

# Improving Access, Affordability, *and* Achievement with OER

MJ Bishop, Associate Vice Chancellor and Director  
William E. Kirwan Center for Academic Innovation  
University System of Maryland



MARYLAND OPEN SOURCE  
TEXTBOOK *Initiative*

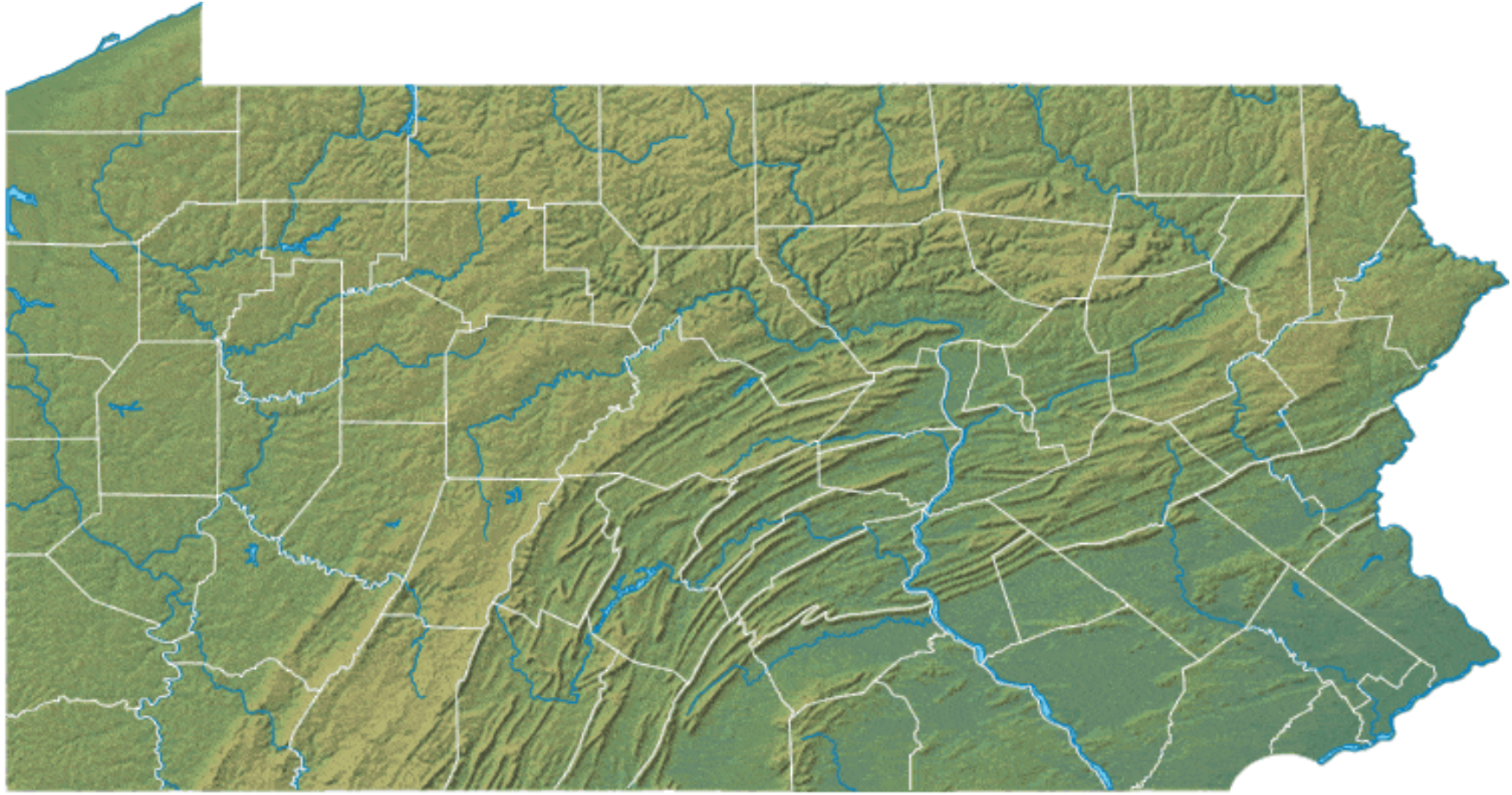


# University System of Maryland



- 1 Bowie State University
- 2 Coppin State University
- 3 Frostburg State University
- 4 Salisbury University
- 5 Towson University
- 6 University of Baltimore
- 7 University of Maryland, Baltimore
- 8 University of Maryland, Baltimore County
- 9 University of Maryland, College Park
- 10 University of Maryland Eastern Shore
- 11 University of Maryland University College
- 12 University of Maryland Center for Environmental Science
- 13 Universities at Shady Grove
- 14 University System of Maryland at Hagerstown
- 15 University System of Maryland Office





