



UNIVERSITY LIBRARIES PUBLISHING: OPEN EDUCATIONAL RESOURCES AND AFFORDABLE ETEXT INITIATIVES

Purdue University Libraries Scholarly Publishing Division

*Katherine Purple
Editorial, Design, and Production Strategic Manager*

PRESENTATION OVERVIEW

WHO WE ARE

HISTORY OF THE PILOT

INFORMATION ABOUT THE PILOT

ETEXT PRODUCTION

ETEXT EXAMPLES

LESSONS LEARNED

LOOKING TO THE FUTURE

Author	Course
Browning	POL 411
Chandramouli	CGT 241
Chezem	YDAE 491
Day	HTM 399
Faris	COM 325
Herrick	ECET 177 & ECET 224
Hollich	PSY 235
Morgan	COM 217
Osman	COM 332
Piller	ECET 30201 & MET 284
Sydnor	HTM 499
Vickers	AD 225
Wankat	ENE 685 & CHE 697
Wenthold	CHM 261
Woods	POL 235

15 Purdue University faculty members saved students over **\$350,000** since 2014 through our Affordable eText Pilot.

WHO WE ARE

LIBRARIES SCHOLARLY PUBLISHING DIVISION

WWW.LIB.PURDUE.EDU/PUBLISHING

PURDUE
UNIVERSITY

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Purdue University Libraries Scholarly Publishing Division

Located in the heart of campus in Stewart Center room 190, the Purdue Libraries Scholarly Publishing Division creates a collaborative environment by uniting [Purdue University Press](#) with [Scholarly Publishing Services](#). The Scholarly Publishing Division is dedicated to enhancing the impact and extending the reach of academic research and scholarship through the development and dissemination of books, journals, digital collections, innovative electronic products, technical report series, and conference proceedings. In collaboration with fellow information professionals in the Libraries and across the University, we provide targeted services to support Purdue faculty, staff, and students at all stages of the scholarly communication process, as well as scholars working beyond the confines of Purdue.

AUTHORING
[Publishing Strategy](#)
[Copyright Advice](#)
[Publication Tools](#)

PRODUCTION
[Copyediting](#)
[Design](#)
[Marketing](#)
[Printing](#)

DISSEMINATION
[Distribution](#)
[Marketing](#)
[Discoverability](#)

PRESERVATION
[Citation](#)
[Archiving](#)
[Metrics](#)

WHAT 

Through the integration of Purdue University Press, Purdue Libraries has become a leader in its capacity to produce high-quality publications serving a continuum of scholarly publishing needs across the university. [more>>](#)

WHY ??? 

Our mission is to maximize access to scholarly publications for the benefit of users across the State, nation, and world while finding ways to sustain our publishing program financially. We believe in fair pricing, liberal author rights, and in pushing the boundaries of Open Access. [more>>](#)

WHO 

By combining the traditional strengths of publishers and librarians and sharing skills as well as infrastructure, the publishing division of Purdue Libraries has extended its capacity to provide a rich array of services to Purdue faculty, staff, and students. Meet our staff here. [more>>](#)

**PROMOTING LEARNING**

**SUPPORTING RESEARCH**

**CREATING ENGAGEMENT**

JPUR
The Journal of Purdue Undergraduates

Birk Technology Papers
The Birk Technology Paper Series

HABRI Central
An open-access online resource for

Publishing News

- > [Purdue University Press Book Previews](#)
- > [New Year's Reading Resolution](#)
- > [Purdue & Indiana's Community: University Press Week 2016](#)

[More](#)**BY THE NUMBERS**
(e-Pub download Statistics)

52,052

papers to date

14,051,243

full-text downloads to date

2,564,114

downloads in the past year

HISTORY OF THE PILOT

WWW.LIB.PURDUE.EDU/PUBLISHING/ETEXTS

- **PARTNERS:** Collaboration between Purdue University Libraries Scholarly Publishing Division and Information Technology at Purdue (ITaP)'s Teaching and Learning Technologies (TLT) team.
 - ITaP Project Manager
 - Publishing Division Editor
 - TLT Educational Technologist
- **2013/2014:** Started by Purdue University Press Director and ITaP Manager of Teaching and Learning Initiatives.
 - First eTexts from pilot debuted in fall 2014

