

Free & OER: What They Are, Where They Are and How to Use Them



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Challenges

- Colleges and universities expected to justify ROI
- Cost of textbooks rose nearly 3 times the rate of the general consumer index
- Students choosing not to purchase required texts
- 3rd party products require access codes and multiple registrations
- Getting print materials to online students
- Frequent edition changes by publishers
- Decreased public investment in education



Opportunities



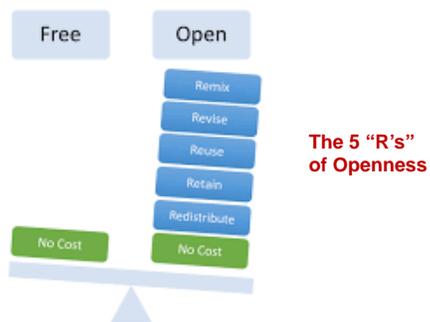
- Increased sensitivity to student debt
- Increased sensitivity to inequalities
- Increased knowledge & access to technology
- Time is ripe to invest time, energy, creativity & resources to create & distribute free/open educational resources!

What does “OER” mean?



- 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.
– Hewlett Foundation

FREE is not always OPEN



5 “Rs” for an OER text

- **Retain** (Copy)
 - Make a copy of the text and keep it for your use
- **Reuse** (Use in different ways)
 - Use parts of the text for an online student orientation
- **Revise** (Adapt/modify)
 - Add your own content/examples into the text
- **Remix** (Mashup)
 - Insert links to OER videos into the text
- **Redistribute** (Share)
 - Deliver the text in your institution’s LMS

Rights for authored works

<p>Copyright All Rights Reserved</p> <ul style="list-style-type: none"> • Re-use requires the permission from the copyright owner. 	<p>Creative Commons Some Rights Reserved</p> <ul style="list-style-type: none"> • Re-use is permitted without permission under the specifications shared in the license. 	<p>Public Domain No Rights Reserved</p> <ul style="list-style-type: none"> • May be used without permission.
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Source: <https://cat.xula.edu/food/digital-copyrights/>

Public Domain

- Content that is not protected by copyright law or other restriction
- Public Domain content belongs to the community at large
- May be freely copied, shared, altered and republished by anyone

Copyright



- A form of protection for "original works of authorship"
- Copyright covers both published and unpublished works
- Body of exclusive rights granted by law to copyright owners for protection of their work
- Copyright owners control the reproduction of their work and can sell or give rights to reproduce

Creative Commons



- Intermediate stage between public domain and traditional copyright
 - CC license uses power of copyright to promote openness and wider access t
 - Grant permission to others to copy, distribute and use their works
 - Dictate the conditions for copying, distributing and using
 - CC licenses ensure that authors get credit for their work

CC license components

<div style="display: flex; align-items: center; margin-bottom: 10px;">  Attribution </div> <p>You let others copy, distribute, display, and perform your copyrighted work — and derivative works based upon it — but only if they give credit the way you request.</p>	<div style="display: flex; align-items: center; margin-bottom: 10px;">  Share Alike </div> <p>You allow others to distribute derivative works only under a license identical to the license that governs your work.</p>
<div style="display: flex; align-items: center; margin-bottom: 10px;">  Noncommercial </div> <p>You let others copy, distribute, display, and perform your work — and derivative works based upon it — but for noncommercial purposes only.</p>	<div style="display: flex; align-items: center; margin-bottom: 10px;">  No Derivative Works </div> <p>You let others copy, distribute, display, and perform only verbatim copies of your work, not derivative works based upon it.</p>

Creative Commons Examples

- 
 - Saylor.org (courses & textbooks)
- 
 - Wikipedia
- 
 - Wired.com (photos)
- 
 - Free Software Foundation
- 
 - MIT Open CourseWare
- 
 - TED Talks

Summary of OER studies



- Open Education Group
openedgroup.org/publications
- OER Hub
oerhub.net
- Lumen Learning
lumenlearning.com/research
- Babson Survey Research Group
onlinelearningsurvey.com/oer.html

Summary of OER studies



- Faculty awareness low but rising
- Faculty using OER are favorable
 - Concerns about workload & compensation
 - Some disciplines are limited
- Students & faculty judge OER to be equal or higher in quality
- OER lowers cost & may positively affect grades, scores & retention

Our OER experience



- Redeveloped 2 courses
- Trained faculty
- Paired with instructional designers
- Pre- & post OER surveys (311 students)

Effects of OER on students



- Students saved \$172-\$336 per course
- Students taking both saved \$508
- Summer quarter savings \$51,186
- Annual savings estimate ~ \$200,000

Results of student surveys



- Compared pre-OER to OER courses
 - OER students more satisfied with course costs
 - Judged OER materials to be equal or higher in quality
 - More would recommend the OER course to others
 - Would prefer more courses with OER

Effects of OER on faculty



- At first, faculty concerned
 - Then they realized that the textbook constrained them
- Liberated to focus on student learning outcomes
- Researching and vetting content, rather than writing
- Improved collaboration & relationship with IDs

Effects of OER on IDs

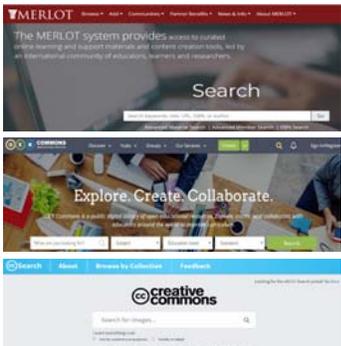


- Healthier relationships with faculty/SMEs
 - ID does not have to be the "heavy"
- Higher quality materials
 - More multimedia
- Deadlines met
 - Fewer AWOL SMEs
- Better alignment of objectives, content & assessment

Where can you find free/OER?



