



AFFORDABLE ETEXTS AND OPEN EDUCATIONAL RESOURCES

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George Mason University Press

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University Libraries



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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

# George Mason University Press

Pre- and  
post- prints

Teacher  
Workbooks

Conference  
proceedings

Monographs,  
Books, eBooks

Theses and  
dissertations

Student  
Journals

Open  
Educational  
Resources

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
- 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

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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.



Please contact us with any questions:

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