The screenshot shows the Purdue University Libraries website. The header includes the 'PURDUE LIBRARIES' logo, a search bar, and links for 'Hours', 'My Account', 'Ask a Librarian', and a 'GIVE' button. A navigation bar below the header contains links for 'FIND', 'SERVICE', 'HELP', 'ABOUT', and 'SELECT A LIBRARY'. The main content area is titled 'Affordable Textbooks at Purdue' and includes a breadcrumb trail: 'Home > Purdue University Libraries Scholarly Publishing Division > Affordable Textbooks at Purdue'. The text describes the program's funding and support for instructors, its goal of providing affordable eTexts or Open Educational Resources (OERs), and its collaboration with the College Board. It also mentions the 'Purdue University Libraries Publishing Division' and 'ITaP's Innovations in Technology and Learning team'. A 'Mission Statement' section follows, stating the goal of providing affordable and innovative online alternatives to traditional textbooks. A 'Participating Faculty and Courses' table is displayed, listing authors, course titles, and their status. On the right side, there is a 'Publishing News' section with links to 'Purdue University Press Book Previews', 'New Year's Reading Resolution', and 'Purdue & Indiana's Community: University Press Week 2016'. Below this is a 'BY THE NUMBERS' section showing statistics: 52,175 papers to date, 14,091,148 full-text downloads to date, and 2,604,020 downloads in the past year.

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FIND SERVICE HELP ABOUT SELECT A LIBRARY

Home > Purdue University Libraries Scholarly Publishing Division > Affordable Textbooks at Purdue

Affordable Textbooks at Purdue

This program provides funding and support (editing, graphics, etc.) to instructors interested in providing affordable, innovative eTexts or [Open Educational Resources \(OERs\)](#) for Purdue students. OERs are freely accessible, openly licensed documents and media that are useful for teaching, learning, and assessing as well as for research purposes.

According to the College Board, students spend an average of \$1,200 per year on text materials for their classes. Digital technologies offer an opportunity for reducing costs and improving the student experience. The [Purdue University Libraries Publishing Division](#) and [ITaP's Innovations in Technology and Learning team](#) are actively working on an affordable textbook pilot, which is part of a broader textbook affordability initiative involving the Registrar's Office, ITaP, Purdue Libraries and Press, the Treasurer's Office, and the Provost's Office. The pilot is intended to explore options such as free and low-priced text as well as OERs as alternatives to commercial textbooks.

[Skypeack](#) and [Amazon's Kindle Direct Publishing \(KDP\)](#) have been chosen as the digital delivery platform options for faculty members to host pilot eTexts and OERs.

Mission Statement

We provide affordable and innovative online alternatives to the traditional textbook. Participating faculty members are given a stipend, copyediting services, graphical development, support for Open Educational Resources adoption, instructional design assistance, and investigation of homework system replacement.

Participating Faculty and Courses

AUTHOR/COURSE	TITLE	STATUS
Browning/POL 411	The Televised Congress	Available Now on Skypeack: 978-1-62671-021-4
Chandramouli/CGT 241	Introduction to 3D Animation	Available Now on Skypeack: 978-1-62671-022-1
Chezem/YDAE 491	Science, Ethics, and Justice	Available Now on Amazon
Day/HTM 399	Sustainable Tourism and Responsible Travel	Available Now on Amazon
Faris/COM 325	A Concise Guide to Interviewing	Available Now on Skypeack: 978-1-62671-027-6
Herrick/ECET 177/ECET 224	DC/AC Circuits and Electronics: Principles and Applications	Available Now on Skypeack: 978-1-62671-056-6

Publishing News

- > [Purdue University Press Book Previews](#)
- > [New Year's Reading Resolution](#)
- > [Purdue & Indiana's Community: University Press Week 2016](#)