Start with OER repositories



The MERLOT system provides access to courses, online learning and support materials and content created freely, used by an international community of educators, learners and researchers.

merlot.org

Explore. Create. Collaborate.

OER Commons is a public repository of open educational resources (OER) for educators and learners.

oercommons.org

Search for images

ccsearch.
creativecommons.org

Effects of OER Initiative



- Expected
 - Students saved money
 - Students rated OER courses & materials as better
 - Students more likely to enroll in OER courses & institutions
 - Faculty felt more liberated
- Unexpected
 - Faculty & ID relationship improved
 - Improved course design process

What can you do with OER?



Replace print textbook

The screenshot shows a digital textbook interface. At the top, it says 'LIBRARIES' and has navigation links for 'Home', 'Read', 'Sign in', and 'Search in books'. The main title is 'Principles of Management' with a sub-note '(Authors removed at request of original publisher)'. A short description follows: 'Principles of Management teaches management principles to tomorrow's business leaders by weaving three threads through every chapter: strategy, entrepreneurship and active leadership.' Below this is a 'Download this book' button and a 'READ BOOK' button. A Creative Commons license icon is also visible.

Bring in to current events

The screenshot shows a news article from NPR. The title is 'Where The U.S. Stands On North Korea Ahead Of The Trump-Kim Summit'. The article is dated February 26, 2019, at 8:30 AM EST and is by Andrew Brinkley. The main image shows a banner for the 'DPRK-USA Hanoi Summit VIET NAM' with the flags of North Korea and the United States.

Bring in "guest lecturers"

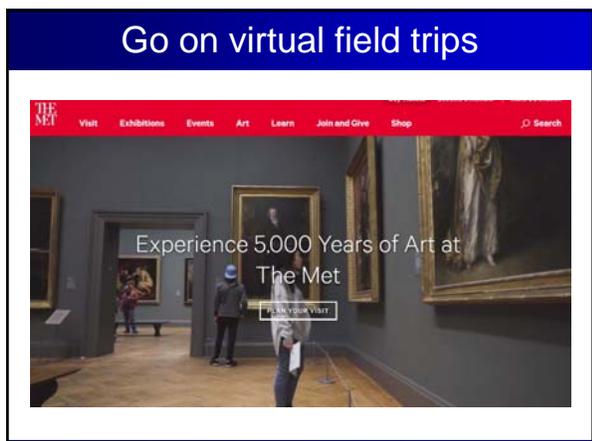
The screenshot shows a YouTube video player. The video title is 'Developing Globally Responsible Leadership and Business Management Education'. The video thumbnail shows a satellite in space with solar panels.

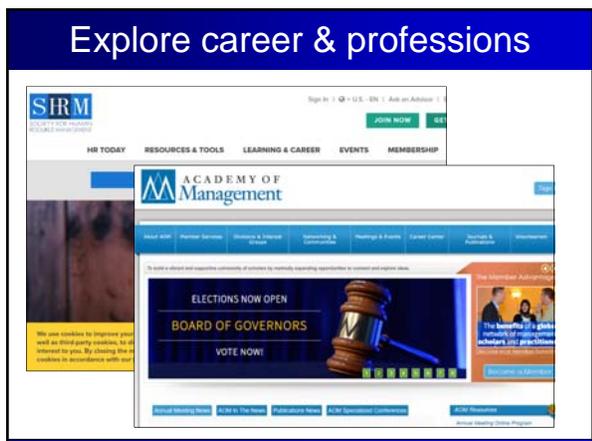
Analyze TED talks

Hear the great speeches

SITE SEARCH	RANK	SPEAKER	TITLE	AUDIO	SCRIPT
Home Page	1	Martin Luther King, Jr.	I Have A Dream	08_Shr.m3u	
Speech Bank	2	John Fitzgerald Kennedy	Inaugural Address	m3u	DOC
Top 100 Speeches	3	Franklin Delano Roosevelt	First Inaugural Address	m3u	DOC
Great New Speeches	4	Franklin Delano Roosevelt	Pearl Harbor Address to the Nation	m3u	DOC
Obama Speeches	5	Barbara Charline Jordan	1976 DNC Keynote Address	m3u	DOC
GWB Speeches	6	Richard Milhous Nixon	Checkers	m3u	DOC
Movie Speeches	7	Malcolm X	The Ballot or the Bullet (off site)	m3u1.m3u2	
Historical Figures	8	Ronald Wilson Reagan	Shuttle 'Challenger' Disaster Address	m3u	DOC
Classical Rhetoric	9	John Fitzgerald Kennedy	Houston Ministerial Association	m3u	DOC
9/11 Speeches	10	Lyndon Baines Johnson	We Shall Overcome	m3u	DOC

Provide extra help





Free & OER: What They Are, Where They Are and How to Use Them

The illustration shows a person standing next to a sign that says "OER". There are several colorful chairs around the sign, suggesting a classroom or meeting setting.

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