0 50 KM 50 Miles

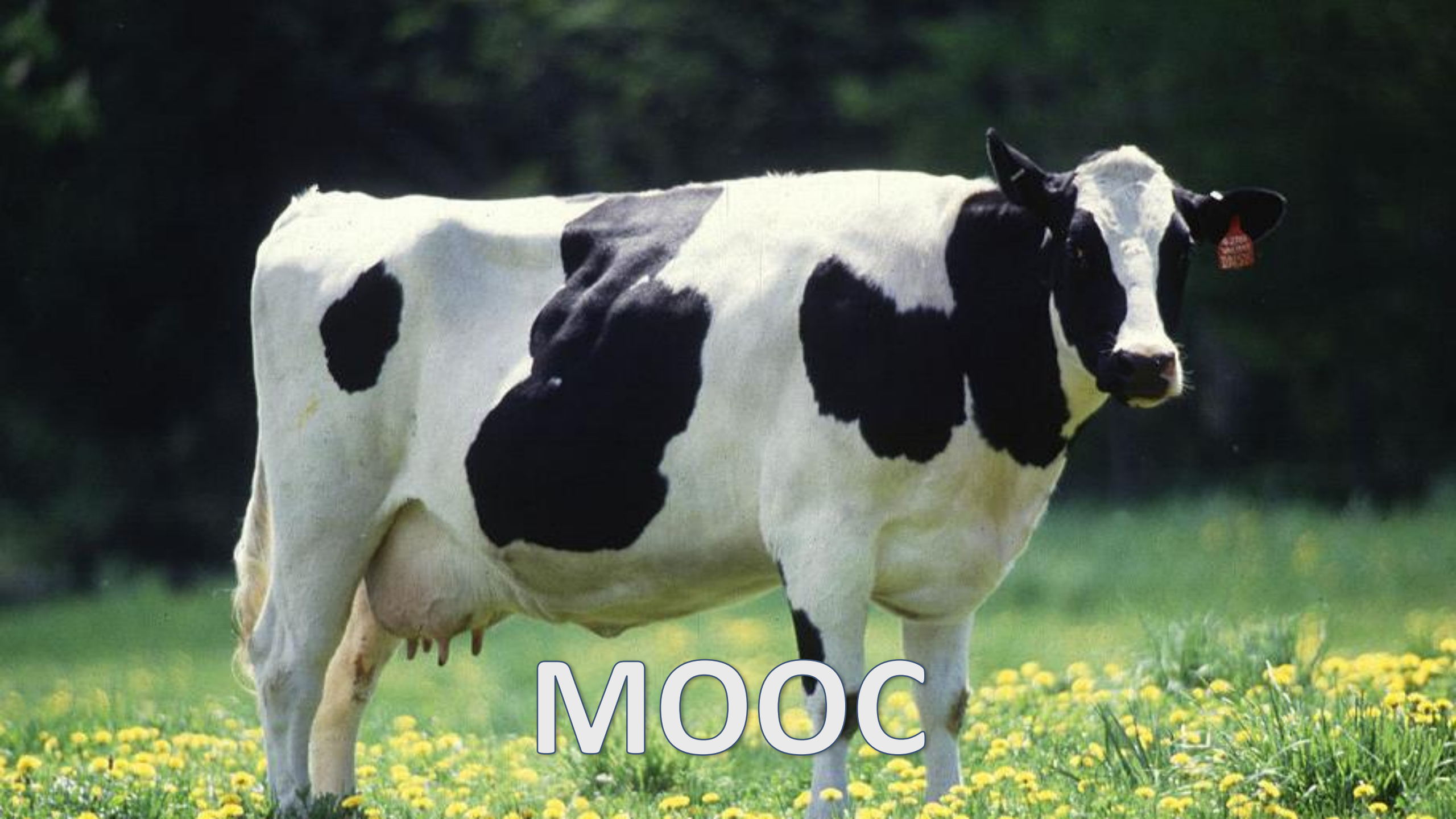
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# Kirwan Center Mission

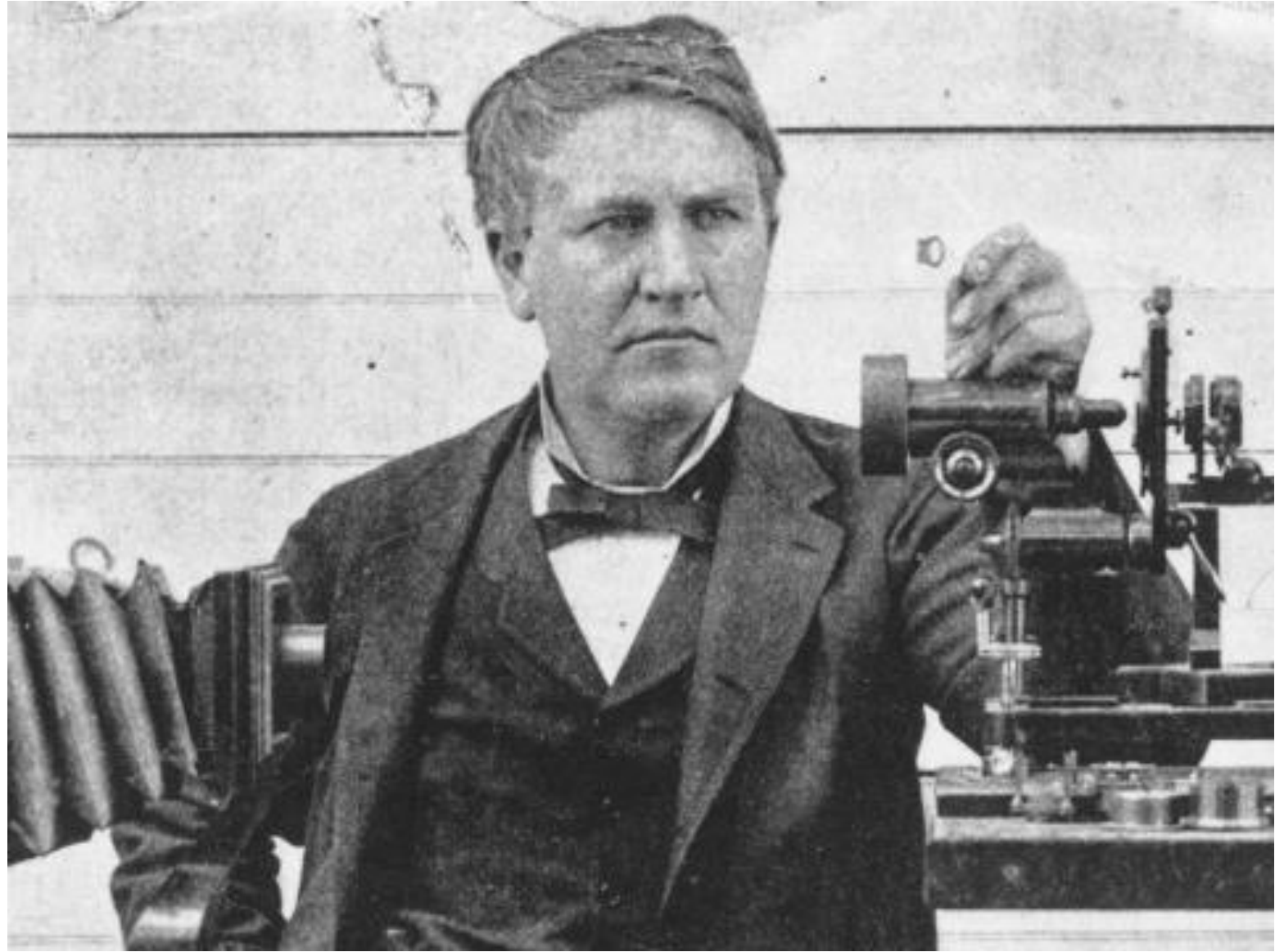
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The Center leverages the power of multi-institutional collaboration to increase access, affordability, and achievement for Maryland students.

