Let’s talk about students
OLD ECONOMY STEVEN

“WHEN I HAD YOUR JOB, I MADE A FRACTION OF YOUR WAGE!”

IGNORES INFLATION

$2.75 in 1975 = $12.55 in 2017
Hours of minimum wage work needed to pay for four years of public college

BOOMER: 306
MILLENNIAL: 4,459

NMC Freshmen . . . . .

- Are often first generation college students
- Want to do things “right”
- Are afraid to ask questions for fear of looking dumb
- Often do not have credit cards or cash in the bank to buy used books online
- Often pay for their books using financial aid and therefore have to buy at the bookstore
Paying the Price: College Costs, Financial Aid, and the Betrayal of the American Dream

Sara Goldrick-Rab
Temple University
Federal Pell Grants have failed to keep pace with rising college costs.

Textbooks & Financial Aid

$3.15 billion per year

The Textbook Industry and the Internet
The Problem

Normal Market

Producer

Consumer
The Problem

Textbooks Market

Publisher

Student

Professor
The Problem

Similar to...

Rx Drug Company

Patient

Doctor
The Internet

![Pyramid Diagram]

- **Physiological**
  - Food
  - Water
  - Shelter
  - Warmth
- **Safety**
  - Security
  - Stability
  - Freedom from Fear
- **Belonging - Love**
  - Friends
  - Family
  - Spouse
  - Lover
- **Self-Esteem**
  - Achievement
  - Mastery
  - Recognition
  - Respect
- **Self-Actualization**
  - Pursue Inner Talent
  - Creativity
  - Fulfillment

Duncan Hull via Flickr
Resale Sabotage

- new editions
- special editions

garlandcannon. CC0, via flickr.
Restricted Access

- Codes
- Digital versions with time limits
- Print and copy limits

stevepb, CC0, via pixabay.
“SAY, TOM, LET ME WRITE A LITTLE.”
<table>
<thead>
<tr>
<th>Profit</th>
<th>Company</th>
<th>Industry</th>
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<tbody>
<tr>
<td>10%</td>
<td>BMW</td>
<td>automobiles</td>
</tr>
<tr>
<td>23%</td>
<td>Rio Tinto</td>
<td>mining</td>
</tr>
<tr>
<td>25%</td>
<td>Google</td>
<td>search</td>
</tr>
<tr>
<td>29%</td>
<td>Apple</td>
<td>premium computing</td>
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<tr>
<td>35%</td>
<td>Springer</td>
<td>scholarly publishing</td>
</tr>
<tr>
<td>37%</td>
<td>Elsevier</td>
<td>scholarly publishing</td>
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How do you see students coping with the high cost of textbooks?
Chart 3: Impact of Textbook Costs (by Degree Level)

Note: Associate $n = 4,904$; Bachelor's (0–60 credit hours) $n = 4,213$; Bachelor's (61–120+ credit hours) $n = 8,463$; Master's $n = 1,781$; Doctorate $n = 784$.

Florida Virtual Campus:
“2016 Student Textbook and Course Materials Survey” (CC BY 4.0)
“Over 1/3 of students admit to illegally downloading course content”.

By Evil Pirate (Own work) [CC BY-SA 3.0 or GFDL], via Wikimedia Commons.

Book Industry Study Group
Are our students investing in their education or being mined for profit?
Students can’t learn from materials they can’t afford.
This situation is in conflict with our mission as educators.
Because we are first and foremost sharers of information.
“Education is inherently an enterprise of openness and sharing and generosity.”

-David Wiley

TEDxNYED - David Wiley - 03/06/10  https://youtu.be/Rb0syrgsH6M
We find ourselves part of a system that locks information behind paywalls and copyright and severely impairs our students' ability to learn.
OER can help
Digital materials, offered freely and openly for educators and students to use and re-use for teaching, learning, and research.
open > free
open = free + permission
The 5R Permissions of OER

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<tr>
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<tbody>
<tr>
<td><strong>Retain</strong></td>
<td>• Make and own copies</td>
</tr>
<tr>
<td><strong>Reuse</strong></td>
<td>• Use in a wide range of ways</td>
</tr>
<tr>
<td><strong>Revise</strong></td>
<td>• Adapt, modify, and improve</td>
</tr>
<tr>
<td><strong>Remix</strong></td>
<td>• Combine two or more</td>
</tr>
<tr>
<td><strong>Redistribute</strong></td>
<td>• Share with others</td>
</tr>
</tbody>
</table>

open licensing system

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• To receive credit
• To give permission
• To make it convenient
• To establish authority
• To leave a trail for like minds
So what’s this got to do with librarians?

