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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
**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
- Subject librarians assist instructors with discovery of OERs
- Important to complement 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 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
OER pilot encourages use in innovative course redesign

• The University Library partnered 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

• CFP prioritized courses that:
  1. Have high enrollment,
  2. Are required for majors,
  3. Count in the Mason Core, or
  4. Carry high textbook costs
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
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.
Please contact us with any questions:

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