More

BY THE NUMBERS

(e-Pub download Statistics)

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papers to date

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full-text downloads to date

2,604,020
downloads in the past year

INFORMATION ABOUT THE PILOT

- **FACULTY INCENTIVE**
 - \$5,000 stipend
 - Support for copyediting, graphic creation, video captioning, simulations
- **SELECTION CRITERIA**
 - Affordability
 - Existing textbook replacement
 - OER integration, where possible
 - Innovation
 - Technology (e.g., incorporation of simulations)
 - Content (e.g., filling a gap)

AFFORDABLE TEXTBOOK APPLICATION

Full title of book (include subtitle, if applicable):

List the following information for **each** author(s)/editor(s):

- Name of author/editor as it should appear on title page:
- Are you an author or editor of this volume (choose one)?
- Preferred address (work or home):
- Preferred telephone number (work or home):
- Preferred e-mail (work or personal):
- Current department at Purdue University:
- Current professional title at Purdue University:

Class this text is intended for:

Number of students who will use this text (per semester):

Semester/year text will first be used:

Title, ISBN, and cost of book this text will replace:

Do you anticipate using this new resource for at least two years?

Will this text be used as an Open Educational Resource outside of Purdue University?

If not, do you wish to receive royalties for this text, through purchase by Purdue students or by readers outside of the University?

Do you anticipate the need for?

- An editor:
- Graphics artist:
- Video creation support:
- Other (please explain):

ETEXT PRODUCTION

- **WORD TEMPLATE PROVIDED FOR AUTHORS**
 - Used Word styles for consistency of text formatting
- **PUBLICATION PLATFORMS**
 - Skyepack
 - Amazon Kindle Direct Publishing
 - All eTexts published in this pilot were priced at \$20 or less
- **ACCESSIBILITY**
 - Of text/figures/video
 - Of publication platforms