Informed by the diversity of Maryland's postsecondary institutions, findings from the learning sciences, and capabilities of emerging technologies, the Center leads statewide efforts to implement, evaluate, and scale and sustain innovations aimed at student success.



MOOC



“...Our school system will be completely changed inside of ten years.”









“Undreamed of possibilities for education...”

Farrand, 1931



“Will resurrect the aural instructional techniques employed so successfully by famous teachers of the past like Socrates!”

Tyson, 1931



“There will be vast universities of the air, with courses taught by the national leaders of their fields...”

Waller, 1934



“...television is an efficient and inexpensive way to satisfy the nation’s instructional needs.”

Jones, 1957



“...will provide students access to the personal services of a tutor as well-informed and responsive as Aristotle.”

Suppes, 1976

# Big claims

The greatest thing since sliced bread!

# Rush to adoption

With no foundation in existing research.



# Implementation difficulties

Is it even practical?

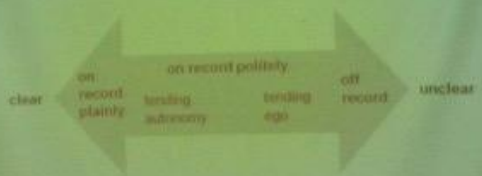
Then the research trickles in...

No significant differences.



MOOC

communication strategies differ in terms of clarity & politeness



Dr. Kim in a  
BIG lecture hall







# Baumol's "Cost Disease"



Productivity increase in industry group A

Rise in nominal wages in industry group A

Decrease in costs per unit of output in industry group A

Little or no effect on productivity in industry group B

Rise in nominal wages in industry group B

Increase in costs per unit of output in industry group B

That's depressing.

How do we break this cycle?





The application of our knowledge about tools, techniques, or systems to solve practical problems.

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What is the practical problem?

How to do more with less.



## “Non-traditional” student?

- Over 25.
- Dependents.
- First generation.
- Financially independent.
- Took time off before college.
- Went to a community college.
- Attends part time/works full time.





What do we know about the tools?

Understanding the actions made possible.







