

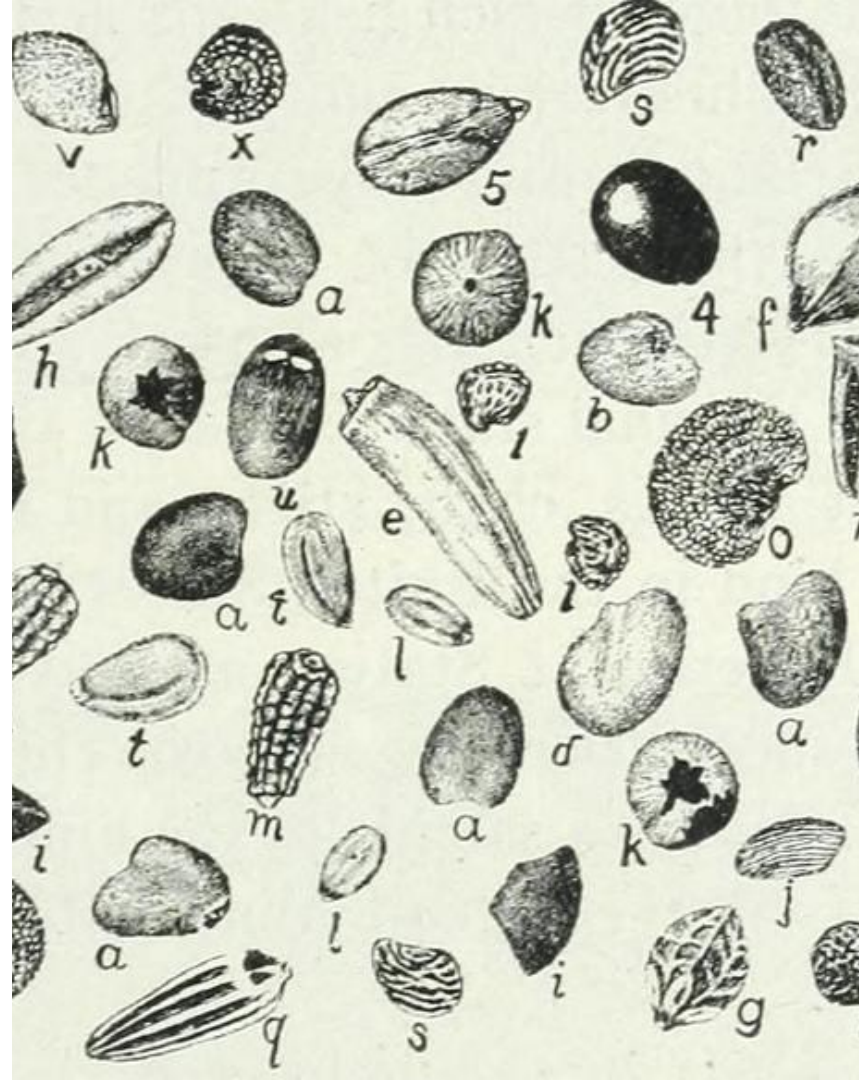
# Challenges & Opportunities Launching an Open Textbook Publishing Program

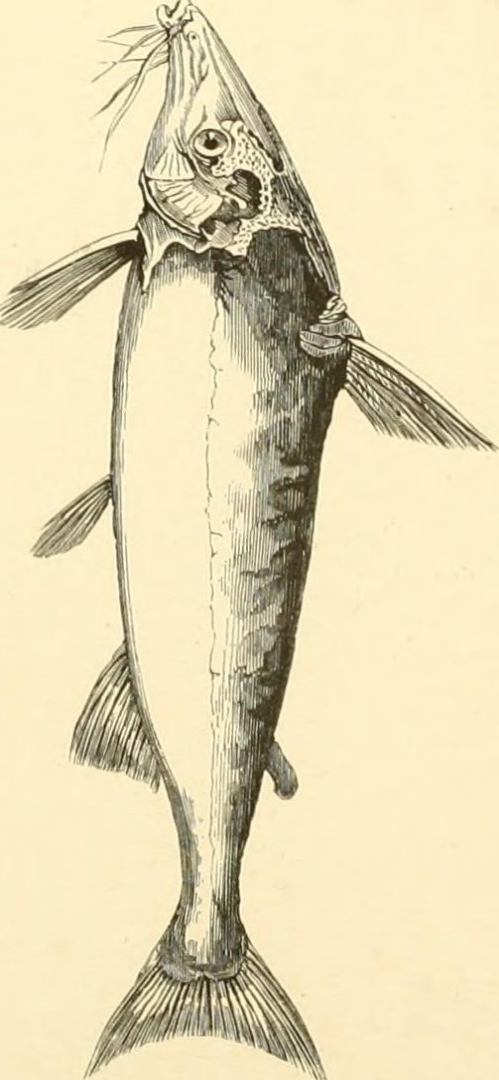
Open Textbook Network (CC BY)



*"The animals and man; an elementary textbook of zoology and human physiology" (1911) p. 365*

