), English composition, chemistry, astronomy, intro course for international students, history, environmental policy, engineering
- Course enrollment ranged from ~85 students per semester to ~2,750 students per semester in multiple sections (average ~435)
- Timeline for implementing project varied considerably
- Four teams have indicated interest in working with Mason Publishing to develop a textbook or online publishing project, but none have yet been delivered

OER RFP FOR COURSE REDESIGN REPRISED IN 2017-2018

- Continues partnership between University Library partnered, Mason 4-VA, and Stearns Center for Teaching and Learning
- Competitive grants again to range from \$1000-\$5000
- **Larger amounts will be considered for projects that develop original materials** (encouraging new textbooks or other materials)
- RFP continues to prioritizes courses with:
 1. Have high enrollment,
 2. Are required for majors,
 3. Count in the Mason Core, or
 4. Carry high textbook costs

OPPORTUNITIES ALSO EMERGE FROM OTHER SOURCES

- Mason Publishing collaborating with faculty member to publish OER textbook—not part of OER pilot
- Project includes Textbook and Teacher's Manual
- Required course for certification as Virginia Court Mediation
- Project to be published as print-on-demand textbook and open-access ebook

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Mason Publishing and the Open Textbook Initiative

OPEN TEXTBOOK NETWORK INITIATIVE IS A COMMONWEALTH-WIDE EFFORT

- VIVA, one of only four consortial members currently in the OTN
- Four system leaders & 35 campus leaders selected
- Training provided by OTN in MN & VA
- Workshops offered by leaders @ their institutions
- Stipends provided to faculty for attending AND submitting an open textbook review to the Open Textbook Library (OTL)

OTN METHODOLOGY FOCUSES ON REVIEWS LEADING TOWARD TEXT ADOPTION

- Workshop attendees are encouraged to select an open textbook from the OTL when registering
- Workshop attendees are invited to review this title to receive a stipend (\$200 or more)
- Reviews important for assessment of quality by those in discipline
- Stipends acknowledge work & encourage adoption

OTL OPEN TEXTBOOK CRITERIA

- Openly licensed to allow derivatives,
- Complete textbook,
- Available in a downloadable format,
- In use at multiple HE institutions, or affiliated with a HE institution, scholarly society, or professional organization, and
- An original textbook or is for an entirely new audience

Know a good title? Share it!

ADOPTION IS THE GOAL

- Success is measured by adoption
- Statistics gathered 2x/yr on enrollment in a course that uses OTs, which are reported to OTN
- Student savings calculated by multiplying course enrollment x \$100
 - Course with 50 students whose instructor uses an open textbook has a reduced cost of ~ \$5,000.
 - Weighted formula allows data to be compared across institutions.



OER Metafinder

OER METAFINDER—ONE-STOP SEARCHBOX

- Working with Deep Web Technologies, George Mason University Libraries has created an OER Metafinder
- Faculty and students can use this system to search across a number of sites that offer open educational resources
- System returns first ~100 hits from each source, de-duping as items are retrieved
- Checkbox allows users to include or exclude sources from a search
- See: <https://library.gmu.edu/OERmetafinder>

SOURCES QUERIED IN THE OER METAFINDER

American Memory
(Library of Congress)

AMSER - Applied Math
and Science Education
Repository

BC Campus: Open Ed

College Open Textbooks

Digital Public Library of
America

Directory of Open Access
Books (DOAB)

HathiTrust - Public
Domain Texts

Merlot.org

MIT OpenCourseware

OAOpen.org

OER Commons

OERs at Internet Archive

Open Textbook Library

OpenStax CNX

Project Gutenberg



Please contact me with any questions:

John W. Warren

Email: jwarre13@gmu.edu

Twitter: [@john_w_warren](https://twitter.com/@john_w_warren)

Website/blog: publishing.gmu.edu