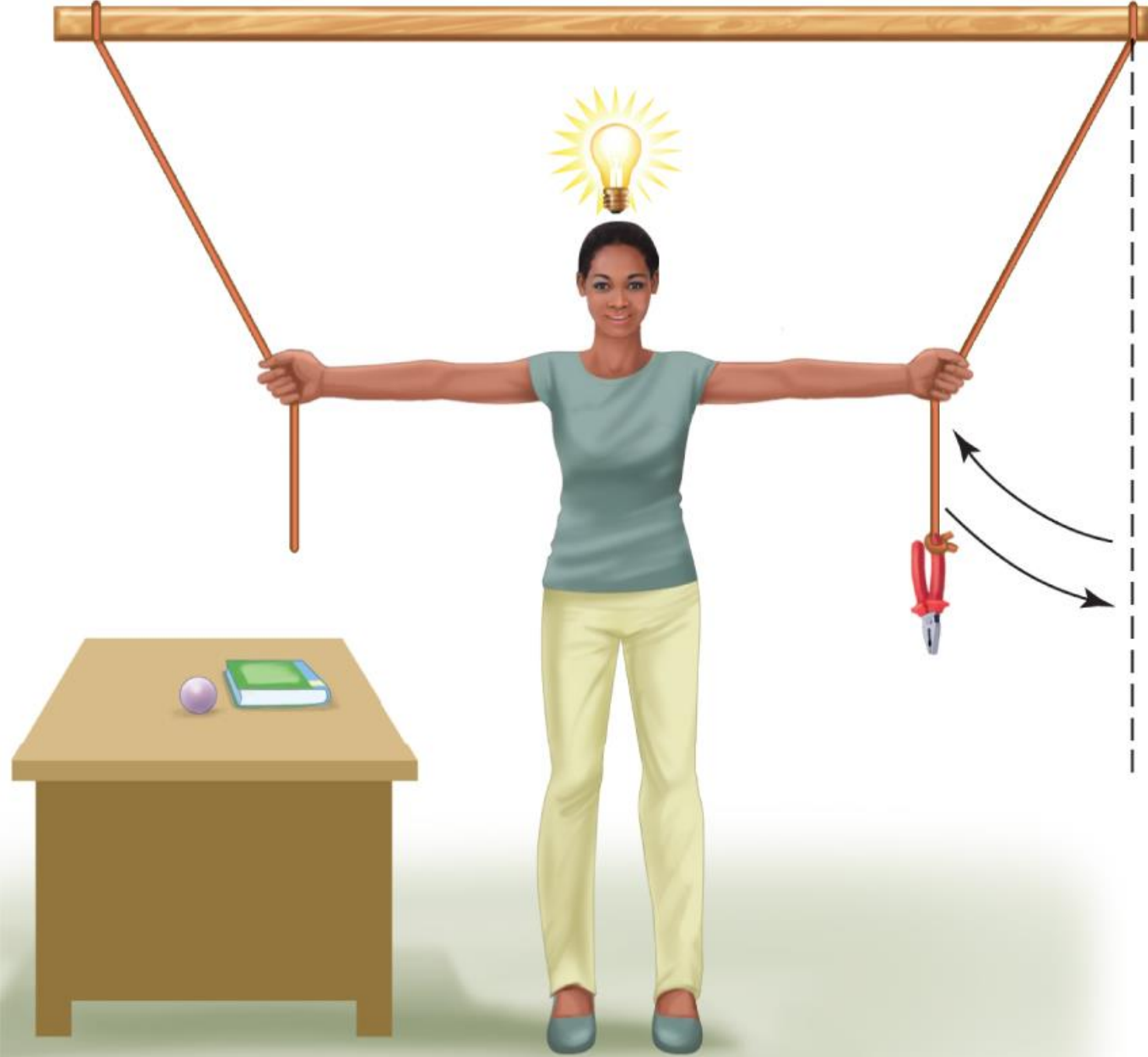
Jacques Carelman



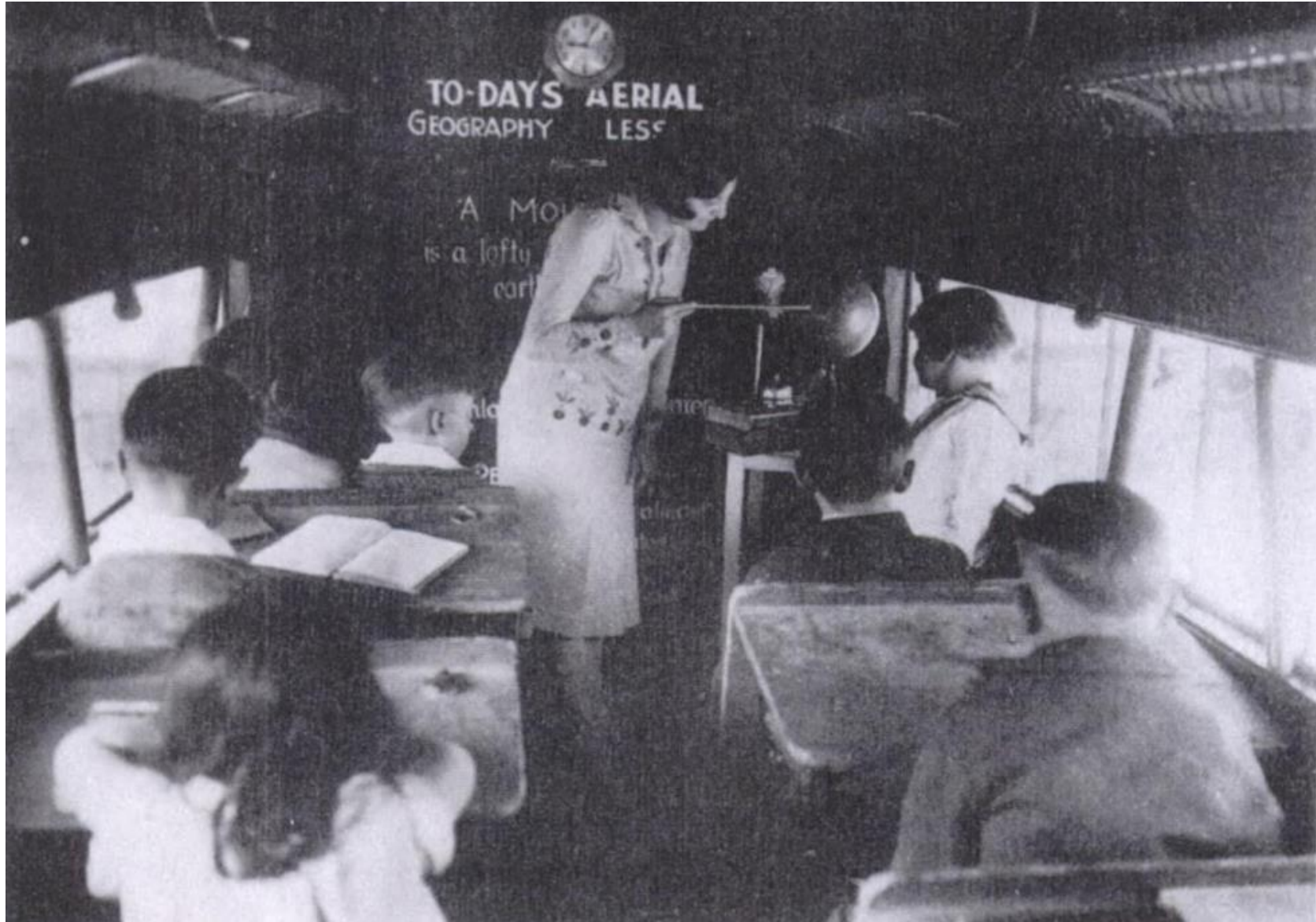
How do we *use* the tools?