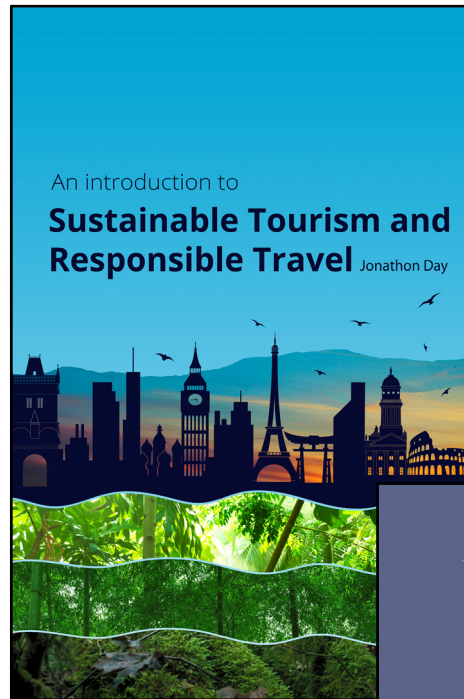


ETEXT EXAMPLES



Introduction to 3D Animation

Magesh Chandramouli



An introduction to Sustainable Tourism and Responsible Travel

Jonathon Day

CHANDRAMOULI
Computer Graphics/Animation

DAY
Hospitality/Sustainability

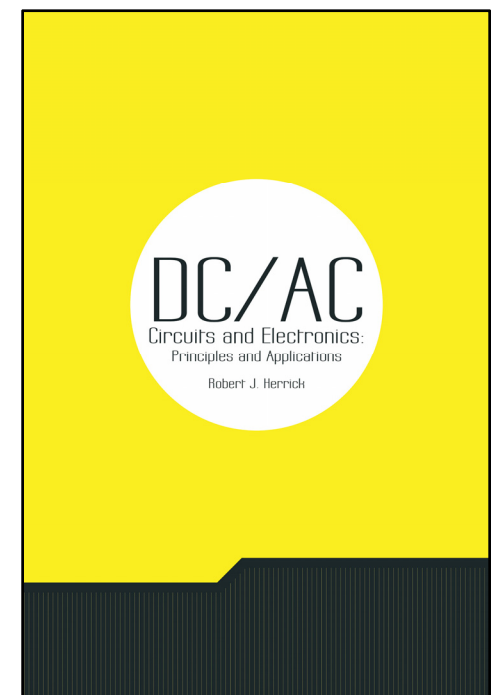
FARIS
Interviewing

HERRICK
Electronic and Computer
Engineering Technology



A concise guide to interviewing

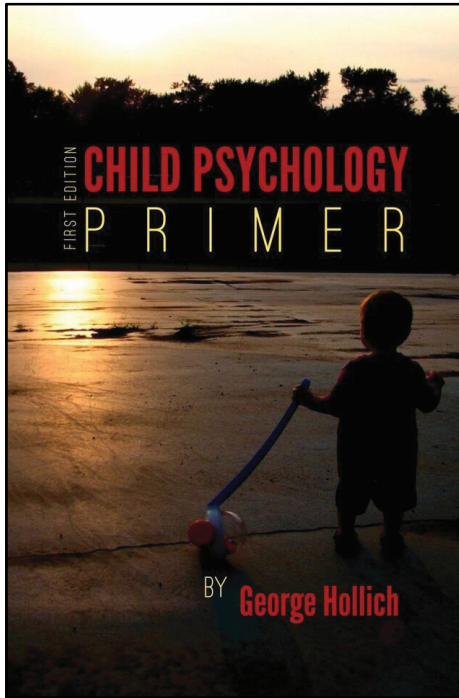
by Jeralyn L. Faris



DC/AC

Circuits and Electronics:
Principles and Applications
Robert J. Herrick

ETEXT EXAMPLES



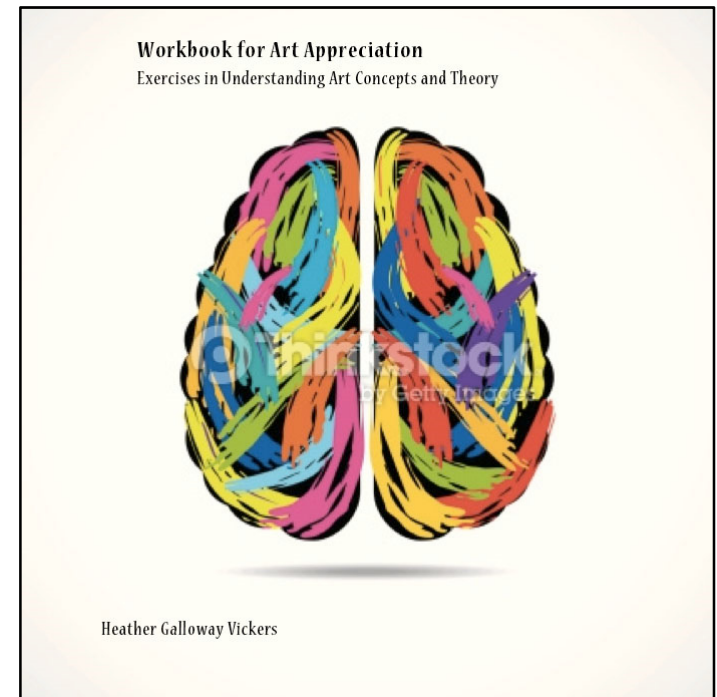
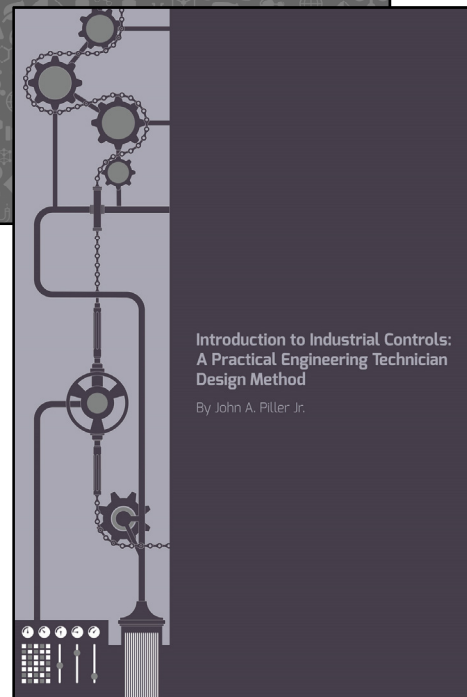
PILLER
Electronic and Computer
Engineering Technology

