



Free the TEXTBOOK



**Free the
Textbook!**

Using ePortfolio to Host your OER Course

Dan Auld, Ph.D. Director, Learning Technologies
Vee Herrington, Ph.D. Adjunct Assoc. Prof. / OER Librarian

Faculty Development Day
August 25, 2018



Purpose Today

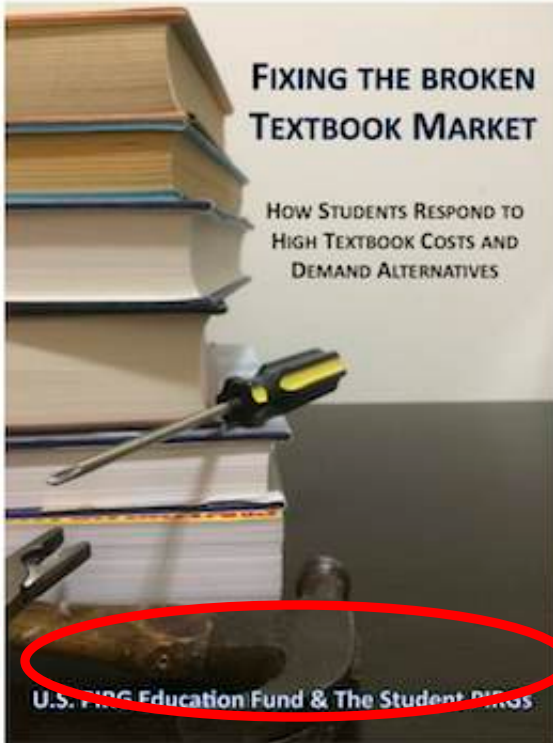
- Quick overview of Open Educational Resources (OER)
 - Why? Where to find OER?
- How? How to provide access for the students...you need a mini-website!
- Use ePortfolio to host the course
 - What is ePortfolio?

The Broken Textbook Market

WHY?

- 65% of students choose not to buy a college textbook because it's too expensive
- 94% report that they suffer academically because of this choice
- 82% of students say they would do significantly better in a course if the textbook were free online and a hard copy was optional!

Case studies at both Houston Community College and Virginia State University suggest that classes using open textbooks have higher grades and better course completion rates



PIRG=Public Interest Research Group

Textbook industry facts

- College textbook prices have increased in the past ten years at 3X the rate of inflation...much faster than real estate or health care!

WHY?

- Textbooks are too expensive
 - Average student spends as much as **\$1,200** each year on textbooks*
- Students do not purchase textbooks
- If a course centers around a textbook, and the students won't purchase it, students will not be successful!
- Inequality exists if some students can't or won't purchase the textbook
- **JJ is all about equity and justice!**



*Source: NY EdTech Week, OER OpenLab, 12/20/17, Grand Central Tech

Definitions

- Open Educational Resources (OER) are teaching, learning and research resources that reside in the public domain; no copyright; free to use.
- What is open?
 - Content licensed for us to re-use; Creative Commons License.
- What is free?
 - Cost free to students
- What is alternative?
 - Library licensed content is referred to as Alternative Educational Resources (AER)
- What is a “Z” course?
 - This is a course tagged in CUNYFirst as a Z course, which means there are no textbook costs for students.

Open Content







The 5 R's

Open content is copyrightable work published freely under a Creative Commons license. Users have permission to:

- Retain – the right to make, own, and control copies of the content (e.g., download, duplicate, store, and manage)
- Reuse – the right to use the content in a wide range of ways (e.g., in a class, in a study group, on a website, in a video)
- Revise - the right to adapt, adjust, modify, or alter the content itself (e.g., translate the content into another language)
- Remix - the right to combine the original or revised content with other material to create something new (e.g., incorporate the content into a mashup)
- Redistribute - the right to share copies of the original content, your revisions, or your remixes with others (e.g., give a copy of the content to a friend)



Creative Commons licenses:

Icon	Description	Acronym
	Attribution alone	BY
	Attribution + NoDerivatives	BY-ND
	Attribution + ShareAlike	BY-SA
	Attribution + Noncommercial	BY-NC
	Attribution + Noncommercial + NoDerivatives	BY-NC-ND
	Attribution + Noncommercial + ShareAlike	BY-NC-SA

https://en.wikipedia.org/wiki/CreativeCommons_license

Just paste on the symbol!