No more business as usual.











**MASSIVE**



**OPEN**



**ONLINE**



**COURSE**

# cMOOC

Virtual, international & "massive" space where students and faculty share & critique each other's projects, build community around doing.

## F2F

Part-physical space where a teacher helps guide students in authentic, project-based applications of the skills and concepts introduced in the xMOOC.

## xMOOC

Space where students are introduced to core skills/concepts and can do light application.



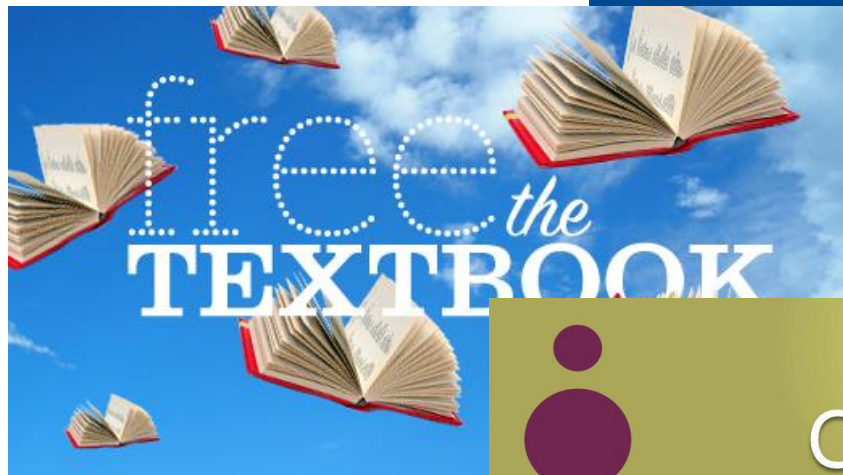
SHOP



Save money with  
**FREE  
TEXT  
BOOKS**



**FREE!**  
  
Costs associated with OER



**FREE** Lab Manuals  
& Course Material

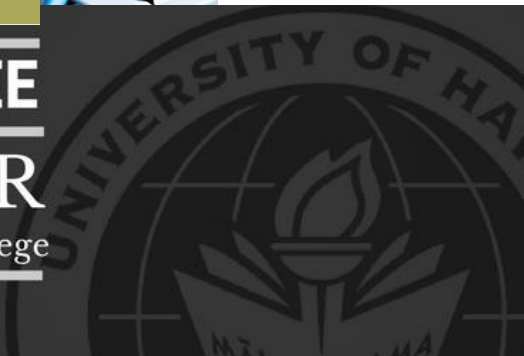
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**Free Your Curriculum**  
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**USING OER**  
@ Leeward Community College



**IN 2015-16 THE U. OF  
MARYLAND  
UNIVERSITY COLLEGE  
GOT RID OF THESE--  
COURSE MATERIALS  
ARE NOW ONLINE  
& FREE**

**JEOPARDY!**



Mmm.  
Free stuff...

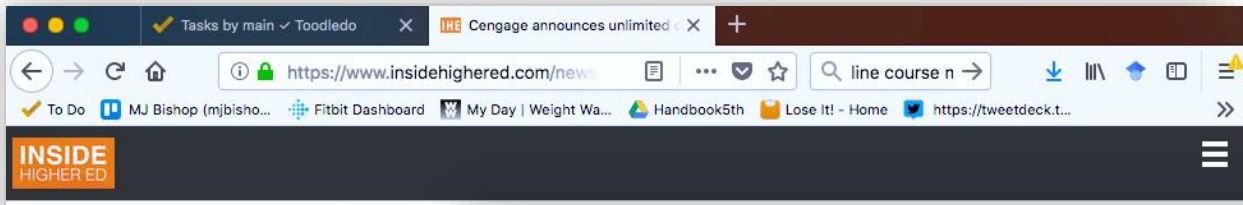
Did someone  
say "free  
stuff?"

OE-whats?

MAY 25 '17







## #News

# A Cengage Buffet

In a shift away from traditional publishing models, Cengage is offering a buffet of digital materials.

By **Lindsay McKenzie** // December 5, 2017

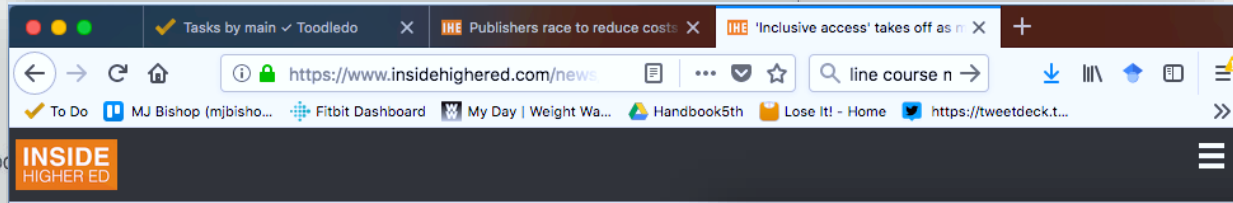


PIXABAY/JURALMIN

Cengage, the publisher and technology company, is offering a buffet of digital materials. Cengage's entire digital portfolio for one set price.

The new offer, called **Cengage Unlimited**, will give institutions access to over 675 course areas for \$119.99 a semester. For students taking three or four courses a semester, that's hundreds of dollars of savings a year, versus buying individual textbooks.