**The Publishing  
Cooperative**  
*at the*  
**Open Textbook  
Network**





## Goals

- Grow open textbook publishing expertise and capacity in higher education
- Increase the availability of open textbooks (CC BY) for use by instructors and students around the world

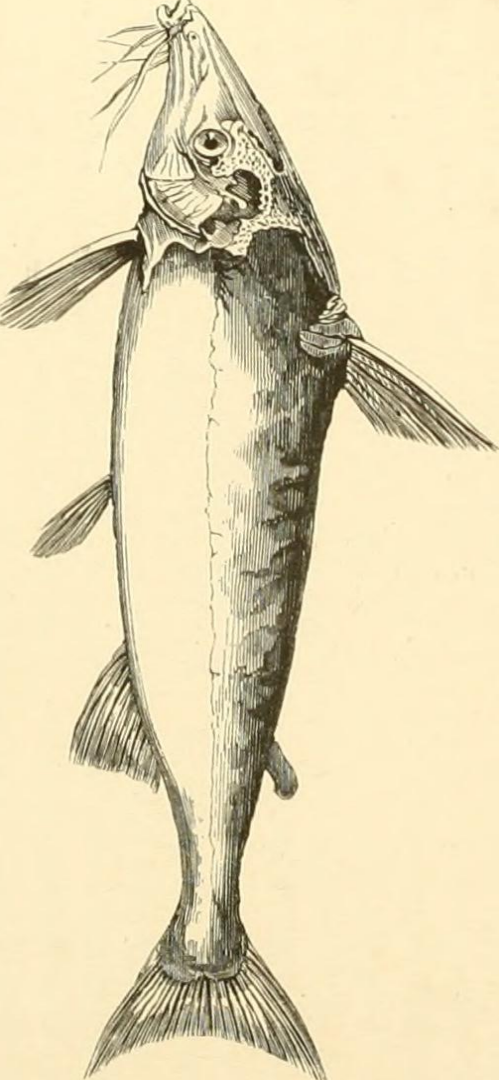
*"Encyclopédie d'histoire naturelle; ou, traité complet de cette science d'après les travaux des naturalistes les plus éminents de tous les pays et de toutes les époques: Buffon, Daubenton, Lacépède, G. Cuvier, F. Cuvier, Geoffroy Sa. p. 366*





## To-Do

establish shared publishing  
infrastructure, process,  
community, technical and  
services support



## Building Blocks

- OTN partners with Scribe, mission-driven publishing services company
- OTN funds start-up costs, institutions fund projects
- Deliver first iteration of professional development and orientation curriculum
- Community of practice and professional support during project phase

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A vibrant background image featuring numerous hot air balloons in various colors and patterns (including stripes, stars, and geometric shapes) floating against a clear blue sky. The balloons are scattered across the top half of the page, with some appearing closer and larger than others, creating a sense of depth.

## LESSON

# 2

# What Makes Air Hot?

## PREPARATION

### Teacher Background Knowledge

**ahaft**

Head 1, after a larger element.

**bhaft**

Head 2, after a larger head

**pf**

Body text, first instance

**ch**

Head 3

**paft**

Body text, non-indented, occurs after a head. This design does not

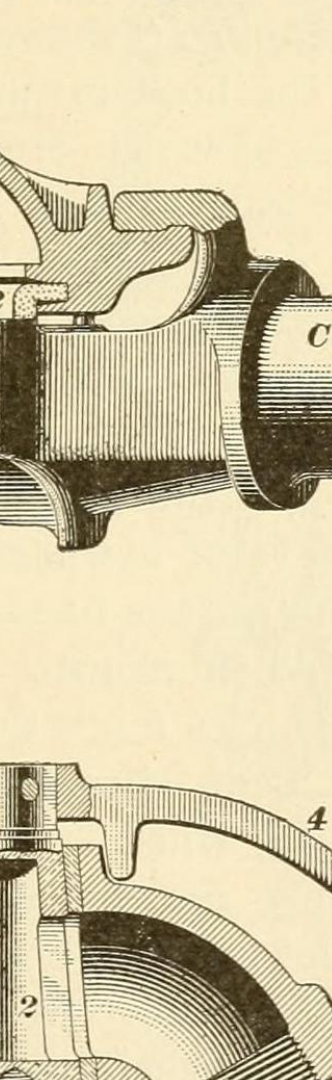
### The Language of Energy Conversion

In this lesson, students will learn about energy transfer and transformation, as those processes relate to solar energy. The conventional term used by the scientific community is energy *transformation*—the process of energy converting or transforming from one type to another. However, the similarity of the words *transfer* and *transformation* can cause significant confusion for students. As they explain phenomena related to energy, they often use the incorrect term even as they provide a correct explanation. For that reason, IQWST often

Wall is a good place to make the difference visible. Write both transfer and conversion on the word wall, adding (transformation) parenthetically under the word conversion. Use pictures, drawings, artifacts from activities, or any other visual cues that can support students as they not only learn the concepts, but learn the language that applies to both.

### Light Energy

Light is unusual. It is not matter, yet it is something. It has energy—light energy. This may trouble some students and is actually a very complex subject. If students raise questions



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