1.2 billion Creative Commons licensed titles!

What is John Jay doing to Promote Z Courses?

- John Jay is promoting OER with the Course Conversion Project: An eight-workshop OER conversion seminar focusing on course design, pedagogy and the selection of identifying and compiling open/alternative materials for the course. These are the “Z” courses which have no textbook costs for the students.
- The creation of an open access / zero cost John Jay College Justice eReader

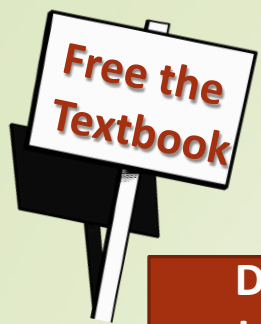


This is Year 2 of the Project



Selecting Materials for the Zero Cost Class

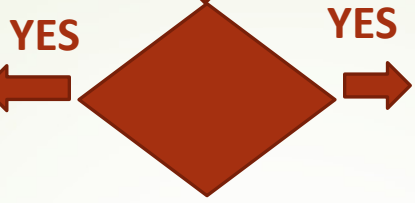
- Needs to be web-based and “open” (we can re-use and share...not copyrighted, unless a library resource). Look for a Creative Commons License.
- Needs to be cost free to students
 - Includes library licensed content (free to students, but licensed by library)



Are you ready to free the textbook?



Do you want to replace the expensive textbook?



But, I don't want a textbook; I want a variety of resources linked to the learning objectives

Is the current textbook available as an eBook in the library catalog?

YES

"Zero Cost to Student!"

YES!



FREE THE TEXTBOOK!

NO

Look for an Open Textbook in an OER Repository

YES!

- [OpenStax](#)
- [Open Textbook Library](#)
- [Merlot Repository](#)
- [OER Commons](#)



Use the library databases and look for articles, ebooks and other media

YES!

Use the Internet and find content that has a Creative Commons License



FREE THE TEXTBOOK!

Searching for Open Educational Resources



- OERs come in a wide variety of types:
 - Individual media elements, such as photos, graphics, videos, and audio
 - Online curriculum modules
 - Complete eTextbooks and ebooks
 - Curriculum for the complete coursework (called open courseware).
- Unlike the licensed and expensive library resources, these materials are free to use and reuse with a Creative Commons license.

Where to find OER



- Use OER Repositories
 - OpenStax (Rice Univ.) <https://openstax.org>
 - Open Textbook Library <https://open.umn.edu/opentextbooks>
 - In OER Repositories, you can find complete courses, lectures, videos, lesson plans, books and textbooks and pictures.
- Use LibGuides from John Jay and other colleges and universities. [“Zero-Cost Textbook Alternatives”](http://guides.lib.jjay.cuny.edu/zerocost)
(<http://guides.lib.jjay.cuny.edu/zerocost>)
- Use Google: Click on “Settings” -> “Advanced Search” -> “Usage Rights”: Free to use, share or modify (Creative Commons License)

AER is not open, but is zero cost to students!

Alternative Educational resources (AER): content licensed by the library

- Videos
- Journal articles
- Encyclopedia articles
- Electronic books and e-book chapters




John Jay Library: <http://www.lib.jjay.cuny.edu/>

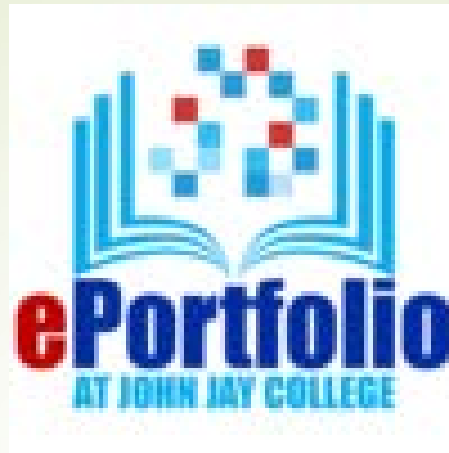
- Always use a Permalink to link to a copyrighted article
- Do not upload a copyrighted article