Cengage described the introduction of the NetFLEX sales model, which historically has relied on the purchase of textbooks at all due to prohibitively high prices. However, by the introduction of rental programs, students can now purchase textbooks at all due to prohibitively high prices.



## #News

# 'Inclusive Access' Takes Off

Hundreds of colleges are signing on to publishers' programs, with apparent enthusiasm, while others are skeptical.

By **Lindsay McKenzie** // November 7, 2017



GETTY IMAGES

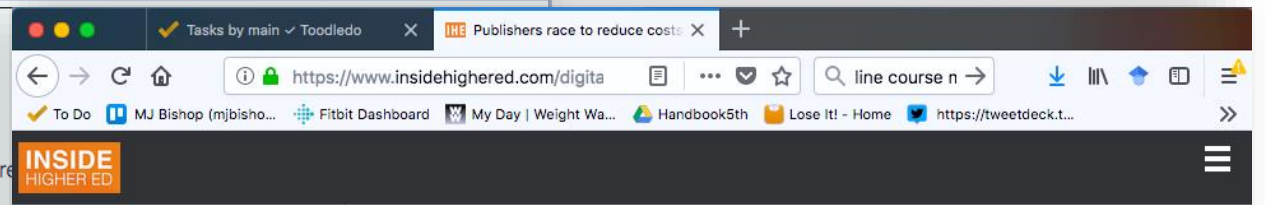
Major education publishers – including Pearson and Cengage – are seeing a number of colleges offering "inclusive-access" programs. Previously, students might have been assigned textbooks, but now up whole classes of students to automatically receive textbooks rather than purchasing individually. The "inclusive" aspect of the model means that the charge is included as part of their tuition on the first day of class.

For publishers with struggling print businesses, the inclusive-access model is a lifeline. A partnership at Pearson, said it was no secret that publishers like Pearson are seeing a **drop** as a result. "The print model is really a broken business model for us, and we're moving away from print, and move towards digital."

Pearson's inclusive-access business is growing quickly, said Peyton. "Since we've implemented a repeatable and scalable model around inclusive access, we've signed agreements with more institutions."

Scott Virkler, chief product officer at McGraw-Hill Education, said that the growth of inclusive access, with its customer base doubling in the last year. Lori Hales, senior vice president at Cengage, said that Cengage, too, has seen **rapid expansion** in this space. The publisher expects its revenue from inclusive access to double this fiscal year, said Hales.

The growth is not only due to new institutions trying inclusive access, but also to existing institutions expanding it to more courses, said Hales. Typically, an institution will start with a few courses, explained Hales, said that at Cengage, which has been offering inclusive access for several years.



#Inside Digital Learning

# Are Etextbooks Affordable Now?

In a bid to gain market share, publishers have slashed the cost of digital textbooks.

By **Lindsay McKenzie** // May 1, 2018



The application of our knowledge about tools, techniques, or systems to solve practical problems.

# Open educational resources (OER)

are resources that reside in the public domain or have been released under an intellectual property license that permits their **free use and repurposing by others.**



# Open is Not Just Free



## Retain

- Make, own, and control your own copy of the content

## Reuse

- Use the content in its unaltered form

## Revise

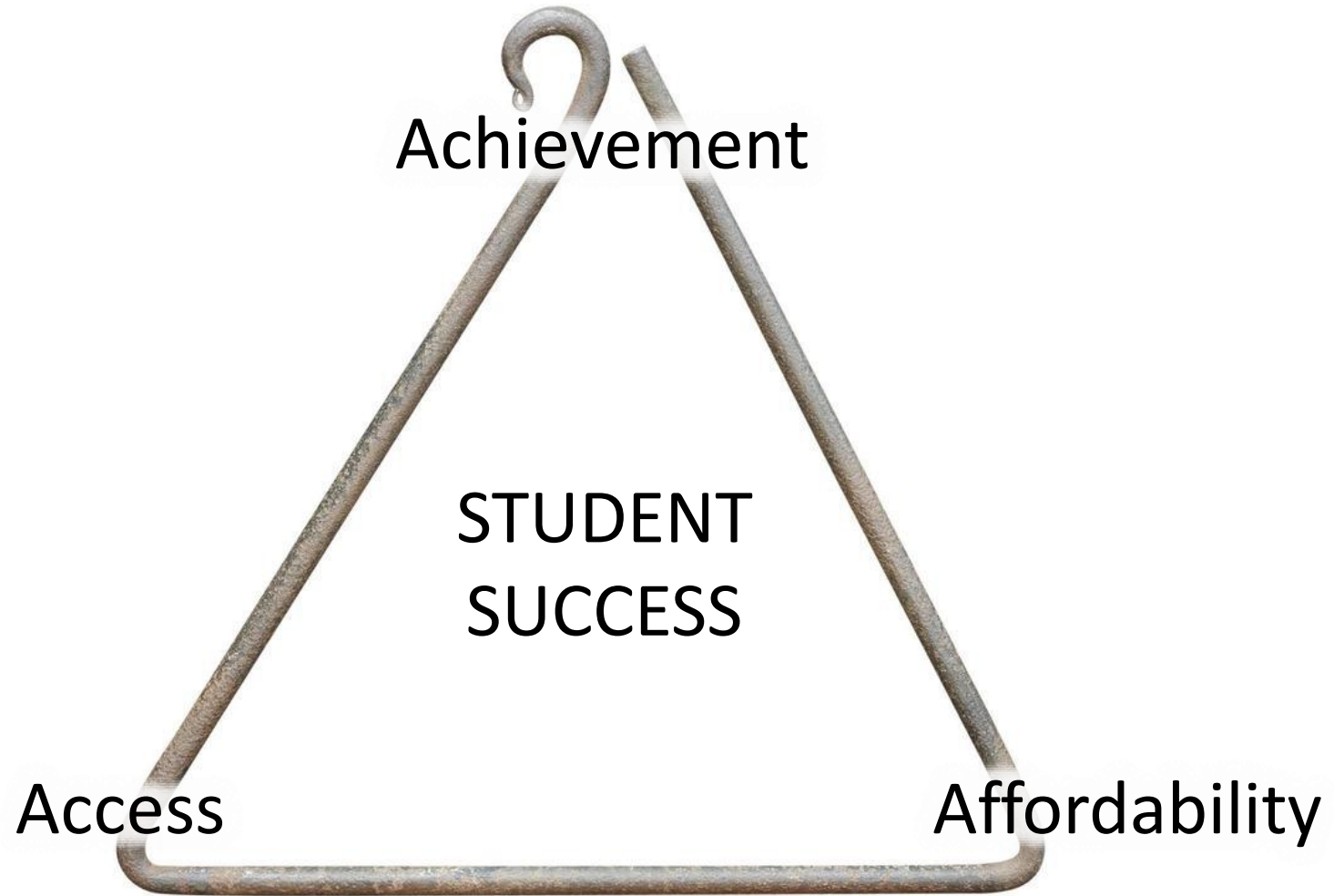
- Adapt, adjust, modify, improve, or alter the content