“I Love Your Glasses” by Musgo Dumio_Momio is licensed under CC BY-SA 4.0
OER Repositories

MERLOT II
Multimedia Educational Resource for Learning and Online Teaching

BCcampus
OpenEd

doab directory of open access books

openstax™

OER COMMONS
OPEN EDUCATIONAL RESOURCES

SOL*R
Shareable Online Learning Resources

OPEN EDUCATION CONSORTIUM
The Global Network for Open Education

saylor.org

SKILLS COMMONS
open for learning
OER Textbooks and Repositories

Introduction to Open Educational Resources and how to locate an OER in support of teaching.

Overview

What are Open Educational Resources (OER)?

Open Educational Resources are teaching, learning, and research materials in any medium – digital or otherwise – that reside in the public domain or have been released under an open license that permits no-cost access, use, adaptation and redistribution by others with no or limited restrictions.

- William and Flora Hewlett Foundation

Locating OER

There are three main sources for OER:

- OER Publishers and Producers
  - Examples: OpenStax, Lumen, Saylor
- OER Repositories

http://libguides.wccnet.edu/oer-guides
FREE!!
How we got started at NMC
OER Pilot Project – Fall 2015

- Lisa Blackford  
  SWK 121  Introduction to Social Work
- Tom Gordon  
  HST 112  U.S. History from 1875
- Gary Howe*  
  GEO 109  World Regional Geography
- Marilyn Jaquish*  
  BUS 231  Professional Communications
- Deborah Menchaca*  
  MFG 111  Math for Manufacturing
- Susan Odgers*  
  PSY 225  Human Sexuality
- Deb Pharo  
  MTH 120  Mathematical Explorations
- Elizabeth Sonnabend*  
  MKT 241  Principles of Advertising
- Brian Sweeney*  
  PHY 105  Physics of the World Around Us
- Sarah Wangler  
  ENG111 Composition

$5,000 from

NMC Foundation

$58,826

* Adjunct Faculty
Student Savings at NMC

Pilot Project $58,826
7 other faculty including SOC101: $83,535

Total Student Savings – Fall 2015 $142,361
Do you know how much your textbook costs?
Do the math . . . it adds up fast!

# of students in 2015/16
X
Price of your textbook
=
Your impact

By Unknown (Mondadori Publishers)
$160 \times 393 \text{ students} = $62,880

$29 \times 393 = $11,397
OER Potential in U.S. Higher Education:
Save Students: **Billions / year**

- **Full-Time Undergraduate (11.1 million)**
  - Were assigned **JUST ONE** open textbook in place of a traditional print textbook each YEAR, it would save students nationally: $$1,418,025,000$$

- **Full-Time and Part-Time Undergraduate (17.7 million)**
  - $$2,261,175,000$$

- **Student taking Intro. Psychology (1.5 million)**
  - $$191,625,000$$
The Research

Studies conducted at Virginia State University and Houston Community College found that students who used open textbooks tended to have higher grades and lower withdrawal rate than their peers who used traditional textbooks.


Fall 2017
40 faculty
29 courses
The Economics of Community College Faculty
WILL TEACH FOR FOOD
Figure 1. Percentage of full-time faculty employed in US colleges and universities

Sustainability
When the grants are gone

• Course fees of $10 per student
• Partner with private companies
• Define OER as part of what we do
“I tell my students, 'When you get these jobs that you have been so brilliantly trained for, just remember that your real job is that if you are free, you need to free somebody else. If you have some power, then your job is to empower somebody else.”

-Toni Morrison

By Angela Radulescu (Toni_Morrison_2008.jpg) CC BY-SA 2.0, via Wikimedia Commons
Questions?
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