Creating a “Virtual Place”

- You need a “virtual place” to host the course so the students can easily access it...kind of like a mini-website
- Various platforms can be used to publish the course (Blackboard, ePortfolio, WordPress/Academic Works, LibGuides)
- Platform needs to be easy to use (create, edit and access), free with accounts owned by the faculty and students, and uses technology to promote sound pedagogy.

Which Platform to Use to Host the Course

Platform for Content Repository?	Pedagogy: Instructor-centered or Student-centered?	Main disadvantages over other platforms?	Advantages of this platform over the other listed below platforms?
Blackboard	More instructor-centered, but has some social learning tools.	<ul style="list-style-type: none"> • <u>Not open</u> • Some faculty hate BB  	<ul style="list-style-type: none"> • BB is an LMS • Students and faculty familiarity
LibGuides	Instructor-centered; just a repository; no student posting or reflection 	<ul style="list-style-type: none"> • <u>Library owned</u> • Library controls access and accounts. 	<ul style="list-style-type: none"> • Nice interface • Easy to learn and edit • Easy to post all file formats
New Digication ePortfolio 	Student-centered: Promotes inquiry, discovery, creation, critique and showcase-based pedagogy	<ul style="list-style-type: none"> • Does not include a robust LMS system • Files are not as easy to post and view as LibGuides 	<ul style="list-style-type: none"> • Student and faculty own their accounts • Pedagogy focused • Very visual and aesthetic!



ePortfolio Prototype:

Introduction to World Art

<https://johnjay.digication.com/introduction-to-world-art/home-1>

Setting up an OER Site using ePortfolio

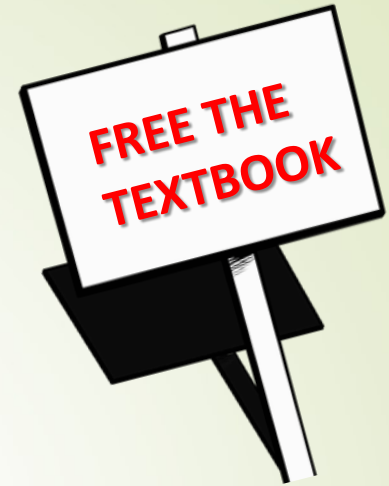
Putting it all Together

- Start with a good Syllabus
 - You need to have the learning outcomes of the course identified
 - Instead of the commercial textbook driving the course, the learning outcomes will determine what you teach
 - You will need your class policies, grading explanation, readings, topics, lectures and assignments.
- Find the course content that is zero cost to the student (OER or Library resources)
 - Has someone else created a similar, complete OER course or textbook? Check out OER Repositories and College OER LibGuides. Look for the Creative Commons logo.
 - Look for library materials like ebooks, articles and streaming videos to fill in gaps

The Course ePortfolio

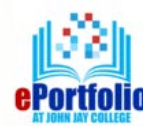
- The beauty of ePortfolio is that you can build the course and revise it constantly
- It is a great organizational tool; once you get started adding your content, it is very visually motivating!
- A commercial textbook is static, but if things change in the field, it is very easy to revise the course or even pick a new zero-cost textbook

Contact Information



- **ePortfolio Questions and Help:**
016 Westport (10 am – 4 pm Monday-Friday)

- ePortfolio Program at John Jay
ePortfolio@jjay.cuny.edu



- Dan Auld, Ph.D. / Director, Learning Technologies
dauld@jjay.cuny.edu

- Gerard Tecson, ePortfolio Specialist
gtecson@jjay.cuny.edu

- **OER Questions and Help:**
Lloyd Sealy Library / Adjunct Office / Top Floor



- Vee Herrington, Ph.D. / Adjunct Assoc. Prof. / OER Librarian
vherrington@jjay.cuny.edu