## Remix

- Combine the original or revised content with other OER to create something new

## Redistribute

- Share your copies of the original content, revisions, or remixes with others

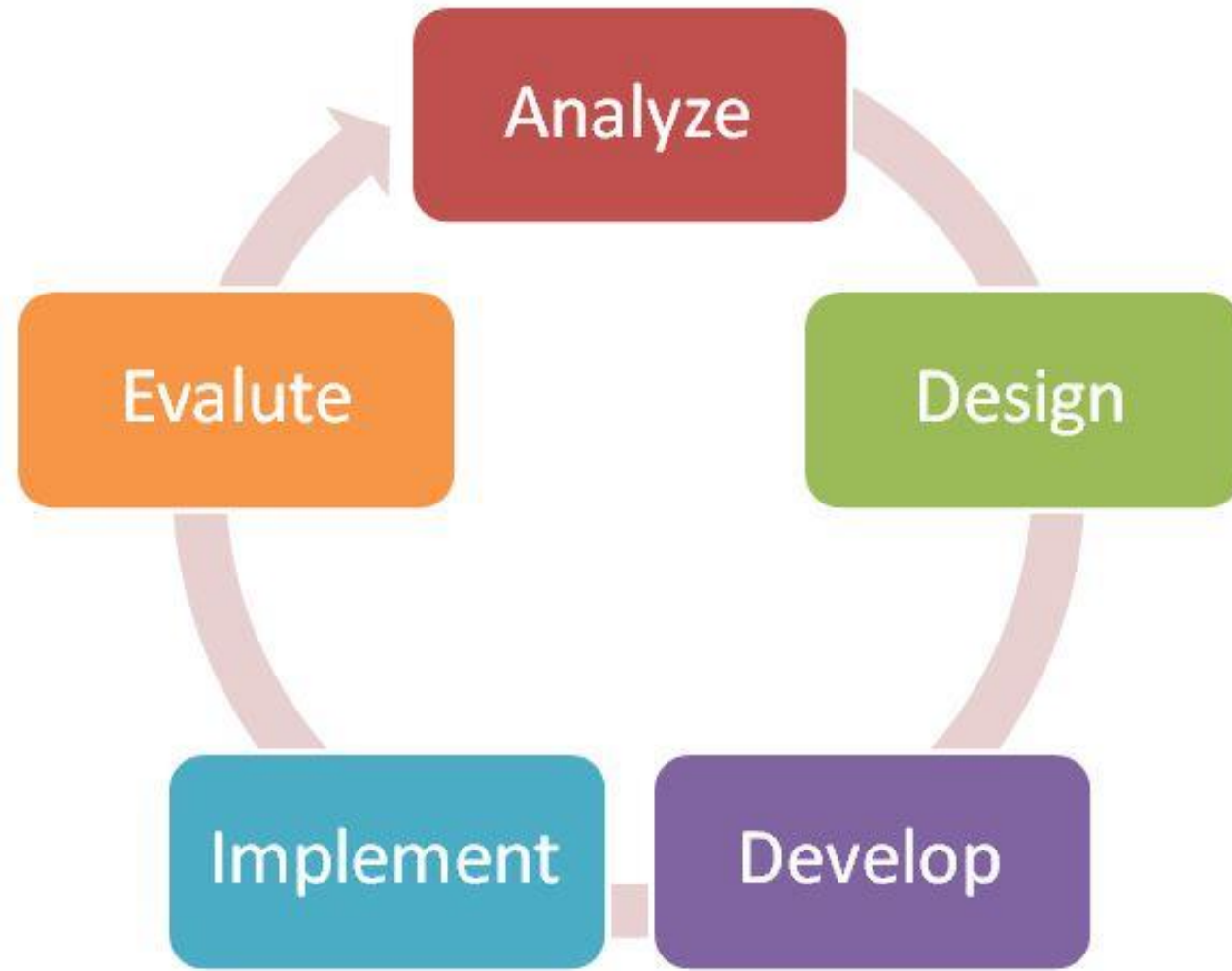




Achievement

Access

Affordability







# We need...

- Digital rights and accessibility compliance services.
- Support for curation/discoverability.
- More OER materials at higher levels.
- Support for teaching and learning with OER.
- A transition plan (bookstores closing!).
- OER quality review.
- Faculty incentives.