VICKERS
Art Appreciation



HOLLICH
Child Psychology

CHEZEM
Forensic Science/Ethics



LESSONS LEARNED

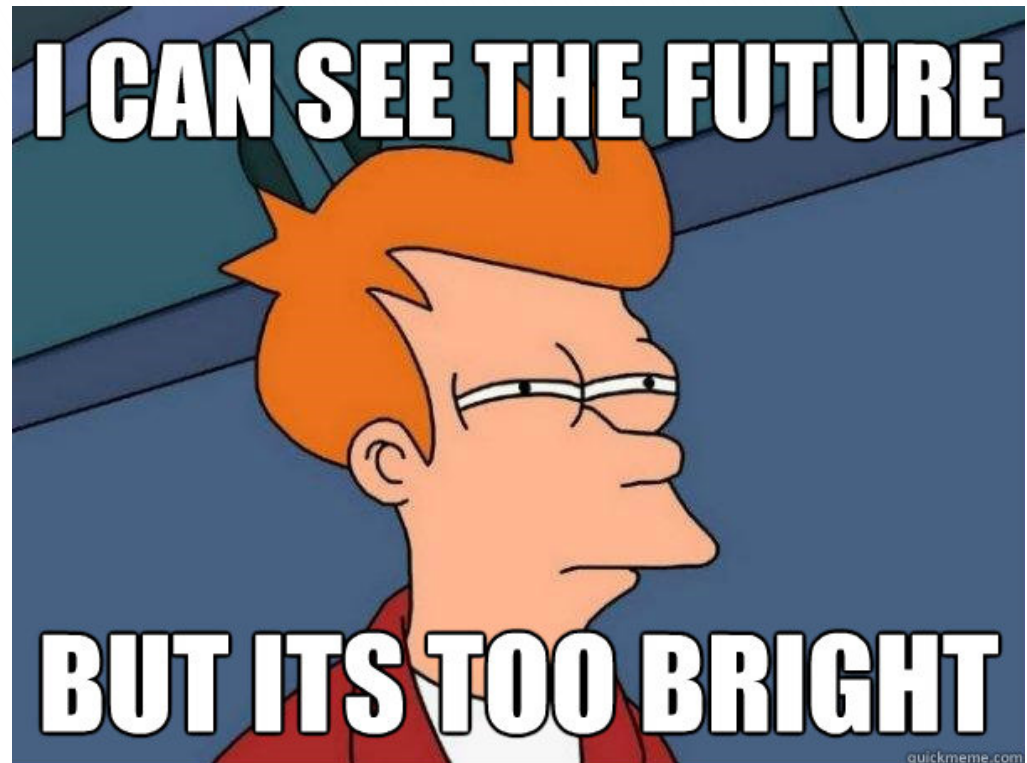
- TARGETED ACQUISITIONS
- COMPENSATION
- PEER REVIEW
- TIMING
- MARKETING
- COMMUNICATION/
EXPECTATIONS
- CONTINUED WORK ON
 - Author contract (revise)
 - Author application (expand)
- FURTHER RESEARCH NEEDED
 - Publication platforms



Courtesy of <http://memes.com/img/949735>

LOOKING TO THE FUTURE

- Seeking funding to develop pilot into a full-fledged program.
- Will continue to deliver professional support for faculty to adapt and adopt alternative, specialized, affordable, and open instruction materials for Purdue courses.
- Faculty using other solutions can leverage our center of excellence to find complementary and enabling resources, streamline production, abide by accessibility standards, and enhance impact.



Courtesy of <http://www.quickmeme.com/meme/368h72>

QUESTIONS AND COMMENTS

Thank You

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