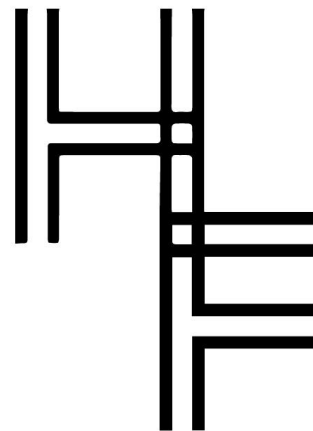
“Improvement in post secondary education will require converting teaching from a solo sport to a community-based research activity.”

-- Herb Simon  
Nobel Laureate and Professor  
Carnegie Mellon University





**MARYLAND OPEN SOURCE**  
**TEXTBOOK** *Initiative*



WILLIAM + FLORA

Hewlett  
Foundation

## MISSION

M.O.S.T. supports long-term, statewide scaling and sustainability of fully accessible, openly licensed course materials by providing the collaborative infrastructure Maryland's public higher education institutions need to support effective and efficient OER adoption, adaptation, and creation.

M.O.S.T. is dedicated to empowering and rewarding faculty who capitalize on the opportunities afforded by openly licensed materials to optimize student learning through continuous quality improvement.



## GOAL

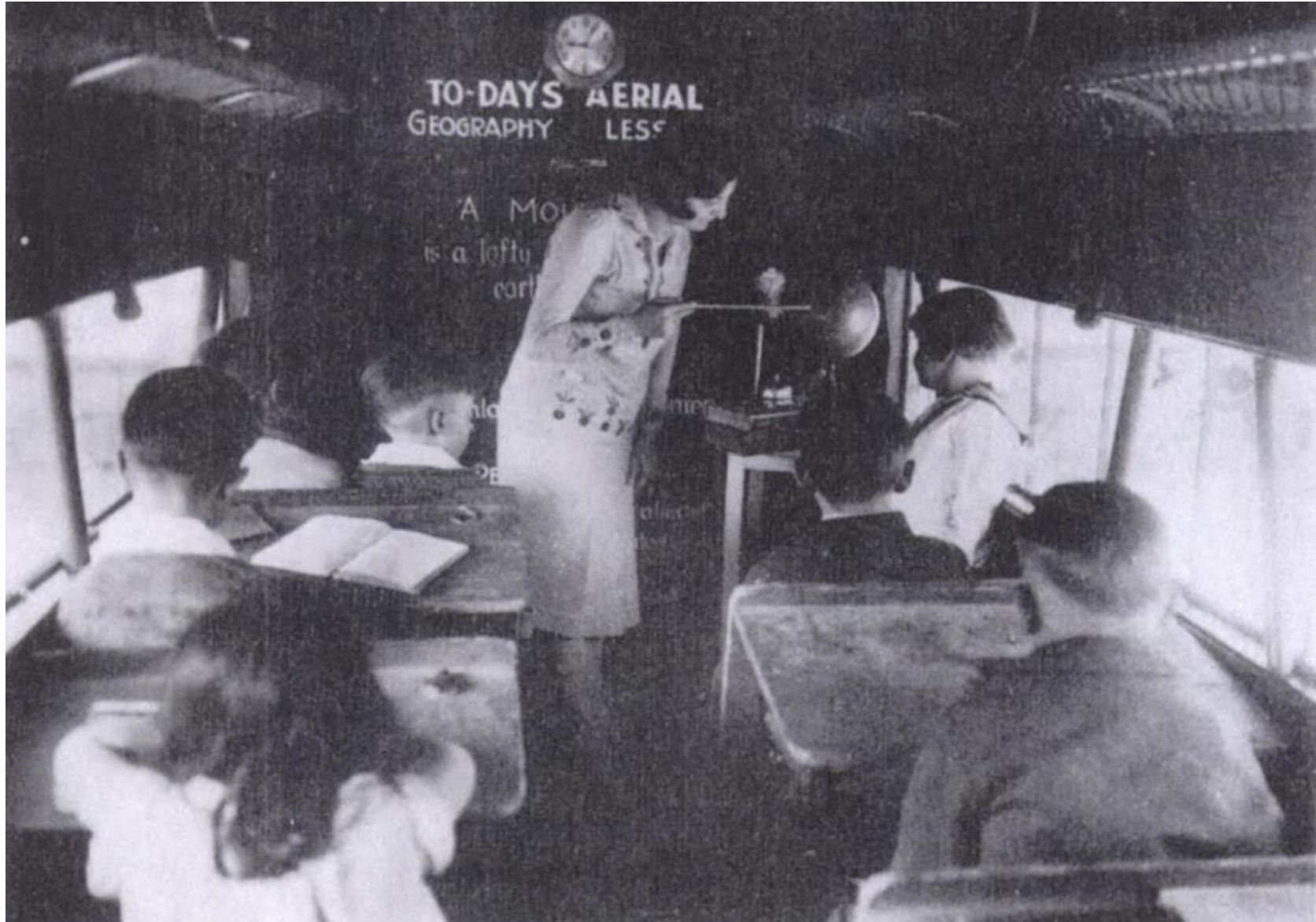
To achieve its mission, M.O.S.T. will support statewide scaling and sustainable use of OER, leveraging the affordances of openly licensed materials to increase access, affordability and achievement for all students' success by...

- shifting the conversation about OER from being just about affordability to, more holistically, being about student success;
- supporting effective and efficient adoption, creation, and adaptation of OER to optimize student achievement;
- developing processes, models, and reward structures for sustaining the work over time.



Parting thoughts.

It's not really about OER...





<http://www.usmd.edu/cai/>  
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